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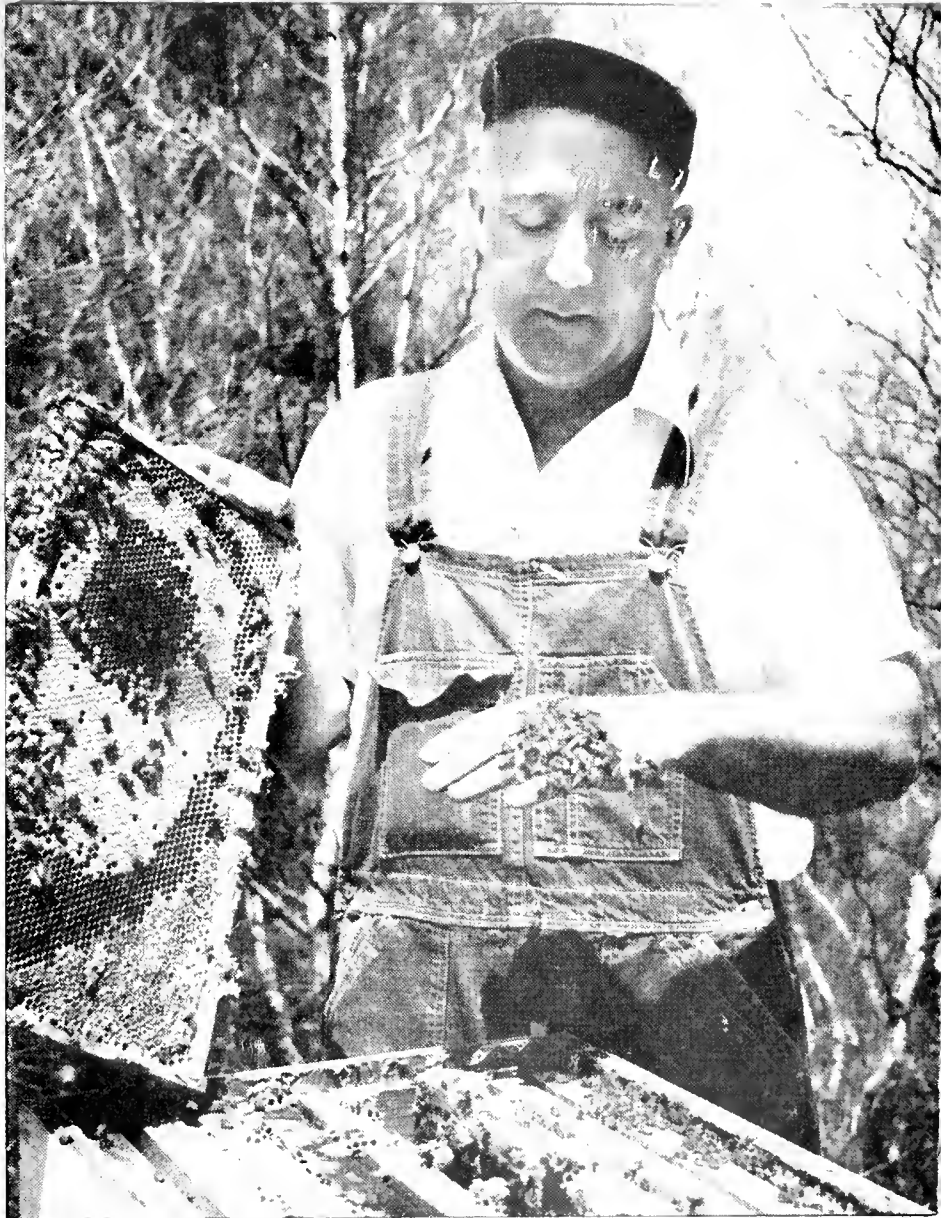












JOHN VAN DE POELE—Bees and Cranberries

(CRANBERRIES Photo)

(Story page 6)

## *This Issue . . .*

Begins the 14th year CRANBERRIES has been portraying the news of the cranberry industry.

There have been good years and some not so good; the past season, marketwise, was not one of the good ones. But the industry was not born yesterday. It still survives, it has a habit of finding its way over the humps.

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# Mass. Cranberry Station and Field Notes

by J. RICHARD BEATTIE  
Extension Cranberry Specialist



The first general frost warning was sent out April 17, Easter Sunday, which, incidentally, was the same date that we sent out the first warning a year ago. Up to the present time (April 30), twelve warnings have been forecasted as compared to seventeen warnings covering the same period last year. The telephone and radio broadcasting systems are working smoothly. We have been very much pleased with the fine cooperation that we have experienced from Radio Station WBZ in Boston. Their signal in the cranberry area is strong and well received. The time schedule might bear repeating. Frost warnings over this station will be given out at 2.59 and 8.59 p. m. when there is danger of frost.

The five recent weed control clinics held in Barnstable, Bristol, and Plymouth Counties apparently were helpful to growers attending these sessions, judging from the many favorable comments received. The threat of frost and a conflict in an annual meeting kept many away. However, approximately 175 growers were present. Plots were set out prior to the field meetings demonstrating the effectiveness of various chemicals. Dr. Cross duplicated the applications at the meetings so that the growers could see how the chemicals were applied. He then discussed the important points in the weed control program and devoted 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 by Dr. Cross are in order.

1. The use of Stoddard Solvent appears to be effective in the control of asters, small brambles, sand spurrey, and most grasses, sedges, and rushes, applied at the rate of 200 to 250 gals. per acre.

2. Don't use Stoddard Solvent on early-drawn bogs after the terminal buds have started to lengthen because of possible injury to the buds.

3. It appears that Stoddard Solvent can be used on new plantings with reasonable safety if not more than 200 gals. per acre is applied, even though there is considerable new lateral and runner growth.

4. For late water (withdrawn May 15-25), Stoddard Solvent may be used effectively for possibly three to four days.

5. Stoddard Solvent may prove to be cheaper than kerosene, since much lighter applications are used.

6. Kerosene is now being refined by a new process and is likely to be of a different composition than the kerosene we have used in the past. The new kerosene may have a greater killing power and also it may burn vines when sprayed late in the season. When Dr. Cross has more information on this subject, growers will be notified immediately.

7. Control your weeds when they are small.

We should not ease up in our control of root grubs and white grubs, according to Dr. Franklin, who has just completed his manuscript on root insects. The cranberry root grub destroys 100,000 to 150,000 bbls. annually in Massachusetts. With competition as we know it today, we cannot afford to donate such a tremendous volume of cranberries to these grubs. Growers should know its life cycle, how to identify it and recognize its injury to the bog in the early stages. Effective control measures have been developed by Dr. Franklin. Possibly the most effective control is the flooding treatment, which is listed in first place in the new Insect Chart. It is now time

for the re-flood (May 12-15) for grubs, and this flood should be held until July 15-20. The cyanide and P. D. B. treatments are also effective, with cyanide the cheaper of the two treatments. Other early spring insects will be with us this month and include the false army worm, blossom worm, weevils, gypsies, and fireworms. Whatever treatment is used, be sure to follow directions carefully. Dr. Franklin reminds us again that the insect net and the hand lens should be standard equipment for all cranberry growers.

Dr. Chandler suggests that growers who use fertilizer on their bogs might consider one with a high phosphorus content such as a 1-2-1 ratio. The middle figure represents the percentage of phosphorus present. If a 5-10-5 or a 5-8-7 grade were used, Dr. Chandler recommends an application of approximately 400 lbs. per acre to bearing bogs when heavier vine growth is desired. If a 7-7-7 grade were used, 300 lbs. is suggested. Applications could be made at this time of year, but just before a rain if possible. If applied before a frost flow, the value of the fertilizer may be lost. Another period of application is just before full bloom.

Dr. Chandler has worked out a fertilizer schedule on purely a trial  
(Continued on Page 16)

## Contract Signed Making Council An Entity

The 14 directors of the Cranberry Growers' Council met at the Hotel Commodore, New York, the evening of April 26. After signing the contracts which made the company an entity, the members voted an advertising budget of \$500,000 to back fresh cranberry sales. Under provisions of the contract only "Eatmor" will be mentioned in fresh fruit and "Ocean Spray" in processed.

The following officers were elected:—Marcus L. Urann, president; Arthur D. Benson, secretary-treasurer; Theodore H. Budd, Sr., chairman of the board of directors.

The committee's main business of allocating the crop still lies ahead.

# Cranberries

THE NATIONAL CRANBERRY MAGAZINE

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## FRESH FROM THE FIELDS

Compiled by C. J. H.

### MASSACHUSETTS

#### Frost Warnings

Bogs in general were "looking pretty good", as April ended. There had been a considerable number of frost warnings sent out, although several times conditions changed and there were no frosts. However, low temperatures were reached on occasions, the morning of the 29th bringing reports ranging from 16 at Carver, 19 at Carlisle, and 20 to 21 at some other points. The forecast had been for 18. There was little if any damage from frost during the month—water was plentiful on all bogs which had flowage, and many growers held over the floods during the cold spells.

#### Month Continues Warm

The month, however, was too warm, this being a continuation of the above-normal months. The temperatures were running a little over five degrees plus a day, which is one factor not on the favorable side for keeping quality. Warmest day of the month at the State bog was 71 on the 4th, coldest (in the shelter) was 29 on 3 days, the 2nd, 11th and 12th. Rainfall was very satisfactory, 4.92 inches.

#### New Acreage

Among the limited amount of new acreage going on is to be four or five acres by a new grower, Harry Rhodes of Wareham. Last winter he cleared 3-4 acres at Double Brook near the South Middleboro-Carver line, and has sanded and planted this spring. Others are Manuel Moniz, who is finishing up about nine acres in the Marstons Mills area, and still a third is Frank Crandon, who is completing several acres of the piece he had previously begun.

### NEW JERSEY

#### New Bog

Bert Haines and brother are planning to set out some 20 acres of new bog this season. Right at present they are clearing an 11-acre piece of virgin land. By using a stump puller and a crawler tractor they have pulled over 400 stumps in a period of four hours. They are at their usual work of pulling the brushy weeds on early-drawn bogs.

Theodore Budd, Rogers Brick, and Vinton Thompson are also setting out new bog.

Many growers have had their bogs exposed for ten days to two weeks in April and then reflooded.

Vinton Thompson is building a canal for flood control and diversion of the main stream around some bogs instead of having it pass through the bogs as heretofore. Ralph Clayberger did this to great advantage a few years ago.

Rogers Brick was mowing Champion vines in April. He followed up with a light sanding.

#### Weather

Both temperature and precipitation were slightly above normal at Pemberton during April. The daily mean temperature at the laboratory in Pemberton was 52.7° compared to the normal of 51.7°. Rainfall totaled 3.41 inches compared to the 3.23 inch normal.

#### Frosts Cause Concern

Frosts on the nights of the 20th, 24th, 28th and 29th caused some concern to those cranberry growers who have drawn off the winter flood. The number was not many, as many growers are holding the winter flood into May this year in the hopes of improving quality of

the fruit, even though this may reduce the quantity.

The frost of the night of April 28th was of considerable concern to blueberry growers, however, as early blueberry varieties such as Cabot, Weymouth, and Rancoas were at the peak of bloom and were consequently at their most cold, tender stage. Some flower browning was caused by the frost, but as yet there have been no reports of any serious damage.

#### Blueberry Bloom Heavy

The blueberry bloom is extremely heavy throughout the blueberry-growing area. If nothing happens, it looks like another record blueberry crop for 1949.

### WISCONSIN

#### Sales Co. Ratifies

Wisconsin Cranberry Sales Company met on April 15 and ratified the by-laws, Articles of Incorporation and marketing contracts which the American Cranberry Exchange has already negotiated with Cranberry Growers' Council, Inc. Approximately 65 members were present at the session.

#### Large Cello Pack Planned

Cellophane packing equipment is being installed as generally as possible, as it is realized the bulk of the '49 fresh crop will be handled in this manner. It is expected most of the larger growers will be fully prepared to meet this trend.

#### Water Still Uncertain

Water supplies are still not satisfactory. While most of the growers filled their reservoirs pretty well, ground water was so late that during April some of it began to seep away.

(Continued on Page 16)

# Bees Are "Moody Beasts" But Beneficial to Cranberry Bogs

John Van de Poele, Who Has Studied and Raised Them for Many Years, Says More Should Be Used by Growers.

By CLARENCE J. HALL

The honey bee can be a beneficial friend of the cranberry bog at blossom time, even more than it is, is the opinion of John Van de Poele of West Abington, Mass. Mr. Van de Poele should know whereof he speaks. He has been in the bee business since 1920, is deputy Bee Inspector of the State of Massachusetts (he has been acting chief). He has been written up in newspapers, in TIME Magazine, has been cartooned by "Believe It or Not" Ripley, been on broadcasts with Lowell Thomas, over the Blue Network on "Swap Nite", when he swapped bees for an airedale; he has lectured on bees before agricultural schools and granges all over New England.

All this has been about bees, of course. He calls himself a farmer, or "Keeper of the Bees". At present he has 285 hives, each housing about 30,000 bees, so you can easily

figure out how many bees he owns. He is the largest bee keeper in Massachusetts and possibly in New England. And he is interested in helping the bees and the cranberry blossoms get together.

For one thing, this would produce a honey "out of this world" in taste, he says, but that would be only a minor by-product. The main idea would be increased pollination of the bogs. One colony will insure maximum pollination of about two acres of bog, he avers. The pollen must be carried from one plant to another, male and female, the wind does some pollination, as do other insects. The big wild bumble bee is a master worker at this art, even better than the honey bee, but unfortunately he cannot be domesticated, at least as yet.

#### Took Courses in Bee Culture

Van de Poele, born in Boston, spent his early years on a big farm with green houses on Hanover street, Abington. His father was born in Holland, as the name Van de Poele would suggest. Cucumbers must be pollinated by bees, he says, so bees were kept. At that time the father of the well-known

Carver grower, Russell Trufant, was associated with the Van de Poele business and knew a lot about bees. Young Van de Poele determined he would know more.

After the first World War, in which he served in the medical corps in this country he took short courses in bee culture at Massachusetts State College and at Cornell. Incidentally he served in the last war, too, this time as instructor in field tests in Texas in the Air Force.

It seems there is a lot to this business of being "keeper of the bees", like most everything when you really get into the thick of things, and Van de Poele certainly gets into the thick of his bees. So did this writer, a little more than enough for his piece of mind when taking Mr. Van de Poele's picture. Furthermore, he was not reassured when his mentor said the bee sting can be fatal to some people and that as many as 12 have died in New England in a single year from bee stings.

He explained the bee poison contains formic acid and is very similar to the poison of a rattlesnake. Van de Poele, himself, considers that he has built up an immunity to the bee poison, being stung maybe 50 or 60 times a day. However, it was noticed that even he jumped when a bee stung him on the tip of his nose during the photographing process, but after that he sat a bee upon his hand and angered it until it stung. He said he didn't feel a thing. One bee absolutely refused to sting him, perhaps not feeling like committing suicide. "Bees are moody beasts", he explained. "They are gentle if handled properly, mad as bulls when aroused".

The stinger of the bee when it sits down and stings, remains in the flesh and has a barb like the barb on a harpoon, which is unlike the stinger of a hornet or wasp, which is as straight as a needle. The bee literally tears itself to death in pulling away after stinging. The stinger continues to live in the flesh for 15 minutes and vibrates. "Never grasp a bee to pull the stinger straight out", he said. "Use a brushing motion." He brushed the bee away from his

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hand properly, but the stinger fell to another place on his hand and continued to vibrate and sting, all by itself.

### Bees Work Themselves to Death

"The bee", he explained, "will actually work itself to death for the grower of cranberries, apples, or other forms of plant life. The bee only lives seven or eight weeks, in the spring and summer. It has only so many hours of energy, exactly like a storage battery in your car. It uses this energy all up gathering nectar, and, incidentally, pollen from the blossoms. Then it drops dead in the field."

The bees in going from blossom to blossom in getting nectar which they carry back to the hives to make into honey, pick up the pollen in little basket-like pockets on their legs. They spread this from flower to flower. It is the "worker" bees which do this, the workers actually being undeveloped females.

In the case of bees the females seem to be more vicious than the males. Once the "drone" or male has performed his duty in fertilizing the "queen", he has no further use to the community colony of bees and is killed off in the fall by the "workers" or undeveloped females. The queen bee herself gathers no honey, but remains in the hive, except when she leads a "swarm" to make a new home.

How does a female bee get to be a queen? Mr. Van de Poele says this is determined by the workers. They place a sort of secretion upon certain eggs of the queen. The resulting bees from these particular eggs will be queens. However, there is only a single queen to a hive. The first queen hatched kills the others. If two queens happen to hatch simultaneously there is immediately a battle royal between the two ladies to see which shall survive.

The queen is longer and more slender than the worker bees, more aristocratic, perhaps, in appearance. Sometimes to make her easily distinguishable Mr. Van de Poele paints her a color, red, or green, or blue, the difference in color being a means of keeping track of her age. A queen lays from 1000 to 3000 eggs a day all

summer. "That's quite a strain upon her".

### No Bees When Pilgrims Came

When the Pilgrims first settled in Plymouth County there were no bees. They imported some German, or "black" bees by way of Holland in 1638. Honey was important as a rare sweet in those days. Descendants of these, plus a few other later import, were all the honey bees there were in the United States for more than two centuries. In 1859 the first Italian bees were brought in, and in 1880 these were followed by the first Caucasian bees from Russia. The Italian and Russian bees were much more satisfactory, and today three-quarters of the bees commercially kept are the Italian breed and the other quarter the Russian. Because of the blossoming of some flowers in the South all the year, that is ideal for the bee man and where Mr. Van de Poele gets fresh supplies.

"Bees are chiefly responsible for the pollination of our food crops. There used to be enough other insects to fertilize the blossoms of the fruit, vegetables and grain crops", says Mr. Van de Poele. "But with the cutting down of our forests and modern methods of insect control this is no longer true." If disease killed off the bees, I would hate to think of the

results to our human population."

### "Foul Brood" Disease

And he is concerned, especially as State Bee Inspector deputy, with one disease which is known as "Foul Brood". This is an infectious disease which destroys the young. It is his unpleasant, but necessary duty to detect this disease in colonies and to order them destroyed. He is finding altogether too much of it on his official tours of inspection of bee colonies.

DDT, of course, is another bee problem. Mr. Van de Poele has had some experience with that on cranberry bogs. He has found that it is desirable to place hives on the west side of bog shores to keep out of the dust drift, from the more often-prevailing west winds. He has asked pilots not to permit dust to settle directly upon hives.

There are, it is estimated, 74,384,860,000 honey bees in the United States, Mr. Van de Poele says, and 425,000,000 in Massachusetts. It is his hope to get more of these at work on cranberry bogs. It is much more economical for a grower to hire hives from a commercial bee keeper, who can schedule a continuous season, starting with apples in May, for his colonies, than to keep his own, he says. Mr. Van de Poele has an arrangement with Ferris Waite of NCA's

(Continued on Page 16)

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## Big Percent '49 Crop Should Be Marketed Fresh

Also Much in 'Cello, Mr. Chaney Tells Annual Meeting of NECSCO—Membership of That Group Now Largest in Its History

A large proportion of the 1949 crop should be sold fresh, C. M. Chaney, general manager of American Cranberry Exchange, told members of the New England Cranberry Sales Company at the annual meeting, Carver Town Hall, April 21, and of this fresh fruit a large part must be in "consumer" or cellophane packages.

He said he considered an average crop now might be 750,000 barrels, or possibly 800,000, as the average for the past four years had been slightly in excess of the latter figure. "Using that figure to plan on", he explained, "I feel at least 100,000 barrels should be processed, which would mean that 700,000 would have to be sold fresh, of which the Exchange might be called upon to handle 600,000 bbls."

He thought that 75 per cent of the fresh fruit should be marketed in cellophane, as that was what the consumer demanded today. He cautioned that the percentage to be sold fresh and in the cellophane would have to be governed, of course, by the quality of the crop as it turns out to be.

From best estimates he said he believed the carry-over now to be

conservatively the equivalent of 500,000 bbls. in freezers, cans, and in the hands of dealers.

There was a rather small attendance, but Arthur D. Benson, general manager and treasurer, announced 49 new members had been added during the year, bringing the membership of NECSCO to 352, the largest in its history. This was Mr. Benson's 33rd annual report, that number of years being considered a generation, he said, and during these years he had seen great changes and advancements in the company.

### Benson Commended for Plan

Mr. Benson had been commended in the brief opening address of President George H. Cowen, who said "Credit must be given to Arthur Benson for developing the plan which is leading to the formation of the Cranberry Growers' Council. No other plan was offered which was so good, and I doubt whether except for him a plan such as this would have been possible."

Mr. Cowen said this was his third report as president and he hoped he would never have to serve again during such a "disastrous" year as the last, but he felt the new, closer unity between the two co-ops, ACE and NCA, would work out for the benefit of all growers.

During his report, Mr. Benson said that during his service he had noted two important changes: first, the change from the quarter-barrel box to cellophane; and second, the big increase in bog management and bog service for members by the Sales Company. He called upon Raymond Morse to ex-

plain more of this. Mr. Morse said that 20 bog properties are now being managed, these bogs ranging from 2 to 75 acres, and these company-managed bogs produced 11,573 bbls. of the Company crop in '48. He reported that 2,856 acres were dusted by 'copter last year, 80½ by ground dusters and 516 acres sprayed. For dusting, he said, the average charge was one and a half hours per acre.

Stanley Benson, who is in charge of growers' relations, told of the many calls upon growers which had been made during the past year, and of the increase in membership. He told of the exhibit of the New Haven Railroad at Grand Central Station, New York, at which the Sales company had provided a miniature bog, the exhibit having been viewed by more than 100,000 persons, many of whom had never seen a cranberry bog and knew nothing of cranberries, including visitors from several foreign countries.

He said this coming season he intended to call on many more growers who were not members of either co-op.

Miss Sue Pitman, assistant treasurer, said this had been the busiest year she had ever experienced, and that NECSCO had an extremely efficient and willing office staff. It has in all 277 employes, all of whom she praised for their loyalty to the company and to the members. She said she was delighted that the company was a member of the Growers' Council and "proud it was the plan of Mr. Benson of this company which made the step possible."

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### Few Packing Individually

Continuing his report, Mr. Benson said that an all-time high of berries had been screened by the company, 80,552 bbls., it having packed for 299 members, which meant that only 53 had or used their own screenhouses. He outlined the series of meetings leading to the formation of Growers' Council, and under the new arrangement hoped there would never be a repetition of 1948, in which some growers did not achieve cost of production and which was a year during which he estimated there was a loss of \$2,000,000 to the growers of Plymouth and Barnstable counties.

### 100% of Members' Crop

He said he was pleased to report that corporation papers had already been filed in Delaware. It is the intention to have both ACE and NCA affirm that all members provide 100 per cent of their crop to their respective co-op as soon as this is possible, but NCA contracts for lesser amounts will be honored until their expiration.

Mr. Chaney in making his annual report of the 1948 crop disposal, said the Exchange had sold for an average gross F. O. B. price of \$14.30 a barrel, from this to be deducted to the grower 78 cents per barrel for all sales expenses and 76 cents for advertising. Highest figure for which the Exchange sold was \$24.00, this being for the berries of the Canadian bog which is a member. That was largely due to the embargo against the sale of United States berries in Canada, which he expected would be lifted this year. Next highest was for the relatively small crop of Oregon, this being \$15.71, due in part to advantageous freight rates, the crop being sold locally, and this would have been higher had the crop been of better quality. New England Cranberry Sales averaged \$14.17; New Jersey, \$15.06; Wisconsin, \$13.99; and Long Island, \$11.30, the lowest the crop from that area ever having brought since sold by ACE. All berries handled by ACE totalled 365,582, of which 103,894 were processed, mostly through NCA.

### Must Instill Confidence

"Our first job", he said, "is to instill confidence in the cranberry

industry in the minds of our customers so they will buy in large quantities as they did before last year. Instability in '48 was the cause of hand-to-mouth buying."

He admitted he knew the Exchange had taken on a tremendous job in hoping to sell all the berries fresh in this year that it hopes to. He said the level best of all would be devoted to this. There would be more comprehensive advertising. The sales force will be increased.

He announced that Orrin G. Colley of Massachusetts had been added to the New York office sales staff, and would spend most of his time in that office. Lester Haines, who has had 15 years with the Exchange and is at the Chicago office during the active season, will have Philip Gibbs of Massachusetts, in all probability, to take charge of the Chicago store. He said possibly two good road men would be added, and already a young man, Richard Atwood, under the GI plan, was at general work in the New York office.

E. C. McGrew followed, saying there was no magic formula by which the cranberry industry could pull itself out of the hole in which it found itself, along with many other perishable fruits and vegetables. He told of how ACE had spent 40 years in building up a market which had confidence in the

cranberry industry, in its stability, but this had been lost in one year, as the result of confused distribution and erratic prices. "No one will buy in quantity today when he believes he can buy for less tomorrow". He said, however, he felt certain this confidence could be re-established and that already, with the news of the closer cooperation between the two co-ops, favorable letters were being received from the trade. There must be quality fruit, he said, and "Mr. and Mrs. Consumer must be given the kind of package they want."

Lester Haines said ODT was expected to permanently release car-loading restrictions, there was no shortage of freight cars any longer, although freight rates had constantly gone up. He said ACE had preferred always to ship mostly by rail, but might be forced to make greater use of trucks, in view of the cost of present rail shipment.

Directors re-elected George H. Cowen, president, Homer Gibbs, first vice president, George E. Short, second vice president, Miss Sue Pitman, assistant treasurer.

Arthur D. Benson and Homer Gibbs were nominated for directors of Cranberry Growers' Council, Inc.

Directors by Australian ballot were: District 1 (Duxbury, Hanson, Kingston, Marshfield, Pembroke, Plympton)—Fred J. Bailey,



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Arthur H. Chandler, Paul E. Thompson; District 2 Plymouth)—L. B. R. Barker, George Briggs, Ernest C. Ellis (new director), Edward S. Griffith, Robert C. Hammond, George E. Short; District 3 (Middleboro—Wales Andrews, John B. Howes, Albert A. Thomas; District 4 (Carver)—Frank H. Cole, Homer L. Gibbs, Ruel S. Gibbs, Carroll D. Griffith, Jesse A. Holmes (new), Russell Trufant, Herbert J. Vaughan, Homer Weston, H. F. Whiting; District 6 (Wareham)—E. L. Bartholomew, Joseph L. Kelley, Chester W. Robbins (new); District 7 (Barnstable County)—J. Foxcroft Carleton, Louis A. Crowell, Fred S. Jenkins, Ernest W. Crowell (new), Walter E. Rowley.

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# Cultivation Began Early in Middlesex, Essex Counties

Augustus Leland of Sherborn Started in 1833, and Used Water for Frost Protection—Cranberry Rake Probably Originated in That County

by CLARENCE J. HALL

(Editor's Note:—This is Chapter 6 of the history of the cranberry industry).

The keen power of observation and deduction as to the possibility within the wild cranberry, and the ambition to cultivate were not monopolies of Cape Cod or New Jersey. To continue the metaphor of the rising cranberry sun, bringing the dormant bud of the native vine to life, this sun kindled equal warmth in isolated spots of Middlesex, Essex, Norfolk and other Massachusetts counties.

Again, as in the case of the Jersey pioneers, there seems no reason to doubt that in many instances this inspiration to cultivate was spontaneous and largely, at least, uninfluenced by Henry Hall or other Cape men. The records indicate these men who began elsewhere than in Barnstable County honestly felt they were striking out along an untrodden path.

## Augustus H. Leland

One of the greatest of these pioneers was Augustus H. Leland of Sherborn in Middlesex County. He seemingly became interested in cranberry cultivation at least as early as 1833, and he certainly began by 1838, not many years after the first efforts on the Cape and in New Jersey. Early cultivation was a logical step in Middlesex, where the fruit was growing abundantly by the hand of Nature alone.

In an account of his experiences, recorded by himself, Leland may have established three "firsts" in cranberry growing. One was the holding of his bog under water to kill "the cranberry worm", second, that he discovered the use of dams and flowing for frost protection, and third, "sanding" on the ice. He also made intensive study of weeds and grasses infesting cranberry bogs, identifying them by their Latin as well as their local names.

## Sherborn

Sherborn lies on the southern border of Middlesex on a peninsula between the Charles and Concord rivers, 21 miles southeast of Boston. It has been described as "a town born in agriculture, and through agriculture thriving", and until 1871 was without rail connection (except at Natick). The region was settled because of the great wet meadows, prolific of nutritious grasses, these meadows being highly prized and sought after, and later they came to be prized for their growths of native cranberries. (1)

(1) Published in 1856, the "Genealogical Register of the Inhabitants of the Town of Sherborn and Holliston", records that the northwest and eastern parts had valuable cranberry beds.

In earliest times Sherborn was known by the Indian name of "Bog-itow", which was the name of a pond, a meadow and a brook, and it

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was along Bogitow brook, in a section known as Dunstable that Leland began cultivation. The early settlers of Sherborn were mostly men in the prime of life and men of substance. Among these was Henry Leland, who was the son of Hopedill Leland, the latter being the founder of the Leland family in America. Augustus, born November 18, 1808, was of the fifth generation from Henry.

These first comers to Sherborn were attracted by the rich meadows in which grew cranberries plentifully in the county of Middlesex, as mentioned previously. They found more Indians (Nipmucks) there than in any other section of Middlesex, and the vernal fires of the Indians had kept the forests clear to hasten vegetable growth for food for the deer. It was there that Daniel Gookin, famed Indian missionary, was the first regular pastor, having been previously assistant to the Indian Apostle Eliot.

The name of Leland was a common one on the early town books of Sherborn. Presumably it was on the land of his father that Augustus as a young man began his cranberry experiments. He was assessed for no land at that date.

#### Length of Experience

The time of his beginning is determined by a statement of cultivation he wrote Sept. 13, 1853, as a claimant for a premium at the Middlesex County Agricultural Society fair. He put forth as one of his claims his length of experience, having written "And lastly, yet by no means the least, my experience and observations of more than 20 years in the cultivation of the vine in the different grasses which may, by being given to the public, save those who cultivate this fruit, much previous time as well as large sums of money."

Two other claims upon which Mr. Leland "rested" his statement were "successful experiment in transplanting" and "in establishing the principle that flowing until the first of July will effectually destroy the cranberry worm, so destructive to the vine." It is evident that he had transplanted vines, and since he called it an experiment he perhaps believed himself the first to do this. He very evidently be-

lieved himself the originator of the theory of holding a flood of water into summer to kill worms. This experiment had been made the year before and had destroyed all the insects, he said, and "when the water was taken off the vines grew vigorously, forming the blossom bud for the present year, and the result is as handsome a lot of berries as ever was seen." But every year since the year 1840, "these vines were eaten up as regularly as the year came round, by a worm called in this vicinity the "cranberry worm."

#### Frost Protection

The particular piece of cranberry bog which Mr. Leland submitted for the premium was about three-quarters of an acre, consisting of deep mud and peat resting on a light layer of sand. He planted it in the autumn of 1838. The transplanting had been done by removing squares of sods with vines and setting them in holes prepared and firmly pressed into place.

"One side of this piece", he wrote, "borders upon a small brook, which, previous to my cultivating the vine, in a dry time would become dry. In this brook I formed a dam in two places; these dams, most of the time in a season like this, keep the meadow wet, and the water is forced back among the vines, the object of which is to protect them from frosts which usually occur in all

the summer months in low lands". ". . . I would suggest that when the thermometer, the direction of the wind, etc., denote a frost, if there be a stream of water which the cultivator can command that a dam be built and so constructed that the gates may be drawn back during a cold spell, and when it is past, let the water run again. If a stream of sufficient size does not flow, reservoirs of water may in places be laid up for use in a frost time".

From this it is evident that Mr. Leland had early discovered the theory of reservoirs and a supply of water for flooding a cranberry bog as a means of protection against frost. But he did not believe in drainage, as he says, "meadows for cranberries must not be drained."

Whether he sanded quite in the method of Henry Hall is very doubtful, it would seem. In one section of his lengthy statement, he recorded:

#### Ice Sanding

"As far as my observation extends there are but few soils in which the cranberry will not flourish. When they will not, the character of the soil may be changed by carting on gravel, loam or sand, at any time in the winter; if necessary, spread it upon the ice from one to three inches in depth; the vines will find their way and grow with new life and vigor."

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Perhaps that was not "sanding", but it at least shows that as early as the day of Leland the idea of spreading soil upon ice over vines had been practiced. He had several "pieces" of bog. One piece he set in the autumn of the year 1838, using a cast-iron shovel, ground sharp and put in good cutting order. He removed the squares or sods of the turf from the ground, one side of these squares nearly corresponding in length to the width of the shovel, the depth of the hole being from four to five inches. Then from the beds of vines he cut sods of the same size and depth as holes cut previously and with his feet trod or pressed them firmly in so they would not be disturbed by the action of the ice or water during the winter or spring. This he found a satisfactory method.

Nearly every year, he wrote he cut the grass near the first of July, thereby giving the plants the air, sun and light. He tried in two instances to burn cranberry vines when they appeared old and did not

seem to bear any longer. However, he saw no good reason for that practice "except to destroy the cranberry worm when it cannot be done by flowing in summer."

Mr. Leland has been said to have been not alone among the Sherborn men who had natural beds upon streams and dammed them to conserve water. These most productive natural beds in Sherborn were on brooks, tributary to the Charles, rather than on the meadows of the river itself. There were some directly on that stream, however.

These early growers did not care to expend much money upon cranberry cultivation, considering it too much of a gamble, there being no way to control the waters of the river. The rate of fall was slight with too little slope, and heavy floods caused frequent loss of crops.

#### Bog Now Abandoned

Today, Mr. Leland's homestead on Apple street on the road to Holliston has been remodelled, but his old barn and a rugged stone shed, in either of which he may have stored his berries, remain. There

are still a few of the wild berries along the Bogistow at the hear, along a valley, and these are gathered sometimes by the family occupying the Leland house, but his cultivated bogs have run out.

#### Cranberry Rake Originated in Sherborn?

Sherborn may figure in another aspect of the early cranberry business than its cultivation. The town may have been the originating point of the old cranberry "rake", a small box-like toothed affair with a short handle. This was designed for use in wet spots—such as those along the Bogistow brook—and was operated exactly in reverse to a modern scoop, the worker "raking" or scooping downward and then up. Rakes of this type were in quite general use for decades.

Rumor has it that this rake originated in Middlesex County, and Francis Bardwell of Sherborn, an authority upon local history, is of the opinion the rake was first manufactured by The Partridge Stove Shop, located on Sherborn's

(Continued on Page 16)

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## EVERY GROWER CAN BE A CRANBERRY SALESMAN

SOME of the blame for the relatively small quantity of cranberries sold per capita—something like .6 of a pound per capita—rests upon the shoulders of the growers themselves. Each grower should appoint himself a missionary to spread the gospel of cranberries.

One grower we know of recently visited 17 communities on a motor trip. He made it his business to ask for berries in the markets, in the restaurants. This was in the South. He found good restaurant after good restaurant which did not serve sauce—in fact, the proprietors had never heard of cranberries. When he did get sauce it was usually the little “left-eye” dab in a paper cup which we have spoken of previously. He found canned sauce in some smaller stores marked high and the cans were dirty and defaced. He found fresh berries in cellophane which were far much too light in color. The pack was not the cheerful “compelling” red the cranberry should have.

We know of other growers who in times past have done similar investigation on their travels, who have made it a point to ask for cranberry sauce, or cocktail, wherever they ate—and not only with turkey. Every grower can appoint himself a cranberry salesman—an ambassador of cranberry good-will. It should be possible to do a lot from the grass-roots—upwards.

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## DISCOURAGEMENT IS BAD

THE long-desired closer harmony between the two co-ops, NCA and ACE, late this past month became an accomplished fact. The charter of the Cranberry Growers Council, Inc., has been filed and final details ironed out. Now the industry is waiting hopefully to see how this will work out.

Nobody wants again to see such a year as the marketing of the '48 crop. There is no profit in raising cranberries at less than cost or at a margin which is insufficient to reasonably justify the time, investment and gamble. Probably the industry should not set its sight too high or too low. As E. C. McGrew told members of NECSCO there is no “magic formula”. But it would

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be tragic for growers to set their sights too low—hopelessness breeds further disaster.

The let-down from the flushed war period prices has been terrific. There are few, if any, in any way connected with the cranberry industry who are not now feeling the effects of what Mr. Urann has described as the hurricane cranberry growing is now enduring. But maybe the storm center has passed over. It is well to remember the cranberry industry has weathered storms before,



At Equipment meeting of CCCGA, (top), combination supply display of NCA and NECSCO, with: center, Fred Hopburn of the sales company, left, Ferris Waite, of Cranberry Trading Post, conversing with Grower Seth Collins; extreme right, Miss Thelma Laauka, clerk of Association.

# CCCGA Holds Successful 2nd Equipment Show and Meeting

## Good Turn-Out at Wareham Sees Modern Mechanical Helps

Cape Cod Cranberry Growers' Association held its second annual equipment and spring meeting, April 27 at Wareham Memorial Town hall, with a helicopter (NCA) whirligigging in and a straight-wing plane duster New England Air Spray and Dusting Company, (Wareham Airport) gliding down to become part of an outside display which included two types of mist throwers, tractors of various sizes and types, grass cutters, tillers of several sorts, irrigation equipment, engines. Inside was a cellophane packaging machine (Hayden Separator Mfg. Co.) new cellophane package containers, more engines, saws, pumps, insecticides, etc.

Features which drew interest were a combined equipment, supply and product exhibit, of New England Cranberry Sales Company and National Cranberry Association; an exhibit by the Cranberry Experiment Station, East Wareham, and a new cranberry drink "Cranberry Cola." The unified exhibit of the co-ops showed a cartoon of a can of "Ocean Spray," and a cellophane package of fresh "Eatmor," cranberries shaking hands in recognition of closer relations between the companies, an interesting photo of NECSCO directors of 40 years ago and an oil "picking" scene by Sally Gibbs.

The exhibition opened at 10 a. m., attendance being slow as the day started miserably. There was a business meeting of the association at 11 a. m., a light lunch and intermission to view exhibits between 12:30 and 2 p. m., and a final speaking program.

At the business meeting, presided over by M. C. Beaton in the absence of President Russell Makepeace, the members heard of the educational program from Dr. French, by which cranberries culture will be taught through the University of Massachusetts, a 4-year course, field work being done either at the State or on commercial bogs. The membership also voted a change in the by-laws which will permit sustaining memberships, these providing minimum dues of \$15 instead of the regular \$2 common membership. This sustaining membership is really a voluntary donation by members, the funds to be used for public relations, educational or other purposes, for which regulation membership dues are insufficient.

The afternoon speakers included Dr. H. J. Franklin, and other members of the Experimental Staff, Dr.



Upper, Insecticide mist demonstration is given at the Exhibit by truck of the Chemical Fog Company, Natick. Lower, George E. Dexter, Marion, who, in conjunction with the BKN Company of South Middleboro, had displays of grass cutters, lawn mowers and other equipment, and is shown wheeling a tiller. To the rear may be seen the Cub duster of the New England Air Spray & Dusting Service, flown in for the show. (CRANBERRIES Photo)

F. B. Chandler, Dr. C. E. Cross, Dr. H. F. Bergman, U. S. Bureau of Plant Industry; Dr. William B. Esselen, Jr., University of Massachusetts, J. Richard Beattie, State Cranberry Specialist, and Dr. F. J. Sievers, director of Massachusetts Extension Service, U. of M., and others. The speaking program was arranged by the Station and the exhibition by a committee consisting of Ferris Waite and Raymond Morse.

Exhibitors included, NCA; Jesse A. Holmes & Son, Carver, Cranberry Cola (Lawrence Washburn) Abington; Cranberry Experiment Station; Charles Tobin, Newton, Right-of-Way Clearing Equipment Co., Somerville; Niagara Sprayer & Chemical Division, Food Mach-

inery Corp., Middleport, N.Y.; Boston Lightning Rod Co., Dedham; Joseph M. Hackett, South Hanson, Cranberry Trading Post, Hayden Separator Mfg. Co.; E. W. Goodhue Lumber, East Freetown; Sandberg Equipment Co., North Hanover; Robertson Farm Machinery Co., Natick; H. A. Suddard, Inc., Wareham; Frost Insecticide Co., Arlington; Russell A. Trufant, North Carver; Aetna Engineering Co., Hanover; N. E. Cranberry Sales Co.; Eastern States Farmers' Exchange; N. E. Air Spray and Dust Co., Wareham and Brockton; H. F. Davis Tractor Co., Boston, Chemical Fog Co., Fitchburg; George E. Dexter, Marion, in association with BKN Co., Wareham and Milwaukee Equipment Co.

# Western Pickers, Inc., Discusses 1949 Economics

With all the emphasis on the fresh berry market this year interest is now much centered on cheap and efficient picking. The only hope of any substantial reduction in picking costs is in mechanization and the Western Picker is the only mechanized picker which offers any real hope of picking cranberries dry, and without damage, at a substantial saving in costs. It is the only picker that has been tested out on a wide variety of vines and growing conditions in many areas. It has been adapted to harvesting berries on extremely low vines and extremely high vines. On the last 100 tests in Massachusetts no bog was found that the Western Picker could not pick if the vines were dry. Since Sept. 20, 1948 no grower has raised the point of bruised berries or harm to his bog.

Western Pickers Inc. is extremely gratified that the NECSCO has closed the first large purchasing Pool which was offered to the Industry last winter. This was done after many critical tests were made before many competent observers of the Sales Co.

The new improved Western Picker will have many new owners in Oregon, Wisconsin and Nova Scotia, besides those in Massachusetts this year. Western now feels justified that their picker was not offered for sale until all the "bugs" were taken out of it. It now requires no expert mechanic to keep it in normal working order. Nearly all of the working parts may be purchased on the open market at stock prices. Only a few special parts need be secured from Western Pickers Inc., although all parts may be secured through them.

But right now the most important thing is to get the berries picked cheaply and quickly, for in times like the present that is vital.

From now on you can't afford to be without a Western Picker and it is still not too late to order one for delivery this fall. Write to Coos Bay, Oregon. (adv.)

## Cranberry History

(Continued from Page 12)

main street. Originally, Partridge made hay and spreading forks. These were so well made that after half a century they were still prized.

In adjacent South Natick—to push ahead some years—between 1870-80 Preston Morse made a winnowing machine adapted to cranberries. Mr. Morse operated a water power mill and was a master mechanic and an ingenious Yankee. This machine was large and rather expensive for that time. Fans blew away the leaves and chaff—the berries bounced onto a board, the hard and sound ones going one way and the soft, spoiled ones another. Several of these winnowers were used in Sherborn and a few were sold on the Cape and in New Jersey.

### First Modern Cultivation 1888

In the earliest days these men of Sherborn had valued their meadows as more valuable for hay than for cranberries, and in the town books they were termed "meadows" to distinguish them from "wood" and "tillage". At first a few of the owners of these meadows, besides Leland, did a little feeble "cultivation", at least to the extent of pulling weeds in the natural beds and to stamping a few vines in spots which were bare. Others followed Leland in attempts to produce cranberry crops. However, the first real cultivator in a modern sense was probably Caleb T. Southwick, who in 1888 planted Early Blacks and other named varieties. He only conducted this bog for a couple of years or so, then sold the property and it was allowed to run out.

### Deacon Addison Flint Another Middlesex Pioneer

Deacon Addison Flint of North Reading in Middlesex was another who early became interested in cultivation. In 1838 he cleared a portion of his land.

## Bees

(Continued from Page 7)

Trading Post to let and service bees on bogs and is also doing this individually. Some growers do not think bees are generally advantageous on bogs, others do. (CRAN-

BERRIES published an article upon this subject January 1947 by C. L. Farrar, Bureau of Entomology and Plant Quarantine, U. S. D. A., and H. F. Bain, now a cranberry specialist in Wisconsin).

## Fresh From the Fields

(Continued from page 5)

The water situation could very easily become critical for Wisconsin this year and do a great deal to influence the size of the crop.

Vines, however, apparently came through the winter in fairly good shape, and as far as this indication goes it is favorable. A crop like last year's does not seem at this stage to be in the book, as in '48 all conditions turned out to have been unusually favorable.

### Plantings to Searles

New acreage which is coming in is mostly, if not all, being planted to Searles Jumbos. Vernon Goldsworthy estimates probably 100 acres may be set.

## OREGON

There has been seven light frosts since the first of April, but the temperature was not low enough to create a danger to the crop. Many growers took no chances and run over-head sprinklers for protection.

\*\*\*\*\*  
Buds are developing very evenly and indications are that the bloom period will come the last of May or the first week in June.

\*\*\*\*\*  
Field mice are causing damage in the Bandon sector. These mice, sometimes called meadow mice, eat runways through the vines and in time large areas are completely killed out.

## Cranberry Station

(Continued from Page 4)

basis. If there are growers who would be interested in trying out some of these tentative recommendations and make observations as to results, they should get in touch with Dr. Chandler at once. He will go over the grower's problem and help set up a simple series of fertilizer plots. Considerable information could be gathered in a relatively short time concerning the use of fertilizers under such a cooperative venture.



Deacon Flint was one of the leading men of the community of his day, described as ruling his family with a rod of iron and taking a decisive part in the affairs of the town. He was born May 23, 1782 and for many years conducted a prosperous stone quarry. He built his land on property which had been in Flint hands since Flints first settled there and built a cabin which was to be burned by the Indians.

About 1830 Deacon Flint built a stone house by the side of the Haverhill road, a mile and three-quarters from North Reading village. This is about two miles north of the Ipswich river, the Flints formerly having owned all the land to the river. At one time stone tablets and rail fences marked the entrances to the Flint property.

Deacon Flint's plan for building a cranberry bog was to select a piece of swamp or meadow, which could be flooded, keep the flood on for three years to kill out all grass and bushes, and then set to vines.

In 1843 he built a dam and

flowed a swamp from that time until August, 1846, then let the water off and the following October burnt over the swamp and set vines. He cut the vines with a sharp hoe and shovel and set them in hills, three and one-half feet apart "in bunches about the size of a quart measure." These facts are contained in a statement he wrote to the Middlesex County Agricultural Society in 1853.

Telling further of his efforts in cultivation, Deacon Flint continued:

#### Broadcast, Planted from Seed

"In raising from the seed, I planted in October, 1846 about half an acre, crushing each berry between the thumb and finger, and placing it just under the sod, single berries in a hill, three and a half feet apart. Also sowed broadcast a number of refuse cranberries the following spring. Very few appeared from them for two or three years; no berries 'til 1852, then very small; in 1853 good size, in quantity worth picking.

#### Held Water Very Late

"My practice has been to stop the water in October and keep it

on 'til May or until the weather is warm enough to start vegetation—then lower it down to the top of the vines and keep it on them until I think the spring frosts are over, then let the vines be fairly out of water until the berries are grown—say from the 10th to 15th August—then draw it off for ripening and picking.

#### Did Not Sand

Deacon Flint did not believe in sanding, or at least he did not in 1859, for in a letter in the June issue of *THE FARMER* he protests against covering a piece of ground with sand to kill out grass and

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Photo Courtesy Bell Aircraft Corp.

other vegetation as being "too expensive". My plan is to take a piece of swamp or meadow which can be flooded and keep it under for three years, which will be sufficient to kill all grasses and bushes."

He successfully grew cranberries by this method. In that same issue of THE FARMER the editor says in a footnote that Mr. Flint is one of the most successful growers to his knowledge, and that he had visited his meadows and "found them exceedingly fruitful and the fruit of the finest grade."

Deacon Flint referred to an esti-

mate of the Mass. Secretary of Agriculture in 1855 that the cost of preparing land and setting vines was \$150 to \$187.50 per rod, which he considered very extravagant. His own costs he set down as building his dam by contract ox labor furnished by himself and setting vines on about an acre as \$50.

Mr. Eastwood says in his book of 1856 that Mr. Flint in 1855 had 50 barrels which he sold "delivered at the depot" for \$13.00 a barrel, "making the pretty sum of \$650" as the product of two acres of what was quite recently an almost worthless bog meadow."

#### Sylvester Reeves

Another early cultivator of Middlesex was Sylvester Reeves of Wayland, as revealed in a statement he submitted for a premium for cranberry cultivation offered by the Middlesex Agricultural Association in 1849. Mr. Reeves, who was born Sept. 21, 1824 and died April 15, 1879, wrote that in 1841 he commenced planting vines in sod, 10 inches square, "first removing from the meadow, sods of the same dimension." This was on rough land which had previously been plowed. "The vines spread rapidly, notwithstanding the sods were surrounded with grass". In 1845 he leveled his "bog" and set out more sod with vines. In 1848 he selected the most productive part and "raked and measured four bushels from four square rods."

#### F. A. Hayden

Still in Middlesex County, an F. A. Hayden of Lincoln, according to THE FARMER of June 1831, "got from his farm last year 600 bushels which he sold in this city (Boston) for \$600. This "deal" is referred to a number of times by various early writings concerning the cranberry.

Mr. Hayden may not have been a real cultivator of cranberries, but rather a gatherer and marketer of the wild fruit. There seems, in fact, to be no record that he ever cultivated, beyond possibly flooding his cranberry patch in winter. Mr. Hayden has been reputed as a very successful man of his period, having a farm of about 200 acres, running down to the Concord River at South Lincoln. Lincoln early had the reputation of growing fine wild berries, some especially dark red in color. Hayden's cranberry meadows were by a small stream called "Pole Brook".

#### An Early Wilmington Shipment

Wilmington was another community in Middlesex County which had extensive natural cranberry areas, and the following, found in "History of Middlesex County (1880) by Samuel Adams Drake in a chapter upon Wilmington, written by Samuel C. Eames, is interesting as a story of 18th century cranberry marketing:

# RAIN BIRD

## Protects Cranguyma!

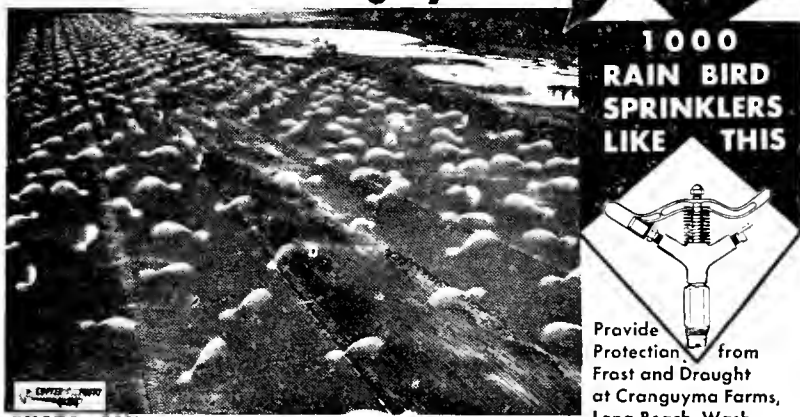


PHOTO COURTESY OF PORTLAND OREGON JOURNAL

**SPREADING** out in an impressive acreage in the great Northwest, Cranguyma Farms at Long Beach, Washington, represents an important part of our nation's cranberry production. Standing as dependable guardians against frost and drought 1000 Rainbird sprinklers provide the correct and necessary rainfall whenever it is needed. This outstanding installation is indicative of the dependability of Rainbird Sprinklers. The distributor or dealer listed below will be pleased to furnish additional information upon request.

#### PACIFIC COAST DISTRIBUTORS

R. M. WADE and CO.      ARMCO DRAINAGE &      STOUT IRRIGATION INC.  
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Portland, Oregon

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#### MASSACHUSETTS DEALERS

JOSEPH BRECK & SONS      IRRIGATION DIVISION VEGACRE FARM  
85 State St., Boston, Mass.      Forestdale (Cape Cod), Mass.

# RAIN BIRD SPRINKLER MFG. CORP.

GLENDORA      CALIFORNIA

"We have alluded to these extensive meadows in Wilmington previously.

Some of them have long been celebrated for their spontaneous production of cranberries, which had little or no market value previous to 1790, as we learn by an article from the pen of James Walker of Fryeburg, Maine, who was born in Wilmington January 3, 1772.

He speaks of some experienced marketmen of North Woburn who in 1785 carried some 600 bushels of the tempting fruit to Boston, but could find no one to buy.

After trying in vain until sundown the berry merchants went quietly down to the dock, threw their berries into the water and went home. He also relates that when a lad he took half a bushel with him to Boston and offered the berries for sale, but no one would buy, until at last he went into a shop kept by a woman, who offered eight pence in barter.

Mr. Walker's article continues: "In 1790 I had two brothers living in Duxbury who were interested in navigation. They owned a sloop of some 60 tons burden, and chartered for Baltimore. The captain was from some town on Cape Cod, a middle-aged man who seemed to understand his business; learning that there were cranberries in Wilmington, he applied to us to buy the fruit. Having a brother older than myself at home, we gave out word that we would buy cranberries at 20 cents per bushel. The people thought it rather low, but they gathered and brought them in at that price until we were obliged to stop buying. And when they were ready to take them on board, we had two four-ox teams fully loaded with cranberries. The vessel went, and made a good voyage of it, and from that single shipment grew the immense trade and cultivation of cranberries."

#### Essex County

Moving the locale of this chronicle of the cranberry over into Essex County, which lies northerly of Boston, it was early recorded that cranberries grew naturally in considerable profusion at a number of spots, including Ipswich beach. Here the fruit was found, among the dunes, as it was on the Cape, and back into the lowlands behind the dunes. Many harvested this gift of nature, one family being known to have gathered "crops" every year, often these productions being 300-400 bushels, some years

running as high as 600, in other years dropping to only a few bushels.

#### Capt. Low of Essex

Essex county may have had attempts at cultivation earlier—it was a county always interested in agriculture—but it had one of record by 1847. This was Winthrop Low of Essex, born in 1785. The Low family was the second oldest in Essex, the immigrant ancestor having been Thomas Low, who was of Essex as of April 6, 1641. The early Lows were maltsters and had built up a large business, which declined as the drinking of cider came into custom.

Captain Low, educated at Atkinson Academy, was at one time a school teacher and an ardent work-

er for temperance. The date of his beginning cultivation is brought to light in a statement he sent to the Essex Agricultural Society for a premium for cranberry growing in 1847. The Essex Society, incident-

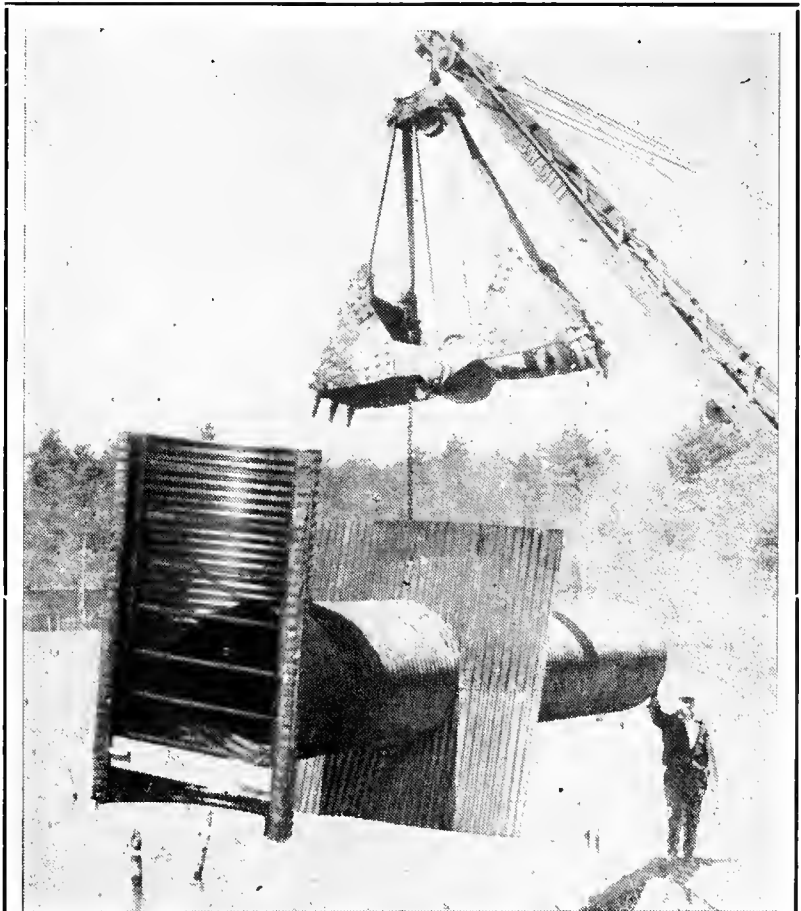
## J. M. HACKETT

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- INTERNATIONAL Harvester and CONTINENTAL Red Seal Industrial Engines
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*Sales and Service*



### FOR PRE-FABRICATED FLUMES

SEE

## R. A. TRUFANT

Hydraulic Consultant — Bog Railroads For Sale or Rent

Tel. Carver 64-11

NORTH CARVER, MASS.

ally, had been in existence since the time of George Washington. Low did receive the premium, which was in the sum of \$15.00.

In his statement he told how he had furrowed, with a horse, three-quarters of an acre of soil which was "sandy loam". Part of the land had previously been planted with corn for a few years. He planted seed in drills. Still again there is no mention of sand by these cultivators.

In making the award to Capt.

**CUT TALL GRASS... WEEDS... BRUSH**  
*Faster and Easier*



Mows fast and clean around buildings, fields, under trees, fences, along roadsides, and in light corners.



**Cuts 4 to 6 acres in 8 hrs.**

Easy to handle on rough ground or steep slopes. Cuts 1 1/2" from ground. Rugged. Economical. Dependable.

**BETTER IRRIGATION** With **LESS WATER**  
A Model For Every Pressure  
PATENTED



For Farm, Orchard or Truck Garden. Easily and quickly mounted on any irrigation pipe. Heavy duty brass and bronze construction for long service. Sand and dirt proof. Water lubricated bearings—no oil or grease required. No fast moving parts to rapidly wear out. Maximum coverage—even distribution.

BUCKNER MANUFACTURING CO.  
1815 Blackstone Ave., Fresno, California

**BUCKNER SPRINKLERS**

THE *Clapper* CO.

1121 WASHINGTON STREET  
WEST NEWTON 68, MASS.

Low for the Society, Daniel Choate called attention to different methods between the men of Barnstable County and elsewhere. He wrote: "The experiment of Winthrop Low is one of great interest. It establishes as far as can be done in one year, that cranberries may be raised on perfectly dry soil, without artificial watering. The soil selected by him was, most of it, perfect English corn land. . . and example of its completely upland nature, a row of white beans was planted between each two rows of cranberries."

Essex County had another early cultivator in Abner Chapman, Jr. of Winchester, as revealed by his statement filed with the Essex Society for a premium in 1852. He began in 1847. His statement:

"In the autumn of 1849 I planted on high land adjoining my corn and beans a plot two rods square with cranberry sods from a nearby swamp. The soil was light, sandy loam. Used no manure.

"The plants yielded us several quarts of the largest and best cranberries we ever saw, and which I kept sound in dry state until July.

"I planted in hills about two feet apart and kept them clean by hoeing and hand weeding. They have never been watered.

"I am doubtful about the value of manure. On a previous planting I made in 1947 I tried manure without appreciable results.

A Samuel P. Fowler of Danvers was growing cranberries upon the "upland" in 1849. S. W. Coleman, at that time editor of THE FARMER, commented upon a gift of some of these berries, and strongly commended the effort to get the fruit up out of the swamp. He took his own advice and the following year set out 200 plants himself on high soil.

**Sullivan Bates and "Upland Cranberries"**

Moving along into Norfolk County, there was a cultivator in Bellingham on the Charles River before 1840. This was Sullivan Bates, born March 14, 1804, the son of John and Margaret Bates. He died December 16, 1861.

He, at least for a time, was a most ardent disciple of getting cranberry vines up out of their natural beds upon higher ground. By his own statement he preferred to plant upon upland, apparently making no use of sand. He said he cultivated the cranberry upon "dry" land with the utmost success, having gathered as many as 200 bushels to the acre on several acres, and his fruit was "double the size" of berries grown in swamps.

**Moved Muck From Swamp**

His method was to plough the land, spread on a quantity of "swamp muck", and after harrow-

**Cranberry Growers...**

You value the sound, proven recommendations of the East Wareham Cranberry Experiment Station in growing your crops successfully.

Equally invaluable to you is sound, properly written Insurance fitted specially to the needs of Cranberry Growers.

E. A. Thacher of this firm will be happy to discuss your requirements, and without charge or obligation, prepare a survey of your property and needs.

**Brewer & Lord**

INSURANCE

56 Batterymarch Street, Boston

Telephone: Hancock 60830

ing the soil thoroughly he set out the plants in drills, 20 inches apart. He hoed the first season, and after that, he continued, no cultivation was necessary, and in about three years the plants covered the ground. Mr. Bates' theory of "upland" planting and apparently moving some of the swamp onto dry land achieved a good deal of comment at that time.

As a matter of fact this cleavage of method of Mr. Bates from that of Henry Hall was noted as early as 1840 by B. C. Boswell, writing in "The Cultivation of Fruits, Including the Cranberry", a pamphlet of the American Institute, New York. He set forth the contrast in methods of Henry Hall and Sullivan Bates, referring to both by name.

After telling of the method of Henry Hall, Mr. Boswell told of that of Mr. Bates, saying that by both methods the plants will cover the ground in three years. "As this plant naturally grows in a very wet soil, it is generally supposed it will not thrive in a dry soil, but this idea is erroneous", he wrote.

Just what was meant by "up-

land" it may be hard to say at this late date, but at least the theory of Mr. Bates was considered different and was widely quoted and discussed. Accounts upon it appear in the BARNSTABLE PATRIOT, the SPRINGFIELD (Mass.) REPUBLICAN, and there was a report of how the Governor of New York State in 1850 set cranberries upon a hill 800 feet high (New Albany).

The fact that cranberry experiments began so early in Middlesex, Essex, Norfolk and other counties, proved the desire to grow cranberries was there as well as on Cape Cod. Agricultural societies were quick to try and stimulate this interest. The Norfolk Society, for instance, at its first fair, September 26, 1849 offered a premium of \$25.00 for cranberry cultivation. Middlesex even offered a premium as high as \$50.00 (as compared to Barnstable's \$5.00), this amount being made possible through a donation to the premium fund by one of the trustees, N. J. Wyeth, Esq. The premium committee of Middlesex, in fact, wrote of "the cultivation of cranberries, a species of

fruit which has become an important item of commerce, and for which large portions of this County are peculiarly adapted." It did not get an applicant deemed worthy of an award until Sylvester Reeves was given a recognition in 1849. Middlesex had, in fact, been the first Society to offer a cranberry premium, that being in 1840. (Seemingly neither Mr. Leland nor Deacon Flint entered for an award in that decade).

A perusal of what records are available of the earliest cranberry men of Middlesex, Essex, particularly Sullivan Bates and presum-

**MATHEWS  
CONVEYOR  
and  
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**Frost Insecticide Co.**  
Box 36  
ARLINGTON, 74 MASS.

Growers and Packers of

**Eatmor  
Cranberries**

The New England Cranberry Sales Company Packing Houses are again ready to serve Grower-Members with Insecticides, Fertilizers, and Bog Supplies.

Houses will be open daily, except Sunday, between the hours of 7.30 A. M. and 4.30 P. M.

**New England Cranberry Sales Company**

**9 Station Street**

**Middleboro, Mass.**

ably of others, indicates their difference of approach—trying to get berries on the uplands, paying little or no attention to sanding—in short, a rather definite cleavage from the thoughts of the Barnsta-

ble men, may account for the fact Barnstable so early forged ahead so fast.

Middlesex did, and has made considerable progress, more than Essex, the latter reaching its peak

in 1895 with an acreage of 360, followed by rapid decline. The tendency of both today is slightly upwards.

## Cape Cod Clubs Final Meetings

Mr. Urann, Speaker, Queried as to Marketing and Plans of NCA—Dr. Franklin Explains Chart—Growers Endorse Plan for Gypsy Eradication in Barnstable County.

Final meetings of the Upper and Lower Cape Cod Cranberry Clubs, Bruce Hall, Cotuit, April 18, Orleans Town Hall, April 21, respectively, featured Marcus L. Urann, president of NCA, Dr. H. J. Franklin explaining the 1949 insect and disease chart and discussion of the plan for the Barnstable county-wide spraying program to eradicate the gypsy moth on the peninsula. Elections of officers were held and a supper was served preceding each meeting.

Programs were in charge of County Agent Bertram Tomlinson,

# THOMAS BROTHERS General Contractors

MIDDLEBORO, MASS.

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**Concrete Flumes and Pumpwells**

**Transit Mix Concrete**

Complete Line of Construction Equipment

**Excavating - Grading - Hauling**

Leave the Tough Jobs for Us

Our Experience is Your Guarantee



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## CUPROLIGNUM to Save Costly Renewals on Flumes and Headgates

### CUPROLIGNUM SHINGLE STAIN

For new clapboards, old stained or new shingles. Can be painted over if desired.

### CUPROLIGNUM COPPER BOTTOM PAINT

with the addition of Cuprolignum gives added resistance to barnacles or teredoes by penetrating the wood cells, depositing toxics which remain after paint film has completely disintegrated.

New England Representative

**ROBERT S. CHASE**

195 Marlboro Street

Boston 16, Mass.

Manufacturers: RUDD & CUMMINGS, Seattle, Washington

who offered Mr. Urann a prepared questionnaire of 22 queries which, he said, were based upon questions he had been asked by growers. Mr. Urann was on the floor about an hour and a half. He admitted cranberry growers, "like many others now", have their "head-aches."

M. L. Urann

He said the present situation was a terrific drop from 1946 when NCA, including dividends, had paid \$32.40 a barrel, but that, as he had said many times previously, growers should not have expected such prices to continue any more than the exaggerated values at which some bogs were sold during the war boom. He said he frankly just didn't know yet what would be paid, but the 1947 pool had now all been sold and auditors were working on the accounts and he hoped to have the result by early May. In '47, he said, the co-op had received 404,000 barrels and last year 556,000 barrels. The price had been opened last year at \$1.70 per case, in order to have sauce sell at retail at 19 cents a can.

That made a difference of \$10 a barrel, he explained, and every

five cent drop in the finished product meant about one dollar a barrel less to the grower.

To the question of what was the cost to carry inactive plants, he answered "there are six plants and none of them are idle". The plants are operated about 200 days a year

and it is necessary to carry over a nucleus crew to keep trained men.

He mentioned a new product which is being turned out now at the Coquille (Oregon) factory, this being a spiced cranberry "which is going over pretty well", to serve with red meats and fish.

## Frost Protection and Irrigation...

ALL ITEMS TO COMPLETE A COMMERCIAL BOG ROTARY SPRINKLER IRRIGATION AND FROST PROTECTION SYSTEM

Write or Phone for FREE Descriptive Literature with Prices on the following:

**GORMAN RUPP PUMPING UNITS**—all sizes.

**CHRYSLER O. C. D. PUMPING UNITS**—500 g. p. m.

**BUDA DIESEL PUMPING UNITS** (War Surplus) 1000 to 1500 g. p. m.

**FLEX-O-SEAL LIGHT WEIGHT IRRIGATION PIPE.**  
"TEXTOLITE" high-pressure, non-corroding tubing for surface use, permanent installations or buried lines.

**SPRINKLER HEADS** in all sizes, 4 q. P M

(All items in stock at our Cape Cod Location)

Layouts and Estimates at no obligation. All equipment delivered to the bog and put into operation with our assistance. (Mass. bogs). Our "know how" is based on hundreds of installations on farms and bogs, as well as operation of this type equipment to water 200 acres of our own.

**VEG-ACRE FARMS, IRRIGATION DIV.**

Forestdale, Cape Cod, Mass., off Route 130, at Snake Pond Road by car

Tel. Osterville 719

Peter A. L. Sage

"Keep Smiling"

PLYMOUTH  
Tel. 740

YARMOUTH  
Tel. Barnstable 107

Distributor of Cape Cod Cranberries

To the question of how much it cost a month to store berries in freezers he said 82½ cents in NCA freezers, \$3.00 for "outside" freezers. He said the corporation was paying 3 per cent interest on loans, about \$200,000 a year.

To the question why were there not more berries sold fresh last year, he said it was his opinion no more could have been, as NCA had sold 132,000 barrels, and that appeared to be the limit. To the query how much investment and repairs in plants, he replied \$1,375,000.

He told how costs were being cut through using a warm syrup rather than cold sugar, that a rotary cooler had been developed, and under the new system there would be a further saving in cooler trays and floor space, these savings to be extended to other plants than at Hanson.

He told of a planned schedule which he hoped would work out to reduce the carry-over before next fall, and that in the past NCA had had to carry the load of taking in surpluses, but now with the formation of Growers' Council this responsibility would be divided. He thought payment from each co-op NCA and ACE would be in separate pools, probably the fresh fruit pool paying earlier.

He concluded: "Strange as it may seem, we may be facing a shortage of canning berries in 1951." To the question of what would be a "favorable" crop this year he said vehemently:

**Grow All You Can**

"Grow all the berries you can. Don't let your bogs go down. This thing is only temporary. There is always sunshine and storm; we are now in a storm, we are in a hurricane. We are going to fight this thing and get over it. We have 80 per cent of the surplus in our own hands now. The cranberry industry is not lied. We've weathered storms before."

**ARIENS TILLER THE ONLY TILLER WITH...**

- Full horsepower motor
- Standard two speeds—forward and reverse.
- Positive action, multiple disc clutch.
- Full sized ½ electric alloy steel tires.



**ARIENS COMPANY • BRILLION, WIS.**

Dr. Franklin pointed out the '49 insect and disease chart is the 15th of its kind and that many changes had been made from the first ones, as new insecticides had been developed and experience gained. He told the growers it would be necessary to save all possible this year on insecticides, in view of the market price, and that water should be used as a control wherever possi-

ble. He mentioned at least one newer and more powerful insecticide than DDT which he was observing. He cautioned against the use of DDT too late in the season and said it must at all times be used with discretion. He continued this was the most perfect insecticide ever developed for any insect and that was its use for gypsy moths. He mentioned Fermate,

**As Welcome  
As Flowers In The Spring**

is

**ELECTRICITY**

- IN YOUR CRANBERRY WORK
- IN YOUR HOME

**Plymouth County Electric Co.**

WAREHAM — PLYMOUTH

Tel. 200

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**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



recommended for the first time as a fungicide for rot.

While, he said, he hesitated to make the remark, he ventured that to date the weather had not been favorable for quality for the 1949 crop. It had been generally too warm.

#### County Gypsy Eradication

As final speaker Mr. Tomlinson introduced Kenneth Gaines, U. S. Dept. of Agriculture, Dept. of Conservation. He explained the plan to spray the entire Cape, from Provincetown to the Bourne town line, with DDT, with, he said, the expectation of ridding the county of every gypsy and brown-tail moth. This had been accomplished in the one and one-half million acres in the Scranton-Wilkes-Barre area of Pennsylvania.

He said it had been found that DDT dusts applied from the air in quantities of one lb. and one-half pound to the acre did not injure birds, bees, or other wild life. Admitting that DDT would kill if applied in too large doses, he asserted the dosages used by the Conservation Department have been proved to be safe, and that no ponds, reservoirs, or watercourses were sprayed or a drift permitted over them.

A resolution offered by Charles Savery was that the Upper Cape Cod Cranberry Club endorsed the plan to rid the Cape of gypsies, deplored "misapprehensions concerning the danger of DDT which had appeared recently in the press", and urged the County Commissioners to appropriate \$100,000 for the purpose. Copies were sent to the Commissioners and Senator Stone. The same vote was passed at the lower Club.

Officers elected: Upper Club, president, Robert S. Handy; vice president, Harold Shephard; secretary, William Foster; treasurer, W. A. Crocker; directors, John Shields, Seth Collins, Ralph Thacher.

Lower Cape Club: President, Brant D. Ellis, Dennis; vice president, Raymond Syrjala, West Yarmouth; secretary-treasurer, Calvin C. Eldredge, Pleasant Lake; executive committee, Maurice E. Lee, Brewster, George Nickerson, Chathamport; Francis Kendrick, East Harwich; Frank Ryder, Orleans.

# CONTROL

Cranberry Root Grubs  
White Grubs • Chokeberry  
Poison Ivy 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. Write for details.

**SOLVAY** PARA-DICHLOROBENZENE  
FOR TREATING CRANBERRY BOGS  
is distributed by

## THE CRANBERRY TRADING POST

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

**SOLVAY SALES DIVISION** ALLIED CHEMICAL & DYE CORPORATION  
45 MILK STREET, BOSTON 9, MASS.

## THOROUGH MARKET STUDY PRECEDES BIG 1949 EATMOR SALES PUSH

There are better places to sell cranberries, just as there are better places to sell any product.

An intensive study of cranberry-eating habits by states and cities advises the Exchange and its advertising agency when and where to make the biggest advertising efforts. The amount sold each month is important, too.

With an increased volume of fresh cranberries to sell the Exchange may continue its major selling drive longer than in an average year.

No effort is being spared to make this the best prepared-for year in the history of the fresh cranberry industry.

The American Cranberry Exchange is preparing for the season by enlarging its:

New York and Chicago sales staffs  
Traveling sales staff

Advertising plans  
Publicity plans

All growers are urged to help make this and future seasons more successful by joining with the growers' cooperatives.

*The American Cranberry Exchange, Inc.*

U. S. Dept. of Agri. Lic. No. 1

Marketers of

**Eatmor  
Cranberries**

Chicago

New York

# Cranberries

THE NATIONAL CRANBERRY MAGAZINE



CAPE COD  
NEW JERSEY  
WISCONSIN  
OREGON  
WASHINGTON

FASHION SHOW—On "THE CRANBERRY", Crack New Haven train. Among passengers, left, may be seen George Cowen, Russell Makepeace. (CRANBERRIES Photo).

30 Cents

June, 1949

# *Cranberry Growers*

... have in the present cultural state of the industry much of which to be proud; the industry rests upon a firm foundation.

Cranberries are themselves a small fruit—the industry is certainly not one of giant proportions.

Yet it might be said that almost a whole science has developed concerning the little red berry. Consider the staff of scientists, research men, who devote full and part time to cranberries, County Agents and others. Consider the experiment stations.

Consider CRANBERRIES magazine, which is striving month by month to disseminate scientific, cultural information, events as they happen, personal items concerning the growers, historical facts. Included also is "NEWS" which advertisers wish to give to the growers.

(Advertising rates upon application)

## **WISCONSIN**

The Badger State is a young state as many of these United States go. The cranberry industry is younger here than in the Eastern states.

Yet, WISCONSIN CRANBERRY SALES COMPANY is as old in experience as any cranberry cooperative. It is alert, progressive.

Cranberry cultivation in Wisconsin is less than a century old. YET WISCONSIN IS NOW FIRMLY ENTRENCHED AS SECOND IN POINT OF PRODUCTION.

### **Wisconsin Cranberry Sales Company**

(A Cooperative)

WISCONSIN RAPIDS

WISCONSIN

# Cranberry Merchandising Ideas



In a recent bulletin to its thousands of customers, NCA described its new "shelf talker"—an attractive card designed to be attached to store shelves where Ocean Spray is displayed, proclaiming that Cranberry Sauce is "Great with Chicken". Dealers are invited to order a supply of these cards, free of charge.

The shelf talker" is only one of many dealer helps made available by NCA to its customers. . . to assist them in building sales by promoting Ocean Spray. And as every grower knows, bigger sales for dealers mean wider markets for cranberry crops.

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# DIRECTORY FOR CRANBERRY GROWERS

## CRANBERRIES

### Magazine

REACHES

A

VAST

MAJORITY

OF

THE

CRANBERRY

GROWERS

OF

THE

COUNTRY.

FOR THOSE WHO

HAVE ADVERTISING

**“NEWS”**

FOR THESE

GROWERS,

THIS

IS THE MEDIUM

TO USE.

## MASSACHUSETTS

Call  
WAREHAM 162

### **S. C. M. Packard & Co.**

Hardware—Locksmiths  
For Maintenance Supplies

### **Cranberry Growers**

Always Especially

WELCOME

to

Visit and Ride

### **THE EDAVILLE RAILROAD**

South Carver, Mass.

Mr. and Mrs. Ellis D. Atwood

### **Edwin K. Greer Co.**

WAREHAM, MASS.  
Est. 1891 Tel. Wareham 108

PIONEERS RETAILERS OF  
BUILDING MATERIALS

CATERING To The CRANBERRY  
INDUSTRY

LUMBER DRAIN PIPE  
WOOD PRESERVERS BOLTS  
TOOLS

### **H. R. Bailey Co.**

South Carver  
Massachusetts

WISCONSIN AIR  
COOLED MOTORS

6 and 8 H. P.  
in stock

### **Morris April Bros.**

Bridgeton - Tuckahoe  
New Jersey

Apples  
Cranberries  
Peaches

GROWERS AND  
SHIPPERS

### **Wood County National Bank**

Wisconsin Rapids,  
Wisconsin

MEMBER FEDERAL DEPOSIT  
INSURANCE CORPORATION

# SERVING THE CRANBERRY INDUSTRY

## ADAMS & GOULD

Lumber Dealers

"Everything Under Cover"

East Wareham, Mass.

Tel. Wareham 648

Building Material for Bog,  
Screenhouse and Home Uses

Paints - Hardware

**Attention  
Cranberry  
Growers !!**

We have

**Drain Pipe**

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# Mass. Cranberry Station and Field Notes

by J. RICHARD BEATTIE  
Extension Cranberry Specialist



This spring has been quite a contrast as compared to a year ago. Remember the cold, wet spring of 1948 with eighteen consecutive days of rain during the latter part of April and early May? This year, we have had a deficiency in rainfall and have experienced relatively high temperatures during the same period. In fact, the temperatures have been running well above normal all season. The only factor that we have had in common during the two seasons is the number of frost warnings sent out. Last year, up to May 25, frost warnings were sent out on sixteen nights, as compared to fourteen warnings covering the same period this year. By the way, it should be understood that frost forecasts were not predicted for each of these warnings. General weather conditions of an informative nature were sent out on several occasions.

This leads up to Dr. H. J. Franklin's forecasting of the probable keeping quality of cranberries this year. At the present time, he is analyzing a considerable amount of weather data relative to this forecast. Growers are urged to be looking for a card covering the forecast, which will be mailed out by the county agricultural agents about June 15. It is sufficient to say that if the present high temperatures continue until the middle of June, growers should be prepared to control fruit rots on their bogs this year.

Speaking of fruit rot control, Dr. H. F. Bergman tells us that two sprays are recommended for Massachusetts growers where poor keeping quality is a problem. Certainly this is a year when every effort should be made to produce quality fruit. The first application of fermate should be made

when the buds are just ready to open. This year, it probably would be sometime between June 15 to the 25th. Growers will have their choice of spraying or dusting. However, in the past, spraying has given more satisfactory results. The various insecticides may be added to the fermate if combination treatments are desired. If a spray is used, the amount of fermate recommended is 2 lbs. to 100 gals of water, using 250-300 gals. to the acre. Those dusting should use 50 lbs. of fermate per acre and apply when the vines are wet. If other materials are to be combined when dusting with fermate, Dr. Bergman recommends that growers use at least 20 lbs. of fermate per acre in such combinations. The second application should be made towards the end of the blossoming period, using the same materials and amounts per acre.

Weeds still continue to plague cranberry growers. Considerable kerosene and Stoddard Solvent were applied to bogs this spring, and apparently with good results in most cases. Dr. Chester Cross tells us that wholesale spraying for weeds for bearing bogs is over for this season for these two chemicals. However, kerosene may be used on new bogs which are still in the hill stage during the summer months, but, if such work is planned, be sure to choose a cool, cloudy, or windy day in order to avoid as much damage to the vines as possible. For spot treatments, both kerosene and Stoddard Solvent can be used effectively during the summer months, using a knapsack sprayer. Under these conditions, place the nozzle of the sprayer under the vines and at the base of the weed and give the weed a good shot of the chemical.

Last year, many growers used

2, 4-D in the control of loosestrife. One of the common techniques was to moisten a glove in a solution of this chemical and touch the top of the weed. Loosestrife, or mudweed as it is called, is that weed which has each pair of leaves arranged opposite each other. It has reddish stems and leaves when it first appears on the bogs in the spring, and produces a yellow blossom later in the season. If 2, 4-D is used to control loosestrife this year, be sure to buy only the sodium or ammonium salt of this chemical—not the ester form, as it is highly volatile and will burn your vines, according to Dr. Cross. In fact, 2, 4-D in any form is death to cranberry vines and should be applied just to the weeds. It will not give satisfactory control if applied after loosestrife blossoms. For best results, control this particular weed when it is small, which is true for most weeds.

Finally, the Cranberry Clinics which proved so popular in Barnstable County last year will be held again this year during June and July. County Agent "Bert" Tomlinson has completed arrangements. Members of the Cranberry Experiment Station will be present to assist the growers with their weed, insect, and disease problems. Growers are urged to bring their specimens to the clinics for proper identification at the morning sessions, which will be given over to assisting growers with their particular problems. The afternoons will be reserved for bog visits by appointment. The schedule follows:

**Lower Cape Clinics** at the National Cranberry Association's Screenhouse, North Harwich (near the old North Harwich R. R. Station), telephone "Harwich 158", Wednesdays, June 1, 15, 29, July 13 and 27, from 9:00 a. m. to 12:00 noon.

**Upper Cape Clinics** at the New England Cranberry Sales Company Screenhouse, West Barnstable, Route 6, telephone "Barnstable 74-3", Wednesdays, June 8, 22, July 6 and 20, from 9:00 a. m. to 12:00 noon.

We hope growers will use this service, which will save considerable time and travel for all concerned.



# Cranberries

THE NATIONAL CRANBERRY MAGAZINE

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## FRESH FROM THE FIELDS

Compiled by C. J. H.

### MASSACHUSETTS

#### Bogs Ahead

Bogs, as May ended, continued to look well—and reports were that they were unusually well advanced, estimates being from ten days to two weeks. As a matter of fact, buds were seen on a few bogs by May 26, which certainly is early.

#### Many Frost Warnings

Frost warnings have gone out quite steadily, there having been more than 25 by the end of the month (this including both afternoon and evening calls), but actual damage has been so slight that no percent was put down. A number of these calls were of the "possible" nature, to be on the safe side.

The heaviest frost in four or five weeks occurred on the night of May 25th, when some really low degrees were reached, 23 at Foxboro, with a number of 25, 26, etc., in the Wareham-Carver area and on the Cape. Losses would have been slight, if any, as most growers still had water and used it.

#### Rainfall Off

Rainfall for the month, however, has been deficient, 2.57 inches up to the 28th, and growers have drawn generously upon their supplies. Reservoirs were getting dangerously low in many instances, but the frost season was shortening and water was still up in ponds and streams.

#### Continued Warm

The month also continued warmer than normal, considerably so. Coldest days of the month as reported in the shelter at the State Bog were 37 on the 12th and 21st and the warmest 78 on the 5th and 8th. Such continued warm weather during the past few months has

given growers cause to consider the keeping quality of the fruit this season. On the other hand, there is considerable late water, which may be an off-setting factor.

#### Growers Using Nets

There has been a fair amount of gypsy moth infestation, but the situation was not bad. One very favorable thing this season has been the fact that growers are using the net and watching for various insects much more religiously perhaps than ever before, and the urgings of Dr. Franklin, "Dick" Beattie and others are bearing fruit.

#### Wild Bees Plentiful

Bumble bees seem to be unusually plentiful this year, they perhaps being inspired to extra activity and produced in greater numbers because of the warm weather. If this continues true, and there is not too much rain during the blossoming time, this is definitely a feature on the favorable side for a good crop.

### WISCONSIN

#### Marshes Look Good

As May ended, the marshes were looking very, very healthy, as described by "Del" Hammond, manager Wisconsin Cranberry Sales Company. Indications were that there can be an excellent crop again this year, insofar as production is concerned. Growth was ahead ten days to two weeks over 1948.

The water supply has become more adequate, although rainfall still remains below normal. There were frosts, which used some water. There were two cold nights on the southern marshes and five on the practically negligible.

#### Some Hail Damage

On Friday, May 13, thunder storms prevailed throughout the state and some sections were hit by hail. The Lawrence King marsh at Augusta was hit very hard. Mr. King has estimated that as much as two inches of hail was on the marsh at one time. About 25 percent of his buds were damaged. On the 18th, hail struck certain sections of the Mather-Warrens area, but with northern. Losses, however, were no serious damage being reported, although leaves were tipped.

#### Insects

Black-headed fruitworm started to hatch about May 10th. Fruitworm in Wisconsin has been building up quite rapidly, and many growers have stated they plan to put on a concentrated program to combat them this season. Last year, with the record crop, their damage was not too apparent, but the percent of damage is now being considered too high, and this insect should have more careful watching.

Use of fertilizer has declined this season, partly due to the fact that not much new acreage is being put in. A considerable amount of Stoddard Solvent was used in controlling grasses and weeds. In many cases control was excellent, and on the average adequate. Many of the growers who planned to use this, however, did not get the chance, due to a sudden warm spell around May 5th, which started the vines rapidly. There has been a large movement toward the use of Bordeaux spray to help control fungi rots and to increase keeping quality.

The weather in May was generally uncertain, and the cranberry

(Continued on Page 23)

## What is Better Than One Good Growers' Relations and Field Man?

The Answer May Be in Two, New Jersey Now Having an Able Man for Each Co-op—An Aim Is Much Larger Production, Even Though on Smaller, But Improved Acreage.

While New Jersey does not expect any large crops in the immediate future, at least, and perhaps can never hope to come back to the position of leading state it occupied at times in the last century, it seems growers of the "Garden State" may shake down to increasingly good production upon smaller acreage. This is the opinion of "Ed" V. Lipman, "Walt" Z. Fort, growers relations and field men of NCA and ACE (Growers Cranberry Company) respectively, and of others.

These two men are definitely in a position to know, and they are two who are definitely in position to help bring this about. In fact they have made a lot of progress already. In conjunction with C. A. Doehlert and others of the staff of the Cranberry-Blueberry Research at Pemberton, County Agents, Federal agricultural workers and others, they are assisting growers to become better growers. They believe the greatest hope is through better cultural practices upon reduced, but improved acreage.

Latest crop figures for Jersey in the 1948 production is 67,000 bbls. An opinion now is that Jersey may consistently grow 75-80,000 barrels, with possibly 100,000 or better when conditions are generally favorable.

Of Jersey's accredited 11,000 acres or so, much is decidedly marginal and it is felt should not properly be classed as bearing acreage. Improvement of the better acreage is an objective of these field men. With aerial photographic "maps", increased insect control,

particularly from the air, soil studies and educational meetings it is expected this can be accomplished. Not only is it hoped barrels per acre will be increased, but also profits per acre on this smaller but better acreage.

The appointment of these growers' relations and field men by the two major co-ops has already proven a step ahead. Both these men are sincere, conscientious, hard workers. Here are their stories, their programs and their aims.

Since Mr. Lipman was first put into the field by NCA, the start will be concerned with him.

### E. V. Lipman

Mr. Lipman, son of the late noted Jacob Goodale Lipman, began July 12, 1946. The fact he was being named to this position came much as a surprise to him, he being at the time in the employ of the U. S. Department of Agriculture. But within a few hours of notification he was on the job.

It came about that President M. L. Urann of NCA had realized for some time that Jersey cranberry affairs were not in high speed, particularly along cooperative lines. He decided a growers' relations and field man could be the answer. Accordingly he got in touch with "Joe" Palmer, one of the more alert and progressive younger growers, and he and the late "Joe" Darlington, whose airplane death a year or so ago shocked the industry, and asked their suggestions as to who might be obtained. They immediately thought of Lipman, whom Miss Elizabeth C. White had already recommended.

So "Ed" found himself appointed to the NCA cannery at Bordentown, with excellent office facilities and excellent organization workers behind him. These are Enoch F. Bills, NCA Jersey plant manager and one of the best and better known of Jersey cranberry men, Miss Lavinia Hockenbury, office manager, and Miss Helen Buckalew, who now acts as traffic manager. All of these are seasoned cranberry veterans, Miss Hockenbury having been at her work since 1926.

### Went Down Into "The Pines"

In the field, however, he had to start from scratch. When he took over there were but four growers under contract to NCA. It was up to him, he said, to "ride down into 'The Pines', locate growers of cranberries, and sell them the gospel of cooperation." That he was successful is proven by the fact that today NCA members with marketing contracts number 108, and there is a mailing list of 300. He is confident he will obtain at least 20 new NCA contracts this coming year.

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## Many Jersey Growers Only Part-Time

Relatively few Jersey growers are full-time, large-scale cranberry men. Many of these more important growers have extensive cultivated blueberry interests. The others put in only a part of their energy to the growing of cranberries, having such occupations as oystering, lumbering, wood-cutting, running filling stations or other small businesses.

"We wanted to see that these growers made more money from their cranberries through becoming better growers", he explains. "We felt we could do that through the value of co-operative effort. A farmer may be likened to a manufacturer—he grows, or 'manufactures' a product—cranberries. But there is one very important difference between this grower-manufacturer and other manufacturers. It is this. A manufacturer figures out and names the price at which his product may be bought. The farmer runs all the risk and puts in all the effort of raising his product and then goes to market and, in substance, says 'what will you give me?'" Lipman wanted this condition changed.

In 1945 only 20 growers delivered berries to the co-operative, this being a total of 10,000 barrels out of a state production of 49,000, or approximately 20 per cent. This proportion has increased until in the crop of last fall 112 members delivered approximately 61 per cent of the total Jersey crop to the National.

### Developed Services

"How did we get these growers to join?" Lipman asks, and then answers his own question by saying, "We give each grower the same opportunity as his neighbor. All have equally the many advantages and services which the co-operative has to offer. We developed a screenhouse at New Egypt. To that point we hauled in berries for many of our members.

"This hauling of berries is not an easy proposition. In fact, it is quite complicated. When you realize some of these grower-members had pick-ups of only 6 or 8 barrels, it meant some careful planning and routing of our trucks to avoid very

excessive transportation costs.

"To make these members better cranberry growers, three cranberry clubs were organized. One of these meets at Pemberton, one at Tucker-ton and one at Lakehurst. These three locations split up the cranberry-growing area into three convenient groups. The clubs have two major functions: 1) to carry cultural and marketing information directly to the members; 2) to elect two members each to the NCA State Advisory Committee. The clubs elect their own officers, although I act as secretary for all three.

"This state advisory committee meets monthly at the NCA plant here at Bordentown. The committee makes recommendations which it feels will be beneficial to the Jersey group and to the industry as a whole, and these are passed along to the directors of the NCA when they meet at Hanson, Mass. There are 9 members on this board—the three NCA New Jersey directors and six from the clubs."

John E. Cutts of Tabernacle is president of the board, Mr. Cutts this year also being president of the American Cranberry Growers' Association. Mr. Lipman is secretary of the board. So keen is interest in the meetings of the board that not more than one member

has ever been absent at any one meeting.

When Mr. Lipman took up his work among the Jersey cranberry growers there was no Trading Post for the more convenient and economical obtaining of supplies, as there was in Massachusetts. So one was developed, although on a smaller scale than in Massachusetts, yet it has done an annual business as high as \$50,000 and has made a profit. The number of items carried in stock, however, is comparatively small, and the Trading Post normally acts as a broker between supply houses and the cranberry growers.

### Aerial Mapping

One development of which Mr. Lipman is justifiably proud and which is his own idea, later extended to Massachusetts, is aerial mapping of the entire cranberry area of South Jersey from the Atlantic coast to the Delaware River. The master photographs were taken from an altitude of 25,000 feet and these master maps keyed. It is thus possible to take off individual bog areas from this, these "blow-ups" showing an individual grower his bog on a scale of 500 feet to the inch. These photographs, showing the bogs, reservoirs, woodlands, roads, and buildings, the grower may use as he sees fit. That



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"Ed" Lipman receives contract of Frank W. Applegate, Toms River, N. J., latter being 1000th member to join NCA.

they are appreciated is shown by the fact that more than 200 have been sold.

The work of Mr. Lipman has included the taking of many color slides showing the progress of cranberry growing from the start of spring work to the harvesting and processing or packing in the fall. These are shown at cranberry clubs to "outside" clubs and other organizations. "We are the nearest NCA unit to New York", Ed adds, "and so I am often called

on to give cranberry talks, usually illustrated, for publicity purposes in that city." Ed has taken most of these slides and movies himself and hence has become considerable of a camera hobbyist.

#### Finance Arranging

Another duty is financing for grower members. In this, he says, every possible source of credit is utilized—Cranberry Credit Corporation, Federal, local banks, insurance companies, etc., as may best fit the individual needs of the member.

"In our field work we do not try to take the place of Charlie Doehlert, Bill Tomlinson, Dr. Ray Wilcox of the New Jersey cranberry experiment station, or of any federal researchers or of county agents. We do try to familiarize ourselves with all cultural developments, such as chemical weed control, insect control, etc., and we help the growers with this information. If we can't give them the information required we fall back upon Mr. Doehlert or some of the research men for the answer."

This help in the field has not been confined to members of NCA alone.

"Ed" Lipman, as the son of Dr. Lipman, so favorably known in all New Jersey agricultural activities, came into this cranberry work with

this advantage, that his agricultural background was distinguished. Dr. Lipman was director of the New Jersey Agricultural Station at New Brunswick from 1911 until his death in 1939. Some months ago a new agricultural science building was begun at Rutgers, to cost a million dollars, the first major construction at the college since 1924, and this will be named in honor of Dr. Lipman. Dr. Lipman was reputed as the leading soil chemist in the United States.

"Ed" was born in New Brunswick, and calls that city his home. He was graduated there from Rutgers in 1933, having majored in agricultural economics and farm management. He then went to the University of California at Berkeley where he received his master's degree. He then obtained a position with the U. S. Department of Agriculture as enumerator. He then went to the U. S. Crop Reporting Service at Trenton, New Jersey, where he stayed three and a half years.

During the war he held the important post of New Jersey Administrator, Department of Agriculture, State War Board. He administered the work of the 20 county boards in the state. "We fought the battle of production", he says. It was from this job that he came into the cranberry field.

#### Thinks Cooperative "Root" of the Industry

"I like this company, NCA", Lipman says, decisively. "I like this work. I think this organization is the root of the cranberry industry, both in New Jersey and in all the cranberry districts. I'm dedicated to the ideals of the National Cranberry Association. I believe in co-operation. I believe the farmer must process and distribute his own product, and this is particularly true of cranberries."

On the other hand he admits a grower has a perfect right to be an independent, if he wishes, and says there will always be independent growers, distributors and processors.

Finally, Mr. Lipman, like so many others who have come into the cranberry field in one capacity or another, wants to become a more integral member of it. That is, he

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hopes as soon as possible to obtain a small bog of his own. This seems to indicate the opposite to discouragement at the future prospects of cranberry growing.

Lipman lives with his wife, the former Gardina Armstrong, and their three children, Dina, Jeffrey and Edward Jr., at New Brunswick.

Lipman's hobby is numismatics and he has a fine coin collection, acquired over a number of years. He has every penny minted except the issue of 1804. Other than collecting coins for relaxation and health, he shoots an occasional game of golf and enjoys hunting and fishing.

### "Walt" Fort

Walter Z. Fort is a young man, who finished two years with the Growers' Cranberry Company this May, and he is a serious individual who takes his important position seriously. When asked if he hadn't entered the cranberry picture at a hectic time, he replied: "It's the best time, for it's then the growers need help and one can be of service to them!"

"Walt" as he is known familiarly to most growers, is a native of the New Jersey cranberry region. He was born in 1914 on a dairy farm near Wrightstown and while growing up there got the "feel of the soil" well established in his blood. Originally he had other plans for himself and after being graduated from Pemberton High School he attended Rutgers University on an athletic scholarship, where he took a pre-medical course. The background and knowledge of botany, biology and zoology he acquired at Rutgers has been most useful to him in the cranberry field. Queried as to his sport activities while up "on the Banks", he answered he saw some activity in the backfield during football season and each spring found him wielding a lacrosse stick at a mid-field position in that fast and grueling sport.

It was during his hitch of 43 months in the United States Navy that he acquired a specialized knowledge in mechanics and the use of tools which has proven of value in his work among the cranberry growers with the present

trend towards more mechanization in cranberry culture. His first twenty-three months in the service found him attending aviation machinists' schools and doing line duty at the Alemeda Air Base. It was from there that he shipped in to the Pacific Theatre of War as a hydraulic specialist. It was 21 months before he got back to his native state again and during that period he saw action and was in the historic invasion of Guam.

At the war's conclusion he returned to a Civil Service job in the United States Postal Service at Trenton. From this work he returned to the cranberry area and entered the cranberry industry. His comeback to the question why he came back was that "he had never been able to shake the Jersey sand out of his shoes!"

The Growers Cranberry Company, oldest of all the cranberry co-ops, and the oldest agricultural co-op in New Jersey, is the state sales company for the ACE, and has for many years maintained its office in Pemberton, center of the Garden State cranberry industry. It now has a membership of 60 and last year handled about half of the total Jersey crop. When Fort took over as growers' relation field man there were 40 members in the Company.

His first ambition is, naturally,

to get more of the Jersey growers to become co-operative members. The first grower he signed up was Vinton Thompson, manager of the "Birches Cranberry Company". This company has 140 acres in good production and an additional 250 acres to develop and rebuild. Fort is particularly interested in the influx of younger blood into the industry, such as Thompson, MacDonald, Haines, Palmer, Hill, and others.

Jersey has a poor record of production per acre and this reputation, Fort believes, is due in considerable part to the fact that much of the acreage classified as cranberry should no longer be in that category. Such acreage is so run down and neglected it isn't even harvested and yet it is included in the total average production.

Such an average was but 16 to 17 barrels to the acre this past season. "There are some good cranberry growers in this state. Not on a par with some of the record averages in the other producing areas, but some of them keep an average not to be ashamed of", he says. In 1947 one member marketed 43 barrels per acre and this past season another member marketed 71 barrels per acre. Many of the big growers have maintained close to a 30 barrel average

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the past three years".

There are other reasons for the Jersey overall average not being higher than it is. Among these are the facts that many bogs were not well built in the first place. This applies to many bogs that were built in the last century, and also, growers have not put sufficient time and capital back in the bogs. This last fact is the more true since the blueberry industry entered the picture in Jersey.

Many bogs have been converted into the production of cultivated blueberries and into the venture has gone the effort and money that used to be spent on cranberry bogs. Fort is not belittling the importance of the blueberry industry to the growers, but he does feel that cranberry growing has suffered from it. "You hear a lot about the injury false blossom has done in New Jersey", he says, "but I honestly believe that the damage done by false blossom is secondary to the loss suffered by the cranberry industry when such a great amount of intensive effort was put into blueberry growing!"

#### **Growers Copied Cape Methods**

Another reason, in his opinion, why Jersey bogs have fared poorly in some areas is that when Jersey growers realized their methods of bog construction weren't right they tried to build like the Cape Codders. "Many growers now realize this was wrong. New Jersey soil is not the same as that of Southeastern Massachusetts. Therefore the same methods applied here didn't bring the desired results."

#### **Air Insect Control Program**

There have been more than 400 growers of cranberries in Jersey, but Fort does not believe the number of actual growers in the state would now reach 200. Many of these are part-time growers. His second ambition, once a grower becomes a member, is to help them become better growers. As one step toward obtaining such an improved per-acre production for the Company members he has encouraged the use of more insect and fungus control measures. He has made available for all members insect control by airplane dusting and soil improvement by fertilizing with plane. The first year he was

fieldman he handled but 85 acres of such work, and this past year some 1009 acres of DDT dusting was done under his supervision. This work he handles and arranges himself, using a complete file of aerial maps of the members' bogs. He tried some air applications of Fermate and Zerlate, but this did not prove wholly satisfactory, as has also been the case in Massachusetts.

He fears a definite decline in insect and fungus control measures in view of last season's market, but he hopes most of the growers will be in a position to continue such constructive work. "After the shipping season we still have too many rot piles here in Jersey", he says, "and I know of too many bogs that lost their crop to the blossom worm and tip-worm last year. It's a matter of dusting the bogs at the right time and I hope we can do it this year."

#### **What of Jersey's Future?**

What about the future of the industry in Jersey? This is where Fort looks ahead. He would like to see cranberry growing up on a higher scientific level. "I'm trying to push for more scientific research. We particularly need research in the soils of Jersey bogs, such as is now being done in Massachusetts by Dr. F. B. Chandler. We need more fertilizer research. I know sound steps are being made by our research workers, but more is needed. Work, especially, needs to be done on the relationship of the cranberry vine and the soil. The American Cranberry Growers Association (the New Jersey growers' organization) is pushing for research that will determine how to grow healthy productive cranberry vines on Jersey soil. As a field man for the Growers Cranberry Company I intend to help furthering such a push!"

#### **For More Cranberry Publicity**

His plans for furthering the industry include obtaining more publicity for the cranberry industry within the state of New Jersey itself. For the past two years he has had a cranberry exhibit at the Ocean County Agricultural Fair. However, he still finds too many native Jersey residents who know nothing about cranberries, so he

plans to exhibit a pictorial survey of the industry at the farm fairs during the months of August and September throughout the State.

It was at Trenton, during New Jersey Farmers Week, that he learned too few knew about the industry in New Jersey. When it was pointed out that cranberries were one of the few New Jersey farm commodities marketed on a nationwide scale, many farmers hadn't heard of cranberries being marketed in such a large way before. Mr. Fort proceeded to prove the point further by having an illustrated article published in the April issue of the New Jersey Farm and Garden magazine on the cellophane packing and marketing that was done in Jersey this past season. "We may be a few years behind on the scientific methods of growing a crop, but I think we are ahead of most of them on the marketing end!"

#### **Is for the Cello Pack**

He has gotten strongly behind the present strong trend to cellophane packing. He feels, like so many others, that an increasing amount of the fresh crop must go on the market in the one-pound package.

Last fall 68% of the fresh crop of the Growers Cranberry Company did reach the market in cello. The Company, itself, had no packaging units, but the work was done in the packing houses of four of the larger growers. These were strategically located to be of service to other members of the Company. Such units were at the screenhouses of Budd at Retreat, J. Rogers Brick, Medford; Double Trouble Company (Crabbe), Toms River, and James D. Holman at Lakewood. Plans are underway to obtain company packing facilities for the members who will need them this coming season.

#### **Has, Perforce, Become "Shutter-Bug"**

Along his ideas of cranberry publicity, Mr. Fort (like many a research worker, county agent and others whose activities bring them directly into the field), has almost perforce, developed a keen interest in the taking of photographs of the interesting phases of cranberry

(Continued on Page 14)

## THE COUNCIL

**W**ARM weather is here, the busy season is on. Growers are going about the production of the 1949 crop and with a little higher courage since the completion of the Cranberry Growers Council project, after many long weeks of "dickering", to evolve plans which would bring stable marketing conditions to the industry once more. This council can work no miracles, but it is composed of many of the best minds within the cranberry-growing world, from coast to coast.

One of the most interesting factors this year will be the expected tremendously increased proportion of the harvest to be sold fresh by ACE—if quality justifies. Independent sellers of the fresh fruit who have not joined the council will probably also emphasize the fresh market while the processing ends catch up with the situation. A heavy burden has been placed upon the Exchange this year, but ACE has made extensive advance preparations to get the berries into the hands of the ultimate consumer.

It may be, and probably is true that too much thought has been given the past few years to the canned market. Now it is hoped a proper balance may be struck in this and coming seasons. Quality must be self-evident in a fresh pack—the raising of a quality berry should be the goal of every cranberry grower worthy of the name, anyway. The great swing to consumer demand for cellophane-wrapped berries which must be attractive to the buyer's eye adds an extra urge for the most beautiful berry possible.

Well, the battle of 1949 is on—a battle to raise a quality crop and to get it to the consumer's table at a return which will enable the grower to retain his self respect as an able agriculturist.

**T**HE New York, New Haven & Hartford Railroad, in naming its crack train from Boston to Cape Cod, express to Wareham, cranberry center and "Gateway to the Cape," "The Cranberry", has done the industry a distinct service. The inaugural run of this fine train, its diesel red-painted in honor of the berry, with the ceremonies at the Parker House and at the South Station of the "Hub of the Universe", has gained invaluable publicity for cranberries.

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It has awakened new pride in cranberry growing in the towns along the way. All summer it will make its passengers conscious of cranberries as they glide along through cranberry land.

**W**E hear discussion of the possibility of a new United States postage stamp in honor of the American cranberry. This thought seems to have originated with Congressman D. W. Nicholson of Wareham, Massachusetts. That would bring a little more publicity for cranberries. We are also watching with interest the development of the new cranberry product, "Cranberry Cola", and will have a little more to say about this later.



CRANBERRY QUEENS Marcia Williams (left) Theresa Guertin (right), distribute NCA gift boxes on first run of "The Cranberry". (CRANBERRIES Photo)





(Top), "Walt" Fort, right, learned much from the older Jersey growers, such as "Bert" Haines. Mr. Haines has about 700 acres and there isn't much he doesn't know about cranberries. (Bottom), one of the 13 window displays of cranberries and apples during Union Agricultural Week at Springfield. This publicity was obtained by the Public Relations Committee of Cape Cod Cranberry Growers' Association. (CRANBERRIES Photo)

## Western Pickers, Inc.

### Suggest the Use of Mechanical Pickers Offers the Best Remedy for "Cranberry Blues"

The time is rapidly growing nearer a crisis when the economic situation is generally down—when the size of the saleable 1949 Cranberry crop is still unknown—when the probable market price of the 1949 cranberries is still a matter of hopeful waiting. All of these matters have a very direct bearing on your future as a grower.

Maybe the economic slump will have righted itself—maybe cranberries will be opened to European and Canadian markets—maybe concentrated advertising will open up new home markets—maybe new uses will be found for Cranberry Products, but the very self-evident part right now is that the markets and the market price of cranberries is likely to remain low as at present, or even lower.

What about the grower out on the Cape who paid \$4.50 a bbl. last year to pick? What about the growers out West who have paid as much as \$6.00 per bbl. for hand-picking for the fresh market because mechanical devices such as Vacuum Pickers and Water Pickers did not meet the requirements?

These growers cannot even start to harvest the 1949 crop unless they get help from the Western Picker. A grower having from 10 to 20 acres can do all the harvesting himself. Since the costs of growing berries goes on, even if the berries are not picked, there is no justification for not trying to pick them, but if the yield does not equal the cost of picking, then he really gets the "Cranberry Blues."

The Western Picker can pick from 10 to 20 acres per season. Whether you hire this work done or do it yourself is your own economic problem. The technical problem has been solved. Representatives of the Western Picker Inc. will be in Massachusetts after July 1st. They will be glad to show the Western Picker to growers and explain its many new features. Later in the season as the berries grow more mature they will conduct demonstrations as they did last year. They will do their best to show that in 1949 a grower cannot afford to be without a Western Picker. Address all inquiries to Coos Bay, Oregon. (advt.)

## What Is Better?

(Continued from Page 10)

growing. For his black-and-white photographs he uses a 2¼x3¼ Speed Graphic, and has a dark-room in his home. He has become a confirmed "shutter-bug", particularly where cranberries are concerned.

He is making a series of color slides, showing the growing operations throughout the season to the final marketing of the crop. He is scheduled to take this set of slides on New Jersey cranberry growing out to Wisconsin next August to show to the growers in that state. Also while there he plans to take pictures of ideas that will be of use to the growers in Jersey. Mr. Fort believes this exchange of first-hand information can be of great value. "It was through the movies of the Jasper-son bogs in Wisconsin that "Del" Hammond sent East last year that boom spraying was tried in New Jersey", he recalls. "Mr. Budd used a boom last growing season and shipped 80% of his crop on the fresh fruit market. He had little or no rot problem last year. I'd like to think it was due to this method of spraying. We'll know after another season!"

Fort contributes a monthly news letter and photographs of the Jersey industry to the ACE's "Cranberry World" and has sent material to CRANBERRIES magazine. He keeps cranberry growers well informed in Jersey on the current happenings by circulating a news letter among them each month.

### Life of Growers' Relation Man

#### No Sinecure

The life of a growers' relation and field man, he has discovered, is no sinecure. He is at the call of members of the Company whenever they need service, and he often beats their anticipation of his visit. He also answers calls for advice and assistance from non-members. It is during the airplane dusting season he works his longest hours, often up and out with the planes at daylight and remaining with them evenings, dusting until it is too dark to fly.

However, he is not complaining. He thoroughly likes the work, the contacts with the growers and

working for the Growers Cranberry Company and ACE. To assist him he has two capable girls for the paper work in the office. These are Mrs. Mary Comp and Mrs. Virginia Lee, who because they have families each work a half a day daily.

Jersey's cranberry future is not discouraging, once the marketing of the crop in an orderly way is assured. "Lately, many of the growers have been most discouraged over the market returns. However, they are feeling better about the overall picture, since there is the apparent success of the get-together of the ACE and NCA. Once the growers are assured of orderly marketing again they will go back to raising a crop, for they know they will realize the best possible returns on their berries.

### Good '49 Crop Prospects

"If the weather is any factor the prospects look good here in New Jersey for the 1949 crop. There has been no winter kill, no oxygen deficiency with such an open winter, and enough rain that there is no stagnant water on the bogs."

Mr. Fort is married to the former Helen Arader of Collingswood, New Jersey, and they live in nearby Mount Holly. When he was asked what his wife thought of the cranberry business he laughed, "That depends upon what season of the year it is and then how long she has kept the evening meal waiting for me!"

## SUBSIDENCE

By Russell A. Trufant

We all know of bogs which are saucer-shaped or even bowl-shaped. Many times we wrongly assume that they were built that way. True, some bogs have been built in the cheapest possible way, without grading. But many of the early builders were as meticulous as we are about building level bog. Things just do not stay that way.

The reason is that under the mud or peat the hard bottom is also bowl-shaped or sloping downstream. And the mud or peat does in time compress or settle, dropping the part over deep peat more

than that over shallow mud. If there is twenty feet of peat in the middle and one foot on the edge, you can eventually expect to get something like twenty times as much settlement in the middle as at the edge.

In this respect muck is somewhat similar in action to clay, which has been the subject of much scientific study in recent years. The theory is that in clay the spaces between particles are filled with water, and as more weight is applied above the clay the water is squeezed out; as the water is forced out the particles can come closer together, and the surface settles. It takes many years, as the forcing out of the water is a slow process.

#### Settlement in Peat More Complex

Settlement in peat is more complex than settlement in clay because while clay is more or less uniform in its qualities in any one deposit, peat (in deep beds, at least) varies widely with depth.

Peat is not laid down by running water as sand, gravel and clay are deposited. We know that after the

glaciers finished with our New England scenery the drainage channels were a series of dammed-up pools. The shallower ones have since become filled with peat. This is a vegetable product, largely located today just where it grew ages ago. We may assume that some sedges or rushes—perhaps related to our cat-o'-nine-tails—gradually extended out from shore, perhaps forming floating islands, finally covering the whole pools. The root masses kept extending down. The rotting tops formed at least the black upper portion of our present peat. The weight of this surface accumulation sank the root masses further and aided in the top-to-bottom filling of the pool. Later rotting vegetation raised the swamp surface still further, loading the underlying layers a bit more.

You who have dug well down into your peat know that there is an upper layer of black muck containing considerable water and yet practically watertight. The water content is shown by the shrinkage

and hardening which occurs when a chunk is dried out. If you doubt the watertightness, dig two holes a foot deep in the muck, with an undisturbed wall of about a foot between them. Fill one with water, and wait, if you can, for it to leak from one into the other.

Under this black muck there is a change. The peat becomes a mass of half-rotted fibres, often brown in color, which you can squeeze water out of. It is not watertight. It dries out to a light, sponge-like mass. The consistency of the peat may become softer as you go down. In deep holes it may not go clear to the bottom; there may be a water pocket under it. Spring holes of all sizes occur here and there. Some are inter-connected by underground channels, probably between the peat and the hard bottom.

A further oddity is that the brown peat tends to float in water while the black muck will sink. With water weighing 62½ lbs. per cubic foot, assume the brown peat weighs 62 lbs. and the muck 65

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lbs. per cubic foot. Each foot of rise in water; each foot or more a 1½ lb. tendency to sink. So six feet of peat would "support" two feet of muck without help from the bottom of the pond, if the water was even with the muck surface. The buoyancy of the lower five feet of peat is exerted on the upper foot, compressing it to a denser mass than that below. Similarly, the muck is densest at its bottom. This gives us the different consistencies in the peat and muck.

#### Another "Freak" Angle

For another freak angle, compress the muck by forcing the water out, and it becomes heavier; but compress the peat (without crushing the cells of the fibres) and it becomes lighter. Six feet of peat compressed down to one foot has the same total buoyancy before as after, since you are squeezing out the water and leaving the lighter fibres.

In our virgin swamps, nature has established a more or less stable equilibrium; the peat (and the bottom) support the muck at the prevailing water level, and also such brush or trees as may grow there. We should expect to find denser peat (and less or slower bog settlement) in heavily wooded swamps. Conversely, more settlement on fresh-meadow bogs for the same depth of peat.

The muck has appreciable strength in tension. The "suction" we encounter in shoveling muck demonstrates this. So the muck layer is not easily broken. When we overload one place enough, as with a dike, it fractures and we get our push-ups. Remember "running tiddlies" on rubber ice in your youth?

So we have in our swamps a couple feet of watertight muck which might shrink a few inches if dried out, overlying a saturated sponge which, if the water was squeezed out, could be compressed to a fraction of its thickness. The deep-mud parts of the swamp are likely to be low, so we fill in some to bring it up to grade, and then add sand at 115 lbs. per cubic foot for our vines, all the time increasing the weight on that sponge and forcing the water out even as we

resand year after year. Perhaps we drop the ice on the bog and let that squeeze it for a few months. Except for that watertight blanket of top muck the bog would settle much faster. The water can escape very slowly, so that settlement may continue for decades. Meanwhile, we add inch after inch of sand to the shallow muck near shore, building it up.

#### Building High Increases Settling

When we build a piece of bog high to allow for settlement, in that very act we are increasing the load on the peat and causing more settlement. I built bog a foot high ten years ago, filling in with two feet of peat. That piece is now below grade, like the rest of the deep-mud area. Sand fill is much worse, as sand is heavier. I have seen bog graded with a couple feet of sand, and I have seen that bog rebuilt to bring it back to grade. I have seen bog regraded by cutting down the shore and raising the center. The edges stayed down, but the middle settled to where it was before. Some say that if you add a foot of sand, you get a foot of settlement. The truth is not that exact, being dependent on depth of mud, and that allowed.

If we thought it worth while, we could pre-settle our bogs in building them. One way would be to add a considerable weight to get quick settlement, then remove the weight and build. Means would have to be provided to let the water escape during the loading time. That could be done by "sand wells"; boring postholes every ten feet or so and filling them with sand through which the water could get out. If you loaded a drained bog with pig iron, say, you would get settlement. Or if you spread a big canvas on the drained bog and raised the edges to make a tank and filled it with water, you would get settlement. It is no use to try to settle by plain flooding, since the increased pressure then acts in all directions and buoys the peat up as much as it weighs it down. To express it differently, you cannot squeeze water from a mud pie or a sponge by adding water to it. Settlement must occur when, and only when, water is lost. You can

squeeze water from a sponge by weighting it with a rubber bag full of water or anything else. This method might work well where peat is up to four feet deep. On twenty feet of peat you might have to fill fifteen feet.

We could also correct settlement under a deep-mud bog of any age. When a cement-concrete pavement settles, they bring it up by drilling a hole in it and pumping a "mud" under the slab. Just so, we could put a pipe down into the soft peat near the bottom and pump in more peat, thus raising the surface. We might have to do that every twenty feet or so, especially in shallow peat. There is standard construction equipment, used for pumping concrete into place, which probably would handle peat with little or no alterations. Presumably most of us have peat available in reservoir bottoms, which we could load into the machine and let the machine do the rest. If the bog were flowed to the desired grade, it would be easy to watch the progress. Quite likely, the job would have to be done again in ten years.

Until we adopt some such radical methods, we must expect our bogs to continue to get higher on the edges and lower in the middle, deepening our bowls.

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## New Marketing Co-Op Formed at Bandon, Oregon

Unit, with Charter Membership of 27, Will Feature "Bandon Cranberries" in Its Label.

---

#### New Oregon Co-op

An independent marketing organization known as the "Bandon Cranberry Growing Cooperative", was established at Bandon, Oregon, early last month. This brings the number of marketing groups in the Bandon area to three, the others being the Coos Cranberry Cooperative, which affiliated some time ago with the American Cranberry Exchange, and the Bandon group, with members who handle their berries through National Cranberry Association.

The new co-op was formed by 27 charter members, with several more being added at a second meeting. The group will market under a label which will feature "Bandon Cranberries."

At the second meeting, which began with a "potluck" supper, a representative of Portland (Ore.) brokerage houses stressed the desirability of a label which would designate the growing area, and to pack the finest quality fruit under their local label.

The officers are Ennis Loshbaugh, president; Earl McTimmonds, vice president; W. H. Johnson, secretary-treasurer and purchasing agent of the group; directors, the three officers, and J. K. Baker and George W. Hawkins.

## Cape Cod Now Has "The Cranberry" Train Operating for the Summer Season

**New Haven Railroad Gives This Title to Crack Com-muter—First Run From Boston to Hyannis Gala Affair**

The New York, New Haven & Hartford Railroad has paid a tribute to the cranberry industry in naming its new Cape express "The Cranberry", this train making its first run from Boston to "cranberry land" on the afternoon of May 23. Made up of deluxe coaches, and powered by a big diesel electric painted cranberry red and decorated with cranberry sprays, this commuter special is leaving Boston at

4:50 each afternoon, Monday to Friday inclusive, making a non-stop run to Wareham in an hour and three minutes, and then proceeding to Hyannis and the Woods Hole branch. It returns to Boston from the Cape the following morning.

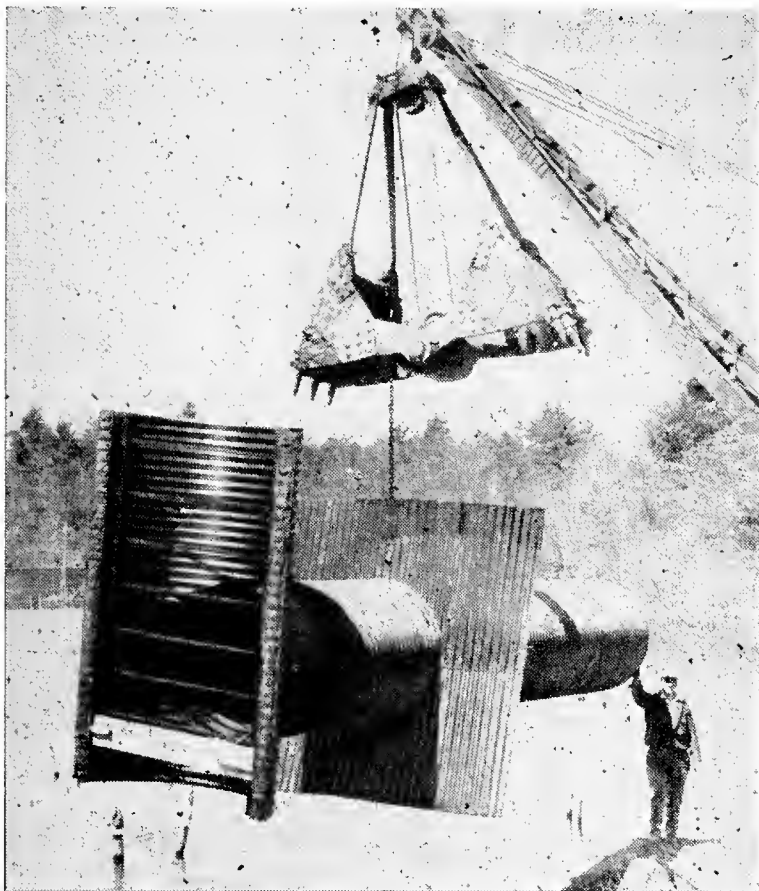
Planned especially to give the Cape fast commuter service until Sept. 9th for Summer visitors and "native" residents, the train will remind passengers of the cranberry industry all Summer long.

The inaugural run of "The Cranberry" was made into a gala occasion, state, civic and community leaders, including cranberry men, were guests on the first run down the Cape, as were two cranberry queens, Miss Marcia Williams of Carver, who was chosen NCA queen last Fall, and Miss Theresa Guertin of Middleboro, chosen queen by the Wareham American Legion contest. Miss Williams, 16, christened the diesel, believed to be the first red locomotive on a New England railroad, in a special ceremony May 16th at the Readville locomotive yards, she breaking a beribboned bottle of cranberry juice over the locomotive's nose, while officials looked on.

Preceding the departure of the train, President Laurence F. Whittemore of the New Haven gave a luncheon to the special guests at the Parker House in Boston, and explained the significance of the new train and of giving it its distinctive name.

### Fashion Show

Then, attracting considerable attention at Boston's busy South Station, the Bourne Kiwanis "Bazooka" Band gave a concert beside the train gates, which had blow-ups of cranberry scenes. The "Bazookas" played on the way down. A fashion show was presented by half a dozen Hart models from R. H. White department store, displaying the latest "Cape Cod" fashions, from beach attire to smart Summer street wear, as the train sped along past the city of Brockton and the other stops usually made. The queens presented gift boxes provided by NCA to the



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special guests. There was a radio broadcast, public address systems in operation, representatives of publications and radio, while camera men shot innumerable flashbulbs.

At Wareham, several hundred people and the Wareham Band was on hand; at Onset there was another celebration as the train pulled in; the Bourne Kiwanis Band and townsmen welcomed the train at Buzzards Bay, and, in fact, there was a special turnout at every stop. Cape Cod and the cranberry land has taken this train as its own, and there was more excitement seen at the Cape stations since rails were first extended down the peninsula.

Cranberry guests at the luncheon and on the train included: President Marcus L. Urann of NCA; George H. Cowen, president of NECSCO; Arthur D. Benson, general manager; Miss Sue Pitman; Ellis D. Atwood, who, of course, has his own "Edaville R. R."; Robert S. Handy, Cataumet; Melville C. Beaton, Wareham; Russell Makepeace, president of the Cape Cod Cranberry Growers' Association, and a director of the New Haven; John C. Makepeace, and C. J. Hall, editor of CRANBERRIES.

# INDUSTRY, WITH MINGLED WILD AND CULTIVATED BERRIES, PUTS OUT NEW GROWTH IN 1830s-40s

Harvesting Natural Beds on Cape Brings Forth Amusing Incidents—The Fruit Goes Abroad—Plymouth County and Carver Come into the Cranberry Chronicle.

By CLARENCE J. HALL

(This is the 7th installment of the history of the Cranberry Industry).

Through the 1830s and the '40s, the cranberry industry began to put forth its new growth. There was an intermingling in the markets between the "natural" berries and those which were "artificially" grown. Much mention of the new agricultural industry was published in local country press and in the agricultural papers.

Boston was still the great market for both types of fruit, and berries came into the Massachusetts metropolis from the surrounding countryside and from more distant points. Boston re-shipped some to New York and Philadelphia.

THE FARMER had indeed said as early as 1826, "the cranberry is largely employed in most families." In that same year the firm of Curtis & Company was buying cranberries in its stall at Quincy Market, this firm leading to the formation of Curtis & Hall, which later provided an important outlet for Cape and other berries and is a factor in the cranberry picture today as Hall & Cole, Fanuel Hall Market. This early firm was buying from Medway (now Millis), Concord, Sudbury, Sherborn, and Wayland. It was not unlikely that some berries came from the beds of Augustus Leland, F. A. Hayden and others mentioned in the preceding chapters. In the fall the fruit rolled in from these relatively minor distances in wagon loads of 40 to 60 barrels.

The fruit came from further distances, an unidentified resident of "Old Rochester" in Plymouth County, being quoted in the history of "Mattapoisett and Old Rochester" as saying "The cranberry is a plentiful production, and it is sent to a wide vicinage, even to Boston".

#### Fruit Coming into General Use

Boswell, before quoted as concerning Henry Hall and Sullivan Bates, said in his 1840 paper on cranberries:

This delicious fruit is coming into such general use, and is becoming so important an article of export, and so much interest is now taken in its cultivation, that I propose giving a concise account of the same, and its general history.

In the case the cranberry crop is once in a few years cut off by the late spring frosts, this may be prevented when a meadow is so situated as to be flowed. The water should not be over one or two inches deep on the cranberries, nor be left on later than the

last of May in this climate. If kept on till it becomes warm it will kill the vines. Perhaps the best management would be something as they flood the rice fields in the South, or water meadows in England, let the water on while the weather is coldest, and then take it off as it moderates. Sometimes in the Eastern states, the cranberries are destroyed by a frost in September. Where water is convenient and plenty, the meadow should be flowed on cold nights at this season, as well as in the spring.

Previous to shipping cranberries, they should be run over a platform, slightly inclined. The rotten and bruised fruit will not run off, but will stick going down the platform, and are scraped off and thrown away. The perfect fruit is then put into tight barrels and when headed up filled with water and in this manner they arrive in Europe in perfect order and have frequently sold in foreign ports at \$20.00 a barrel.

Rakes are made for the express purpose of gathering cranberries

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and although these rakes tear the vines somewhat, yet the crop is not diminished by raking; on the contrary, it has been increased. Some years ago a gentleman in Massachusetts commenced raking his little patch of one-quarter acre; the first year it produced 12 bushels, the next 18, and the third 25, and so on till his last harvest, when the crop amounted to 65 bushels.

This increase is easily accounted for by the method of gathering with rakes, the pulling up of the vines loosens the ground, and although not intended, yet in fact, the raking acts as a partial cultivation.

#### Sir Joseph Banks' 1813 Experiment

In addition to crediting Henry Hall with cultivating cranberries for the preceding 20 years and mentioning the method of Sullivan Bates in growing on dry soil, Boswell referred to "the first account of the cultivation of this fruit we have" as by the late Sir Joseph Banks who "in 1813 produced from a bog 18 feet square 3½ Winchester bushels, being at the rate of 460 bushels an acre."

The Sir Joseph Banks referred to was undoubtedly the distinguished English scientist who had been born in London in 1743 and made several voyages to various parts of the world as a botanist, and then, afflicted with gout, retired to a small villa near Houslow Heath, known as "Spring Grove", where he cultivated flowers and other plants, apparently including the American cranberry.

This account, verified by others, makes the experiment of Sir Joseph Banks in England contemporary, or possibly even earlier than that of Henry Hall, and, by a strange coincidence, exactly the same year as when Thomas Hall as a boy set a few vines by the side

of Scargo Lake. However, it was not from the English baronet's experiment that cultivation began, and probably very few at the time ever read or heard of this experiment in England. He did not, presumably, cultivate commercially, as did Henry, nor did his neighbors follow suit and begin the business of growing cranberries for sale, leading to the present industry.

#### Cranberries Shipped Abroad

Following is some interesting information from THE FARMER, May 16, 1832. It may be noted it mentions the shipping of cranberries to London, the suggested use

of the cranberry plant as an ornamental vine, dried cranberries, and the use of cranberries as a dye.

It is well known that American cranberries are capable of being transplanted to Europe, without suffering by the voyage. American cranberries are frequently sold in London at eight dollars a barrel, as fresh as when first gathered from the marshes. This information may be worth the attention of those who have marshy or brook land, as a matter of profit; and to those who have ornamental water in their gardens or parks it would be found an embellishment to the banks, it being an elegant little fruit on the ground, where it

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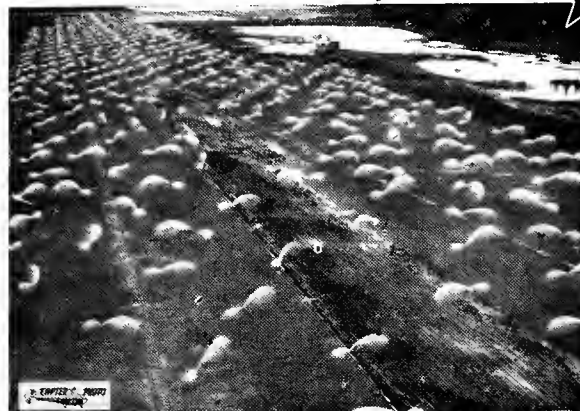


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trails and spangles the ground with red and variegated berries.

Cranberries are of an astringent quality and esteemed good to restore the appetite. They were formerly imagined efficacious in preventing pestilential diseases.

Cranberries may be preserved perfect for several years merely by drying them a little in the sun, and then stopping them closely in dry bottles. The red-fruited cranberry yields a juice which has been employed to stain paper or linen purple. These berries are of great value and importance for different culinary and well-known purposes, as in pies, tarts, etc."

#### Plymouth County Beginnings

With the cranberry having been cultivated in England on slight, or "garden-experimental" scale, cultivation begun in New Jersey, Middlesex, Norfolk and other counties, it was time that Plymouth County—where cranberries are now grown on greater scale than any other place on earth—came into the picture. That county did come in early, possibly in the 1830s, certainly in the 40s, but on no sharply defined note.

#### Saunders Walker

The first cultivator of record in that county appears to have been

Saunders Walker of Pembroke. Pembroke is the geographical center of the county. He began, by his statement, in 1841. He was influenced to some extent, at least, by reading of the culture in agricultural papers, such as THE FARMER. His beginning comes to

light through a statement he filed for a premium from Plymouth County Agricultural Society, but this was not until 20 years later. He wrote under date of September 25, 1863:

"When I first began to cultivate the cranberry, I found vines

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growing among the brush and wood. I thought if the turf was removed and vines set out they might grow. I went to work, draining and removing the turf, in which I expended about \$125.00.

"This was in 1841.

"Not being acquainted with the business, I took the advice of the agricultural papers, and spread sand on it, varying in thickness, and setting my vines in rows, 18 inches apart.

"But the sand brought in rushes and grass and moss, so I quit- ted it until 1850, when I thought I would try a piece without sand.

"Accordingly I cleared a piece and set the vines. In the third year I had about two bushels of splendid cranberries, and the fourth year I had five bushels. Since then I have done all my means would allow. I find by experience that setting vines in the clear sand without peat is the best way".

Thus, Mr. Walker started as a disciple of sanding, but backslid as a convert to this method.

#### Another Pembroke Pioneer

There is knowledge of a second bog venture in Pembroke before in any other town. The effort is revealed in a statement of Thomas H. Samson for a premium of the Plymouth County Agricultural Association in 1853.

"In the summer of 1845, I commenced improving about one-half acre of swamp land for the cultivation of the cranberry; it was completely covered with whortle- berry bushes and alders, and these were removed to the up- land and the tussocks and the top of the soil removed, and in the spring of 1846 I set out about one-quarter of the lot with cran- berry vines.

"In the spring of 1847, I set about the same quantity, and about the same in 1848, a part of which was dressed with gravel and soil.

"In the spring of 1849, I com- pleted the half acre, covering the latter with a dressing of gravel and soil, about an inch in thick- ness. In the month of June, 1849, I sowed a bushel of cranberries over the whole lot, first crushing them and mixing them with sand, in order to sow more easily.

"The cranberries covered the ground and have produced a good quantity of fruit for four or five years.

"I prepared the other half acre in the same way. In the fall of 1850, I set out cranberry vines on about half. It was so wet in the fall of 1851 I could not finish. In the fall of 1852 I completed the work, dressing about half with sand and gravel."

This work of Mr. Sampson, the committee found, had been accom- plished with great labor in clear- ing the brush and large wood from his several pieces of low, moist swampland, which was a deep vege- table soil, and of paring and re- moving the turf and tussock stools, and when the committee saw them in 1853 they were covered with a "network of vines".

Mr. Samson, at least until 1853, seemed to have disagreed with the Cape growers in the value of sand, for he wrote: "I can discern no beneficial effects from the dressing with sand or gravel, and think it rather encourages the growth of grass. I find my vines do best where the peat or mud is the deep- est." He flooded his bogs from October to April, however.

In 1852 he was also to try the practicability of raising cranberries on dry, gravelly land on one square rod, but didn't think it would suc- ceed. "I have little faith in raising cranberries on dry soil."

(Continued Next Month)

## TRENDS IN CRANBERRY PRODUCTION

by WALTER E. PIPER  
Mass. Department of Agriculture

How does our town rate in cran- berry production?

That's a question which I have heard a number of times since we went to work on the Cranberry Survey a couple of years ago. The records of the survey reveal many interesting trends in this great world-center of cranberry produc- tion of ours in southeastern Massa- chusetts and on Cape Cod.

To get a close-up of these trends, I have checked back over the recent record for 1946 and compared it with the years in which previous surveys were made—1934 and in 1924.

One outstanding feature is the predominance of the "Big Three" towns in cranberry bog acreage. These, in order of their importance, are Carver, Wareham and Ply- mouth. They have maintained



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their relative position for at least the past twenty-two years. Carver has gained a little more than 200 acres in that time, reaching a total of 2,916. Wareham has boosted its bog holdings some 240 acres up to a total of 1,868. Plymouth has held about stationary at the current level of 1,252 acres.

Below this "Big Three" group you will find some very striking evidences of a rapid shifting of position in the case of a number of prominent cranberry towns. In this twenty-two year period, Middleboro has jumped from 9th place to 4th with a recent total of 855 acres. Rochester, which formerly was 4th, has gained more than 100 acres. But because of Middleboro's rapid expansion, Rochester has dropped to the 5th spot.

A couple of other important gainers in cranberry acreage are: Duxbury, jumping from 12th to 8th place; and Hanson, which has raised its ranking from the 20th spot up to a position where it is now the 12th largest town.

Offsetting these increases in the towns already mentioned, certain

others naturally have showed declines, rather substantial in some cases. To give you a quick run-down of these, there follows a tabulation of the first thirty towns in our cranberry country showing acreage and rank or rating for the years in which recent surveys have been made.

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**MASSACHUSETTS CRANBERRY ACREAGE BY TOWNS  
1946—1934—1924**

Town	1946		1934		1924	
	Acres	Rank	Acres	Rank	Acres	Rank
Carver	2,916	1	2,901	1	2,691	1
Wareham	1,868	2	1,586	2	1,525	2
Plymouth	1,252	3	1,285	3	1,264	3
Middleboro	855	4	564	6	431	9
Rochester	838	5	717	4	711	4
Barnstable	506	6	483	7	533	6
Harwich	498	7	593	5	689	5
Duxbury	481	8	392	8	355	12
Pembroke	384	9	370	10	371	11
Dennis	377	10	297	13	455	8
Brewster	352	11	371	9	520	7
Hanson	331	12	169	23	184	20
Mashpee	330	13	288	14	314	14
Yarmouth	317	14	363	11	409	10
Nantucket	292	15	304	12	330	13
Halifax	276	16	257	15	266	15
Plympton	269	17	185	20	196	19
Bourne	268	18	171	22	183	21
Falmouth	223	19	228	16	235	18
Kingston	220	20	157	24	141	25
Marshfield	220	21	176	21	116	29
Freetown	218	22	209	17	158	23
Lakeville	212	23	156	25	138	26
Sandwich	167	24	206	19	250	16
Taunton	140	25	96	27	118	28
Chatham	131	26	208	18	236	17
Orleans	127	27	142	26	172	22
Marion	121	28	96	28	124	27
Norton	105	29	90	29	90	30
Mattapoisett	77	30	33	35	35	36

# Eatmor Cranberries

NOW IS THE TIME to join the New England Cranberry Sales Company and the American Cranberry Exchange if you, like so many cranberry growers, wish to support and strengthen the newly organized Cranberry Growers Council.

Your membership will help materially in a more orderly distribution of the cranberry crop of 1949.

**New England Cranberry Sales Company**  
**9 Station Street** **Middleboro, Mass.**

## Scoops and Screenings

Roosters are becoming sissies, it is reported from experiments conducted at the Ohio State University—that is, when the use of sex hormones is used to speed up fattening. They lose their pugnacious attitude, they stop crowing, and adopt a cackle something like a hen, but they do gain as much as a pound and a half extra in weight because of decreased physical activities.

\*\*\*\*\*

Test tube turkeys have been produced at Cornell University, the idea being borrowed from the dairy people who have had such good luck with artificial insemination. Experiments at Cornell and other points indicate the insemination of the turkey hens gave early fertility to the eggs. Poultrymen are coming to the conclusion that this method will be practical on commercial turkey farms.

\*\*\*\*\*

Identifying the minerals in soils is a matter of minutes with a new machine purchased by the University of Connecticut. This is called a Geiger-counter spectrometer, the device sending X-rays through samples of soils placed in it and illustrates the different minerals.

\*\*\*\*\*

It is now well known that the farmer's ability to produce has increased tremendously in the past few years. An hour's farm labor today produces about three-fourths more than a similar hour 25 years ago.

## Fresh From the Fields WISCONSIN

(Continued from Page 5)

meteorologist in charge of Frost Warning service, J. W. Milliken, back for the season since May, 1 had issued approximately a dozen warnings toward the end of the month.

### Quality Conscious

Hammond, in concluding his "observations", says he is especially happy that practically every grower in Wisconsin this season is very "keeping-quality" conscious, and

has been heard to say it is useless to raise a large crop unless it is of such condition as to be fit for the fresh market, with a suitable proportion for processing.

## WASHINGTON

### Weather Dry

Weather has been the driest in several seasons. There were several light frosts in May and on one instance temperatures got down to 26 on some bogs. A few took a little injury.

Bogs were reaching the hook stage about the end of May and D. J. Crowley estimates crop prospects as about average for this time of the year.

### Prospects Average

As in other areas, there is less enthusiasm for expansion this season, although everyone is going along with the work that is necessary for producing the crop.

### New Planting

Dave Newkirk and brother-in-law, Elwell Chabot have finished setting ten acres of new bog.

### Sprinklers Used

At a meeting of Long Beach growers, D. J. Crowley told of results of sprinkling for frost during cold May nights. Slight damage was noticed on some bogs, which were not so equipped as to give this overhead protection.

Dave Newkirk, who had recently returned from California, gave an explanation of methods used by fruit growers of that state to protect lemons and oranges during the winter. He said that one grower had burned \$5,000 worth of oil to protect the trees on 10 acres.

### Pool Buying

Leonard Morris discussed the possibility of a proposition which had been made whereby the growers could band together for buying supplies for their automobiles.

President Elwell Chabot of the Long Beach Club presided, and Mrs. W. H. Morton acted as secretary. Hosts were Mr. and Mrs. E. I. Chabot, Mr. and Mrs. Leonard Morris, and Mr. and Mrs. Guy Hudson.

### Personals

Al Sundberg, one of the partners of Sundbery & Catgard, has moved to Portland for the season

and opened a restaurant which he has named "The Cranberry Merchants' Lunch." His partner is caring for the bogs in the meantime. Wilson Blair has hired the Harding Brothers to operate his place, until harvest and he himself is operating an oil station in Idaho. Dr. J. H. Clarke and Mrs. Clarke of Cranguyma have been in England, where Dr. Clarke went to look over rhododendron plants in that country. They were expected to return early in June.

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## NEW JERSEY

### Temperature

May has been colder than normal in South Jersey with frosts or conditions that threaten frost occurring frequently, especially during the last week of the month. Growers were alerted no less than eleven nights, with frost occurring on five of them. The most severe nights were the nights of the 28th and 29th, with temperatures as low as 24° and 23° being recorded respectively. Frost injury on some unprotected bogs is very serious.

The average daily mean temperature at the laboratory averaged 62.4°, which is 1.3° below the normal of 63.7°. Incidentally this is the first month with below normal mean temperature since October, 1948. The departure from the average daily mean temperature for the months since October still averages 2.7° per day above normal in spite of the May deficiency.

### Precipitation

Rainfall was well above normal during May, which was just as well with so much frost flowing necessary. Total rainfall for the month at Pemberton was 4.61 inches compared with the normal of 3.15 inches. The total excess precipitation since last October totals 9.19 inches.

### Blueberry Crop Prospects

Prospects for the blueberry crop continue to look very bright. There was some frost injury on early varieties resulting from the frost of

April 28. Plum curculio has been very plentiful on blueberries throughout New Jersey this season. From observations during the past two seasons it threatens to be one of the most troublesome and destructive insects that the blueberry industry will have to contend with. Control measures are being tried out, but because of the short period between bloom and

harvest it is going to be difficult to apply any material even once without danger of a residue at harvest time.

### Cranberry Bogs

Cranberry bogs vary considerably in development, depending on the date of drawing the winter flood. Early drawn bogs had a scattering of bloom as the month closed. Blunt-nosed cranberry leafhoppers

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were first found about mid-May. Blossom worms have been very plentiful on several properties. A field meeting for the identification of blossom worms, blunt-nosed leafhoppers, and other insects present on the bog was held at the Bush and McElven bogs on May 31. County Agents Kensler and Hartman and about 25 growers were present. Blossom worms and leafhoppers were the center of interest. Fireworms appear to be scarce in the Magnolia area this year.

**Late News**—A series of very cold nights caused some frost damage in Wisconsin. On the morning of the 26th, the Cranmoor district reported from 16-23°. Mather-Warrens around 20°. There were reports of 2 to 3 percent damage. The extremely chilly weather has caused growers to use an especially large amount of water, and there may be quite a bit of widespread water damage because of this, as side-shooting is showing up. The Northern area has used an especially large quantity and supplies are down to the danger

point in some places, and this is early for water to be so low. In Massachusetts there has also been excessive use of water, which has not done the crop any good. There has been scattered hail, but probably without injury, and there was even a severe snow flurry at points on the Cape, May 29.

## CRANBERRY REPORT

By J. Richard Beattie,  
Extension Cranberry Specialist

It is a pleasure to report on the cranberry industry within the Commonwealth. Massachusetts produces approximately two-thirds of the world's crop of cranberries, and we are proud to report that it is the largest export crop in the state. This past season, Massachusetts' 1200 cranberry growers produced the largest crop on record, a total of 575,000 bbls. According to the latest cranberry survey, we have approximately 15,000 acres of cranberry bogs distributed primarily in southeastern Massachusetts. Historic Plymouth County is the leading cranberry county in the state and nation, producing about

two-thirds of the state's crop. Barnstable County is second in production, followed by Bristol, Middlesex, and Norfolk Counties.

The industry is well mechanized. For example, I believe the cranberry growers were one of the first agricultural groups in the state to use the helicopter and straight-winged plane successfully in spraying and dusting for control of insects and diseases.

We, too, have our marketing problems as well as other agricultural enterprises. However, we are fortunate in having two excellent marketing cooperatives as well as several fine independent marketing agencies. Because of recent large crops, plus several other factors, the last two seasons have resulted in low returns to cranberry growers. We are confident, however, that the cranberry industry in Massachusetts will weather the temporary recession and will continue to maintain its leadership in the production of cranberries.

(Editor's Note: The above report is that given by Mr. Beattie at the famed luncheon given to the Governor annually by Jesse Buffum of WEEI, Boston.)



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WALES H. ANDREWS, Massachusetts Grower and Yachtsman at controls of his cruiser.  
Story on Page 6 (CRANBERRIES Photo)

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Now is a critical period in the industry, but teamwork and good "horse sense," such as is being shown, will pull us through.

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Congressmen of Massachusetts are urging Uncle Sam to issue a three-cent postage stamp commemorating the 100th anniversary of the cultivation of the American cranberry. Representative Donald W. Nicholson of Wareham and Senator Leverett Saltonstall, Republicans, are the sponsors of a bill for this purpose.

Congressman Nicholson, who has been familiar with cranberries all his life as a resident of Wareham, has declared the berry is "as old as Plymouth Rock and as American as Thanksgiving", and is as deserving of honor as many other objects, events or persons for which stamps have been approved.

Postmaster James E. Marvelle of Wareham has written Congressman Nicholson that he is going to ask the Massachusetts Chapter of the National Association of Postmasters to adopt a resolution backing the cranberry stamp when it meets at Harwich on the Cape. This would be a particularly apt place, as Harwich was really the

cranberry center after the industry began at Dennis.

Wareham for several years has had a large mural painting (WPA Project) of a cranberry scene in the lobby of its postoffice, as there is at the postoffice at Berlin, Wisconsin.

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# Mass. Cranberry Station and Field Notes

by J. RICHARD BEATTIE  
Extension Cranberry Specialist



This June drouth is beginning to cause concern among cranberry growers. Water supplies are dwindling. Insects and weeds continue to thrive in spite of the heat and dry spell. The season is two weeks ahead of last year. The insect, disease, and weed control measures have had to be constantly adjusted to this advanced season. In fact, the first fruit-worm eggs were collected at the State Bog on June 22. Dr. Franklin tells us that this is one of the earliest dates on record. By the time the July issue of CRANBERRIES is printed, field meetings and Clinics will have been held and newsletters mailed out to growers, acquainting them with the techniques of counting and identifying fruit-worm eggs. We should also know or at least have an indication as to what we might expect from this particular pest by this time. It is sufficient to say that, with the present cost of materials and labor, the "old hand lens" should be given a real workout, so to speak, in determining when to treat for fruit worms. To spray or dust bogs just for insurance purposes in hopes that the materials used will control whatever pests might be present is an expensive proposition this year. 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. Be sure to note the warning outlined at the bottom of the Insect Chart wherever rotenone is used near fish streams or ponds, since it kills fish readily. If used as a dust, the operator of the duster should take the precautions outlined on the Chart. Cryolite will give satisfactory results as a spray

or dust if a second application is warranted. It is apparent that with this advanced season fruit worms will have a long season in which to feed.

As far as fruit rots are concerned, we know that many bogs were treated this year with fermate or bordeaux, particularly those bogs which usually produce berries of poor keeping quality. In fact, the second application of a fungicide will have been made by about July 1 where the winter water was drawn early. Last year, Dr. Bergman was just preparing to put out his first fruit rot plots at this time. We should keep in mind that, if fruit rots are a problem on any particular bog, two applications of a fungicide are recommended. One application is just a waste of time and materials. Insecticides may be combined with fermate. It hardly seems necessary to remind growers again that certainly this is a year when quality fruit is needed by your marketing agencies.

A weed control note from Dr. Cross tells us that fireweed is now showing up on bogs. It can be controlled by using three quarters to a pound of salt to 1 gallon of water and spraying very lightly, never over 200 gallons per a.re. This should not injure cranberry blossoms, according to Dr. Cross. There is still a lot of 2,4-D being used on losses: rife, or mudweed as it is called, by the gloved-hand technique. Best results are obtained before this particular weed blossoms—afterward, control is unsatisfactory. Many growers are still using kerosene and some Stoddard Solvent for spot treatments for certain weeds such as the grasses, sedges, and rushes. Care should be taken in using both

materials in order to avoid as much injury to the vines as possible.

The Clinics on the Cape, arranged by County Agent "Bert" Tomlinson, are apparently increasing in popularity. However, they are still far from being crowded, and more growers could be assisted with their problems at these informal sessions. During the fruitworm season, Cape growers are urged to bring their hand lenses and berries with them to the Clinics. Instruction in the egg-counting technique will be given by members of the Experiment Station staff. These Clinics will be held each Wednesday during July. The schedule is as follows: July 6 and 20, at the screenhouse of the New England Cranberry Sales Company, in West Barnstable, telephone "Barnstable 74-3". July 13 and 27, at the screenhouse of the National Cranberry Association, in North Harwich, telephone "Harwich 158". Bog visits upon request will be made on the afternoon following these sessions. This is still an experiment, and, if there isn't sufficient interest in this method of assisting Cape growers with their Cranberry problems, it will have to be discontinued.

## WAREHAM LEGION TO AGAIN HAVE CRANBERRY FESTIVAL AND QUEEN

The Wareham (Mass.) American Legion is to hold its annual Cranberry Festival, election and coronation of its cranberry queen late next fall, it was decided at the recent annual meeting of the organization. The executive board is to meet during the summer and announce the date.

## NCA EDITOR LOIS DAY MARRIES

Miss Lois Day, editor of NCA's "Cranberry Cooperative News," on June 18 became the bride of Robert Mullikan of Kingston, who is in the lumber business. She is to be succeeded July 11 by Miss Elizabeth Buchanan of Andover, who will have charge of NCA publicity and the "News". Miss Buchanan has had newspaper experience and has been editor of a textile house organ at Lawrence.

# Cranberries

THE NATIONAL CRANBERRY MAGAZINE

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## FRESH FROM THE FIELDS

Compiled by C. J. H.

### MASSACHUSETTS

Crop prospects definitely looked favorable as June ended, despite one of the worst June droughts on record. There had been a trace of rain, .02 inches, on May 29 recorded at the State Bog, East Wareham, and the month of May as a whole had been deficient. Then in June almost cloudless days came day after day and week after week.

#### Great June Drought

The conditions, however, were not as bad as might have been expected as far as cranberries were concerned. For one thing there was a good deal of humidity—high humidity—and the excess hours of sunshine piled up. Growers kept their ditches well up wherever possible. The lack of rain also prevented pollination from washing off. Bees, particularly bumble bees, as had previously been anticipated, were more plentiful and hard at work early, at least in many areas earlier than can be recalled before.

#### Looks Like Heavy Blueberries

Neither had the blueberry (cultivated) crop been hurt any by the end of the month. In fact blueberry prospects seemed to be for a very heavy crop, and one considerably earlier than normal. It was expected picking would start by the middle of July at the latest. There had been a little frost damage, possibly 10 per cent, but none was apparent, due to the dryness. Wild blueberries were heavy in the swamps, too. Principal crop injury was to strawberries, which was very severe,

hay, and on lawns and in gardens.

#### Dangerous Fire Conditions

Conditions were admitted dangerous for fires. Some Cape and other towns closed the woodlands to all people by the middle of the month and a proclamation was issued by Gov. Dever closing state woodlands at 12.01 on the 22nd.

#### First Day of Summer Hot

The first day of summer brought a recording of 88 degrees in the shelter at the State bog, 95 officially in Boston. June 22 at the State Bog was 89. Higher readings were evident everywhere, unofficially. Of course if the heat and dryness continued into July it was feared the cranberry prospects would be jeopardized. In fact, there is already some "suspicion" on the part of some that the crop prospects are already being injured somewhat by the intense heat. It has been reported as 105 on bogs on more than one occasion. One report of a bog-side temperature in the sun upon a building was 120 degrees, which was as high as this thermometer could go. Frost losses for the spring had been recorded by Dr. Franklin as but a total of 4 per cent, one per cent on each of four nights.

#### Much Ground Dusting

Insects had not caused a great deal of injury by the end of June. There had been some blackheads and some spanworm. Leafhoppers did not seem to be too heavy. A good deal of insect control was being practiced, with particularly a large amount of ground dusting, as compared to air control last year.

#### Crop Early

The cranberry crop appeared to be a week, ten days, or even two weeks ahead of last year, which was late, and well ahead of normal. Toward the last of the month there were a few light showers in some of the cranberry locations of Southeastern Massachusetts.

In mid-June County Agents sent out a bulletin to growers from the East Wareham Station noting that the time to spray for fruit rots had come. "Present prospects indicate that bogs often producing poor quality fruit should be treated with Fermate or Bordeaux, especially early-drawn bogs. This is the year when high quality fruit is needed by your marketing agency", the notice said. Growers were urged to see the insect and disease chart for use of Fermate and that Bordeaux also gives effective control against fruit rots. It was noted that insecticides may be combined with Fermate.

### WISCONSIN

#### Rain Helped

Wisconsin had some rain around the 20th which helped the water supply considerably. Sources had become extremely low for this time of the year. However, a lot more would be welcome.

#### Prospects Good

Some marshes by the 20th were one-half in bloom, others one-third. The bloom looked rather uneven, still, D. C. Hammond, Jr., feels it is possible that there may be another large crop, although not the bumper of last year. There is a good deal of new plantings which

(Continued on Page 10)

# "WALES HENRY" ANDREWS HAD A VARIETY GIVEN HIS NAME

Massachusetts Grower, Long a Member of NECSCO, Believes New Council Must Be A Success — He Has One Hobby, Yachting.

Wales Henry Andrews of Massachusetts has a couple of distinctions as a cranberry grower. First, he is one of the few to have a variety given his name, the "Wales Henry" berry, and second, he spends most of his spare time and lives as much of the year as possible aboard a beautiful yacht. Other attributes that might be mentioned, although these would apply to many other growers, but by no means all, are that he has known cranberries ever since he could toddle, is always a full-time cranberry man and supporter of worthwhile cranberry objectives in his home state.

As he puts it, he just grew up in the cranberry business without realizing it. His father, the late William A. Andrews, who was one of the pioneers of cultivation in Middleboro, started to build bog at East Middleboro in 1887. By 1891 he was building a bog in Middleboro on Thomas street and in North Carver on Mahuchette brook, and about this time also acquired the Bates property at "Huckleberry Corner" in South Carver. His holdings amounted to 65 or 70 acres.

William Andrews conducted a shoe business with his father, William S. Andrews, in Middleboro, but began turning to cranberry cultivation and was joined by the latter. This makes Wales a third generation grower.

## Developed New Variety

Experimenting with wild vines, William A. discovered and cultivated a variety that ripened later than Early Blacks and earlier than Howes. It was a fine "in-between" berry. It was a large berry, bigger than a Black, a fruit of beautiful color. The vine was easy to harvest and it was a prolific producer. It was later to be discovered it has one drawback which kept it from ever being very extensively cultivated. It is very susceptible to False Blossom.

William A. named this variety for his son, "Wales Henry", the latter then a mere child. This, with the fact that his father always had plenty of weeding for Wales to do during school vaca-

tions, probably influenced him to eventually become a grower himself.

He did make one venture into another occupation. After being graduated from the University of Maine he taught school in Brantree and Newton, Massachusetts. He didn't like this confining work, however, and returned to Middleboro. He built 15 acres of bog in Middleboro and also acquired the Chase and Savery bog in Middleboro in 1924.

## Long Member Fresh Fruit Co-op

He has been a member of the New England Cranberry Sales Company and American Cranberry Exchange since 1924. He has been a director of the former for the past two years. He is an enthusiastic booster of his co-op.

"New England Cranberry Sales and the Exchange are organized to protect growers and have done this for 40 years. I can remember conditions before they existed and I wouldn't want to be a grower under such conditions." He is thoroughly convinced that the new set-up of the Growers' Cranberry Council, as conceived on the plan of Arthur D. Benson, general manager of NECSCO, is going to be the life-saver of the industry at this time. "Another '48 wouldn't be good for the growers", he adds. "We just must get together in this business and allocate crops properly."

Wales' father was very active in the industry for 60 years and since his death in 1946 his son has taken over the management of most of his properties.

Although he appreciates the fact a variety was given his name, Wales Andrews has not let sentiment interfere with what he considers his best interests as a grower. He began a program of ripping out the Wales Henry because of their susceptibility to False Blossom and these he has replaced with Blacks. The program has been temporarily interrupted because of the present economic conditions in the cranberry business.

Mr. Andrews today operates about 50 acres of cranberries. His highest yield at the North Carver bog has been 1400 barrels, from his Rocky Meadow bog, 950. The average production he turns into

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New England Sales runs about 1800-2000 barrels. His Wales Henry berries are handled among the "odd-variety" classification.

He was married in 1924 to Jane Louise Hobart of Middleboro, who passed away a little more than two years ago. He formerly made his winter home at Point Independence, and spent the summers aboard his yacht. He now makes his home with his sister, Miss Anne Andrews, South Main St., Middleboro, during the cold months, but as soon as warm weather comes around, his boat, the "Bonteco", goes overboard from the yards where it is stored at Point Independence and he lives aboard his floating house.

His only hobby is boating, and a visit to his beauty of a yacht, well-appointed, with everything shipshape, explains why he should choose to do this.

#### The "Bonteco"

The "Bonteco", which his father bought 17 years ago, is a Dawn cabin cruiser 46 feet long. It will sleep six, and there is a berth and quarters up in the bow for a one-man crew, but Andrews is his own crew, as well as skipper.

The "Bonteco" has a commodious wheelhouse, a forward cabin, dining saloon, the seat making up into double berths, and an ample cockpit aft. Made of Honduras mahogany, the craft is as sturdy as can be. She is powered by two 100 horsepower Lathrop twin engines. Cruising speed is 10 knots, but she will do 12 under full throttle.

He is a member of the Coast Guard auxiliary and served in the temporary reserves, patrolling local waters during the last war. He has a captain's license.

He is a member of the Point Independence Yacht Club. As well as being a member of N. E. Sales and ACE, he belongs to the Cape Cod Cranberry Association and the Southeastern Cranberry Club. There is no more loyal attendant at cranberry meetings than Wales Andrews.

Each year when the bugs on his bogs let up during August and there isn't much work which can be done, as the berries grow he takes a cruise of two or three weeks. These annual and other

## Interest Increasing in Government Cranberry Experiments in Finland

Letter to Editor of CRANBERRIES Tells of Success, But Stresses Lack of Plants and Transportation Difficulties.

Interest in the cultivation of the American cranberry in Finland has increased in the last few years, according to a recent letter to the editor of CRANBERRIES. The information comes from L. O. Ervi, secretary of the "Committee of Bogberries", the Finnish Cultural Foundation, Helsinki. Mr. Ervi has communicated through these columns in 1947. He writes in part:

"The interest in Finland in the past few years has increased considerably in the American cranberry. Many people have asked us

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trips take him from Gloucester on Massachusetts' North Shore down into New York Sound.

He enjoys his summers afloat on Onset Bay. "It's really cheaper to have a boat than to own or rent a cottage at the seashore", he declares. "And, besides, if you get tired of the view, you can up anchor and change your surroundings."

for the particulars. So there are quite a lot of people who would like to try to cultivate it, but because of the lack of plants it cannot be started. I have just received a letter from a concern that has got ready a cranberry plot of 0.2 acre, but the most important thing is the lack of plants, themselves, in spite of trying to get them here.

"We would like to mention especially that an American Finnish woman, Mrs. Alma Isaacson of Middleboro, Massachusetts, sent us by air in May, 1948 a lot of Early Black cuttings, and recently, in winter, a large box of root-stocks. The former covers 0.08 acres."

He went on to say: "The Finnish Cultural Foundation set up a committee in 1946 to investigate the possibilities of cultivating 'bogberries' in the country and made a grant of money to finance these experiments. This committee consists of specialists in agriculture, under the direction of Professor E. Kivinsen. The hope is to utilize waste swamp lands.

#### Native Berry Used Also

"Until now he have made mostly cranberry experiments. In this,



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cultivating, the American experiments and methods have been of great use. But, unfortunately, there have still been difficulties in getting the plants from America on account of the long journey. The experiments were therefore started with the cranberry which grows in our country in state of nature and of which we have 90 samples in our experiments.

"In 1946 we got some cuttings of the American cranberry (*Vaccinium macrocarpa*) from Canada, and the sods which were sent the next year by the New Jersey Cranberry and Blueberry Research Laboratory we brought to success so well that the cuttings taken from them at our plot comprises 0.03 acre and represent Early Black, McFarlin and Shaw's Success varieties.

"Besides the cranberry experiments, the 'cloudberry' and the Arctic berries belong to the field of work of the committee, which both may be strange to you. These experiments are not as large as that of the cranberry, but we have been successful in starting.

"We would be very thankful if we could learn through you or your magazine of such an institution where the people living on this side of the globe could order and buy cranberry cuttings and get them forwarded by air over here. We particularly should like to have a connection with Wisconsin, whose climate is comparable to that of ours."

## N.C.A. and Growers Council Meet at Hanson, June 28

M. L. Urann Re-Elected President of Both Organizations — A. D. Benson, Secretary - Treasurer — Theodore H. Budd, Chairman Board of Directors of the Council.

The annual meeting of the National Cranberry Association was held Tuesday, June 28, at South Hanson. Approximately 300 growers were present, including a fine representation from Wisconsin, New Jersey, Oregon, and Washington.

President Marcus L. Urann opened the meeting. A brief report of the directors' meetings conducted during the past year was given by Secretary-Treasurer John C. Makepeace. J. F. Harriott, Assistant Treasurer, reported on the financial structure of the National Cranberry Association. He was followed by Gordon Mann, Vice-President in Charge of Sales, who discussed sales for the past year and the problems involved in merchandise in this highly competitive period. Charles L. Lewis, of Wisconsin, Chairman of the Executive Committee, gave a brief report on the twenty executive committee

meetings held during the past year. Russell Makepeace, who was in charge of Fresh Fruit Sales for the past year, reported that 132,000 bbls. of cranberries were sold fresh through the Association in 1948. The latter part of the morning was highlighted by an excellent industry panel. Quiz Master for the occasion was John Quarles, Legal Advisor for the Association. Growers had the opportunity to write out their questions and direct them to members of the panel who were as follows: Marcus L. Urann, President; J. F. Harriot, Assistant Treasurer; G. W. Lamb, Springfield Bank for Cooperatives; Charles L. Lewis, Director, Shell Lake, Wisconsin; W. S. Jacobson, District Manager, Markham, Washington; Leonard Morris, Director, Long Beach, Washington; E. W. Hughes, District Manager, Coquille, Oregon; Isaac Harrison, Director, Crosswicks, New Jersey; H. G. Mann, Sales Manager; Thomas Hodgkins, Sales Department; Eastern Division; William Drury, Sales Department, Chicago Division; M. S. Anderson, Sales Department, Pacific Division; Alan Titecomb, Sales Department, Southern Division; John Leitch, Sales Department; Ferris Waite, Sales Department and Grower Service; Edward Lipman, Bordentown, New Jersey; Chester Chaney, American Cranberry Exchange. Following the panel, an excellent lunch was served to growers and their guests.

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### Chaney Speaks

The afternoon program included a talk by Chester Chaney, of the American Cranberry Exchange, on the fresh fruit program for the coming year. Mr. Chaney stated that every possible effort was being directed to sell every cranberry that was suitable in quality in the fresh fruit market. He stated that this is a year when it is extremely important for growers to do everything in their power to produce quality fruit. He reported that the trade was 100% in favor of the Growers Council.

Atty. Quarles was asked to discuss the legal aspects of the Growers Council. He explained that it was not a combination of the National Cranberry Association and the American Cranberry Exchange but a new cooperative made up of growers of the United States, regardless of their affiliations. The function of the Council is to determine the percentage of berries to be sold fresh and the percentage to be processed. It is also its function to determine the amount of money to be used for advertising and the portion that each organization should contribute.

John C. Makepeace, Secretary-Treasurer, then announced that the following directors of the National Cranberry Association were elected following the noontime balloting:

**Massachusetts:** Ellis D. Atwood, George A. Cowen, Frank P. Crandon, Kenneth G. Garside, Harrison F. Goddard, Robert S. Handy, John C. Makepeace, Russell Makepeace, Marcus L. Urann, Carl B. Urann.

**Wisconsin:** Fred N. Lange, Guy Potter, Charles L. Lewis, Lloyd N. Rezin.

**New Jersey:** Enoch F. Bills, William A. Jarvis, J. Rogers Brick, Isaac Harrison.

**Washington:** Edwin Warness, Leonard G. Morris.

Following adjournment of the National Cranberry Association annual meeting, the elected directors chose their officers for the coming year for the National Cranberry Association. They are as follows: President, Marcus L. Urann; Secretary-Treasurer, John C. Makepeace; Assistant Treasurer, J. H. Harriot; First Vice-President, Carl B. Urann; Second

Vice-President, William Jarvis; Third Vice-President, Charles L. Lewis; Vice-President in Charge of Sales, Gordon Mann; Vice-President in Charge of the Western Division, Marcus Havey; Vice-President in Charge of the Pacific Division, W. S. Jacobson.

### Cranberry Growers Council

Mr. Urann then asked A. D. Benson, of the New England Cranberry Sales Company, to conduct the balloting for the Cranberry Growers Council, Inc. Tabulation of the ballots showed that the following men were elected to the Council:

#### Class A Members

(American Cranberry Exchange)

**Massachusetts:** Arthur D. Benson, Homer L. Gibbs.

**Wisconsin:** Daniel C. Rezin, Craigie M. Scott.

**New Jersey:** Theodore H. Budd.

**West Coast:** Ray W. Bates.

#### Class B Members

(National Cranberry Association)

**Massachusetts:** Ellis D. Atwood, Marcus L. Urann.

**Wisconsin:** Charles L. Lewis, Guy N. Potter.

**New Jersey:** Isaac Harrison.

**West Coast:** Edwin Warness.

#### Class C Members

John C. Makepeace, and Russell Makepeace.

Also following adjournment of the Association meeting, the Cranberry Growers Council met to elect officers. Those elected were as follows: Marcus L. Urann, President; Theodore H. Budd, of New Jersey, Chairman; Charles L. Lewis, of Wisconsin, Vice-President; Homer L. Gibbs, Massachusetts, Vice-President; A. D. Benson, Massachusetts, Secretary-Treasurer. A marketing committee was then appointed by the Council as follows: Theodore H. Budd, New Jersey, Chairman; A. D. Benson, Massachusetts, Secretary; Ellis D. Atwood, Massachusetts; Isaac Harrison, New Jersey; Daniel E. Rezin, Wisconsin; Charles L. Lewis, Wisconsin; Russell Makepeace, Massachusetts.

Flaxseed is crushed into linseed oil, a necessary ingredient for paints, varnishes and other industrial items. Last year's acreage produced 52,500,000 bushels.

## Last Year's Berries Good in 1807

The following interesting item about the delights of eating cranberries frozen in the vine in 1807 was sent in by Dr. Neil E. Stevens, professor of Botany at the University of Illinois:

Probably everybody who has worked around cranberry bogs in the spring has at one time or another tasted and found good to eat the old berries still clinging to the vines which had been frozen during the previous winter.

The same thing seems to have been true in 1807. At least such is the report of Fredrick Prush, a botanist who was born in Tobolski, Siberia and was educated in Dresden. He resided in this country from 1799 to 1811. During this time he made various botanical excursions. Later he went to England and published his *Flora of North America*, which he called "*Flora Americae Septentrionis*."

A journal which he kept of an exploring expedition made in 1807 contains an entry dated June 14, when he was traveling from Eastern to Wilkesbarre, Pennsylvania. He had just climbed a high hill called "Bimble Hill" near the Pekono mountain. Near the top of this hill he found some cranberries and sampled them. About these he writes as follows: "The cranberries of last year's growth were now in such a condition to make a very agreeable & pleasant repast; I never thought to eat so much of this food raw as I did this day."

## WEEKLY CRANBERRY CLINICS ON CAPE

Weekly cranberry clinics are being held during June and July by Bert Tomlinson, Barnstable County Agent. These are to enable Cape growers to get timely, first-hand information as their problems come along. The first was at NCA screenhouse at North Harwich, June 1, 9 a. m. to 12 noon. Following meeting was June 8 at New England Sales Co. screenhouse, West Barnstable, same hours. Bog visits will be made in the afternoons through arrangement.

## Scoops and Screenings

July issue of "Holiday" has an extremely interesting article upon the state of Wisconsin, and among the color photos is one of water-raking upon a Wisconsin marsh. The caption is that Wisconsin "trails" only Massachusetts in the production of this fruit for the Thanksgiving table.

"Western World", of Bandon, Oregon, recently had a story upon the claim to the biggest strawberry. It said a huge berry was brought into the office, this being no less than 6x6 inches. It was grown by a farmer at nearby Prosper.

\* \* \* \* \*

June "Co-operative Digest" had an article proclaiming "big news" in the cranberry industry. Article refers to the new Cranberry Growers Council and the fact the Exchange is anticipating its largest volume of fresh cranberry sales in its existence of 42 years and there is a half million dollar advertising budget to promote sales. There was also a photograph in Digest Pictorial section showing Marcus L. Urann and C. M. Chaney discussing plans at a meeting in New York.

\* \* \* \* \*

United States farmers, with normal growing conditions, add at least three-quarters of a million

The Bureau of Agricultural Economics estimates exports of unmanufactured tobacco will approximate 450,000,000 pounds in 1949, compared with 427,000,000 in 1948.

Flour consumption per capita in the U. S. last year was only 140 pounds. Fifty years ago it was over 200 pounds.

There are some 200,000,000 acres of land administered by the U. S. National Park Service and U. S. Forest Service.

One state extension survey revealed the average farm kitchen requires between 20 and 30 tons of water per year.

According to a U. S. Dept. of Agriculture report, salt in the water in which vegetables are cooked hastens the loss of vitamin C.

bushels to their ordinary yield by planting hybrid varieties, it is estimated. The varieties are the result of an extensive corn-breeding program that dates back to 1918.

\* \* \* \* \*

Surplus grain may be converted into auto-motive power. Grain alcohol, experiments show, may be a fuel for autos, not in itself, but mixed with gasoline. Not only would this be an outlet for the surplus grain, but would conserve petroleum resources.

### Fresh From the Fields

(Continued from Page 5)

may have a large bearing this year, but Mr. Hammond anticipates this will more likely be felt much more next and the following year.

Weather has been warm, temperatures as high as 93-95 being recorded. Wild and natural bees are at work on the bogs, particularly bumble bees.

Fireworm infestation was not very heavy and not much damage was done by the first brood. Possibly 600-700 acres were dusted for this brood with adequate results. Quite a few marshes have put on the first spray of Bordeaux for control of leafdrop and fruit rots. There was no damage from the "new" insect which CRAN-

BERRIES inadvertently gave the State in the last issue, this being the "blackheaded fruitworm," of which there is no such animal, the blackheaded fireworm being intended.

### Personal

Young Dan Rezin, son of Lloyd Rezin, has been visiting bogs in the Massachusetts area.

## WASHINGTON

### Club Meets

Long Beach Peninsula Cranberry club held an interesting meeting June 10, President Elwell Chabot presiding and Mrs. Miriam Parrish acting as secretary. D. J. Crowley announced the annual field day is to be held August 5th at the Cranberry-Blueberry Station. He also told of a new spray which he has been using for the control of louse grass and moss on new bogs.

### Western Picker

Visiting was R. J. Hillstrom of Western Pickers, Inc., Coos Bay, Oregon, bringing with him a new model of the picker. The machine was set up in the meeting room and growers were much interested in it. Mr. Hillstrom stated he has taken pictures of cranberry harvesting in all the cranberry areas in the United States and of at

(Continued on Page 14)

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## WORKING OUT

A virtue cranberry growers need at this time is courage. In looking back over the past, the growers as a whole have not lacked that. History records the pioneers were well be-spattered with ridicule by their neighbors.

Wars came along. Henry Hall began about when the 1812 difficulty was on in England. He might have seen British ships of war in Cape Cod Bay, while he worked on his bog so close to the sea at Dennis. There was the Mexican War, the Civil, Spanish American, the two great world conflagrations. There have been money panics. There have been great and unusual storms, extremes of heat when not wanted, extremes of cold when most injurious—droughts, and periods of excessive rain.

Insects increased in numbers and in kind to be-devil the growers. Today we have vastly improved methods of insect control, we have chemical weed control, as well as the manual control of the old-timers.

There is no reason to believe people will suddenly stop eating cranberries, even though the berry is not a necessity of life. Explorers and first settlers picked wild fruit. The native European varieties have "always" been gathered and used by certain peoples. Cranberries were bought last fall.

What business has not had its ups and downs? Many things have been over-extended, confidence has often run hog-wild. A bad spell, disagreeable as it is, does not spell inevitable doom. The industry has worked itself into a "tizzy", but it will work itself out.

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## HOW DEEP THE DIP?

**B**USINESS conditions are not what they were—the "dip" seems to be getting deeper, perhaps more so than many economists thought. Prices, at least on many things, are falling. In such a condition the consumer waits for things to get a little lower before he buys. There is money, statistics show that people have it in the banks, but they are not spending it.

To make people buy things they do not absolutely need, once again requires sales-

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New Jersey Cranberry and Blueberry Station  
Pemberton, New Jersey

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manship, real effort. This real effort is being put forward. It should bring results. Cranberries must become more of a year-round proposition with the general public than they have become as yet.

We like to see mention of cranberries in articles in various publications, but only too often they are referred to as "Thanksgiving" berries. Much of the cranberry advertising is getting away from that idea—but it takes time and a lot of money to dispel ideas once they become as general as that cranberries are grown to go with turkey only, or mostly.

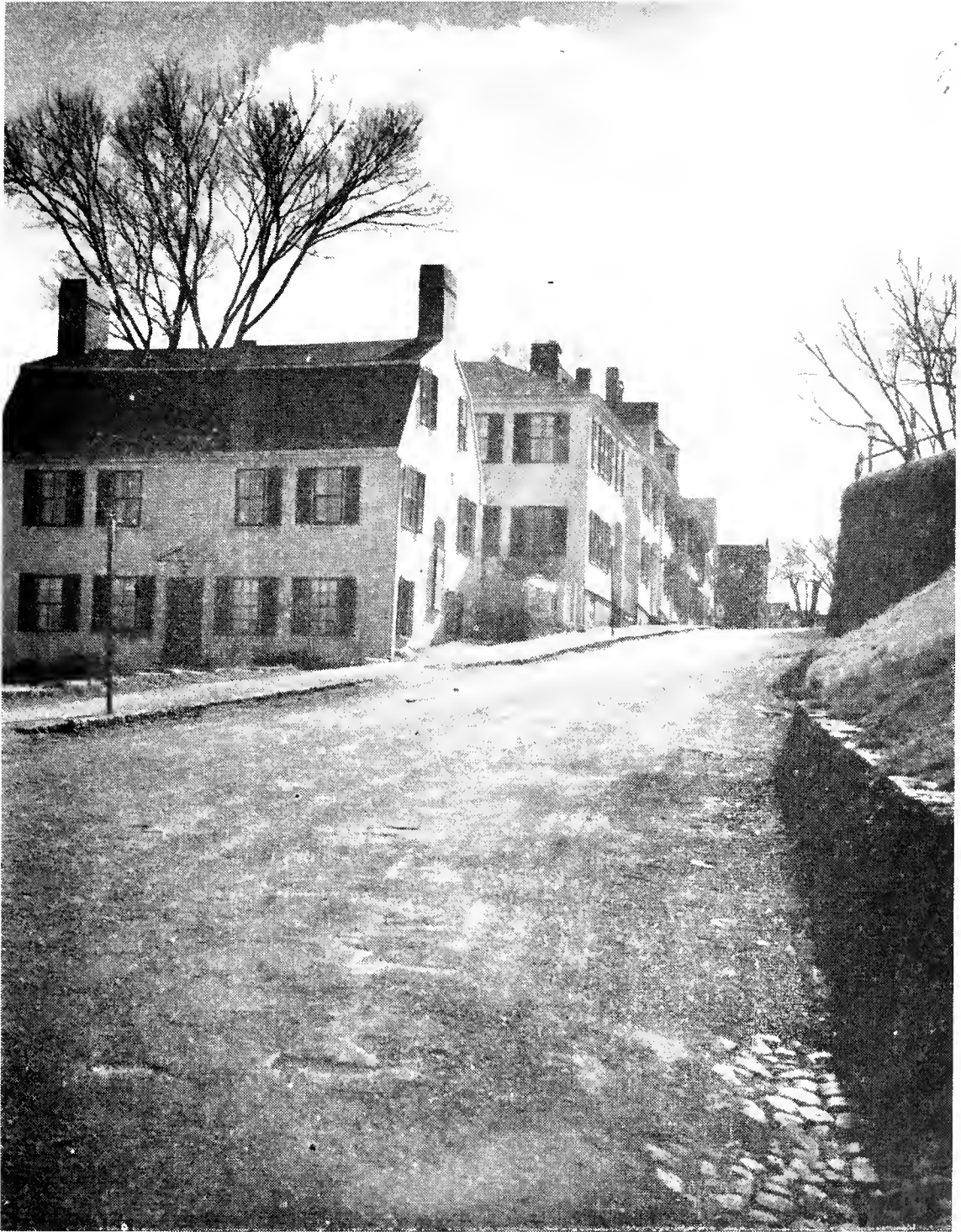


ABOVE—Group at an insect meeting on Bush & McElven bog, near Pemberton, New Jersey. Left to right are Richard P. Hartman, Ocean County Agent; Daniel L. Kensler, Burlington County Agent; Wm. E. Tomlinson, Jr., with net) entomologist Cranberry-Blueberry Laboratory, Clarence North, T. H. Budd, Sr., Archer Coddington, Charles Bush and Albert Andrews (kneeling). (Photo Courtesy Walter Z. Fort)

LOWER—Beautiful Sampsons Pond, South Carver, mentioned in Cranberry History

(CRANBERRIES Photo)





LEYDEN, first street of the Pilgrims at Plymouth, shire town of county, which raises more cranberries than any other area. (CRANBERRIES Photo)

(Continued from Page 10)

least 40 different varieties of growing berries. He was planning to attend a Long Beach meeting again and show the pictures, most of them in color. He was accompanied by F. W. Cook, also

of Coos Bay.

#### Speakers

H. F. Jenkins, County Agent, spoke briefly.

Dr. J. H. Clarke of "Cranguy-ma," who has just returned from a month in England where he attended the International Conference on Rhododendrons at Condon, gave a report of his trip. The conference was attended by eight other Americans, and several countries were represented. Dr. Clarke said he took many photographs which he will later show. He was accompanied by Mrs. Clarke, who remained in the East visiting relatives.

#### NEW JERSEY

##### Drought

The main topic of interest in South Jersey at the time of this writing (June 24) was the prolonged drought and its possible effects on the cranberry and blueberry crops if it should continue much longer. Since the last good rainfall on May 24, there has been only 0.18 inches of rain at the Laboratory at Pemberton in the form of brief showers or drizzle that didn't even lay the dust, let alone benefit growing crops. Some localities have received the benefit of a local shower or two. On the whole, where soils are well supplied with peat or where a bog irrigates well from the ditches, both cranberries and blueberries have held up surprisingly well. Where the land is sandy and the soil moisture supply is not unusually good, drought injury has been showing plainly. Blueberries are not sizing up as they should. If there is no rain within a couple of days, the crop may well be reduced by 25%. Cranberries will have a somewhat better chance to get by, since the small berries can better withstand the lack of water. However, some damage has already been done.

A static condition of a high pressure area with dry, clear weather has been recorded one week on the barometer by a remarkably steady record beginning the forenoon of June 13 and lasting for exactly one week. During that period the Laboratory barometer was constantly between 29.85 and

29.98 inches.

Following cool weather during the first ten days of the month, temperatures averaged normal or above for the remainder of the month.

Unprotected bogs, especially those which are not sanded, suffered from the frosts of the nights of May 28 and 29 and June 8. On the bogs which are not particularly cold, the damage was chiefly to the tips above the bloom.

New bogs which were planted this spring generally rooted very nicely, due to the rainy season which lasted until May 24. Where water was available to wet down the bogs in June they are still doing very well.

##### Sprinkler Irrigation

Sprinkler irrigation is being used for frost and drought protection on an increasing number of properties. The Research Laboratory now knows of six cranberry properties and eleven blueberry properties using sprinkler irrigation.

Double Trouble Company at Toms River did a sizeable job fertilizing cranberry plants by airplane. In one afternoon they fertilized about 115 acres of bog in the space of 2½ hours.

The first spray for cranberry fruit rot was generally completed by June 22nd. One observer, who has been visiting a good many bogs, finally came to the conclusion that cranberry growers who customarily do considerable spraying, sanding, etc., are keeping up their work this year pretty well.

##### Blueberry Appointment

Dr. Martin T. Hutchinson has been appointed to the staff of the Cranberry and Blueberry Research Laboratory to take over the Blueberry Stunt research work. Dr. Hutchinson received his Doctorate in Entomology this June from Rutgers University. His work in Plant Physiology has also prepared him very well for the task which he is undertaking at the Laboratory.

Dr. Robert Filmer, N. J. Bee Specialist, finds that where the use of DDT for leafhoppers was delayed until considerable bloom was open, there has been a serious killing off of pollinating insects.

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*Sales and Service*

## Industry Puts Out New Growth In the 1830's-40's

by

CLARENCE J. HALL

(Editor's Note: The following is the conclusion of the chapter begun last month in the History of the Cranberry Industry).

(Continued from June Issue)

Plymouth, itself, the shire town, has no tax records available beyond 1860 to assist in locating those who may have been the first to cultivate in that town.

It was in 1845 that the Plymouth County Agricultural Society decided that an award should be given for cranberry cultivation, this to be made in 1849. When '49 arrived Rev. Morrill Allen said the premium committee considered three applicants for the premium and felt no hesitation in awarding this to one Libbeus Smith of Abington, then East Bridgewater. He made this comment:

"We have been accustomed till within a few years to regard cranberry vines as intruders in

our low lands, and have studied the means of their extermination rather than of their increase and fruitfulness.

"The cultivation is a new process in which the operator can avail himself of comparatively little scientific research and of only very limited experience. . . . we cannot reasonably doubt the practicability of greatly improving this fruit in quantity and quality by cultivation. The growing demand for the article at home and abroad may justify continued and liberal encouragement."

**Lebbeus Smith**

Lebbeus Smith was the first grower in the county to receive a cranberry award. He lived in what is now Whitman, but was then East Bridgewater. Mr. Smith was keeper of a toll gate on the old New Bedford Turnpike from Boston to the Whaling City. He was born in the Northville section of East Bridgewater, the son of Henry Thornbury Smith and Priscilla (Brown) Smith, December 21, 1792.

Mr. Smith first married April 11, 1815 Salome Howe, who died two years later, and then married July 24, 1817, Polly Bates. When

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NEW YORK CITY	Murray Hill
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he was about to be married to Miss Bates her father erected a house for them which, remodeled and enlarged, is today the famed restaurant, "The Toll House Inn." The post road had been built in 1806 and there was a very small building, used as a toll house on the east side, about opposite the parking lot of the present inn. It was at this parking lot where his bog was located.

He began his bog, according to his statement submitted to the Society in 1849, in 1846, and seemingly as a direct result of the premium being offered. He wrote:

As the premium was offered for the best method of cultivating the cranberry, and not for the largest piece of ground appropriated or the greatest quantity of fruit raised, I commenced on small patches of meadow where no cranberry vines were ever known to grow.

#### Sand and Manure Help

His first patch was one of about a square rod and he planted by cutting out eight-inch sods of cranberry vines and inserting these in holes cut to receive them. As he felt the removal of the sods would "diminish the richness of the soil", he spread on as a substitute a coat of fine manure and a coat of coarse sand, mixing it in, about five inches deep. He hoed the grass for two years and then pulled it with his hands and mowed the tops, noting that the berries were formed only on the upright from the runners and so was careful not to cut these off. His second patch he planted the same way, but did not spread sand and manure, as the vines did not do as well, and he noted: "sand and manure are of great help in cultivating the cranberry."

On his third patch he planted vines, setting them two feet apart. This method he abandoned, as he felt the grass was gaining the ascendancy of the vines.

The third plot he planted with what is called the "bell, or upland" cranberry, which he obtained from Sullivan Bates. He bought one thousand roots for three dollars, and set them in rows about two feet apart one way and six the other on the 20th of May, 1847. But a single "sprout" died, he wrote, and setting them on another patch they also looked well. He consid-

ered this only as an experiment, acting upon the advice of Mr. Bates who had written him that the fruit is much larger and of a richer flavor than the common cherry chokeberry.

Mr. Smith was enough interested to "take pains", as he wrote, to ascertain the different varieties of cranberries, and had found there were four: the bell, or upland cranberry, the common, or cherry cranberry, the Barberry and the "tree" cranberry (not a true cranberry), having obtained some information regarding the latter from a gentleman in Livermore, Maine. He planted some seed, but found it took a long while to accomplish much that way.

"I intend to continue to cultivate the cranberry", he wrote. "I will only add that I hope the attention of agricultural men in this county will be called to the subject. Should this be the case, the time will come when every family might be sup-

plied, at a cheap rate, with this most excellent fruit for sauce and pastry."

Mr. Smith died January 10, 1882. It was believed that it was after his death that his home was first opened as an inn.

#### Other Contestants

The second award of the Society in 1849, which was \$7.00, went to Luther Richards of West Bridgewater. Mr. Richards is known to

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Dog-leg Reservoir Flumes—for Oxygen Enrichment.

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NORTH CARVER, MASS.



## Western Pickers, Inc. Shows Its New 1949 Model Picker

Demonstrations of the new 1949 model Western Picker, with its new picking head, have been given before representatives from all the cranberry producing areas on the Pacific Coast. The profound enthusiasm of the growers about the new pickers is evidenced by the flood of orders that have been taken for delivery this fall.

Watching this picker work over all kinds of vine conditions and observing how nearly automatic it is in operation has convinced these growers that from now on the Western Picker is the machine that is going to mechanize the Cranberry Industry. With costs ranging down to 20c a barrel and less, no other method of picking can compete for the fresh berry market. Shortness of the picking season is now no problem for the grower having up to 15 Acres to pick.

The Western Picker is now nearly fool proof in its mechanized settings and operations. There is nothing to get out of adjustment. All wearing parts can be procured from any ordinary machine supply house.

Growers are now getting panicky about the costs in picking for the fresh market. With the economic situation being what it is, there probably will be no great advance in cranberry prices (or of any fruit) in the immediate future. What then about this year's crop? Many bogs will not even be picked. To meet this new condition, costs of production must be lowered. Mechanization of picking is part of the answer and the Western Picker is the answer to mechanization of picking for the fresh market. There is no longer any question about damage to bog, vines, or berries.

Western Pickers, Inc., will still take orders for Fall delivery. The price is \$1100.00 in advance. A few extra pickers will be built and these will be sold for \$1200.00 upon delivery of the machine.

Representatives of Western Pickers, Inc., will be in Massachusetts after July 4th. Up to this time send orders to Coos Bay, Oregon. (Advt.)

have been a successful farmer in what was called the "Matfield" section. The river ran through a few acres of his and he may have made use of this water, but nothing seems to be recalled today of his cranberry activities. He was born about 1800 and died in 1876.

There was a third offering for the premium, but apparently no award was given for the achievements of this contestant, who was Paul Hathaway of Middleboro.

### Carver

For one reason or another, one being that Carver tax records are not available until the late decades of the past century, who really pioneered in that thinly-populated town of Plymouth County, destined to be the greatest cranberry town of them all, appears to be lost in the mists of the years.

There seems to be an association with cranberries from the fact that in 1702-03 the town of Plymouth voted a grant of land to Samuel Sonnett, an Indian, and his wife Dorothy, that tract being located on the southerly side of Sampson's Pond, at about the present South Carver, and this contained natural cranberry beds. The Seipits, also Indians, appeared a few years later. As late as 1810 Launa Seipit an aged woman, lived on this Carver Indian reservation.

### "New Meadows"

It is known, however, that in Carver the early settlers made use of the natural cranberry meadows. Much of the soil of Carver is light and sandy, early described as "so poor even white beans couldn't be grown", but large areas proved to be ideal for cranberry culture. The most famed of these wild beds was at "New Found Meadows", later shortened to "New Meadows", at first made use of for pasturage, later for the gathering of its wild cranberries. These famed "New Meadows", now mostly embraced in the cranberry bogs of Ellis D. Atwood, consisted of about 500 acres, with swamps, but without large streams, became in the fall a scene of activity. They were bordered by the present Meadow and Pine streets and the ancient Rochester road. The Rochester road was a main highway with its stage-coaches. In the fall peddlers trad-

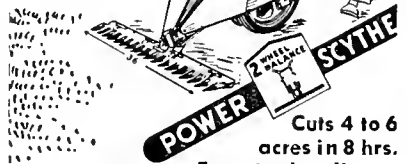
ed their wares for cranberries, taking the fruit to New Bedford and Boston for sale.

### Abijah Lucas, First Cultivator

As to who may have been the first to experiment in cranberry cultivation in Carver there is a letter which was published in THE FARMER, March issue, 1845, which may indicate this was Abijah Lucas, and this was in the early 40s. The letter was signed by Benjamin Shurtleff, brother-in-law of Lucas. It follows:

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around buildings, fields,  
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"My brother-in-law, Abijah Lucas, of Carver, had the most beautiful cranberry crops in 1841 and '42, but the June frosts of '43 and '44 killed the buds and blooms so that where in the previous years he had 200 bushels, he had not more than 2. Mr. Lucas has his cranberries in a rather dry bog meadow, and on low tillage land. Sand and water (the more muddy and dirty the better) is his best dressing. The size and quality of the cultivated fruit much exceeds the wild.

"I have been much acquainted with them (cranberries) ever since my boyish days. We have mowed close and burnt to kill them out of our meadows and low lands".

From considering cranberry vines as a nuisance and something to be destroyed Mr. Shurtleff has changed his opinion, it is evident, and he, at least, credits Mr. Lucas, and possibly others, perhaps, in the neighborhood, with cultivation.

Town records show Mr. Lucas was born July 19, 1790, the son of Captain Abijah Lucas, one of Carver's prominent earlier citizens. He died May 2, 1849, so he did not have many years left in which to cultivate, if indeed, he actually cultivated in any true sense of the word.

#### Growers of "the Old Regime"

The late Henry S. Griffith, in his invaluable "History of Carver, Massachusetts", 1913, records that cranberries were earliest regarded as common property, as indeed they were, but he continued, "as their place in commerce was established, marsh owners looked more carefully after their property and gleanings gradually disappeared. Flooding for winter protection and the annual mowing of grass constituted the only encouragement of the old school of growers."

He then added in a footnote that

"Benjamin D. Finney, who built a dyke for flooding a marsh in 1856, is claimed to have been the first to encourage the growth of cranberries by artificial means". His bog was said to have been in the old section called "Darby", at North Carver.

As growers of the "old regime", Mr. Griffith listed Sampson McFarlin, Luther Atwood, Benjamin D. Finney, Joseph and Benjamin W. Robbins, John Dunham, George Shurtleff, Eben and Earl Sherman, F. W. Bump, H. A. Lucas, Ephraim Griffith, Nathan Ryder, Nathaniel S. and Matthew H. Cushing and

Atwood Shaw, many of these surnames being evident in the industry today. He gives a harvesting picture of that earlier day as follows:

"The experiences of the harvesters of the earlier days would now be regarded as hardship that would call for an investigating committee. The marshes were always damp and in wet seasons they were breeding places for rheumatism and kindred complaints. The older laborers wisely refrained from a contact with the water, but the boys took no such precaution. Long lines of shivering, barefoot boys lined out on the marsh, awaiting the signal for attack, and when the word

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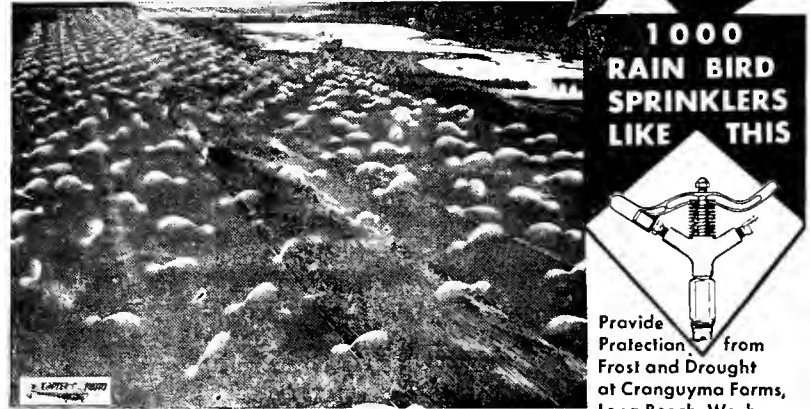


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was given they would drop into the icy water with shouts of laughter and boyish pranks, and the knees were numb with cold before the sun was high enough to impart its heat."

Under date of Oct. 1, 1832, Editor Phinney reported the happenings on a day appointed for a community picking of the Sandy Neck cranberries as follows:

**"Great Gathering, but Small Pickings"**

A great gathering of old men and women, sprightly lads and lasses and barefoot urchins make up the whole, a motley congregation. Equipped with pillow cases, canakins and shining tin kettles to take away **LAWFULLY** (as they thought) the 'bitter fruit' of the cranberry vine. The number of persons of all sorts, ages and sexes and colors who attended the bidding of the Selectmen was thought to exceed 300. But the quantity gathered was exceedingly small. . . . The numerous visitors of the bogs thought they had come on rather a 'Tom Fool' errand. . . and we suppose the berries have been offered for sale at several stores in Yarmouth for several weeks past."

But if Mr. Phinney wrote in

sceptical vein and implied the townsmen of neighboring Yarmouth beat the local citizens of Barnstable to the gun **THE FARMER** seemed to commend the plan. On Oct. 31, 1832 it said:

**CRANBERRY FAIR**—The common lands on Sandy Neck in Barnstable were lately opened to the inhabitants of the town for gathering cranberries. It is estimated that as many as 200 men, women and children were assembled on the bogs, and that on Monday and Tuesday not less than 250 bushels of this agreeable fruit were gathered. By a judicious regulation the picking of the berries is prohibited until they are ripe and until a day is appointed for the purpose by the Selectmen."

Again the following year the **PATRIOT** reported in the same tone of caustic levity, which makes humorous reading today, if it did not to the inhabitants of Barnstable at the time:

**CRANBERRY FAIR**—This important event has again come about. The "Fathers of the Town" have farmed out the valuable privilege of picking the

cranberries on Sandy Neck for the present year. This is the day (Tuesday) set apart for the gathering at the—no, not at the halves, the pickers are to have three-quarters of all they can gather and the other goes where? We suppose to the Town Treasury. The agents of the town have to be, and no doubt are on the spot with their Bags open to receive this revenue. This business may yet become of sufficient importance to the town to make it worth while to choose annually a Cranberry Police to protect this delicious fruit and keep off the Yarmouth boats;

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CONVEYOR  
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Consult us on your problems of insect and fungi control! Our entomologist will recommend the proper **BALANCED** insecticide for your particular problem. **WRITE TODAY.** There is no obligation.

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and we should not wonder if even a Revenue Officer was to be established at Sandy Neck. We shall rejoice when the time comes that the income of Sandy Neck will defray our municipal expenses, for we are quite tired of paying taxes.

**Court Action**

The Sandy Neck cranberries even reached court and the trial of an armed couple who should perhaps be left nameless even at this late date was reported by THE PATRIOT as follows:

The Supreme Judicial Court sitting at Barnstable heard the case of the Inhabitants of the Town of Barnstable vs. \_\_\_\_\_ & Wife. This was termed a long-standing case and was submitted to the jury, who after being out some time came in for further instruction from the Court; after a brief explanation by the Judge they again retired and shortly after came in with a verdict for the plaintiff—damages 10 cents. This is a cent a bushel for Cranberries! Mrs. \_\_\_\_\_ was charged in the writ with trespassing upon Sandy Neck!! and taking therefrom 10 bushels of the town's cranberries!!! of which the Jury (apparently with reluctance), found her guilty. It was supposed that this action would settle the question of the town's right in the soil and freehold of Sandy Neck, but owing to some informality in the manner of pleading to the charge or in consequence of some other deficiency the technicality of the law precluded the trial on that question, so that, we suppose, we shall have one more "Cranberry Day" or "Cranberry Fair."

Again showing the interest in these berries, an indignant writer signing himself "Beach Plum" had written a long letter to Editor Pinney, asking what day he would have the right to go on Sandy Neck to gather the cranberries, "so I may give a friend a tart or two."

**Newspapers, Societies Stimulate**

To return from these entertaining accounts of the "wild" cranberries of Sandy Neck to the chronicle of cultivation, the growing of cranberries continued to snowball. In 1842 THE FARMER

declared: "On the sandy coast of Massachusetts, where wet bogs of meadows abound, cultivation is increasing." The periodical was getting many inquiries relative to cultivation. The communications came in from various areas. There was one from Claremont, New Hampshire, showing cultivation attempts were being made in the White Mountain State. One R. A.

Meecham wrote he had repeatedly read of the efforts to cultivate the cranberry, and he himself had set some in hills, four or five feet apart on swamp ground which had been cleared for the purpose of growing potatoes. "They were growing well", he said.

The GENESEE FARMER of New York state reported the thought of cranberry cultivation was spread-

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ing. It compared the net profit of an acre of wheat, placing that at 04.00 to the net of an acre of cranberries at \$35.00. THE PLOUGHMAN told of a grower who had "just sold cranberries from a little patch of ground, not exceeding 1/4th acre, for \$50.00, "and the purchaser gathers the fruit."

These agricultural papers and the agricultural societies were doing much to stimulate cranberry growing. Both have proven valuable sources of information as to early growers. By 1850 a number of societies were offering premiums for cranberries. Besides Middle-

sex, Barnstable, Plymouth, Essex and Norfolk these included Bristol, Hampden, and Franklin.

But it was in Brnstable County the greatest progress was still being made. There Cape Codders, "with little drops of water and lit-

tle grains of sand", were really laying the foundations for an industry, as will be told next month.

(Author's Note: It is repeated again that it is hoped any misstatements, errors, or important omissions will be noted and sent in for correction, in order to get finally an accurate story of the cranberry industry set down).

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YOUNGEST CRANBERRY GROWERS—Walter and John Egger 3rd, Massachusetts. Story page 13. (CRANBERRIES Photo)

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# Mass. Cranberry Station and Field Notes

by J. RICHARD BEATTIE  
Extension Cranberry Specialist



To say that June and July was hot and dry is stating it mildly. Many growers were considerably more specific in discussing the situation. In any event, most records for an early summer drouth were broken this year. Here at the State Bog we had no rain from May 30 to July 3, which made a total of thirty-four consecutive days of drouth. The rain on July 3, was hardly more than a heavy dew, as it measured only .04 of an inch. Actually, there was no real relief until July 13, when we had .46 of an inch of rain, and again July 18, when .82 of an inch was recorded. To-date (July 25) we have had only 1.67 inches of rain since May 30.

The question of amount of damage to the crop has been asked a good many times during the past weeks. While no actual survey has been made, a quick estimate of damage observed while making regular bog visits would place the loss to this year's prospective crop of somewhere around 10 to 15%. We have seen bogs where the damage was nearly 100%, particularly where no water was available for irrigating purposes, but, generally speaking, bogs so far have survived the drouth remarkably well.

Just what August has in store for us is entirely another question. Certainly if the dry weather continues, every effort to irrigate our bogs will be in order. Last August's drouth demonstrated, among other things, that it is too late to irrigate after the damage is done. Once a peat bog becomes dry, it is very difficult to wet it up again. 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 drouth, and the crops in most instances are excellent. Some growers have portable irrigating equipment and have moved them constantly over their property regardless of temperatures and sunlight. Judging from observations made, very little damage to the berries and vines could be detected, and their crops are in fine shape. Many growers have been experimenting with flash floods, and several have indicated that they have experienced very good results. Of course, flash floods may increase fruit rots, but that is one of the chances that has to be taken when a bog is "burning up" from lack of moisture.

At least insects in general have given us a break, so to speak. The fruit-worm season started off with a bang, and we rather expected to have a troublesome year with this pest. However, so far, this could hardly be classified as more than a normal fruit-worm season. It would be well to check those bogs carefully, where the grub flow was taken off not long ago, for black cutworms and fall army worms which can do extensive damage to the new growth, particularly the black cutworms. They usually are found on such bogs ten to twelve days after the grub flow has been taken off. Lead Arsenate or DDT are the materials recommended for controlling these pests. Evidence of injury of these cutworms often show up in the form of freshly cut tips and leaves in the ditches, but the use of the good, old insect net is still recommended as means of spotting such infestations.

Weed work is definitely slowing down. In fact, Dr. Cross recommends that growers omit hand weeding during times of extreme

drouth, particularly on dry bogs, because of damage to vines and runners, resulting from disturbed root systems. However, it would be well to treat pitchforks before they go to seed, using the salt treatment as outlined on the chart. Annual weeds along the shores should be mowed before going to seed. New bogs (still in the hill stage) can still be sprayed effectively with kerosene where grasses, sedges, and rushes are a problem. Be sure to choose as cool a period for such work as possible. Ditch woods can be sprayed with Sodium Arsenite with excellent results, but this is a poisonous material and proper precautions in its use should be followed carefully, as outlined on the Weed Chart.

The harvesting season is nearly here. The lull just before the picking season might be a good time to check pumps and their installation to insure their satisfactory operations during the fall frost period even though they have been given a real work-out this Summer. Possibly the screenhouse needs some repairs, or the truck should be overhauled. Let's be ready for the picking season. Best of luck.

## Annual Jersey Meeting Aug. 25

The Executive Committee of the American Cranberry Growers' Association has arranged the program for their August 25 Summer meeting. This will be held at the public school at Tabernacle, N. J., beginning at 10.30 a. m. Lunch will be served in the School by the ladies of the P. T. A. After lunch there will be a tour of The Birches, operated by Vinton Thompson. President Cutts feels that the program will be one of particularly practical interest to growers. Dr. Filmer, the State Bee Specialist, will speak on the relation between Fermate spraying and pollination of cranberry bloom. A panel of growers and Experiment Station men will discuss a number of important cranberry problems with plenty of audience participation. All persons interested in the welfare of cranberry growing are cordially invited.

# Cranberries

THE NATIONAL CRANBERRY MAGAZINE

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## FRESH FROM THE FIELDS

Compiled by C. J. H.

### MASSACHUSETTS

#### Crop Under Last Year?

The Massachusetts crop seems practically certain to be less than last year's bumper. While there are no definite estimates, some expect 470,000, or around there, or possibly less. The answer, chiefly, for this lies in the extremely dry and hot weather which has continued from June through July and was still going in the early days of August.

#### July Hot And Dry

Rainfall for the month of July as recorded at the State Bog at East Wareham was but 1.97 inches, way below normal. There were light and scattered showers the early days of the month, the first being on the 5th, .04 inches. There was .46 on the 12th and .82 on the 17th. The first real rains did not come until the opening days of August when for the first four days there was a total of 1.29. August 3rd brought heavy rain, but this was extremely spotted, some of the cranberry areas not getting a single drop, others quite a bit. The hottest days of July as recorded at the State Bog were the 5th and 6th when 96 was registered in the shelter. Of course on the bogs much higher points were reached.

#### Crop Is Early—Berries Large

The crop is fully a week ahead—probably more—in the opinion of Dr. Franklin. The size of the berries is good, this seems to be generally agreed. As August began, the berries were definitely large, yet these first berries were being followed by others of much smaller size which may not develop into even pie berries, unless there proves to be a very considerable

amount of rain in August, possibly not even then. As August came in, it was considered too early to properly evaluate quality. Some berries were coloring up, which was early. This in some instances, at least, may have been due to "sun burn," which would not auger well. However, comments upon quality were being held in abeyance until later on.

#### Summary

At present writing size of the crop must remain a question, until it is forecast at the annual meeting of the Cape Cod Cranberry Growers' Association this month, when first Government estimate is released; quality, undetermined size, apparently large for most bogs, ripening seemingly ahead of normal.

### WISCONSIN

#### Set Good

The set on marshes was generally "very good" in the opinion of "Del" Hammond, general manager, Wisconsin Cranberry Sales Company. In many cases the blossoms were not heavy but the set came through. At last writing a large crop was forecast, but not as large as 1948, by "Del."

#### Fireworm

Fireworm damage was not as bad as it was feared for a time it would be. It was managed to be controlled. Second brood was rather severe for a time.

#### Fruitworm

Fruitworm is apparently as bad as was feared. A considerable loss could be sustained from this insect. The infestation came at a very bad time. By the second week of July there were a few berries,

considerable bloom and a few hooks.

#### Water

As July started rolling along water supplies were adequate but if dry weeks were ahead there could be a change in the situation. There are many shallow reservoirs which are especially vulnerable to rapid evaporation—Although there was considerable rain in June, water tables were generally below normal in July.

### NEW JERSEY

Rainfall is still deficient in much of the cranberry and blueberry area of south Jersey. Even though Pemberton has received nearly its monthly quota, areas a very short distance away to the south and east are still way below normal. The rain of July 12 and 13 covered most all of south Jersey and came in sufficient quantity (1.52 inches) to greatly alleviate the drought conditions prevailing at that time. Local showers have been frequent since then at Pemberton, but the weather has been hot and most of the area still needs more rain. The total precipitation through the 26th was 3.85 inches compared with the monthly normal of 4.22 inches.

Temperatures have been very close to normal with the daily maxima in the 80's twelve days and in the 90's sixteen days of the first 28. The 5th was the hottest day, with 99° being recorded in the shelter at Pemberton. The daily mean temperature through the 28th was 76°, which is normal for July.

Cranberry set on bogs drawn in early April is generally very heavy, while the set on bogs that

(Continued on Page 19)

# Winter Conditions on Cranberry Bogs In Relation to Flowers And Fruit Production

H. F. BERGMAN\*

(Editor's Note:—The following article is reprinted from "Revue Canadienne De Biologie", Montreal, Canada, Vol. 2, No. 5):

The size of the cranberry crop in any year, with customary methods of bog management, is greatly affected, if not determined primarily, by the conditions to which the vines are subjected during the winter preceding the crop year. These conditions vary greatly from year to year because of differences in weather. The importance of weather in cranberry culture and the effect of various weather conditions on crop production have been discussed in a previous paper (3). The effect of certain winter flooding conditions on flower and fruit production in cranberries has also been pointed out (2). Further observations have been made since, and some apparent relations between the winter conditions on specific bogs in Massachusetts and flower and fruit production on these bogs in the following summer are here presented. Aside from the figures given in the paper last cited, no data on flower and fruit production in cranberries in Massachusetts have been available. Two papers dealing with the fruiting habits of the cranberry in Wisconsin have been published (1, 5).

Cranberry bogs customarily are flooded during the winter to protect the vines from winter-killing. However, some bogs that usually are winter-flooded may be only partly flooded or may remain unflooded all winter in years of little rainfall. Other bogs known as "dry" bogs do not have water for flooding at any time. Vines on bogs not flooded over winter may be winterkilled more or less severely. Winterkilling of cranberry vines has been discussed by Franklin (4, p. 31) and need only be mentioned here.

The practice of flooding cranberry bogs over winter, in the cus-

tomary way, is often detrimental to crop production. When submerged for a prolonged period, cranberry vines may be seriously injured, which results in a greatly reduced yield in the following summer. In extreme cases, the entire crop on some bogs may be lost. The severity of injury depends upon the winter-flooding conditions which are determined primarily by weather, but also are greatly affected by flooding practices. These practices differ considerably as to length of the flooding period and as to depth of flooding. The winter flood, in Massachusetts, usually is put on in December and is taken off most of the bogs about April 1, but often is held until about May 15-20. When the water is held late, the winter flood is sometimes taken off for 2 or 3 weeks during April, after which the bog is reflooded and the water held until the middle of May. Often, however, bogs are under flood continuously from December to May. Deep flooding was a general practice in Massachusetts in the past and is still the practice followed on many bogs. Within recent years, however, there has been a tendency towards shallower flooding, and within the last few years other important changes in established winter-flooding practices have been made. The effect of these changes on flower and fruit production has not yet been determined.

Injury to cranberry vines on winter-flooded bogs has been shown to be due to the lack of oxygen in the flooding water (2). The amount of oxygen available to cranberry vines under winter flood is determined to a great extent by the depth of flooding, since this, according to weather conditions, determines whether the vines are in open water, in water under ice, or are frozen into the ice. Winter-flooded bogs in Massachusetts usually are covered with ice from mid-or late December until late in February or to the middle of March. The ice may vary in thickness from 2 to 3 inches to a foot

or more. In some years, bogs may be free of ice for periods of a few days up to one or two weeks at one or more times during the winter. There are, occasionally, years in which bogs are covered with ice for only a few days at a time during the winter.

The oxygen content of water on winter-flooded bogs not covered with ice may often be below the saturation capacity of the water, but no evidence has as yet been obtained to show that under such conditions the deficit ever becomes so great as to cause injury to the vines. Such deficits are greater in deep water, especially in the case of dark-colored water; but usually the deficits are of short duration, since processes by which an equilibrium is maintained between the oxygen of the air and the dissolved oxygen in the water may operate freely.

Conditions affecting the dissolved-oxygen content of the water become very different as soon as a winter-flooded bog becomes covered with ice. Processes by which the equilibrium between the oxygen of the air and the dissolved oxygen of the water is normally maintained can no longer operate. The oxygen content of the water under these conditions is determined by the relative rate of oxygen consumption by the cranberry vines and by the micro-organisms always present, as compared with the rate of liberation of oxygen in photosynthesis, mainly in the cranberry vines themselves. Since respiration goes on continuously, while photosynthesis occurs only in light, the dissolved-oxygen content of the water increases or decreases at a rate proportional to the amount by which the oxygen given off in photosynthesis is greater or less than that used in respiration. Under the conditions on an ice-covered bog, therefore, light becomes the controlling factor in determining the dissolved-oxygen content of the water.

The amount of light received by cranberry vines in water under ice on a winter-flooded bog depends primarily on weather conditions which determine the freedom from cloudiness or the degree and duration of cloudiness, the thickness of

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ice, the inclusion of snow in the ice, the presence or absence of a snow cover, and the depth of snow cover. The depth and clearness of the flooding water also have an effect in determining the dissolved-oxygen content of the flooding water through their effect on the amount of light received by the vines. The flooding water used on most bogs in Massachusetts is quite clear and causes only a little reduction in the amount of light received by the vines at depths to which they are ordinarily flooded. There are a few bogs, however, where this is not true.

Snow on the ice has been found to be the most important factor in causing a reduction in the dissolved-oxygen content of water on winter-flooded bogs. The lowest oxygen content during each of three winters in which determinations of the dissolved-oxygen content of the water on the Massachusetts State Bog were made, was found following a heavy snowfall. At no other time during any of the three winters was the oxygen content much below 6.0 cc. per liter (8.5 p.p.m.), and during most of the time each winter the oxygen content varied between 6.0 and 8.0 cc. per liter. The ice was from 5 to 8 inches thick during all three winters. Similar oxygen content values, with equal thickness of ice, were obtained by growers during the winters of 1945-46 and 1946-47. On the basis of available data, therefore, it seems probable that the dissolved-oxygen content of water under ice on winter-flooded bogs ordinarily would not fall below 5.0 cc. per liter, except after a snowfall, and that the oxygen content might be considerably greater, depending on the amount of sunshine during the winter.

The inclusion of snow in the ice may sometimes cause almost as great a reduction in the oxygen content of water under ice as does snow on the ice. This happens when a snowfall is followed by rain with freezing weather immediately following. For example, this occurred after the snowfall of February 20-21, 1947, which was the heaviest snowfall of the winter. The oxygen content of water under ice on some bogs dropped to very

low values (1.0-2.0 cc. per liter) immediately following this snowfall, although no snow remained on the ice.

Vines frozen into the ice, presumably, are under conditions very similar to those of vines in water under ice. Accordingly, what has been said of the latter with reference to conditions affecting the dissolved-content of the water in which they are submerged and of the impotrance of light in maintaining the oxygen content probably applies also, with some modifications, to vines frozen into the ice. Vines become frozen into the ice, under Massachusetts conditions, only on shallowly flooded bogs. On bogs considerably out of grade only a strip of vines near the shore would be frozen into the ice. The most important difference in the conditions to which vines are subjected during the winter, as between vines frozen into the ice and those in water under the ice, is that of temperature. The temperature of water under ice on winter-flooded bogs varies from 0°-4°C. The temperature of the ice is never greater than 0°C., and may be much less, since the temperature of the ice at the surface is always near that of the air as long as the air temperature is 0°C., or lower. At temperatures below 0°C., a temperature gradient is established in the ice between the upper and lower surfaces which at below freezing air temperatures reduces the temperature of the ice below that of the water surrounding the vines by a varying amount, depending upon the temperature of the air. At temperatures over 0°C., the difference, usually, is about 3-4 degrees, but becomes greater as the air temperature becomes lower. Since the amount of oxygen consumed by the vines in respiration decreases with the temperature the amount of oxygen required by vines frozen into the ice probably becomes negligible at the low temperatures to which the ice comes during very cold weather; and it is always less than that required by vines in water under ice. This may be a very important factor in determining the probability of injury from oxygen deficiency and in determining the severity of injury when an

oxygen deficiency occurs. It has not been possible to determine the dissolved-oxygen content of ice so that nothing is known as to changes in the oxygen content under different conditions. Numerous observations, however, indicate that shallowly flooded vines produce larger crops and bear more regularly than do deeply flooded vines.

The yield in relation to depth of winter flooding and to the dissolved-oxygen content of the water, is shown by the results of experiments carried out during the winters of 1940-41, 1941-42, and 1942-43. In these experiments vines of three varieties of cranberries on the State Bog—Early Black, Howes and McFarlin—were enclosed in covered sheetiron cylinders. The cylinders were placed in locations where the density of stand of uprights, inside and outside the cylinder in any specific location, was as nearly uniform as possible. In 1940-41, only three cylinders were used, one on each variety. During the other two winters, five cylinders were used, two each on Early Blacks and Howes, and one on McFarlin. As a result of the exclusion of light, the oxygen in the water inside the cylinders was soon exhausted, or nearly so, and was held in that condition for several weeks. However, because of light leakage, or leakage of water from the outside into the cylinders, or because the covers were sometimes blown off by strong winds, there were, in some instances, temporary increases in the oxygen content. During the first winter, determinations of the dissolved-oxygen content of the water inside and outside the cylinders were made weekly; during the second winter, they were made at intervals of 1 to 3 days and during the winter of 1942-43 at intervals of one to three days during critical periods, and every 4 or 5 days at other times. (1). This was done to compare the effect on yield of a known oxygen content occurring under customary flooding conditions with that of a complete or essentially complete oxygen deficiency of a much longer duration, and to determine the relation

(1) The assistance of Dr. Chester E. Cross, who made the oxygen determinations during the winters of 1941-42 and 1942-43, is gratefully acknowledged.

between depth of flooding and the oxygen content of the water during the winter. The yields under different conditions are shown in Table 1.

The yield from vines outside the cylinders in all cases was greater than that from vines inside. The dissolved-oxygen content of the water inside the cylinders during all three winters remained at a very low level for periods varying from 3 to 5 weeks. Usually, the oxygen content was less than 1cc. per liter; often there was only a trace of oxygen or none; but during the winter of 1941-42, the oxygen content of the water inside two cylinders at times increased to 3 or 4 cc. per liter for brief periods. There was only one period during each of the three winters when the oxygen content of the water outside the cylinders was much below its usual content. During the winter of 1940-41, the oxygen content fell to 2 cc. per liter (3 p.p.m.) or less for probably 3 to 5 days. During the winter of 1941-42, the oxygen content remained between 2 and 4 cc. per liter for about 5 days. During the winter of 1942-43, it was less than 1 cc. per liter for at least 5 days and, except outside one cylinder, the oxygen content had not increased to more than 2.5 per liter during the next five days.

The yield in any given year from shallowly flooded vines also was greater than that from vines of the same variety that were more deeply flooded. Shallowly flooded vines were frozen into the ice in all three winters during the period when the dissolved-oxygen content of the water outside the cylinders was lowest and when oxygen-deficiency injury probably occurred, since the ice at those times was 8-9 inches thick with a maximum depth of water of 10-12 inches in the shallowly flooded areas. Although it was not possible to determine the dissolved-oxygen content of the ice, it seems very probable, for reasons previously stated, that vines under these conditions may not have been subjected to an oxygen deficiency, or if there was a deficiency it was not so great and accordingly the vines, if injured, were not so badly injured as were those

in water under ice.

Since the density of stand of uprights of vines inside and outside the respective cylinders was essentially uniform, the difference in yield must be the result of the difference in the dissolved-oxygen content of the water inside and outside the respective cylinders during the winter. The lower yield from vines, whether inside or outside the cylinders, was the result of injury of varying degrees which caused the death of the terminal buds, the death of flower buds, or caused the flowers to fail to set fruit.

In order to determine the effect on yield of more diverse conditions during the winter than were to be found on the State Bog, samples of uprights were taken from various bogs during the summer of 1946, and counts were made of the flowers formed, of the buds killed, of the blossoms, and of the mature berries. The results are shown in Table 2.

The number of flower buds killed varied greatly, but on some bogs half and on one bog 90 per cent of the flower buds were killed. It is to be noted, however, that on some bogs where the percentage of buds killed was comparatively low, the percentage of flowers that died immediately after flowering was high. These differences in the stage of development at which buds or flowers are killed represent a difference in the degree of injury. If the injury is severe, the buds are killed at an early stage. If the injury is less severe, the buds may continue their development up to flowering but die immediately thereafter.

Such injury, of course, interferes with fruit production just as much as does injury that causes death of the buds at an early stage.

Sometimes, also, berries apparently set, but after making a very limited growth fail to develop further. Loss in fruit production as a result of the failure of berries to develop after apparently setting is always less than that from flowers that die immediately after blossoming, but in some instances it may cause a loss of considerable proportion, as in some locations on bogs 1 and 7 (1c, 7a). The final and most important consideration in determining the severity of injury is the yield per unit area. This is determined by five factors: The number of uprights per unit area (density of stand of uprights), the percentage of flowering uprights, the number of flower buds per upright, the percentage of mature berries produced from the total number of buds formed, and the size of the berries.

The highest percentage of flower buds from which berries matured, 36.8, was on a bog that was not flooded during the winter. The percentage of flowering uprights on this bog also was high, and the total number of uprights per unit area compared favorably with that of most of the flooded bogs. On this bog about one-fourth of the buds on the uprights examined were killed during the winter, and a little more than a third of the flowers developed from those not killed failed to set fruit. The death of buds during the winter and probably also the failure of flowers to

TABLE 1  
The calculated yield from cranberry vines under different winter-flooding conditions

Variety	Depth of Water, Inches	Calculated yield in bushels per acre							
		1941		1942				1943	
		In- side	Out- side	Loc. 1 In- side	Loc. 1 Out- side	Loc. 2 In- side	Loc. 2 Out- side	Loc. 1 In- side	Loc. 2 In- side
Early Black	6-10		75						
	10-13							67	80
	10-14	28	55						
	13-16					76	100	65	
Howes	16-19			54	75				
	6-10		110						
	9-12							90	120
	12-14	50	72			85	108	150	160
McFarlin	15-18			74	90				
	16-18	39	81	47	57			47	75

set fruit were the result of winter-killing. Because of its location near the coast, temperatures on this bog during the winter of 1945-46 were not unusually low. However, periods of subnormal temperatures during December 1945, and during January and February 1946, brought temperatures low enough to cause winter-killing.

The percentage of buds killed, together with the percentage of flowers that failed to set fruit, indicates that there was quite severe oxygen-deficiency injury on all the flooded bogs, since such bud and flower injury on winter-flooded bogs, insofar as is known, occurs only as a result of oxygen deficiency. Most of the bogs were flooded by the middle of December and remained under water until the first of April, and one of two of the bogs even later. Bog No. 1, however, was not flooded until about January 1, after most of the snow that fell during the storm of December 19-21 had melted. Bogs that were flooded by the middle of December were frozen over at the time of the heavy snowfall of December 19-20, so that they were not only ice-covered but for about a week had an additional cover of snow which at first was a foot deep. It is very probable, for reasons previously stated that much of the injury resulting in the death

of buds and of flowers immediately after blossoming occurred at that time. Although determinations were made of the dissolved oxygen content of the water during the winter on all flooded bogs except No. 1, they were not made often enough to furnish an adequate record of the course of the oxygen content throughout the winter. It is known, however, that the dissolved-oxygen content of the water, at least on some bogs, was low enough at times other than after the snowfall of December 19-20 to cause severe injury.

Although there was evidence of oxygen-deficiency injury on bog No. 1, it was less severe than on other flooded bogs, even though the depth of water on some of the other flooded bogs was no greater than on some parts of Bog No. 1. Evidence of less severe injury on Bog No. 1 is shown in most cases by larger percentage of mature berries produced from the total number of buds formed. In a few cases (6a, 7a, 8), where the percentage of mature berries produced from the total number of buds formed was as great or greater than in locations on Bog No. 1, less severe injury to vines on Bog No. 1 is indicated by the larger percentage of flowering uprights on the latter than on the others. A reduction in the percentage of flowering up-

rights probably means that a considerable number of the uprights considered as non-flowering were really flowering uprights on which the buds were killed at a very early stage when too small to be recorded as buds killed. Less severe injury on Bog No. 1 as compared with that on other flooded bogs is very probable, since the longest period of lowest oxygen content occurred following the heavy snowfall of December 19-20, and Bog No. 1 was the only flooded bog not under water at that time.

It is to be noted also that the bog location where the percentage of buds killed was highest, 7b, was one that was deeply flooded. None of the flowers developed from the 10 per cent of the buds not killed made mature fruit; the only crop harvested on this bog was from the most shallowly flooded parts corresponding to location 7a. The yields in shallow locations "a" and "b" on Bog No. 1 also were greater than in more deeply flooded parts of this bog with the same variety of vines. The crop on Bog No. 3, which was not winter flooded, was the largest crop ever produced on that bog. These facts suggest that changes in the customary flooding practices are necessary if a greater production is to be obtained.

An increase in production may be expected only by maintaining

TABLE 2  
Bud, flower, and fruit production by cranberry vines in relation to depth of winter flooding.

Bog number <sup>1</sup>	1a	1b	1c	1d	2	3a	3b	4a	4b	5a	5b	6a	6b	7a	7b	8
Depth of water, inches	5-6	6-8	15-16	15-16	None	12-15	12-15	20-22	20-2	12-15	12-15	26-30	26-30	8-10	21-30	15-16
Uprights, total	147	185	25	136	236	328	225	189	135	235	129	155	120	229	312	170
" per sq. ft.	590	379	380	270	296	655	450	336	270	355	480	310	489	440	415	340
" flowering, percent <sup>2</sup>	83.0	77.3		80.2	89.0	67.7	68.9	67.2	66.0	79.1	75.6	71.6	69.8	17.2	40.2	38.0
Flower buds, total	493	732	492	520	1528	1159	871	594	459	466	497	551	356	380	720	281
Buds, per flowering upright, average <sup>3</sup>	4.0	5.1	4.2	4.8	5.3	5.2	5.2	4.9	5.0	4.3	4.7	5.0	4.9	3.6	4.9	4.4
Buds killed, % <sup>4</sup>	15.0	26.1	4.0	17.9	23.6	18.0	10.0	21.9	22.7	51.0	31.3	18.3	51.2	8.7	90.2	25.7
" flowering, %	85.0	73.9	96.0	82.5	76.4	52.0	69.0	75.4	77.3	19.0	61.7	51.7	43.8	91.3	9.8	74.3
" but not setting, %	11.8	42.0	58.2	18.2	35.3	33.3	38.8	60.4	60.0	24.5	10.0	24.1	27.0	19.7	9.3	38.7
Berries, mature, %	34.1	28.5	24.1	27.1	36.8	16.7	18.2	13.1	15.3	16.9	15.0	25.1	16.6	27.1	0.0	32.0
Berries, stunted, %	9.3	3.1	14.1	7.4	3.9	2.0	2.7	1.1	1.8	1.0	6.6	3.2	0.3	15.0	0.0	2.8

<sup>1</sup> A letter following a number indicates a different location on the bog. The varieties represented are: 1c, 5a, 5b, Early Black; 1d, McFarlin; all others, Howes.

<sup>2</sup> Percentage calculated on the basis of the total number of uprights.

<sup>3</sup> Average calculated on the basis of the total number of uprights with flowers or flower buds killed at early stages.

<sup>4</sup> Percentage of buds killed, and all percentages on lines following, calculated on basis of total number of buds.

winter flooding conditions under which the dissolved-oxygen content is likely to remain above a certain minimum level which is now placed at 4 cc. per liter. Observations in the past indicate that if the dissolved-oxygen content does not fall below this level, no severe injury is to be expected. Very shallow flooding appears to be a satisfactory solution. Shallowly flooded vines are soon frozen into the ice when ice forms, and vines frozen into the ice show a minimum of injury from oxygen deficiency. On bogs that are much out of grade, some parts must be deeply flooded if the higher parts are covered. In such cases, it would be better, usually, to flood the bog shallowly and run the risk of some winter-killing on the higher parts, since on most such bogs the high parts are only a small proportion of the total bog area. Moreover, the loss in yield as a result of oxygen deficiency injury to vines in water under ice on deeply flooded parts of a bog, in most years, and on most bogs, is much greater than the loss from winterkilling on parts of the bog not flooded.

When the water supply is ample, bogs may be flooded in the usual way. Then after ice has formed over the bog, if the oxygen content of the water drops to near 4 cc. per

liter, the water should be drawn out from under the ice. So long as ice remains, the bog need not be reflooded, but as soon as the ice melts from any considerable area the bog should again be flooded. The procedure of withdrawing water from under the ice seems to be the best. It has been used with success in Wisconsin and has been put into practice during the last two winters on a considerable number of bogs in Massachusetts.

#### Summary

The practice of flooding cranberry bogs over winter is often detrimental to crop production as a result of injury caused by the lack of oxygen in the winter flooding water. Conditions affecting the oxygen content of water on winter-flooded bogs are pointed out. Light often becomes the controlling factor, and snow on the ice is the most important factor in causing a reduction in the dissolved oxygen content of the water. Vines frozen into the ice are injured less than those in water under ice. In experiments during three winters the highest yields were found on the most shallowly flooded vines. There was a reduction in yield from more deeply flooded vines where the oxygen content of the water fell to a low level, varying from 1 to 4 cc. per liter for 3 to 5 days.

With the same depth of water an oxygen content of 1 cc. or less per liter for a longer period of time caused a further reduction in yield. Observations on various bogs showed that the percentage of mature berries produced from the total number of flower buds formed was definitely related to the depth of winter flooding, the highest percentage being found on the most shallowly flooded bogs. Evidence is presented to show that the reduction in the percentage of mature berries produced was due to the death of flower buds at very early stages and to the failure of flowers to set fruit as a result of injury from oxygen deficiency during winter flooding. Modifications of winter flooding practices to reduce or prevent such injury are suggested.

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### PLAN TO FORM BLUEBERRY SELLING COOPERATIVE

Blueberry growers of the Bandon, Oregon, area plan to form eventually a blueberry selling cooperative. An interested group met recently at the home of Mr. and Mrs. Manuel Wilson at the Wilson and Wilson bogs. Mrs. Wilson was elected temporary chairman of the group and Mrs. Alice Stankavich temporary secretary.

Sale of this year's crop was being handled by Joe Stankavich, acting as temporary sales manager.

Those meeting considered using the name, "Western Blueberry Co-op." but did not definitely adopt that name at the preliminary gathering.

Potatoes were thought to be poisonous when they were imported from eastern Switzerland to France in 1700.



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## A "BULLISH" ATTITUDE NEEDED

**H**ARVEST and the marketing of the 1949 cranberry crop lie just ahead. This should be a time for "bullishness" on the part of the average grower. This is not a time for trepidation and despair as to the visual future of the cranberry industry. There are definitely such feelings among cranberry men. It is a truism to point out that optimism breeds success, while pessimism begets failure.

In comparing the 1949 season with that of last year it seems the influences are generally better. There is little question but that the national crop will be materially shorter than the bumper '49. That is one favorable factor, another is that a larger percent of the total production is being handled by a single agency, the new Council—a larger proportion than has ever been handled by a single unit in the history of the industry. Third, advertising appropriations are much larger. A fourth factor could be that the turkey crop is anticipated as much larger and turkeys should be cheaper. A fifth "bullish" point could be that the idea the current recession will make it impossible to get good prices is nullified by the fact the total income of the country from salaries and wages is higher than it was a year ago. Finally, fruit prices today are approximately five and one-half times the 1939 level.

There seems to be little to support the fear that the price should not be substantially better than last year. It is true the industry has a large carry-over of frozen berries. The size of this carry-over may not be as important as some fear.

As we go into the 1949 harvesting and marketing, let's go in swinging. Let's be "bullish!"

---

### "NEIL" STEVENS

**T**HE cranberry world mourns the passing of Dr. Neil E. Stevens. Cranberries were not the only concern of this eminent scientist, yet for many, many years they held a place high in his interest and heart. Many of us were privileged to know "Neil" well. We knew his high ability, his unflinching good spirits, his witty, yet profound way of expression in speaking and writing.

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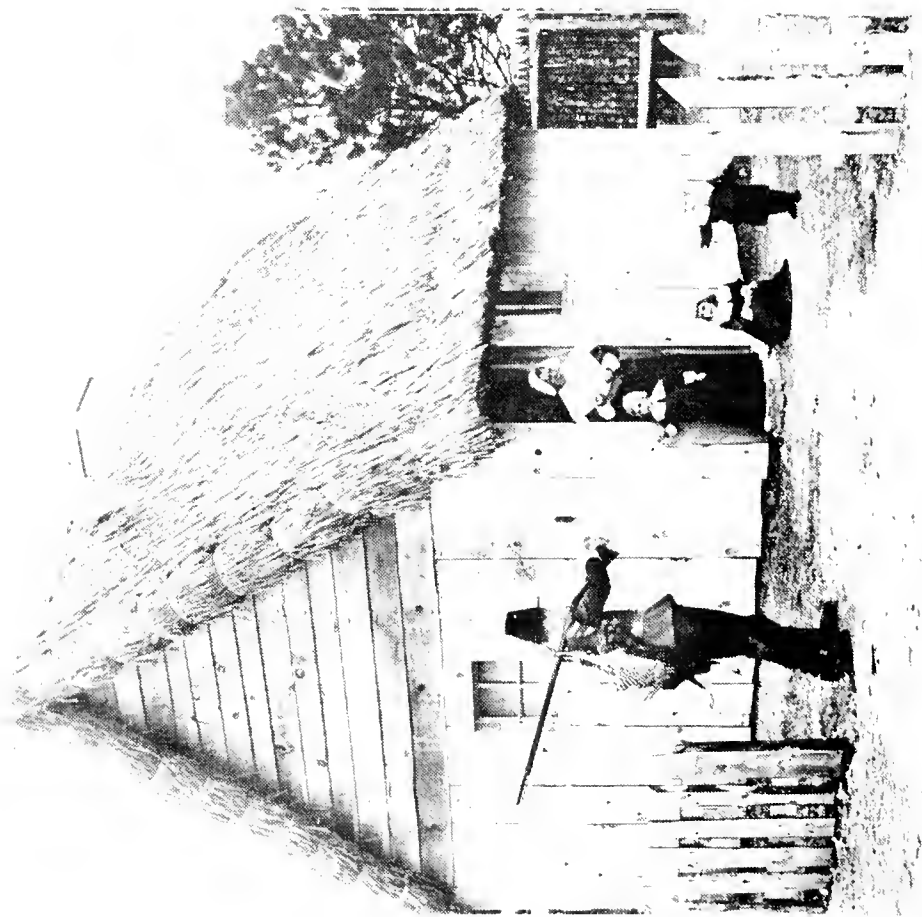
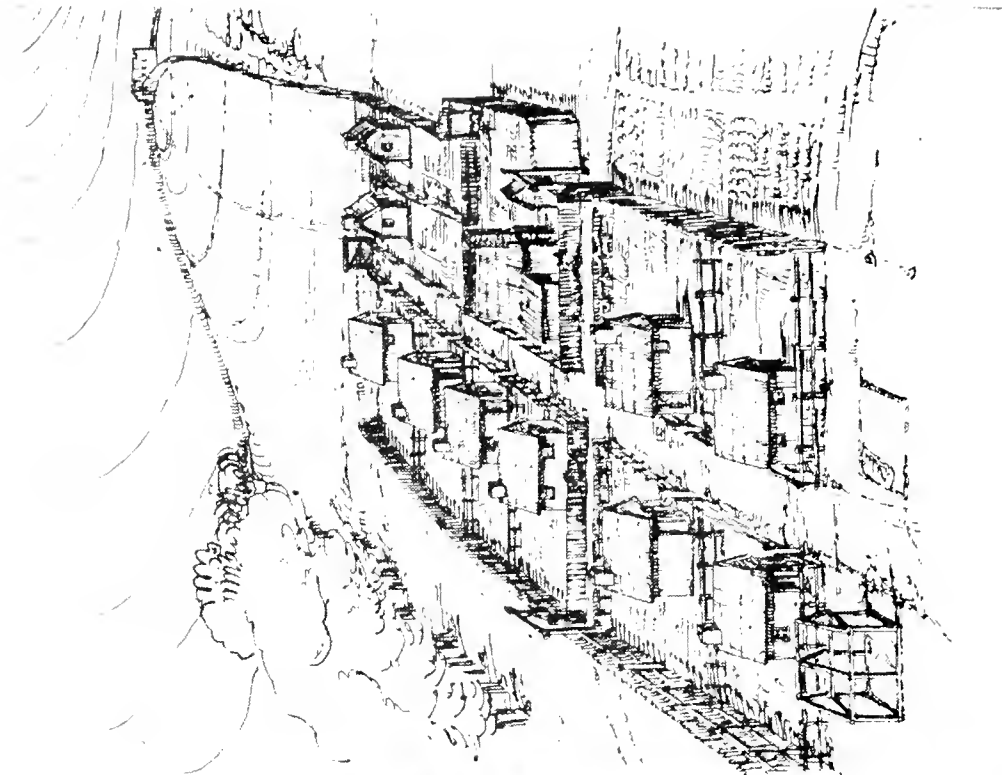
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He have lost a good fellow, an unusually able research worker, and a friend of the cranberry grower.

**I**T is not often your editor permits purely personal feelings to enter the editorial column. But there is a time when this seems justified and proper. Such an occasion has arisen upon the passing away of the daughter, Clare, of your editor and wife. Our thankfulness goes out to the cranberry world for the expressions of sympathy in our loss.



Left, replica of First Pilgrim House at Plymouth, Massachusetts. Right, artist's conception of restoration of Plymouth Village of first Pilgrim days.



The Egger family of cranberry growers. Left to right, John, 3rd, Lorraine, Mrs. Egger, Mr. Egger and Walter. (CRANBERRIES Photo)

## John and Walter Egger, 18, 16, Have Built and Operate Own Bog

These High School Boys, With 20 Acres at Lakeville, Mass., Probably the Youngest Growers in Industry—Members of NCA, as Is Their Father.

### Youngest Growers

Possibly the youngest growers in the industry—certainly the youngest members of National Cranberry Association—are John H. Egger, 3rd, 18, and Walter Egger, 16. They built and "operate" one-twentieth of an acre on property owned by their father, John H. Egger, 2nd, on Highland road in Lakeville, Massachusetts.

Mr. Egger and his brother, Milton W., have about seven acres themselves, and are also members of NCA. Their father, the late John H. Egger, a native of Sandwich on the Cape, where he first

learned about cranberries as a boy, later lived in Middleboro and conducted a small bog there. Mrs. John Egger and the daughter, Lorraine, are cranberry workers, too.

In short, the Egger family is collectively and individually pretty much "up to its ears" in the cranberry business a considerable part of the year, although with all of them it is really a side-line—an important one—to their regular lives.

Mr. John Egger is an instructor in the industrial arts department of Brockton High School, both boys are students at Brockton, taking the courses under their father. Lorraine is also in school. Mrs. Gertrude Egger is a housewife. They make their home at 258 West Chestnut St., Brockton, when they are not at the bog in Lakeville.

### 250-Year-Old Farmhouse

This location is known as the old Ashley estate, and there is a farmhouse about 250 years old, owned jointly by heirs of Mr. Egger's aunt, but at present utilized by the John Egger family. The weather-beaten story and a half farmhouse makes ideal headquarters for cranberry activities, week ends, holidays, and during the summer.

John, 2nd, and Milton Egger got the idea of going into cranberries from their father. When they received a portion of the Ashley estate they began to build bog and now have about seven acres, half Early Blacks and half Howes, in several pieces. They can put in quite a bit more acreage. They have a 35 acre reservoir, spring supplied, with gravity flow for frost protection. They began building in 1934.

It was only natural that John, 3rd, and Walter, familiar with the cranberries of their father and

# NEIL E. STEVENS

uncle, and having played and worked on the bogs almost ever since they can remember, got the idea of having a little bog of their own. This was several years ago, and they prepared and planted it to Blacks themselves, although admittedly with supervision by the father. It is an almost round section, beautifully vined, and practically weedless. Their bumper crop to date was last year, when they harvested four and three-quarters barrels, which they turned in to NCA, as their father and uncle did their crop.

## Interested in Sports

Both boys are much interested in sports, basketball, track and football, and this does interfere a little with their career as cranberry growers. John is a junior, Walter a sophomore. Last fall John was sent to Florida with the Brockton football team for an exhibition game. Walter therefore did the honors for this young partnership at National Cranberry Week, being introduced at the celebration at Edaville as the youngest cranberry grower and member of NCA.

Most cranberry growers have a desire to increase their holdings, and that is the case with John and Walter. They expect shortly to begin building an acre. Both expect to go into some sort of business leading from their industrial arts instruction at Brockton High, but both hope to continue to be, at least, part time cranberry men.



Drawing courtesy "Chronica Botanica", Waltham, Mass.

With the death, on June 23, of Dr. Neil E. Stevens, cranberry growers have lost a most valuable friend, one who had a deep and abiding interest in the many problems of cranberry culture and who has been an ardent advocate of research on these problems and an outstanding contributor to their solution.

Neil E. Stevens was born in Portland, Maine, April 6, 1887, the son of Thomas Jefferson and Hattie (Mantle) Stevens. Ten years later the family moved to Auburn, Maine. In this city his ancestors were in the small group of first settlers. He was graduated from the Edward Little High School of Auburn in 1904, from Bates College in 1908, and received the Ph. D. degree from Yale in 1911.

In 1914 he married Maude Bradford, also a native of Maine. They have three children, twin sons, Russell Bradford (Ph. D. Wisconsin)

now on the staff of the Botany Department at the University of Tennessee, Carl Mantle, 2nd (Ph. D. Illinois), now on the staff of the Chemistry Department of the State College of Washington, and a daughter, Mary Christice, now married and with her husband, Lt. James G. McCray, U. S. A., who is stationed in Germany.

After one year of teaching in the Botany Department, Kansas State College, Dr. Stevens entered the Bureau of Plant Industry, U. S. Department of Agriculture, in 1912. He remained in this bureau for a little over 23 years, during which time he was in four different divisions, each with its particular lines of work. His first assignment was as Forest Pathologist in the Division of Forest Pathology. While in this division, he participated in the fight against the chestnut blight, the greatest of all outbreaks of plant disease, which destroyed the American chestnut

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After a few years, he transferred to what is now the Division of Fruit & Vegetable Crops & Diseases where he remained for 15 years. It was during his assignment to this division that he first came in contact with and became interested in cranberries. This interest he never lost. Although he was interested in all phases of investigation pertaining to cranberries, his major interests were the study of weather, particularly temperature, in relation to the keeping quality of cranberries, and the study of false blossom.

Very early in his work on cranberries he became interested in the study of temperatures in relation to the growth of fungi causing spoilage of cranberries. His first paper pertaining to cranberries was on "Temperatures of the cranberry regions of the United States in relation to the growth of certain fungi" in the Journal of Agricultural Research. Other papers relating to the keeping quality of cranberries in which he was a co-author followed within the next few years. At the 53rd annual meeting of the American Cranberry Growers' Association, he presented a paper on "The possible relation of spring temperatures to the keeping quality of the cranberry crop", which was published in the Proceedings of

the Association in 1923. This was the first of several papers on the relation of temperature and other weather factors to the keeping quality of cranberries. The last paper presented was one under the title of "Relation of weather to the keeping quality of Massachusetts cranberries" in Bulletin 402 of the Mass. Agric. Expt. Sta. on "Weather in Cranberry Culture", published in 1943, which includes the results of all studies on keeping quality up to that time.

Beginning in 1923, following the publication of the first paper on the apparent relation between weather and keeping quality, Dr. Stevens made forecasts of the probable keeping quality of Massachusetts berries regularly from 1923 to 1933. From 1923 to 1929, these forecasts were published in September of each year in the Wareham Courier, the official organ of the Cape Cod Cranberry Growers' Association, and from 1930 to 1933 in the Plant Disease Reporter, a mimeographed publication issued by the Division of Mycology and Plant Disease Survey of the U. S. Department of Agriculture. Although Dr. Stevens' forecasts of keeping quality were not made until September, too late to be of value for the application of control measures, he pointed out in an article in CRANBERRIES, January, 1949, the value of June forecasts.

As a means of determining the keeping quality of the crop for a single bog or a single storage lot, Dr. Stevens, in 1922, began the "incubator" test which has served to detect, with a high degree of accuracy, weak lots of cranberries. This test is still being used by the New England Cranberry Sales Company at their Tremont packing house. In addition to its usefulness in detecting weak lots of berries it constitutes a valuable check on weather data.

Dr. Stevens made observations and records, as early as 1916, on the occurrence and spread of false blossom in all cranberry growing regions of the United States and had a leading part in promoting the work which led to the proof that the blunt-nosed leafhopper was the carrier of the disease, a discovery which made possible the effective control of the disease. His first paper on false blossom was one in 1925, "Field observations on false blossom of the cultivated cranberry". The history of the discovery and spread of false blossom was published in 1931, as U. S. D. A. Circular 147, "The spread of cranberry false blossom in the United States."

In his work in Wisconsin, Dr. Stevens was primarily interested in flooding water. Evidence of the apparently harmful effect of alkaline water for use in flooding bogs was presented in several papers.

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He also showed that the use of very acid water for flooding for control of insects is very hazardous. A complete report on observations on flooding waters used in cranberry culture was published in Bulletin 483 of the Mass. Agric. Expt. Station in June, 1946.

Dr. Stevens was interested also in the history of cranberry growing in Wisconsin and, in 1944, with Miss Jean Nash published a paper in the Wisconsin Magazine of History on "The development of cranberry growing in Wisconsin."

During his later years with the Bureau of Plant Industry, Dr. Stevens worked on diseases of corn, particularly bacterial wilt and corn ear rots and wrote several papers on the incidence of these diseases. His interest in these diseases continued for several years after he became Professor of Botany at the University of Illinois, and during this time he made forecasts of the incidence of bacterial wilt of corn.

Throughout his whole career as a pathologist, Dr. Stevens was interested in the incidence of diseases as an economic problem and in methods of their control. As concerns their incidence he was always interested in weather and climatic factors which promoted the occurrence and spread of plant diseases.

Another problem of great interest to Dr. Stevens was that of the almost total disappearance of eelgrass (*Zostera marina*) from Atlantic waters during the years 1930-1932 and of its subsequent re-establishment. The disappearance of eelgrass was regarded by many biologists as the most interesting biological phenomenon in recent years. Dr. Stevens published several papers on the eelgrass problem and had another paper in progress at the time of his death.

These brief statements by no means indicate the wide range of Dr. Stevens' interests; they merely point out his great interest in problems pertaining to the culture of cranberries and the important part that he played in the development of the industry. In addition to his many scientific papers, Dr. Stevens wrote many others of more popular nature, thus proving himself to be a distinguished essayist. Some of these were prompted by his botanical experiences, all of them have a botanical background, and all of them sparkled with humor and revealed his shrewd analysis of problems and people. A collection of these papers was published in 1947 as a special issue of *Chronica Botanica* under the title "Factors in botanical publication and other essays." A paper of particular interest to cranberry

growers was one on "Some cranberry growers I have known".

The high regard in which he was held by his colleagues is shown by the many honors bestowed upon him. He was an official delegate to the International Botanical Congresses in England in 1930 and again in Holland in 1935. He has held the following offices in professional societies: secretary of the Botanical Society of Washington in 1927, president, 1931; vice-president of the American Phytopathological Society 1933, president 1934; member of the council of the American Mycological Society 1932, vice-president 1944; vice-president and chairman of section G, American Association for the Advancement of Science 1939; vice-president of the American Botanical Society 1940, president 1946. Since 1943, he has been a member of the division of Biology and Agriculture of the National Research Council.

Dr. Stevens' ability to perceive quickly the fundamentals of a problem, the directness of his attack on them, often by unusual and sometimes unorthodox methods, his enthusiasm, his unflinching enjoyment of life, and his ready wit and sound judgment are some of the characteristics that endeared him to his fellow workers. The passing at an age much earlier than might have been expected of



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such a capable and influential man causes deep sorrow and regret, but the effects of his work will live on in many ways. Plant pathology and botany in general have been greatly advanced and are sounder sciences because of his efforts, and the cranberry industry owes him a debt of gratitude greater than may be realized.

H. F. Bergman

### TRIBUTE

I think I can serve the memory of Neil Stevens best at this time by drawing attention to a pamphlet of Stevensiana entitled "Factors in Botanical Publication and Other Essays", published by Botanica Chronica late in 1947. This gives a very clear outline of the career, labors performed, and marked honors received, by this remarkable man.

Another paper, published by Stevens in American Scientist last winter and bearing the innocent title "Fun in Research", gives his philosophy in relation to scientific work and is evidently the fruition of long years of thought and experience. Beginners in scientific work should not fail to read this for it deeply deserves their most careful and respectful attention.

Copies of both these papers are deposited in the cranberry collection in the Middleboro Public Library.

Stevens was one of those outstanding workers who are given a star in American Men of Science, the biographical directory published at intervals by the Science Press. This honor is much valued, and many of high merit fail to receive it.

Stevens gave his time to the study of matters related to the cranberry industry through twenty-four seasons, two thirds of this mainly in Massachusetts and most of the remainder in Wisconsin. He published his first cranberry paper in 1917 and his last in 1947. This long fidelity should command the respect of those interested in cranberries everywhere. He was more helpful and more just in his human relationships than most men. This quality, amply shared by his successor, Dr. Bergman, made possible through so long a time at the Cranberry Experiment Station a fine cooperation between the federal and

state workers, based on friendliness and mutual understanding.

Neil Stevens was a rare fellow indeed. He will be missed in the hearts of many and in councils of the great.

Henry J. Franklin.

### CRANBERRY HISTORY

(Editor's Note)—The cranberry history which has been running for several months is omitted from this issue because of lack of space. It will be resumed and carried forward in the next, or a near subsequent issue.

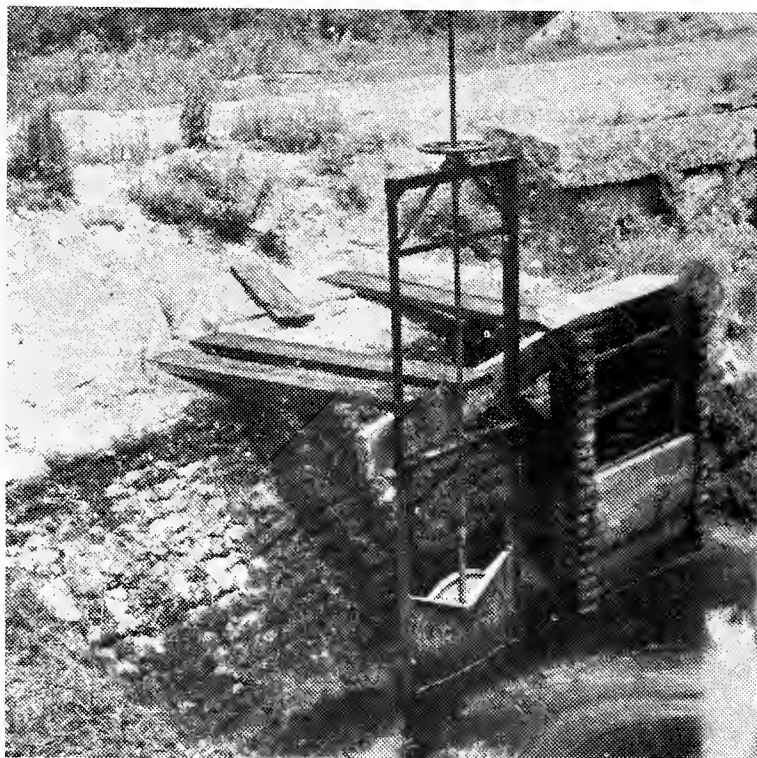
### MASS. MAY PICK, SHIP EARLY

As this issue is going to press it appeared that Massachusetts berries were not only sizing, but

ripening very rapidly. With a little more rain, which had not come up to this date (Aug. 11) except for a thunder shower on the night of the 10th, and a few cool nights, it was felt that harvesting might begin on some bogs by the 24th, the day after the annual Cape meeting, and berries shipped by

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The address of Western Pickers, Inc. in Massachusetts is Spruce Street, in South Middleboro. This was formerly the Thomas Bros. Grocery Store. The phone number is 763M3.

In Oregon and Washington all services are being handled by Mr. Dana Wright, 1192 Hemlock Ave., Coos Bay, Oregon, phone 667.

Western Pickers, Inc. is now busily engaged in assembling their 1949 models and giving demonstrations to show why their picker is the answer to lower picking costs.

Within reason, Western Picker will go anywhere to show how their machine will pick on your bog. Earlier fears of harm to a bog have now proven groundless, as practically all test plots picked during the last two years show that picking with the Western Picker is better than hand scooping. The bogs look better, the berries ripen evenly, due to the better combing that the bog receives. There are no cowlicks, or humps, or other unevenness. There are no other pruning costs. There are no labor problems. There is no damage to the berries.

Western Picker, Inc., will still sell a very few machines for delivery before harvest season in Oregon, Washington and Massachusetts. Contact the above address at once.

the 28th. Such early picking and shipping is not usual in Massachusetts, but it has occurred on a few previous occasions.

## Annual Meeting Cape Growers To Be August 23

All cranberry roads in Massachusetts (and generally some from other cranberry states, too) will lead to the State Bog at East Wareham, Tuesday, August 23rd, for the annual meeting of the Cape Cod Cranberry Growers' Association. An interesting program has been planned by President Russell Makepeace and others in charge.

The session will open at 10 a. m. with the customary business session of the association and this will be followed by speakers. The

highlight of the morning will be an address by John Chandler, Massachusetts Commissioner of Agriculture, who will talk upon the subject of marketing, as he sees the current situation. At 12.30 noon a lunch will be served by the ladies of the Wareham M. E. church.

Theodore H. Budd, Sr., of New Jersey, who is a key figure in the new Cranberry Growers' Council because of his election to the chairmanship of the Board of Directors, will speak upon the marketing of this fall's crop, which is to be largely as fresh fruit, and will also explain the functions of the Council.

Dr. H. J. Franklin, director of the Station, and members of his staff will talk upon cultural subjects. The always anxiously-awaited first U. S. Government forecast of the prospective crop will be released by C. D. Stevens, N. E. Crop Reporting Service.

Following the meeting R. J. Hillstrom of Western Pickers, Inc., Coos Bay, Oregon, will give demonstrations of this machine, which has been improved over previous years.

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*Sales and Service*



# McGrew Tours West Markets- -Speaks To Coast Growers

E. Clyde McGrew, assistant general manager of ACE, made his first western trip in July, speaking at informally-called growers' meetings at Bandon, Oregon, Long Beach and Grayland, the last of the month. This was part of his program of a tour of markets and brokers from Denver to the coast to determine the reaction toward the crop of this fall.

Mr. McGrew told the growers that the dealers were "even more enthusiastic than the growers themselves", with the prospects of an orderly marketing season, principally because of the formation of the Cranberry Growers' Council, which was organized to restore harmony in marketing between ACE and NCA.

To grow quality fruit, and to pack it to reach retail outlets in first-class condition was the obligation of Western growers as well as Midwest and Eastern, McGrew emphasized to the assemblies of cranberry men on the Coast. These two factors are of the utmost importance this fall and in the future, he said.

"We must step up the volume of fresh fruit sales over last year by 50% or more", he stressed. "We hope to sell about 600,000-650,000 barrels fresh this fall." He said that for the present market demand, most of this fresh crop must be packed in cellophane or similar container packages, due to the strong trend for this form of fresh fruit and vegetables in the markets. He repeatedly emphasized "quality" in the fresh market and that a tremendous volume must be moved fresh to relieve the strain of the back-log of processed berries yet awaiting sale and consumption.

He said it seemed quite certain this year's crop will not be as large as last year. At Long Beach, Monday evening, July 25th, he gave a "guess" of the crop as follows: total 785,000 barrels, Massachusetts 500,000, Wisconsin, 175,000, New Jersey, 50,000, Oregon and

Washington 60,000. He said, however, this estimate could, and probably would, change as harvest time grew closer.

Mr. McGrew was accompanied on his trip of nearly a month by Mrs. McGrew.

## Fresh From the Fields

(Continued from page 5)

were held until mid-May or later looks rather poor in general.

Cranberry fruitworms are plentiful on several early drawn bogs, while several bogs held until July are being attacked by army worms

and fall army worms. With water supplies low or non-existent because of the drought, control of the latter will depend largely on spraying and dusting.

Isaac Harrison and Charles Doehlert spent a day with Dr. Chester Cross, Dr. H. J. Franklin and Dr. H. F. Bergman visiting weed control projects in Massachusetts. The two New Jersey men learned a number of interesting things about weed control. One thing that stood out boldly was that in several cases it was evident that when a Massachusetts grower goes after a weed infesta-

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tion with chemicals he is not just applying those chemicals once; he is often starting a 3-year or 4-year campaign on a particular part of a particular bog. It is a formula of chemicals, exact conditions of application, and persistence.

### Blueberries

The blueberry crop has matured very rapidly this season. Because of the dry weather, berry size has averaged smaller than usual, and many bushes on dry, sandy soil have dried up completely. In spite of this, the total crop still promises to be the biggest on record for New Jersey, with the total somewhere close to 10 or 12 million pints.

On July 8 and 9 blueberry breeders from eastern United States met at the Cranberry and Blueberry Laboratory. There were 44 attenders, representing 14 different states. Professor Gilbert of the N. J. State University, and Dr. George Darrow organized the conference, which started with a short program at the Cranberry and Blueberry Laboratory in Pemberton, included tours to the blueberry fields of Herbert Bebee, Joseph J. White, Inc., H. B. Scammell, Fred Scammell, and the Cutt Brothers. At an evening round-table breeders from the various states reported on their work. Two items of particular interest were the inspection of plantings of U-85 and DN-76 which Dr. Darrow plans to name this autumn. This gathering has apparently arrived at the point where it will be an annual affair.

While on a short vacation trip C. A. Doehlert was able to spend a day at the Michigan Blueberry Experiment Station at South Haven, Mich. Stanley Johnston, in charge there, has probably put in more years of blueberry research than any other person. He began his blueberry work at Michigan in 1923. There are some beautiful blueberry fields in Michigan. The

soil resembles New Jersey blueberry soil in being highly acid and rich in organic matter. In general, however, it is deeper and contains more silt and finer sand. Mr. Johnston is particularly interested in plant breeding and is seeking to produce a low bush which will bear fruit of good quality and will be suitable for northern Michigan.

### OREGON

Toward the end of July bogs were dry and the season was advanced by perhaps two weeks. Some bogs were turning red as they do later in the season—Good rains were needed and many growers were using their sprinklers for irrigation. There was considerable worry about the falling water table throughout the area.

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### Prospects "Fair"

Prospects were considered "fair" for the crop this fall. It was not generally expected to be good as last year, although berries were sizing up rapidly. This has been definitely a rather "odd" year, with the current situation and the cold weather of last winter, described by some as the coldest on record and by others as the coldest in many years.

### Dandelions

Dandelions were definitely a problem on many a bog. This seems to be an increasing trouble, and some bogs were yellow with the flower. Weeds have rather definitely become Oregon's number one problem.

### WASHINGTON

The crop was perhaps two weeks advanced at Long Beach area and at Grayland up to the end of July. Estimates of the size of crop were not determined, except that probably a smaller crop was expected than last year. Berries were large and were taking on color. The

areas needed more rain, as is quite common throughout the country. Sprinkler systems were being generally put to good use for irrigation and during extremely hot weather to keep temperatures

down. As in Oregon, the season was a rather "odd" one, with the extremely severe winter, which left growers in some doubt as to what to expect as regards the crop and time of picking.

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WISCONSIN RAPIDS

WISCONSIN

## Nesco Holds its Fall Meeting

New England Cranberry Sales Company held its annual Fall meeting at the Town Hall, Carver, Friday Sept. second. Arthur D. Benson, treasurer and manager of the Sales Company, gave 485,000 barrels as the estimate of the 1949 cranberry crop of Massachusetts. This is 25,000 barrels less than the estimate prepared by the New England Crop Reporting Service of the U. S. Department of Agriculture and released at a meeting of the Cape Cod Cranberry Growers Association in East Wareham a week ago.

The New England Cranberry Sales Company estimate is based on returns from sales members in which individual members were asked to estimate the amount of berries they expected to ship this year. A revised estimate will be made later in the season, once picking gets under way.

George C. Cowan of Rochester presided at the sales company meeting yesterday. Clyde McGrew, assistant manager of the

American Cranberry Exchange, told of marketing conditions. He said merchants were gratified by co-operative efforts made to stabilize the cranberry industry this year.

Speaking of the fresh cranberry situation he said "The fresh fruit market has been starved for five or six years. We hope we can build the market back greater than ever this year." Mr. McGrew also told growers of the methods of packaging cranberries, explaining market for berries packed in cellophane bags and others in boxes with cellophane windows.

Other speakers included C. M. Chaney of New York, general manager of the American Cranberry Exchange, who explained advertising plans and policies, Lester Haines, in charge of sales in Chicago, and Orrin Colley of Kingston, now working on sales out of the New York office.

The meeting was well attended.

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# Mass. Cranberry Station and Field Notes

by J. RICHARD BEATTIE  
Extension Cranberry Specialist



Dr. Franklin and "Joe" Kelley urge growers to postpone the pruning and raking operations on dry bogs until next spring. This suggestion would definitely hold for any bog that lacks adequate winter protection this year. In fact, after harvest, all operations on a dry bog should be postponed until the following spring. Judging from many observations, the mechanical injury to vines from trampling, scooping, sanding, pruning, and raking makes them more subject to winterkilling.

## Let's Be Sure

Finally, we all recognize the tremendous task that our selling agencies have in marketing this year's crop at a price which will give a fair return to the grower, reasonable profits to the broker, wholesaler and retailer, and attract a portion of Mrs. Consumer's dollar. Wouldn't we, as growers, do well to give special attention to the handling of our crop as long as it is in our possession, from the harvesting through the screening and packing operations? Avoid all unnecessary handling and bruising of the berries. After all, cranberries, like all fruits, bruise easily. Let's be sure that we do our best to furnish our marketing agencies with a quality product that the trade will find profitable to handle.

In spite of drouth and heat, Massachusetts growers are apparently going to pick a fair crop of cranberries this fall. The official crop estimate of 510,000 barrels made by the New England Crop Reporting Service surprised some, but, generally speaking, it came reasonably close to the unofficial estimates (guesses) of many. We have yet to experience any appreciable amount of rain to date (September 7), and, if the drouth continues, it wouldn't be surprising to see the Massachusetts crop drop under the 500,000 barrel mark. Harvesting began rather generally on Tuesday, September 6, following Labor Day, but a few began as early as the last week in August.

With the harvesting season under way a little earlier this year than last, we certainly hope the fall frost period will be shortened. Water supplies are dangerously low, and many bogs lack adequate frost protection. At any rate, plans have been completed for the fall telephone and radio frost warning service. Radio Station WBZ is cooperating with us again in sending out warnings whenever there is danger of frost. So keep tuned to WBZ Boston, 1030 K., at 2.59 p. m. and at 8.59 p. m. for the official cranberry frost warning forecasts. The popular telephone frost warning service sponsored by the Cape Cod Cranberry Growers' Association will continue as usual.

## "Clean-up" Flood

A special timely note from Dr. H. J. Franklin is in order at this season. Every effort should be made to flood a bog as soon as it has been picked, regardless of whether the floats are salvaged. The vines have been subjected to very rough treatment during the

scooping operation plus a prolonged drouth. A good drink of water immediately after picking will do much to revive these injured vines. There is another important benefit from such a flooding, since it removes much of the very harmful trash that accumulates on bogs each year. Dr. Franklin refers to it as a "clean-up flood". Judging from various observations made, the airplane and propeller-type float boat is very effective in cleaning up the bog of this trash.

## Girdler

Speaking of floods, if the cranberry girdler is a severe problem on any bog, a fall flood beginning sometime between September 15 through the 26th of September is a highly recommended practice for its control. This should be a six day flood. As a rule, it isn't necessary to flood for the girdler oftener than every third year, according to Dr. Franklin. We are assuming, of course, that the crop has been picked. In severe infestations it may be necessary to flood with the late berries still on the vines.

Checking the spread of the fungous disease known as fairy ring is another fall task. It can easily be spotted, as it causes those unsightly circular areas of dead or dying vines. If a grower isn't too sure of its identification, your county agricultural agent or members of the Cranberry Experiment Station staff will be glad to assist in this matter. Control measures have been developed by Dr. H. F. Bergman and are carefully outlined on the 1949 Insect and Disease Control Chart. For best results, treatment should be made from about mid-September through October. Be sure to follow directions carefully.

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# Cranberries

THE NATIONAL CRANBERRY MAGAZINE

Issue of September, 1949—Vol. 14, No. 5

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

The cranberry harvest started much earlier than usual. By the 8th of September 20 cars of fresh berries had been shipped through Middleboro.

With cool nights the color was improved rapidly, and also the quality.

There were more cranberry pickers than were needed, and many bog owners were turning help away.

The harvest at the State Experiment Bog is estimated to be 700 bbls.

The New England Cranberry Sales Company is opening a new wing to its screening plant at Tremont. This wing will be used for packing cranberries in cellophane bags. It is expected to pack 80 1-lb bags of berries a minute.

### WISCONSIN

Reports "Del" Hamond after a tour of the Northern marshes that the crop is a little early, probably a week. The berries he found were of good size and very good color, and the quality seemed good.

The hail damage, he says, does not seem to be as bad as originally thought in the Northern area, but the Southern area is still bad. Percentage-wise it is not too bad.

Quite a few of the growers started to rake on September 16th. Most of them were in full swing by the 19th.

The crop still looks as if the final figure will be about 150,000 to 175,000 bbls.

The fruit worm damage was very, very heavy, probably more than most of the growers realize.

On the 24th of August a very severe hail storm hit which left as much as 2½ inches of hail on the marshes in the Mather-Warren area. It hit the Harold DeLong marsh, Fred Huffman marsh, Gross and Pease marsh and the Wm. F. Huffman marsh, severe damage was done to the Huffman and the DeLong marshes. Earlier there was some question as to whether it would be worthwhile to rake these marshes.

### NEW JERSEY

#### August Weather

Temperatures in South Jersey, during August, averaged very close to the normal mean of 74.3 degrees. High temperatures and high humidity at the beginning and end of the month made it a rather uncomfortable month and favorable development for fruit rots.

The dry weather continued until the last few days of the month when the edge of the hurricane deposited almost two inches of rain in the Pemberton area. Total rainfall for the month at Pemberton was 3.77 inches, or almost exactly one inch below the normal of 4.78 inches.

The dry season has been very favorable to the development of grasshoppers on cranberry bogs, and they have been extremely destructive in several areas.

#### Dry Weather Not Entirely a Loss

The behavior of some bogs during this summer's long drought has shown in a number of places that too many New Jersey bogs have suffered in wet years from high water table which included fruit rot.

This is no sweeping rule but must be applied in accordance with other conditions such as nature of the soil and type of sanding.

#### American Cranberry Growers Association

The eightieth annual summer convention of the American Cranberry Growers' Association was held at Tabernacle, N. J. with President John Cutts presiding. There were 135 persons present. Dr. Robert Filmer, State bee specialist, reported on the use of fermate for cranberry rot control and the degree to which it affects pollination of the cranberry blossoms. He gave figures showing that at no time did the use of fermate reduce the set of fruit on the cranberry blossoms, whether the fermate was sprayed during early bloom, late bloom, or mid-bloom.

He also presented very interesting data showing the value of insect pollinators for cranberry blossoms and the failure of wind or jostling of the bloom as an aid to setting of the fruit.

A panel discussion on important cranberry growing problems was held under the chairmanship of J. Rogers Brick of Medford, with the cranberry industry committee and C. A. Doehlert, secretary of the Association, serving on the panel. This was, quite naturally, an occasion for some hearty fun as well as an exchange of information.

A resolution was passed favoring the continuance of the sanding and the late-holding soil conservation practices in the PMA program. There was a tour of the bogs of the Birches Cranberry

(Continued on Page 18)

# West Coast Will Stay in Industry, Says Your Editor After Second Visit There

By CLARENCE J. HALL

Washington and Oregon expect to stay in the cranberry business, that is, of course, referring to the relatively tiny areas along the Coast of these two enormous states which do produce the fruit. Production will probably increase on both sides of the mighty Columbia River, which divides the two—perhaps more consistently in Washington.

These would be the two major impressions your editor gathered on a recent trip to the West Coast. Much of the super-exuberance so visible during a first visit in 1944 has vanished, as it has in the East and in Wisconsin after the last couple of years of unsatisfactory prices. The war-time boom is over for our Western co-workers, as it is in Massachusetts, New Jersey, and the Badger State. Yet most of the growers, even those who have to have other occupations to make both ends meet, consider themselves cranberry growers primarily. And they intend to stay in the business. The Coast is now "shaken down" to steady cranberry growing.

Not only do these growers along the Pacific expect to continue to grow cranberries, but they look for an increasing average. D. J. Crowley, director of the Washington State Cranberry-Blueberry Laboratory at Long Beach, predicts that within two or three years Washington may be expected to be producing 80,000 or somewhat more barrels with regularity. For one thing, he says, there are about 100 acres of bog in the Evergreen State built and in vines, which have not yet come into production.

## Confidence in Future

There seems to be a feeling of confidence that if any further storms lie ahead for the industry, the West Coast can weather them as well, and perhaps better, than the larger cranberry areas across the Rockies to the East. For one thing, and again perhaps more particularly in Washington, they have developed a pretty tight little system of bog operation.

Their bogs are smaller than many of the sprawling bogs of New Jersey, of Plymouth County in Massachusetts, or the big marshes of Wisconsin. Generally speaking, they do not have the big reservoir systems of the more eastern areas. For irrigation, for frost control, and to reduce extremely high temperatures, sprinkler systems are all but universal. To get this water they dig a "sump" hole. That is, they excavate until they get down toward the water table (which is generally

but a few feet) and then the water seeps in and fills the sump. From the sump they pump it up and into their irrigation systems. Some pump the sand of the sump onto the bog in building and in resanding. The "sump" need not necessarily be deep. In fact, the wider and shallower the hole dug, the better are the water resources.

## Growers Worried Marketwise

Some apply their sprays through the irrigation systems from a bog house on the shore. Others have separate pipe systems. Some run spray tanks out over the bog on tracks. They are getting their irrigation, their frost control, their spraying down to a rather simple science. There is comparatively little toll now being taken from bogs by insects, certainly in Washington.

Spray charts are issued and two sprays are generally used. One is at the hook stage of bog development and the insecticide used is the universally-known DDT. The other is Methoxychlor, which is applied for fruit worm after the blossoms have dropped. These two sprays, if well timed, have practically cut out fireworm and fruitworm problems for the Western growers.

## Number 1 Problem Is Weeds

Yet no cranberry grower apparently can have it too easy. The big "Number One" problem in both these Pacific states is weeds. In the mild Northwestern climate the

growing season for weeds is long, almost the full year. Another fly in the ointment is the matter of picking costs. Harvesting costs are high. Oregon cranberry men and those of Washington, too, have tried about every conceivable method of harvesting, some of these methods strictly of their own devising. They dry scoop, they water rake, they hand pick, they use suction pickers—they have such devices as the "egg-beater" picker of Sumner Fish of Bandon, Oregon, a two-wheeled affair which knocks the berries off the vines as it progresses and then the berries are netted off the skimming of water in which the machine works. Many a West Coast bog is so constructed that sections may be either dry or water picked.

And this brings up a major point which may be rather a "ticklish" subject, but one which is very much in evidence as soon as a grower of either of these two states becomes sufficiently acquainted to trust an Easterner with the secret worry within his mind. This worry or fear is that they do not know what their marketing future is to be. Are their berries going to be continued to be mostly processed, or will they go on the fresh market? If they are to be sold fresh, will Eastern and Wisconsin berries be sold in competition with their own in Western markets? These growers say there is a definite Western demand for fresh Western berries. They feel this demand should be filled first before the other berries are sent into their natural market.

The Pacific Coast grower is in rather a quandary. Some have been growers for many years. These few old-timers recall when they wished, or some at least did, to be affiliated with the American Cranberry Exchange, the first great cranberry co-op in the sale of fresh berries. For some reason this did not come about. They then developed their own Western markets for Western berries. Then, in the war years, they were invited to join Cranberry Cannery, now National Cranberry Association, and many of them did. The accent was upon processed fruit. It was

a period of canning, of dehydration, of maintaining the essence of most any product in a small package for ease of transport. Now this year, with the carry-over of frozen fruit, comes the sudden shift to quality berries and a fresh market.

Frankly, many a grower is a bit bewildered as to what he is expected to do. Not all growers are co-operative minded, as all are not in Massachusetts, New Jersey and Wisconsin—there are “independents” in every line of endeavor everywhere in the world where mankind has a right to choose his own path. Yet it seems a majority are co-operatively-minded and wish to become a part of the general American cranberry industry and to do their full share in producing a good crop of quality berries which will be sold at fair prices, either fresh or processed. They want to be a part of the great scheme of cranberry culture.

Yet it must be admitted that many are going into this fall's marketing “with their fingers crossed”, as so many put it. This fall is a critical period for the industry—perhaps it is even more critical for these growers of the West Coast, so far away across so many vast prairies and enormous mountains from the main centers of the industry. Anyway, they are preparing for harvest, with high hopes that things will work out for the best for themselves and for the industry. After all, ACE has been in business for more than 40 years and as it will handle the bulk of the fresh fruit crop there is the experience, the organization, and the “know-how” to get the best results possible for the U. S. crop, whatever it may be in quantity and quality, if economic conditions permit.

### “God's Country”

Perhaps, to get into a different vein of thought, these West Coast growers suspect Easterners are not just all there in the head, to start with. Otherwise, Westerners feel they would not remain Easterners. They would come out and live in “God's country”. That is an expression heard countless times, everywhere. These people would not live anywhere else than they do. By East they mean anything

east of the Cascades, Minneapolis, Wisconsin, Chicago, and, of course, the Eastern Seaboard.

Many of these growers, or their parents, did come from the East originally, at least as concerns Oregon. They came from New England, New York State, Ohio. The influence of the East is still strong, particularly in such a staid city as Portland. Washington was more generally settled by Scandinavian peoples, Swedish, Norwegian, Danish.

These people of the Pacific Coast cannot be scored for their pride in their communities. There is scenery everywhere one looks—the rugged hills of the Coastal Range, the rushing streams full of game fish, the towering Douglas firs, the majestic Port Orford cedar, the spruce, great trees 200 feet or more in diameter—these mighty logs roll through some of the cranberry towns on huge trailer trucks on the way to the mills, a single log, so you are told, containing enough lumber, when sawn, to build several houses.

Back of the lower coastal range lies the great Cascade Range with its once volcanic peaks, such as Mt. Shasta, Mt. Hood, Mt. St. Helens, Mt. Baker, and that most beautiful, glacier-clad mass of material, Mt. Ranier, which the Indians knew as “The Mountain that was God”. Most of these rise 14,000 feet or more into the blue Western skies.

### Equitable Climate

If the Coastal Range and the more distant Cascades may be called the backdrop of the setting, the front stage of the Western growers is the Pacific. Here along the Oregon Coast the rollers crash in upon a shore which has fantastically-carved rock formations. These are gigantic, towering rocky cliffs leading down to the beaches. The Pacific pounds in, sometimes a bright blue, often greenish-gray, and the fogs blow in from this biggest of the world's oceans. The Coastal Range holds in the moisture, giving an equitable climate, the temperature range being from 40 to 70. A man can wear a single light-weight suit the year 'round. Of course, during a considerable part of the year he will have mud on his shoes, that

is, during the rainy season which lasts from fall into spring, but he doesn't do much snow shoveling. Last winter children for the first time in many years saw snow, unless they had seen it on the mountain peaks of the Cascades or the Olympics. These people are seemingly entirely unconscious of the light rains, which they call “Oregon” or “Washington” mists respectively. They stand and talk, or go about their business just as if the sun was shining.

This still remains pioneer country, although building up rapidly. Bandon, almost completely destroyed by the great fire of 1936 which took a number of lives, has grown since the last visit of your editor. It now has a population of perhaps 1200, its main street is more prosperous, and beautiful houses are being built along the cliffs of Bandon-by-the-Sea. These people have unsurpassed views of the rollers of the Pacific, the hills and the mountains. For instance L. L. Felsheim, publisher of Bandon's “Western World”, a weekly, has a new home near Bandon Beach with a location which would be almost impossible to equal along the Eastern Coast today. There is still room in the Northwest for spacious living.

It is still rugged country. Consider Coquille, which is the mail address of a number of cranberry growers. The name was originally “Kowkeel”, which some old-timers still call it. This is the county seat of Coos County, which produces most of the Oregon cranberries. The history of Coquille dates back only 100 years. The present city of 4500 was founded in the 1870's. Located in the fertile valley of the placid Coquille river it is the hub city for a vast and virgin empire noted for thriving industries, lumbering, dairying and agriculture, the agriculture including cranberries. Temperatures seldom rise into the high 80's, rarely drop below the freezing point of 32. Coquille was probably named by Spanish or Portuguese navigators and it is generally accepted as true that the name originally came from that of the Princess Coqua of the Coos Indian tribe, which inhabited the area be-

fore the white man came.

### Game Abundant

There is an abundance of game (according to the Coquille vacationists' folder)—deer, elk, bear and cougar on the wooded slopes of the coastal range. Striped bass may be caught without going far, and there is the world-famous Rogue River some miles to the south for the famous salmon. There are steelhead, trout, chinook and silverside salmon, the Pacific Coast soft shell crab, more tender in taste than the eastern lobster. Coos county is one of the few places in the world where myrtlewood grows. The round trees dot the hillsides. Coos County is one of the westernmost in the United States, and from Coquille it is 69 miles to rugged and lofty Cape Blanco, claimed by this area to be the most western promontory in the United States. At Port Orford, near Cape Blanco there is claim of the most western lodge in the country, just as Key West in Florida claims the nation's southernmost house. Port Orford, in Curry County, which has its cranberries, has been said by world travellers to be more beautiful with its bay dotted with boats of the shrimp fishery and rugged cliffs than Naples, Italy.

In this Coquille-Bandon area and down into Curry County are centered the bogs of Oregon, except for those up in Clatsop, on the southern side of the Columbia, principally the Dellinger properties which were described in considerable detail in CRANBERRIES Nov. 1944 and were not visited this time. There are approximately 200 cranberry men and women in this Southern Oregon district and the acreage is approximately 200 of which Coos County has 137.

It was here there was the so-called "Bandon boom" in cranberry growing during the war and immediately after. It is very likely that this area did over-expand—at least that is the fear of many of the old-time growers. This anxiety is not that there will be too many berries produced in the Bandon area, but that some of these bogs may be doomed to failure. Some growers were said to be completely inexperienced in cranberry culture

or in any form of agriculture. Some bought cranberry land at peak prices, they paid top prices to put in their properties. Then came the price crash of the last two years.

Some bogs certainly do show neglect in weeding. The growth of dandelions on many bogs was indeed startling, but in the wrong way—these bogs were masses of yellow flowers, that was often how a bog could be distinguished from its surroundings. Older growers feel this is most unfortunate. Mostly they do not blame these newer growers who, with their bogs unpaid for, were caught in the tide of falling prices. These Southern Oregon men are small growers. A great many have to get their funds for day-to-day living by working at other occupations—service stations, lodging, as electricians, and odd jobs that come along. This does not give them much time to weed, although their wives and other women folk are trying desperately to fill the breach. It is this situation that worries the older growers, not for themselves, but they are proud of the appearance and prosperity of the Bandon area cranberry industry. They hate to see a bog which shows signs of neglect, even though this neglect is of necessity.

### Most Live at Their Bogs

Unlike in the East most West Coast growers live on their cranberry properties. The bog is probably to them more like the "cranberry yards" of the Cape Cod pioneer growers. Often this is really "back yard" cranberry growing, just as an Eastern rural dweller will have his back-yard garden—although the bog of the Coast grower is of far more importance to him than the part-time gardener of the suburbanite, wherever he may live. Usually these bogs are fenced in with wire fences, board fences, or some other form of obstruction. This is to keep out deer cattle, or horses, which roam over large pasturages.

Besides the weed and the marketing problems of these growers of Oregon and Washington is that of the lowering water table. Sumps have been getting drier and drier. Washington-Oregon growers with

peen tou op swete's re'tkink up water in anywhere near the volume required in the other areas, but what little they need is really essential. Their program calls for larger sumps, larger pumps, more pipe and more sprinkler heads. Overhead irrigation is the lifeblood of West Coast bogs.

### Bandon Soil

In the Bandon area there is that most peculiar soil used for cranberry culture which the Oregonians classify as a "light muck". Indeed, it does appear light. When dry, it is gray and powdery and bakes hard; when wet, it is muddy. Some say this contains a volcanic ash, the minerals of which are especially beneficial to cranberry growing. (If this has ever been analyzed there seems to be no report of results). Others say it does not contain ash. This is a type of soil with which an eastern grower, and even Washington men, too, look at with some skepticism.

Yet those in the Southwestern area who utilize this type of soil have one answer which seems irrefutable. The answer is this: "We raise cranberries on it, don't we? Our acres yield, with Washington, the highest averages in the country".

### But It Does Produce

With water, sand, and plenty of fertilizer these bogs do produce. Not all of the bogs in the Bandon area are of this type of soil, some are all peat as in most cranberry areas, some are part peat, and part this type of "Bandon" soil.

If an impression was given a few paragraphs back that these Oregon bogs are in general weedy and rather unprepossessing this should be corrected. Many are beautiful pieces of property. In the short time available to be spent in this area your editor did not see nearly as many of the properties as he would have desired. A few visited or looked at along the cranberry roads which branch off from the main highways were the Bieske property of four acres, practically free from weeds, the Pook bog south of Bandon, well irrigated, green, and practically weed free; the Casey bogs. The Caseys are an elderly couple who came up from Arkansas

about 10 years ago and put in 6½ acres and now have 2½ more of new bog. The Caseys built their house themselves—of split logs—designating the structure as an “Arkansas House”. It is worth repeating this is a pioneer area and often not far from the primitive, and these are self-reliant, hard-working people who are striking out for themselves in cranberries and other lines of agriculture on what was recently totally wild pieces of land on the last frontier of the United States.

#### Long Beach—

##### “Cape Cod of the West”

While some of the Oregon bogs, such as those of Sumner Fish (CRANBERRIES, Dec. 1944) that managed by the veteran grower, Joe Fosse (CRANBERRIES, Dec. 1944), a part of the properties of the Kranicks with peat bottoms remind strongly of the Eastern bogs, it is in the Long Beach area the resemblance to Cape Cod is most striking. In fact, Long Beach has been called the Cape Cod of the West.

Long Beach, like Cape Cod, is really the scientific headquarters for the Coast cranberry industry. It is there that is located the only cranberry experiment station on the Coast—Oregon has no station, but is frequently visited by D. J. Crowley, and is served in cranberries by its county agents, such as “Jack” Woods of Coos County.

Long Beach, to the north of the broad mouth of the Columbia, was built up by the waters of this second greatest of United States rivers. Like Cape Cod, it is a summer resort, with little villages. Its other resources are chiefly fishing and cranberries.

The Long Beach peninsula, attached to the mainland at Ilwaco, stretches to the north along the Washington Coast for about 30 miles. Long Beach boasts “the longest beach in the world”, and it actually is about 28 miles of continuous sand. The beach is tremendously wide, and the sand is grayer than the sand of Cape Cod or the Jersey beaches, but so hard packed is it that automobiles and motorcycles roll along or race the entire length. Saddle horses, with cowboy equipment and cow-

boy-clad riders are a common sight galloping near the pounding rollers of the Pacific. Fishermen cast in the surf. Beach fires blaze at night, for evenings are chilly, and heat in the cottage room is pleasant even in July.

The peninsula, which averages about three miles in width, is separated from the mainland by Willapa Bay, shallow, land locked. Behind the bay to the east from Long Beach rise the rugged Willapa hills. From these hills bears and other animals roam down to the Peninsula across the heavily-wooded junction of the land near Ilwaco. Mr. Crowley says bears are so common that there is a well-defined trail across the lower end of the State bog and a bear may be seen once in every few weeks. However, the bears bother no one at the bog, no one bothers them. As a matter of fact, it was only a few weeks ago that a bear invaded the yard of the new home Mr. and Mrs. Crowley have built directly across from the Experiment Station. Mrs. Crowley heard a commotion behind the house. She saw a goat belonging to her son galloping across the yard. Behind him full-tilt was a bear. Then the Crowley dog took a hand. He barked and took after the bear. Last seen, the bear was heading for the upper fields and woods, the dog still pursuing.

#### Cosmopolitan Group

These West Coast cranberry men and women, although living so far away from the major cranberry areas are perhaps more travelled and cosmopolitan than Eastern growers. For one thing, most of them, or their parents, had a pioneer instinct to move away from the places of their birth. A surprising number of them have visited most of the United States and many have been to foreign countries. For instance, there has never been an Eastern “mass” trip to Europe such as was taken a couple of years or so ago by a group from Grayland, Washington, which visited its native Scandinavia by plane. They have a philosophy that there is a good deal more in life than piling up money. They want their cranberries or other side occupations to give them a comfortable living,

and they are willing to spend the surplus in attractive homes, travel, or a sound education for their children.

Yet in spite of this their cranberry progress has shown a steady upward trend. The ten-year (1938-1947) average for Oregon was 10,770 bbls. In 1946 Oregon produced 15,100 bbls., in '47, 14,200, and in '48 13,300. The Washington average for the same ten-year period was 29,660. In '46 the state grew 42,000 bbls., in '47, 48,000, and in '48 42,400.

This article, giving a generalized “coverage” to the Pacific cranberry industry, will be followed by a series of briefer articles discussing individual growers, properties, the Long Beach Station, “Cran-guyma”, and other subjects which were not taken up in detail in the series of articles in 1944.

In conclusion your editor gives profound salute to the superb scenery of the Northwestern states of Oregon and Washington, to the friendliness and courtesy of its people, and of course particularly to the cranberry growers with whom there was most contact, and finally, the hope for an even closer feeling of friendship and cooperation between them and what they would call the “eastern cranberry world”, meaning all the other cranberry districts.

## Los Angeles Market Displays Berries

At the Farmers Market in Los Angeles, California, there is a space called “Cranberry Corner.” In this space are displayed cranberry products of all kinds. The first berries there of the 1949 harvest are “Eatmer” fresh cranberries, flown from Wareham, Massachusetts.

This market is demonstrating all varieties of cranberry products, both N. C. A. processed fruit and the cellophaned packs of “Eatmer”.

It is requested that any person knowing of any new or unusual cranberry recipe send it to CRANBERRIES Magazine, Wareham, Mass.

# The Keeping Quality Of "Pre-Packaged" Fresh Cranberries

By K. M. HAYES, C. R. FELLERS,  
and W. B. ESSELEN, JR.,  
University of Massachusetts,  
Amherst, Mass.

**Editor's Note:** The following is reprinted from the Proceedings of the American Society For Horticultural Science, and is Contribution No. 682, Massachusetts Agricultural Station, and is especially interesting at this time when such a large proportion of the '49 crop is expected to be prepackaged. Dr. Fellers adds that further studies are being made.

During the past several years the merchandising of fresh fruits and vegetables has been characterized by a trend toward "pre-packaging". This term is used to denote the packaging of produce in individual consumer-size packages for retail sales. The present investigation was made to obtain information on the keeping quality of fresh cranberries when "pre-packaged". During the past season a considerable volume of cranberries was marketed in this manner.

So far as could be determined no studies have been reported on the keeping quality of "pre-packaged" cranberries. Thus, in order to better understand the storage or package requirements of cranberries we must turn to work that has been done on the effect of storage on the keeping quality of fresh cranberries.

Since cranberries are living organisms, their respiration and keeping qualities may be impaired if they are packaged or stored under conditions which do not permit adequate ventilation. Shear, Stevens and Rudolph (7) called attention to the spoilage of cranberries caused by insufficient ventilation. Cranberries kept in tight cans or in an atmosphere of carbon dioxide lost their crispness and bright color, became dull red and flaccid, and had a bitter taste. This type of spoilage, which was apparently normal respiration, was designated as smothering. This condition has been found to occur whenever cranberries of good keeping quality are covered with an inert gas, such as carbon dioxide, buried for some time in a big pile of berries, shut

## OPENING PRICE \$13.00 A BARREL

NEW YORK, N. Y.—Starting price for the Massachusetts and New Jersey 1949 fresh cranberry crops was announced by the American Cranberry Exchange, presaging Fall, the holidays and cold weather meals.

The price was \$3.25 a box or \$13.00 a barrel, C. M. Chaney, Exchange general manager, stated in his announcement, based for the first time on fresh cranberries in one-pound cellophane packages. Previously, the bulk of the crop has been shipped loose in boxes.

### New Estimate of Crop

The price was announced shortly after a meeting of the directors of the American Cranberry Exchange at the Hotel Commodore, New York, where it was reported that the size of the crop was even lower than previously estimated.

"It is evident," Mr. Chaney told the directors, "that the 1949 cran-

berry crop, already reported well under last year's crop, now appears about 20 per cent smaller—778,000 barrels as compared with 967,000, a difference of 189,700 barrels. It is also smaller than the crops of 1947 and 1946."

### East Lower

Massachusetts, according to the Exchange estimate, will apparently harvest 485,000 barrels as compared with 605,000 last year. New Jersey appears to have 60,000 barrels. Last year it harvested 69,000.

"But", warned Chaney, in delivering these estimates, "you are never sure of the size of the crop until every cranberry is scooped and packed."

The price of the Exchange's new window-cartons is \$3.40 a case and loose-packed boxes \$3.00, Chaney's announcement concluded.

up in a tight container, kept under water, or subjected to other conditions which prevent normal respiration. Morse (6) showed that cranberries gave off twice as much carbon dioxide at 50 degrees F as at 33.8 degrees F, and that the rate doubled again at 68 degrees F.

Esselen and Fellers (1) and Levine, Fellers and Gunness (4) showed that the keeping quality of cranberries tended to parallel the carbon dioxide content and carbon dioxide-oxygen ratio of the internal gases of the fruit. It was indicated that minimum storage losses will occur if cranberries are held at 35 degrees F. Storage losses were reduced from 5 to 10 per cent by keeping the berries at from 35 to 45 degrees F, as compared with storage at 50 to 60 degrees F. Gunness, Franklin and Fellers (3) confirmed previous results with different storage temperatures for cranberries. In addition it was shown that cranberries stored at 60 degrees F had a 2- to 5- per cent greater storage loss than those held at 55 degrees F.

In the case of some fruits, such as apples and pears, considerable success has been realized in the use of controlled-atmosphere storages in which the carbon dioxide

content is controlled at levels above the concentration normally found in the atmosphere. Gunness, Franklin and Bergman (2) carried out controlled-atmosphere storage tests with cranberries and concluded that this method of storage holds but little promise of success. Even when the carbon dioxide content of the storage atmosphere was as low as 2.5 per cent, greater losses were encountered than occurred in a normal ventilated storage.

Thus, on a basis of studies made on the keeping qualities of cranberries it would appear that cool ventilated storage is desirable. Unlike some other fruits cranberries do not appear to be able to tolerate excessive or abnormal amounts of carbon dioxide in the storage atmosphere. It is obvious that conditions which apply to the commercial storage of cranberries could also be expected to apply to fresh cranberries which are packaged in small consumer-size packages. Cool storage temperatures and adequate ventilation or gas permeability of the package would appear to be desirable.

Cranberries of the Early Black variety, obtained from the Massa-

(Continued on Page 19)



## QUESTION?

**T**HIS is not particularly pertinent to cranberries. Isn't this an amazing age we live in? We push a button and electricity is at our command. We push a thermostat and we have more or less heat. We push another button and we have a car in motion, too often a lethal weapon, unfortunately.

We have typewriter keys to thump upon and with them we express our thoughts, if we have any. We snap a button and on comes the radio with news from all over the world. We have television. We have radar. We have miraculous trains to ride upon. We can fly, but not with wings of our own. We have photography by which we may record important events or trivialities, or merely personal pictures of loved ones at the click of a shutter.

We have helicopters and straight-wing planes for bog dusting. We have powerful insecticides. And they seem to be getting more and more powerful.

But have we, as mankind, enough common sense not to destroy ourselves, through wars or otherwise? In other words, has not our inventive genius gotten the best of us?

---

## TRAVEL

**T**RAVEL, brother, if your circumstances permit it. It certainly broadens the mind. You meet new people, you see new things. For instance, take your editor's story of his West Coast visit. Seeing Mt. Ranier and the Cascades and the Rockies was worth all it cost. Travel certainly does open up new horizons.

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**I**T is with most sincere regret that we learn of the death of "Bill" Huffman, editor of the Wisconsin Rapids Daily Tribune, president of the Wisconsin Radio Network, and a cranberry grower. Our sympathy goes out to his widow and other members of his family.

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**T**HE opening price of fresh fruit may seem to some growers to be a bit too low. But perhaps it is better to open low and hope for a better price later on.

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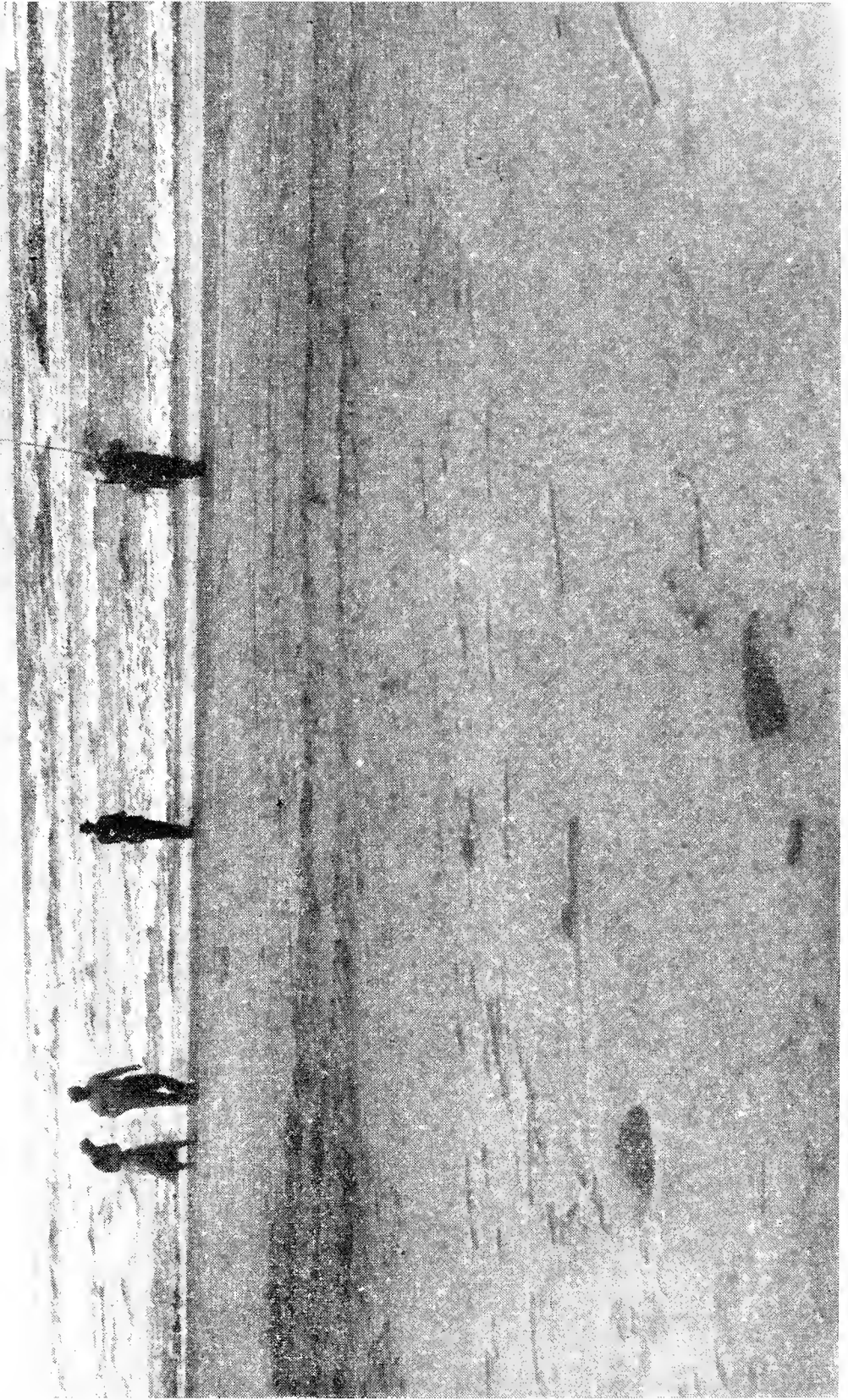
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## FESTIVALS

**T**HE cranberry festivals which attract thousands of people each year must promote greater sales of cranberries, both fresh and processed. These are good things. Let us hope the cranberry industry can keep them up. Remember the coming cranberry week, October 10 through October 15, gives each member of this industry a chance to promote the popularity of this unique fruit.





LONG BEACH, WASHINGTON

(CRANBERRIES Photo)

# With "Little Drops of Water and Tiny Grains of Sand" Cape Men Lay Up Industry Foundation in '40s

by CLARENCE J. HALL

The Cape Codders dwelt, and of course still do, upon a narrow spit of land, twisting a little way into the Atlantic; the Cape first runs east, then north, doubling back upon itself near the tip to the westward and even south. The sea is everywhere about it. The interests of the early Cape Codders could, scarcely been anything else than chiefly maritime, with a degree of agriculture.

So it was but natural there should have been an early affinity between the sea and cranberries—mostly all the first bogs were close to salt water. The immediate link between the sea and cranberries was beach sand. "Beach sand stands first among the soils (for cranberries)" wrote the Rev. Mr. Eastwood. "All kinds must be rejected if this can be got. It is light, porous and almost incapable of supporting weeds." Many others shared that same faith. These seashore bogs, scarcely more than back of the dunes were mostly successful. Successful, also, however, were inland bogs which did not use beach sand, although it might have been difficult to have convinced most beginning Cape Codders of the fact that beach sand was not a prime necessity of cultivation.

The late 1830's and the '40s were a period of rising prosperity on the Cape. During these decades the Cape had developed a remarkable fleet of packets, putting out from nearly every port, and schooners to carry commerce. Cranberry culture had its infancy at a most opportune time.

## Cape Affairs Progress—Newspaper and Better Stage Coach Service

Stage coaches were rolling with more regularity between Boston and the Cape, extending farther down the lean land, by 1830 or so they had reached Barnstable. It would have been a ride, however, which would seem grueling to us. Leaving Barnstable or other Cape towns at 2 or 3 o'clock in the morning, Boston would not be reached until late afternoon. Stops at taverns along the way broke the journey just as long distance buses make rest stops today. There was even daily mail service from Boston to Barnstable and Yarmouth.

The cape also had its newspapers. The first of these was the NAUTICAL INTELLIGENCER which began publishing from Falmouth in 1823. Next came the BARNSTABLE JOURNAL in 1826, published by Nathaniel S. Simkins, this later moving to Yarmouth where, in 1836, it became

the YARMOUTH REGISTER. Then on June 26, 1830, Major S. B. Phinney started publishing the BARNSTABLE PATRIOT. Both these papers used cranberry news from the start, especially the PATRIOT. Both are being published today.

## "Real Beginning"

The year 1840 would seem to have marked the sound start of cranberry cultivation, on a considerable scope, at least, in Dennis and on the Cape. Mr. Eastwood sets this year as the real beginning. "All the cultivators of Dennis, is now cultivating and preparing their grounds by spreading sand." With the sand of their peninsula and the "sand" of their souls these men were forging ahead, crossing the threshold of a new agricultural industry. What was Dennis like in about the year 1840? THE YARMOUTH REGISTER said Dennis had:

"... an extensive fishing business, and the vicinity of its wharves presents a bustling and life-like appearance. Her capitalists in North and East Dennis have interests in foreign and domestic commerce. The roads are smooth and level. The buildings are neat and convenient, none of them large and showy. But the need is SHADE TREES!"

Barnstable Fair obligingly came along at a most favorable time for the struggling cranberry men. The Barnstable County Agricultural Society, organized in 1843, incorporated the following year at its fair in 1845 made a cranberry award, as it continued to do every year until its demise in 1932.

That cranberries were of prime interest to those attending the Fair is evidenced by the following report of the YARMOUTH REGISTER:

"We have little time to particularize and shall merely allude to a few of the cranberries. Among the vegetable productions, about a bushel of cranberries from James N. Lovell of Barnstable attracted the most attention. They constituted one out of 95 bushels raised by him on 104 rods of land, which ten years ago, was a barren waste. They are berries of fine flavor, large size, plump and juicy, and they are worth about \$2.24 a bushel. We never saw a finer specimen of the berry."

It is not surprising, therefore the first premium was awarded to Mr. Lovell. It brought him the distinction of being the first to receive a public recognition for cranberry cultivation at an agricultural fair. Mr. Lovell, who won several awards afterward was a zealous and intelligent cultivator. He may have begun early as 1834, at least that could be an inference from statements.

## James N. Lovell

James N. Lovell, born 1804, was the fourth in line of five James Lovells, descending from James Lovell, who with his brother, William, were among the earlier settlers of that part of Barnstable now known as Osterville. At one time there were so many Lovells the community was known as the "Lovell Neighborhood." This James Lovell, who was perhaps the pioneer cranberry grower in the shire town of Barnstable County was an enterprising citizen, owning land his forebears had cultivated before him, this including a considerable amount of woodland.

Statements filed supporting Mr. Lovell's claims for the premium were:

"I, the subscriber, hereby certify that I assisted James N. Lovell in picking cranberries on 24 rod; they averaged one and three

quarters bushels to the square rod, averaged one and one-quarter bushels to the rod, which was 62 bushels to one-fourth of an acre, and I also certify that they were raised on land that was nearly a barren waste ten years since."

Marshall Underwood

Osterville, Oct. 11, 1844

"I hereby certify that I picked for James N. Lovell one square rod of cranberries October 3, 1844, and on measuring the same found there was two and one-fourth bushels, which surprised me, I knowing that about ten years since it produced almost nothing."

Freeman Crosby

Osterville, Oct. 7, 1844

#### Insect Trouble

These "plump, juicy cranberries" as referred to by THE REGISTER which Mr. Lovell had produced so plentifully in that autumn of 1844, had not been raised without interference even then by insects, Mr. Lovell reveals in a statement for a premium in 1846. This definitely shows insects at work to plague even the first of the cranberry growers. Mr. Lovell wrote:

"In 1844 the Cranberry Worm commenced its ravages upon the lower edge of the lot. I took wood ashes and while the dew was upon the vines and fruit, strewed the ashes over them and the worms ceased work."

The application of wood ashes did not end his troubles, however, for he continued:

"In 1845 I perceived the worm to commence its ravages again, but did not think much of it, not believing that what I had done the year before had not checked them. I was absent about 144 days. When I again saw the cranberries, it was too late to save the crop, for fully one half was eat up. I estimated my loss at 50 bushels."

The following year he tried another control.

"This year I watched the vine and as soon as I perceived that the worm had commenced, which was on the 30th of July, I strewed on forty rods, one bushel of fine salt; on the remainder one barrel of lime and ashes, all done while the dew was on, and it effectively checked the ravages of the worm. I think it would be better to have strewed the salt, or a mixture of lime and ashes earlier than the 30th of July."

Beyond these facts concerning insects Mr. Lovell in this same statement tells of flowing and of the picking of his crop:

"It has been my custom to keep my bog flowed with water until about the 15th of April. I have in August mowed off the tops of the fresh grass."

"I have in the past years given one fourth of the cranberries to the picker, but now I find I can get enough pickers for less than one-sixth, when the berries are thick and one quarter when scattering."

I am offered \$2.00 per bushel and my custom is to give nine half pecks all struck for a bushel."

Mr. Lovell's statement is an interesting, early cranberry document telling of insects, of how he, as an early grower, refused to be discouraged by insects but tried by one means and then another to control them; that he held winter flood and mowed his grass tops, paid his pickers on the "share method" and gave cranberry selling prices.

Mr. Lovell continued as a grower until his death April 17, 1865 at the age of 61, and after his death the bog was continued and culti-

vated into this century. The location was in the Wianno section of Osterville, and was in that location most favored by his contemporaries, near the seashore. It never was enlarged to more than seven-eighths of an acre and later became part of a summer estate.

Lovell was again a contestant for the premium the year after his first award, but this time first premium was awarded to Leonard L. Lumbert, his not too far distant cranberry neighbor. Mr. Lovell entered for the premium a third time in 1866 and was once more awarded first premium, relegating to second place in turn, Mr. Lumbert.

Leonard L. Lumbert

Mr. Lumbert, who continued to fight it out with Mr. Lovell for top honors at the Barnstable Fair for a number of years, set a fairly definite date for his beginning "about the year 1836." As far as the discovered records disclose one

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Depends on size, height, length, etc. Unless the flume is unusually high, wide and handsome, the cost will not exceed \$10 per inch of outlet diameter; 18" outlet, \$180. Short, simple flumes are as much as 25% less. This is delivered price; you install it. I sometimes supervise installation for a fee.

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# Western Pickers

The price of berries is now as low as was forecast during the Spring. Small growers are now nearly panicky about the cost of picking for the fresh market. Never has there been any greater doubt about the advisability of picking the small marginal bog, and without a Western Picker it simply cannot be done profitably. The result is that many bogs will not even be picked. This is going to be true in the immediately foreseeable future. What, then, of the small grower who has to continually face the problem of higher picking costs due to less efficient help at uncertain times. To a grower having 15 acres or less this is vitally important, and unless he can use a machine for picking he shall have to go out of the business of raising cranberries as the major part of his income. To him mechanization of picking is the only real answer.

There will be doubts cast upon the mechanical picking of berries—about bruising—about damage to bogs—but to the average small cranberry grower it is either going to be sink or swim.

The Western Picker is being used this year in every cranberry-producing area, over every growing condition, and in every commercial type of vine. Some picking is very good, some not so good, but all Western Picker harvested bogs are better financially than other methods of picking or the Western Picker would not be used.

As a cranberry grower you will be interested in seeing this picker operating somewhere in your district. Take time to go and look at it.

With the wealth of experience Western Pickers Inc. is acquiring this year the 1950 models should be greatly improved, and all improvements will be available to the owners of the present machines.

To remind you again our headquarters in Massachusetts is on Spruce Street, South Middleboro. Our phone number is 763M3 and we have four men on duty subject to call night or day. (Adv.)

of the other of these Barnstable men seems the first to cultivate in Barnstable County after the Dennis first growers, Henry and Hiram Hall, Thomas Hall, Elkanah and William Sears, and Alexander Howes.

Mr. Lumbert must have begun while still a minor, for he was born March 27, 1817, the son of Solomon and Catherine Lumbert. He lived in a section of Barnstable anciently known as "Seunconet," or "Skunkonet," in the Bumpus River section, near Long Pond, Centerville. For some years, later in life, he was one of several millers of the large township of Barnstable and operated a windmill of the type known as a "Dutch" mill. He was a bachelor, living with his sister Maria.

From his statement for the premium which follows, it would appear he had been in the habit of gathering the fruit, which presumably would be natural cranberries.

"About the year 1836 my Cranberry vines were quite unproductive, and to alter, if possible such a state of things, I commenced the experiment of transplanting the vines to a piece of swamp land on peat bottom, which formerly was wooded with cedar, maple and pine, containing three and one half acres."

"I have continued on this plan until the present year and find it works well. I have this year from six quarts to one half bushel per rod, making 75 bushels gathered and there are more than 35 bushels on the bog not yet gathered."

"These cranberries are of a ripe quality and are readily sold from \$3.00 to \$3.25 per bushel."

"To protect the vines from the frost, I have in one instance covered them with cotton cloth, the cloth is raised about two feet from the surface, and it answers the purpose for which it was designed. The cloth cost \$1.20 per rod, and may with care last several years. The cost of transplanting on an average costs 75 cents per rod."

West Barnstable, Oct. 20, 1846  
Leonard L. Lumbert

Although there was an ample supply for frost flooding, Mr. Lumbert had not thought of that method by 1846 or he would not have been protecting his vines from the cold by spreading cloth over them. However, he is known to have been frost flooding by the time of the

Civil War when he had about four acres of bog.

Mr. Lumbert continued a successful cranberry grower until his death April 3, 1888 at the age of 71. His property eventually passed into the hands of his nephew, Daniel Lumbert, who remodeled the old Lumbert house and operated the bog. This nephew later made a valuable contribution to the cranberry industry, as will be told later. The bog site is now incorporated in a chain of small bogs owned by Cyrus W. Jones of Marstons Mills.

## Walter Crocker

Still another early grower in this western section of Barnstable was Walter Crocker, who must have begun before 1848, for in that year he was awarded second premium at the Fair. He was a farmer and a deacon of the old West Barnstable church, noted because of a gilded cock on its steeple.

He briefly stated he offered for the premium, "The two rods of cranberry swamp which have been reclaimed from an almost barren state to its present production by means of thorough draining in the summer and flowing the swamp in the winter."

## Russell Hinckley

Continuing the early Barnstable cultivation was Russell Hinckley of Marstons Mills, who was not satisfied with wild vines in his own area, but went the distance to Sandy Neck to obtain them.

In 1843 he began clearing a quarter acre of land upon which grew "a coarse kind of grass", and which had been used as a pasture. He enclosed this area with a ditch, three feet in both width and depth "to answer the purpose of a fence to keep out straying cattle." This he covered with beach sand to the depth of six inches, at a cost of \$25.00. This depth of sand, he considered, is sufficient to "kill out the grass". The vines of the famous Sandy Neck cranberry beds covered the ground well in three years and the berries continued to increase in quantity, until in 1849 he picked 12 bushels and "presented" a bushel and a half at Barnstable Fair, and was awarded the first premium.

(This is the 8th installment of the History of the Cranberry Industry)

## EDWIN EDWARD ANDERSON

Edwin Edward Anderson, 35, of Greenfield, Mass., who was a crop duster, having sprayed bogs in Massachusetts, died in a plane crash near Maxton, North Carolina. He may be remembered by some of the Massachusetts growers.

## Cape Growers Hold Meeting

The total cranberry crop for the United States for 1949 will be 803,000 barrels, estimated C. D. Stevens, statistician, New England Crop Reporting Service. This estimate was given at the 62nd annual meeting of the Cape Cod Cranberry Growers' Association, East Wareham, Tuesday, August 23.

Stevens gave Massachusetts 510,000, Wisconsin 180,000, New Jersey 56,000, Oregon 15,500, Washington 41,500. The total crop, he said, was influenced by hot weather and dry conditions which prevailed over most of the country at times of the season. He did say that cranberries did not seem to have been too seriously affected by these conditions. There was some frost damage last spring, but this was worst in New Jersey. Berries, he reported, will be smaller in size.

Among the speakers were Willard A. Munson, director of Extension Service, John Chandler, Massachusetts Commissioner of Agriculture, Theodore H. Budd, Sr., chairman of the Board of Directors of the Cranberry Growers Council, Chester M. Chaney of the American Cranberry Exchange, Walter Piper of the State Department of Agriculture, and Miss Ellen Stillman of N. C. A.

New officers elected were: Melville C. Beaton, Wareham, president; Edward L. Bartholomew, Wareham, 1st vice president; Robert S. Handy, Cataumet, 2d vice president; Gilbert Beaton, Wareham, secretary; Miss R. Thelma Laukka, Wareham, treasurer. Directors are Dr. Henry J. Franklin, in charge of the experimental station; Mr. Makepeace; Harrison Goddard, Middleboro; George E.

Short, Plymouth; John F. Harriott, Hanson; Franklin E. Smith, Boston, and Chester E. Vose, Marion. The last two also are honorary members.

The following presidents of the Cape Cod cranberry clubs also were elected directors: Stanley Benson, Middleboro; Emil St. Jacques, Wareham; Mr. Handy, Cataumet, and Brandt D. Ellis of the Lower Cape Club.

President Russell Makepeace ably conducted the meeting and kept the program speeding. Cranberry equipment was demonstrated and pronounced interest was shown in the Western Picker.

## NEW CO-OP NEWS" EDITOR TAKES OVER

Ocean Spray's "Cranberry Cooperative News" has a new editor in Miss Elizabeth Buchan, succeeding Louise Day, who resigned recently to be married. Miss Buchan comes to NCA from Lawrence, Massachusetts, where she was editor of "The Whitman News", publication of William Whitman Company, Inc., a textile concern. She has also had other extensive publication and public service.

She was born in Andover, Mass. (1915) and attended public schools there, working on the high school publication. Graduated from Tufts College, 1937, English major, she wrote for the Tufts weekly, "Tuftonian", and was co-editor of the "Jumbo Book". She has taken courses in public speaking at Northeastern, evening courses in various subjects at Phillips Academy, and also attended the writers' Conference at the University of New Hampshire during three summers.

She was reporter and then assistant editor of the Andover "Townsmen", and wrote part of a book on the town for the tercentenary celebration. She was adjustment manager of Woodward & Lothrop in Washington for one year.

She served in WAAC and WAC as electronics technician and also recruited for a year. She is a past commander of AMVETS, service officer for the American Legion, publicity agent for the league of women voters, Red Cross, High

School alumni, chairman for three years of American Cancer Society Drive, secretary of the Veterans' Allied Council, and was active in many other public activities in her native area.

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## Wm. F. Huffman

William F. Huffman, Wisconsin Rapids, Wisconsin, publisher of the Wisconsin Rapids Daily Tribune, radio station owner and cranberry grower, succumbed to a heart attack Thursday afternoon, September 8. He was 54.

Mr. Huffman owned and operated a cranberry marsh at Biron, Wisconsin, development of which was started in 1939. At the time of his death he was treasurer and

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director of Cranberry Growers, Inc., a marketing agency composed of several large growers. He was also a past president of the Wisconsin Cranberry Sales Company, and a former director of the Wisconsin Cranberry Sales Company.

He served in many capacities in his community. During his 30 years of residence at the Rapids he was a member of the board of directors of the Wisconsin Rapids Building and Loan Association, still serving at the time of his death. He was a Chamber of Commerce committee chairman during the past year.

Fraternally he was a member of the Rapids Masonic Chapter, 32nd degree Mason and a Shriner (Tripoli Temple), a member of the Elks Lodge, the American Legion, Bull's Eye Country club, and the Up River Gun club.

Among his community benevolences he established a \$4,000 trust fund for a municipal band shell which has not been realized yet.

An ardent conservationist and sportsman, Mr. Huffman championed the cause of conserving natural resources.

Mr. Huffman leaves his wife, who was Miss Louise Fey of Morris, Ill., a son, William F. Huffman, now a senior at the University of Wisconsin, and a daughter, Mary Louise, who is on the advertising staff of the Wisconsin State Journal at Madison, Wisconsin.

### Scoops and Screenings

"Western World", of Bandon, Oregon, which seems to be getting quite a center for those of the area who grow "outrageously" large flowers, fruits, etc., recently had a story of Bandon's berry-growing possibility. It seems that Mr. and Mrs. Manuel Wilson, who are cranberry and blueberry growers, brought in a plate of mammoth blueberries. The berries were so large that 16 of them nearly covered a 12-inch ruler and 127 just about covered a 9-inch plate. The berries were a mixture of Stanley, Concord and Ruble.

## Fresh From the Fields

(Continued from Page 5)

Company which is operated by Vinton Thompson of Pemberton. Twenty-two cars traveled in the tour and examined over a score of cranberry bogs which illustrated important practices and their results as carried out by Mr. Thompson.

This is one of the oldest cranberry properties in the State. In fact, on an outlying portion of the property may be found the site of the Thomas bog, one of the first two bogs planted in New Jersey. At the same time, the Birches is known today as one of several New Jersey properties where young growers are making outstanding progress.

### School for Blueberry Stunt Disease Inspectors

A new event in the blueberry world took place during late August when the Cranberry and Blueberry Research Laboratory at Pemberton gave two days training to eight men who are willing to devote time to blueberry growers for the purpose of eliminating the menacing stunt disease from their fields. Inspecting for this disease is a tedious job and often growers are unable to finish it themselves. For a moderate fee they will be able to employ these men. This program was sponsored by the County Agents of the blueberry counties and the New Jersey Blueberry Farmers' Association.

In a press release on this school, Lester Collins, president of the N. J. Blueberry Farmers Association, said, "Growers will have to increase their efforts to eradicate diseased bushes if the blueberry industry is to continue to be prosperous during the years ahead."

Each spring and fall in the future, the blueberry laboratory will give a refresher course. Growers may obtain the inspection service by contacting their county agents.

### Cranberry Field Day at Long Beach

About a hundred and fifty people from Pacific and Grays Harbor Counties and five from Clatsop County, Oregon, attended the Field Day at the Cranberry-Blueberry Experiment Station which



was held Friday, August 5th.

The group gathered at the Station in the morning and were taken to see the various experiments which are being carried on by D. J. Crowley, Robert Wearne and Austin Goheen. Among the experiments were those on weed control, control of moss, pollinization of cranberries and the breeding of new varieties.

Pollenization tests show that bees are not the important agency in affecting the pollinization of cranberries since as good a set of berries was evident in the plots where bees were excluded as in those where a hive of bees had been caged.

The visitors viewed the 1200 seedling plants which are growing in the plots. About half of these plants are producing berries this year for the first time.

After looking over the plots the group gathered near the Station buildings where tables had been erected for a picnic dinner. Coffee and ice cream were furnished by the cranberry club. Mrs. Carl Brateng made the coffee and E. O. Chabot served the ice cream. They were assisted by Mrs. Cha-

bot, Mrs. Leonard Morris, Mrs. D. J. Crowley and Miss Patty Chabot.

Dr. M. T. Buchanan, Director of the Washington State Agricultural Experiment Stations, gave a talk on the economic factors which affect the price of cranberries and other fruits.

Dr. J. H. Clarke, manager of Cranguyma Farms, spoke on cranberry problems. Also present were Dr. D. H. Almendinger, Superintendent of the Southwestern Washington Experiment Station at Vancouver, who spoke briefly.

Superintendent D. J. Crowley spoke on producing a sound pack of berries for the fresh market and gave the following points:

Follow recommended spray program.

Harvest the berries carefully and dry as soon as possible.

Store in the warehouse in shallow trays.

Screen the berries carefully immediately before shipment.

At the close of the program, many of the visitors stayed at the station to look over the new office building and to talk over their cranberry problems.

### The Keeping Quality

(Continued from Page 10)

chusetts Cranberry Experiment Station at East Wareham, were carefully sorted by hand to eliminate spoiled and soft berries. The fruit was then packaged in 100-gra mportions in hermetically sealed half-pint jars, "grocery store type" Kraft paper bags, 300 MST Cellophane bags, and 240 N Pliofilm bags. The latter two types of packages were heat-sealed and the Kraft bags were sealed with tape. Sufficient packages of each kind were put up for storage tests at room temperature (approximately 70 to 75 degrees F)

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and at 35 degrees F.

The tests used to determine the keeping quality were (a) loss in weight, (b) per cent spoilage; and (c) carbon dioxide content of the atmosphere within the package.

The packages were taken from storage and tested in duplicate or triplicate, at intervals of 1 week and 3 weeks, respectively, for those stored at room temperature and 35 degrees F. The degree of spoilage was estimated by separating the spoiled berries and calculating the per cent spoilage on a weight basis.

The carbon dioxide content of the atmosphere within the packages was determined with a modified Blacet-Leighton gas micro-analysis apparatus as described by Lewis (5). A sample of gas from the package was transferred to the apparatus by means of a 10cc medical syringe. The syringe was first rinsed in the gas by inserting the needle into the package, and drawing the gas in to the bore. This gas was discharged from the syringe. The syringe was then rinsed a second time and a mercury seal within the syringe was made by discharging the rinse into a jar of mercury from which approximately 2 milliliters were drawn up into the syringe. The needle was again inserted into the package, and the gas which was drawn through the mercury into the syringe was used as the sample for analysis. This sample was transferred to the holding tube of the apparatus for analysis. Once the package was pierced, a slight positive pressure was maintained on it to prevent the entrance of air.

In addition to the tests with packages of cranberries prepared in the laboratory, storage tests were also made with fresh cranberries packaged under commercial conditions and furnished

through the courtesy of the National Cranberry Association and the American Cranberry Exchange. An experimental pack of Howes cranberries was put up in 12-ounce bags which were packed and sealed mechanically. The following kinds of packages were used: (a) 300 LSAT Cellophane; (b) 450 LSAT Cellophane; and (c) a duplex bag consisting of a

300 LSAT Cellophane inner bag and a 300 MSAT Cellophane outer bag. Duplicate lots of each type of container were put up in which two holes approximately 1/8 inch in diameter were punched in the bags just below the seal to facilitate a better gas exchange between the atmosphere inside and outside the packages. These packages were stored in cartons such

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as were being used in practice.

Cranberries which were packed in hermetically sealed jars showed almost complete spoilage within a week at room temperature and in 3 to 4 weeks at 35 degrees F. As may be seen from the experimental data, in all of the packages used the cranberries deteriorated more rapidly at warm temperatures than at 35 degrees F. In general the keeping qualities of the cranberries in the different kinds of packages showed the same trend. As might be expected the Kraft paper bags were inferior to the other packages from the standpoint of spoilage and loss of weight. Puncturing the bags had little or no influence on the keeping quality of the cranberries.

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RAY BATES, a leading Oregon Grower

Story Page 6

(CRANBERRIES photo)

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October, 1949

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## CRANBERRIES

*The Harvest Moon  
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Growers, keep up the good work of raising quality cranberries. It will pay us all to do so.

---

**Wisconsin Cranberry Sales Company**

(A Cooperative)

WISCONSIN RAPIDS

WISCONSIN

## Oregon Cranberry Picking Attracts Many Tourists

Cranberry picking at Kranick's Ocean Spray marsh, ten miles south of Bandon on highway 101 has proven quite a tourist attraction while pickers have been on the field.

Several tourists have taken colored moving pictures of the pickers in action and hundreds of still pictures have been taken.

The people stopping to view the picking hail from every state in the union. The most common expression is, "I thought cranberries grew on bushes." The next is, "My curiosity got the best of me, what is this?"

Picking cranberries began there on September 8, with a limited number of hand pickers, but by Sept. 20, the picking crew numbered 51.

Tourists suggested the cranberry growers put out signs on auxiliary roads where cranberry marshes are to be found, because many travellers going through the section are unaware of the large acreage being grown in the area

**From The Western World.**

## Mass. State Bog Trio Make N. J. Seedling Trip

A trio from the Massachusetts Cranberry Experiment Station, East Wareham, consisting of Dr. F. B. Chandler, "Dick" Beattie, Massachusetts Cranberry Specialist and "Joe" Kelley made a brief trip to New Jersey, Sept. 29. They took down seedlings from the "40 selections," of the cross-breeding program, which is in charge of Dr. Chandler.

They visited Whitesbog and the properties of Theodore H. Budd, where seedlings are growing, first time saw them fruiting in Jersey. The trip was also made with the idea of eliminating seedlings which

did not look as promising as others. The Jersey seedlings on the whole, however, did look promising.

About 20 of the Jersey growers were present, and accompanied the Massachusetts men when viewing the seedlings and on a tour of a few bogs.

### COMMUNICATION

Editor of Cranberries

Mr. Editor: We were especially interested in the current (September) issue of CRANBERRIES and your short editorial in which you say "Travel Broadens the Mind." As most cranberry growers must travel through the eyes of someone else this year we were especially interested in your cover design of Mt. Ranier.

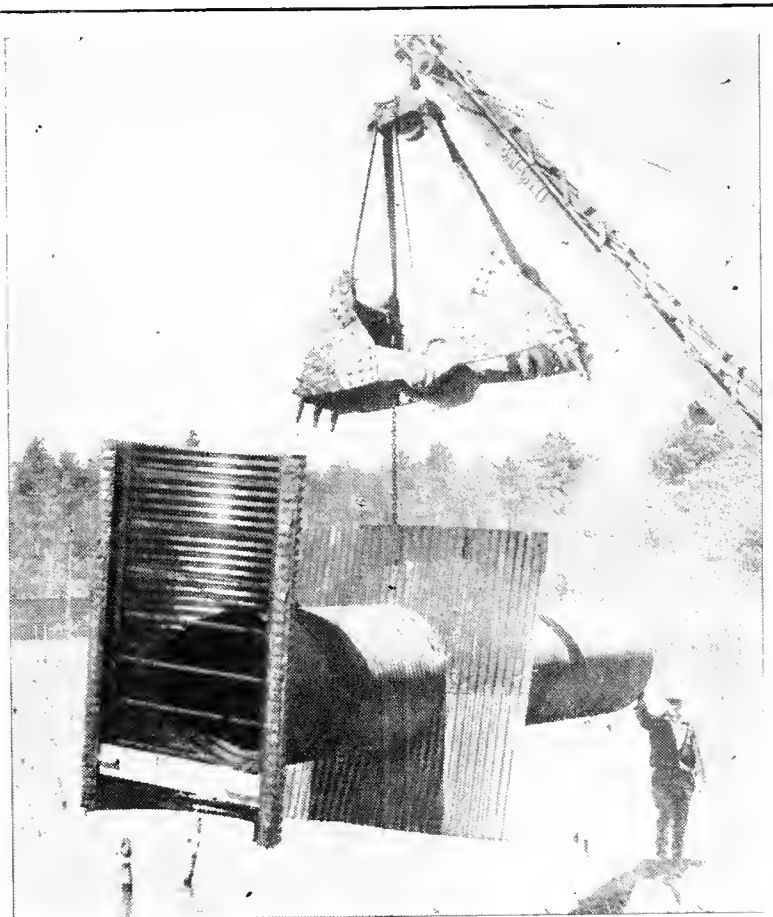
If we understood your photo correctly, you are standing at an elevation in excess of our New England Mt. Washington. We consider that some mountain.

As to the cranberry situation our Western brothers need not feel discouraged for they know as much as we here in the East.

Possibly we do not have to stand quite as much expense for water but on the whole about the same.

The market situation to my thinking is tied up with material issues and the destruction of World War II, not fully brought home to our American people.

Very truly yours,  
J. B. Atkins  
Pleasant Lake, Mass.



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# DIRECTORY FOR CRANBERRY GROWERS

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# Mass. Cranberry Station and Field Notes

by J. RICHARD BEATTIE  
Extension Cranberry Specialist



The cranberry harvest began about September 6, which is a week to ten days earlier than last year. Weather conditions have been favorable for the harvest season with cool, clear days and nights, but with very few threats of frost to date (October 7). Temperatures for September were about normal, while those for the first week in October were running a little below normal. This is quite a contrast compared to last year when picking began late, and we experienced high temperatures through most of the fall. High temperatures are known to increase fungous activity in stored fruit. It certainly would be to our advantage to have cool weather continue through the fall season. However, we hasten to add that it is hoped that frosts can be deferred until after harvest since water supplies are very critical in Massachusetts. A large percentage of growers lack frost protection or winter protection for that matter, and many growers reported that they had only one frost flow in their reservoirs at the start of the picking season. Only one frost warning has been sent out up to October 7, as compared to seven warnings given out last year during the same period.

Speaking of frost warnings, it has been necessary to make a change in the radio frost warning schedule. Because of a conflict in Sunday night programs, frost warnings, if any, will be broadcast Sunday evenings over Radio Station WBZ at 9.30 rather than at 8.59. The rest of the schedule remains unchanged. County agricultural agents have sent out a card notifying growers on their mailing list of the change. It will save the telephone distributors considerable time, and the Associ-

ation many toll calls, if growers will notify the distributors as soon as they have finished picking.

One of the highlights of September for some of us here at the Cranberry Station was a trip to New Jersey, Sept. 29-Oct. 1, to inspect the cranberry seedlings that are fruiting commercially for the third year. The Massachusetts delegation making the trip included: Dr. H. F. Bergman; Russell Makepeace, Marion, who flew down with pilot Freddie Braun; Edward Bartholomew, of Wareham; Marcus M. Urann, of Halifax; "Joe" Kelley; Dr. F. B. Chandler; and the writer, who was the official chauffeur, ably assisted by "Markie" Urann. The trip down was uneventful, due primarily to the expert coaching from the back seat, but the return trip had its complications. There seems to be some evidence that the female species of the human race are quite proficient in giving free advice and counsel when operating from the rear seat of a motor vehicle. Well, "Bart" Bartholomew—another Vermonter—and yours truly firmly believe, after our experience on this trip, that "Markie" Urann, "Joe" Kelley, and "Fred" Chandler are in a class by themselves in this respect. To make a long story short, we wandered off the beaten path (Merritt Parkway)—thanks to their counsel—and wound up in White Plains, New York! It required careful inspection of this foreign terrain before "Bart" and the chauffeur could establish a true course and continue homeward. Seriously, we had a very congenial group and enjoyed a fine trip.

The New Jersey growers were excellent hosts. The first evening was spent visiting with Daniel Crabbe and Herbert and Allison

Seammell, at Mr. Crabbe's boat-house on Toms River. Next forenoon we visited the "40 Selections" set out in 1 rod square plots at Whitesbog, and in the afternoon we inspected the "40 Selections" planted on the property of Theodore Budd & Son just outside of Pemberton. In the late afternoon, we went back to Whitesbog to examine the third planting of the "40 Selections". The New Jersey group who went on this tour included: Theodore Budd, Sr., Daniel Crabbe, Isaiah Haynes, Raymond Wileox, Charles Doehrl, William Tomlinson, Jr., Walter Fort, Jack Cutts, Dr. Haig Dermen, plus a few others whose names are missed by the writer. Dr. George Darrow, of the Bureau of Plant Industry, Beltsville, Md., and Clyde McGrew, of the American Cranberry Exchange, were also present. After carefully going over these seedlings, the group present chose eight of the "40 Selections" for further study.

Real progress has been made if we consider the fact that over 10,000 seedlings of known parentage have been grown from crosses made in Wisconsin and Massachusetts since 1929, when the Cranberry Breeding Program began. The growers, market representatives, and research men present took the following points into consideration when making their selections for further study: Susceptibility to false blossom disease (cafeteria test), date of harvest, yield, keeping quality, shape and color of fruit, vine growth, and care of picking. Agreement seemed to be universal that any seedling developed for commercial purposes must have at least these

(Continued on Page 15)

## MISPLACED MOUNTAIN

In the interest of geographical accuracy and to reply to the criticisms of our readers, we wish to correct an error in the caption of our last month's front cover, showing Mt. Ranier. We inadvertently located the beautiful mountain in Oregon. Of course, it is in Washington. At least, it shows our humble publication is read carefully, and the error places us in good society, as even the best of magazines, at times, make their errors.

# Cranberries

THE NATIONAL CRANBERRY MAGAZINE

Issue of October, 1949—Vol. 14, No. 6

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## FRESH FROM THE FIELDS

Compiled by C. J. H.

### MASSACHUSETTS

#### First Cape Frost

First frost of the year occurred on the morning of September 26, when there were real lows. Lowest in the vicinity of Wareham, as reported was that at the Wankinco bog in South Carver, with 24. Tihonet bog had 26, as did also the Frogfoot and Swam Holt.

Dr. Franklin said probably no damage happened as the berries were too well covered, and most bogs in Plymouth County had water available.

Lowest of all reports was that at the Carlisle bog in Middlesex County.

#### First Heavy

##### September Rain the 29th

First heavy rain of September was during the night of the 29th. This was a real drenching down-pour. The fall as recorded at the State Bog, East Wareham, was 1.26 inches. The rain was accompanied by severe thunder and lightning.

##### September Rainfall Good

Rainfall for the month of September as recorded at the State Bog at East Wareham 3.37 inches. This is not far below normal for that month, and to that extent, at least relieved the drought which had prevailed for so many months.

#### Picking Delayed

Harvesting was delayed by light rains or drizzle on the days of September 26, 27, 28, 29. This delay gave the berries four more days to ripen and grow and probably increased the crop somewhat.

#### More Cars Shipped

As of the beginning of October more cars had passed through Middleboro than last year. On September 29, 270 cars had gone

through, which is 60 more than for the corresponding date last year. However, picking started a week earlier. It is also considered probable that more cranberries had been trucked out over the road than last year by October 1.

#### No Frost Damage Recorded

Frost occurred on the nights of October 1 and 2. Temperatures as low as 21 were reported in Carver. However, berries were well colored, the ground was warm and little, if any damage was done. Up to October 4th, Dr. Franklin had recorded no frost damage on his chart.

#### Barnstable County Off

The crop in Barnstable County, which is Cape Cod proper was reported as probably being off from original county estimates. Berries were also reported as small, much of the fruit to be used as canning berries.

### NEW JERSEY

#### Cool September

Temperatures at Pemberton during September ran consistently below normal. The average daily mean temperature was over 3.5 degrees below normal of 68.2 degrees. In spite of this temperature deficiency there were no damaging frosts during the month. The light frosts that did occur on the mornings of September 10, 20, 24, and 25 were more beneficial than harmful in helping color up the cranberries still to be scooped.

#### Rainfall Near Normal

Rainfall during the month was closer to normal at Pemberton than it had been all summer. A total of 4.09 inches of rainfall was recorded, compared to the normal of 4.17 inches. Soil moisture con-

ditions in the cranberry and blueberry lands have improved considerably in response to this rainfall.

#### Crop Holding Up

The crop is reported as holding up pretty well generally. If there is any change in the estimate, however, it is believed it will be on the under side.

### WISCONSIN

#### Run Over?

This state may run over its estimate by a little. The color is very good, size is good, and quality excellent. Harvest is about half through. No rain, harvest uninterrupted. (This is as of Oct. 3)

The three-year-old marshes in the northern part of the state are turning out some phenomenal crops of beautiful berries.

#### 6 Above

On Sept. 23 there was a cold night. Mather recorded 6 above, Cranmoor 11, and various other districts had 15-17.

### WASHINGTON

#### Crop Shrinkage Expected

The cranberry harvest was late and few growers have even half the crop in the warehouse at present writing (Oct. 6). Most growers are trying to harvest dry for the fresh market and the berries seem to be moving fairly good. The crop will undoubtedly show a shrinkage from the original estimate as the berries are not nearly normal size.

#### Driest Ever

In September, both in Washington and at Clatsop county in Oregon, there has been the driest season on record. In fact, wells went dry in both areas in September.

(Continued on Page 15)

# Ray Bates, Younger Grower, Adding to Development of Coast

This Bandon Man is Director of American Cranberry Exchange, and GI School Instructor—His Only Hobby is Cranberries.

by CLARENCE J. HALL

(Editor's Note—This is the Second of the Series of West Coast Articles.)

A younger grower who is adding to the development of the Bandon, South Oregon area is Ray Bates. Bates, who became a full-time grower in 1945, for the past four or five years has been president of the Coos Cranberry Cooperative, now affiliated with American Cranberry Exchange, and is ACE director from the West Coast. He is also a director of the Cranberry Growers' Council. He, with Jimmy Olson, is instructor of the Bandon area cranberry school, which has fifteen enrolled former GIs.

Mr. Bates is one of the many who came to Oregon from another state, and now could not be pried away from the Pacific coastal region. And after looking at his cranberry property, learning of the place he has made for himself in the industry and visiting his beautiful home on an elevation near his bog, the reasons why are obvious.

He was born in Idaho, at a small place called Emmett, which is near Boise, the State capitol. His parents came to Oregon in 1901 when Ray was an infant. They made the trip across the Cascades by covered wagon—not the real pioneers of coastal Oregon, they were still early settlers.

He was educated in the public schools of Bandon. He became interested in cranberry growing in 1932, but he worked for the telephone company to save up capital until 1944. His home at the bog dates from 1936, as do so many buildings in Bandon. That was the year when the great forest fire destroyed practically the entire community. In Bandon even today, "Bandonies" while talking casually of "B. F." and "A. F." mean that it is before or after the fire.

Bates has 9 $\frac{1}{4}$  acres of bog, which includes one new 2 $\frac{3}{4}$  acre piece. His vines are McFarlins and Stankavich, as are most Oregon bogs. His bog is, of course, irrigated by means of a sump and sprinkler systems. Most Oregon bog owners do not want any tramping upon their vines, at least not more than an absolute minimum. His bog has wooden planks over the ditches. Some of his bog divisions are parallel strips of boarding filled with earth material, similar but smaller than eastern cross dikes. This arrangement permits flooding and water raking.

Bates, like most of the small Western growers, does much of the work himself. When your reporter arrived there Bates and an assistant were spreading fertilizer. His bog adjoins that of the energetic and inventive Jimmy Olson, and the two often work out problems together and give each other a hand on either bog. (Incidentally, it was regretted that it did not come about that Olson was seen while the writer was in his area. Olson is one of the liveliest wires in the industry in Southern Oregon and if his inventions and ideas sometimes startle some of the older growers he is at least always up to something to improve his own property or methods of culture and to loost the Bandon area.

## Devices

The Bates bog when seen was not entirely free from weeds, but was mostly so, and healthy looking. For weeding, Bates has a device used by others in the area, but new to an Easterner. These are "weeding tables", that is, a crude, box-like frame upon which the weeder sits while pulling out the weeds. They are used in pairs, each having a rope attached for moving. To progress across the bog, one is pulled ahead of the other, and the weeder changes to the one ahead without stepping among the vines.

There is also another weeding device to save vine tramping. This is a pair of shoes with wooden platform, with tiny legs fas-

tened to the bottom. In other words, the worker's shoe does not rest on the vines, only the wooden legs. Some Oregon growers, Bates explained, made an entirely wooden clog, with similar legs. These remind one strongly of pictures of wooden clogs with legs, as used in China and Japan.

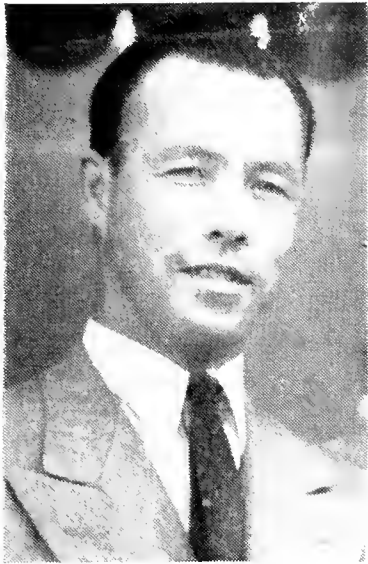
The cranberry school in which Bates and Olson are instructors is under the control of the State Board of Higher Education. The fifteen GI students receive 200 classroom hours per year in evening study, besides actual bog experience. This is free to the GIs and they receive subsistence funds while so enrolled. Unlike in the Eastern cranberry schools, which have been mostly conducted by unpaid instructors, Bates and Olson are compensated for their efforts as instructors.

Bates says he has no hobbies. "My time is all taken up with cranberries". Some of his time, however, must go into maintaining his beautiful modern home and the grounds and gardens about it—all neat as the proverbial pin. In front of this home Bates has a palm tree. "Visiting Eastern growers will not believe we can grow palm trees and cranberries in the same vicinity. When I show them my bogs and my palm tree they have to believe it." There are a few other palms owned by Bandon area growers.

If Bates has no other hobby than his occupation of growing cranberries and being interested in the marketing and cultural advancement ideas for the industry, Mrs. Bates very definitely has. She has a most unusual collection of hundreds of pitchers which she has collected or which have been sent to her from most parts of the world. All these pitchers are an amazing sight on their shelves in her dining room.

The Bates' have two children, "Bill", who was helping his father about the bog, and Patsy, who makes herself useful in the home.

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JAMES OLSON

## "Jimmie's Shop"

by ETHEL KRANICK

There are few more interesting places in the cranberry industry than "Jimmie" Olson's welding and machine shop, Bandon, Oregon. Here the inventive geniuses of the neighborhood gather to plan, design and create new inventions to meet the needs of the ever-changing cranberry industry.

When water picking came to be the method used to harvest the berries, it was in this shop that "Jimmie" and his pals built the basket scoop and later the "egg-beater" picker which played a part in making cranberries a paying crop because it cut down so drastically on the harvest cost.

This year we are asked to harvest 80 percent of our crop for the fresh market; to meet this new challenge "Jimmie" and Sumner Fish, Jack Clarence and Gunnar are back at "Jimmie's" shop, busy as ever, inventing picking machines that will pick the berries without bruising them, pick them at a minimum cost—so even with a low opening price these Western growers are not worrying.

"Jimmie's" shop is not famous for its neatness but rather its clutter. It is not equipped with any great amount of expensive machin-

ery but does have a few essential pieces that everyone seems welcome to use. The place teems with visitors and it is a wonder anything gets finished because of the questions asked and the folks that get in the way.

There is a spirit about the place that reflects the interest of these men in the cranberry industry. There is also a spirit of friendship and unselfish sharing of ideas. Perhaps if all this were analyzed we would have to know and understand "Jimmie."

He is young and enthusiastic and has a propensity for asking questions, so naturally picks up a lot of information a more timid soul would miss. He is naturally observing, consequently no new ideas escape his notice. He is unselfish to the point of sharing not only his ideas but his tools and his time. His work before entering the cranberry business was purely mechanical. Couple this ability with enthusiasm for growing cranberries and add a genius for making and holding friends, and you have "Jimmie".

From a visit to Jimmie's shop it can be seen that from here emanates faith in the industry, cooperation among growers, friendly sharing of time and ideas, and a concrete contribution in the form of workable gadgets that definitely cut down harvest cost and help growers to keep a little more of their hard earned money. It becomes logical to prophesy that this little cluttered up machine shop will someday be mentioned as a strong influence on the whole cranberry industry.

## Canada Lifts Embargo on Cranberries

The Canadian embargo upon American cranberries was lifted, at least temporarily, toward the end of September. Immediately a number of cars were sent out, the first probably being those from Wareham, by Decas Brothers. Others followed at once from New England Cranberry Sales Company and probably from other sources. It has been said that it is hoped about

40,000 barrels of the American fruit will be disposed of in the Dominion. Embargos were also lifted upon other produce which is scarce in Canada this year.

## Gala Events For Berry Festival At Wareham

This Will Be Nov. 11, Sponsored by Wareham American Legion, it's Fifth Annual—Shirley May France Expected as Guest—Football Game, With Last Year's Queen Arriving by 'copter—Big Parade.

Several new features are scheduled this year for the fifth annual Cranberry Festival and Queen Coronation sponsored by the Wareham (Mass.) American Legion Post and its Auxiliary. This will be Friday, November 11.

Miss Shirley May France, the 17 year old high school student who has received national and international recognition for her attempt to swim the English Channel is expected to be a guest.

Another new feature is a parade which will precede a football game between Wareham High School and Foxboro High School, last year's class D champions. Wareham merchants have signified their intention of putting floats in this parade. A number of bands have been contacted and there will be several awards for floats and bands.

Between halves of the football game, Miss Theresa Guertin, 1948 cranberry queen of the legion will arrive at the "Cranberry Bowl" by helicopter. After the game a public supper will be served.

The main event, of course will be the evening program at Wareham Town Hall, when the queen is chosen and is coronated. The queen will be awarded a four-day wardrobe and other gifts.

It is understood this Legion queen will be recognized as the official Massachusetts queen and will be given the honor of competing for the title of National Cranberry Queen.

# Wisconsin Girl Crowned Queen At Edaville Cranberry Festival

Second Annual Event, Sponsored by ACE and NCA, Awards Title to Betty Crook—Nearly 3,000 See Splendid Pageant, Showing 300 Years of Cranberry History — Plaque Presented to Descendant of Henry Hall.

A pretty 15-year-old brunette, Miss Betty Crook of Wisconsin Rapids, Wisconsin, was crowned the "national" queen of the cranberry industry at the second annual harvest festival at Edaville, South Carver, Massachusetts, Saturday, October 8. Miss Crook, who is a high school drama student, in the state which is the second largest producer of the fruit, was chosen from submitted photographs by Bobby Clark, star of "As the Girls Go."

The coronation was by Massachusetts State Senator Edward C. Stone of Cape Cod. Assisting in the ceremony as lady in waiting was Miss Marcia Williams of South Carver, the queen of 1948. The festival this year was co-sponsored by National Cranberry Association and American Cranberry Exchange. In spite of a gloomy, foggy day an estimated nearly 3,000 persons witnessed the ceremony.

## Ushers in National Cranberry Week

The event ushered in National Cranberry week, October 10th through the 15th. Stories of cranberry festivals, a nation-wide advertising program, and heavy emphasis on sales and sales promotion did their part to put the cranberry in the public spotlight. In fact, the week was officially announced as National Cranberry week by a proclamation by Governor Paul E. Dever of Massachusetts. This proclamation was read by Lt. Col. Alfred W. LeQuoy of Brockton, Mass., a member of the Governor's military staff. The Governor, as Ken G. Dalton of Brockton, master of ceremonies, facetiously said, "was in Ireland, looking for little green cranberries."

The program began at 11.30 a. m. with a ride on the famous Edaville R. R., only two-foot gauge line in America. There was to be a stop during the six mile ride around the Ellis D. Atwood bogs to witness cranberry harvesting, but the wet weather prevented picking. This first ride was for newspaper editors, reporters, and special guests. All during the day the diminutive locomotive hauled the little cars around the circuit. One special trip was made for the

Appalachian Mountain Club.

Twelve-thirty brought an old-fashioned New England clambake, complete with plenty of lobster. This was for special guests.

Ceremonies began at 2.30 p. m., with the reading of the Governor's proclamation. Ceremonies took place on a large stage which had been erected in front of the Atwood screenhouse. During the program soft music was played by Art Reeves and his orchestra. During the crowning, Her Majesty, Miss Cranberry Queen, was quizzed by the M. C. She said she had stopped in Chicago and presented a cranberry pie to the mayor of that city. She then flew on to Boston, where she was met by representatives of the industry. She was accompanied by her mother.

She said she played the cello. She said that in Wisconsin cranberries were raked, not picked, and that "honestly" she had raked the fruit. Asked if there was a cranberry king in Wisconsin she said no, but she wished there was. Placing the crown upon Miss Crook's head, Senator Stone said, "The cranberry growers have chosen you as the fairest of all the girls in the cranberry industry. May your reign be a happy one—may it bring abundance and prosperity to all growers." He then escorted Miss Crook and Miss Williams to a throne at one side where they viewed the remainder

## FALL NEEDS

- **PUMPS** Not too late yet.
- **CELLOPHANE EQUIPMENT** for the late berries. Prices will be higher next year.

### HAYDEN SEPARATOR MFG. CO.

WAREHAM, MASS.

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E. C. ST. JACQUES

R. H. ST. JACQUES

of the program.

#### Pageant

The next feature was a pageant, "Cranberries—Oldest Fruit in America." It was a most inspiring pantomime, presented in 12 scenes. Beautifully done from staging to costuming, it was written and directed by Miss Ellen Stillman, advertising and publicity director of NCA. At the conclusion of the performance she was called out for a curtain speech. Everyone taking part in the performance was in some way connected with cranberry growing.

First scene represented Indians long before the arrival of the Pilgrims preparing pemmican from cranberries and venison. Wild turkeys were strewn about.

Second scene showed the Indians bringing gifts to the Pilgrims, the gifts including wild turkeys, wild cranberries and corn.

The third scene was very impressive, with King Charles II of England in a wrath. The Pilgrims in America attempted to appease this wrath by sending him ten barrels of cranberries among other gifts from the New World. This was in 1677.

Next scene was a presentation of the First Thanksgiving, showing the Pilgrims eating heartily of the wild turkey, cranberries, and other produce of their area.

There followed a scene on shipboard, with the captain and crew preparing barrels of cranberries to be shipped on a voyage around the world. Water was poured in the barrels to preserve the fruit. The narrator explained cranberries were used on long voyages to prevent scurvy, just as the English sailors used to carry limes and so were called "limeys". He asked, "Why were not the American sailors called 'cranberries'?"

The time advanced in the next episode to Henry Hall, who in about 1816 was the first to cultivate cranberries at Dennis on Cape Cod. Hall noticed the fruit grew best near the seashore where beach sand had blown over it. While he built his bog, using sand, neighbors were portrayed as dropping in and scoffing at "Hall's Folly." But Henry had the last laugh.

Cranberries at that time were

considered common property as are wild blueberries today, and the next scene showed a woman of Duxbury "stealing" berries from a neighbor's cultivated bog. She refused to stop picking even when the owner appeared, as she said she was 71, had always picked cranberries, and would as long as she lived. This was based upon an actual happening.

The following scene showed Cape Cod sea captains, forced to retire from the sea because of the conquering of sailing vessels by steamboats, building bog and turning to cranberry growing as a means of livelihood.

One of the very best episodes showed an entire family and neighbors in an old-fashioned hand-picking scene. Youngsters did not go to school and even the schoolmaster came to the bog and helped with the harvest.

Last three scenes brought the industry up to modern times. First of these showed a cranberry separator at work, a big cooking kettle in a modern cannery in operation, and a cranberry distributor seated at his desk, selling and confirming orders by telephone. Two phones kept him on the jump as he wrote down orders and mopped his perspiring brow. Next was a modern grocery, with women pushing marketing carts about, examining fresh Eatmor cranberries in cellophane and Ocean Spray sauce in cans and then placing them in their carts along with other food stuffs.

Final scene showed all the performers in costume, with a girl in a cranberry red dress, another in a cranberry red suit, and a man ("Dick" Beattie) wearing a cranberry red tie.

#### Plaque Presentation

A highlight of the entire program was the presentation of a plaque to a direct descendant of Henry Hall. This was to I. Grafton Howes of Dennis, who is the great-great-grandson of the original cultivator. Mr. Howes, long a cranberry grower, is in ill health, and his son, G. Everett Howes, also a cranberry grower, actually received the plaque. The presentation was made by E. L. Bartholomew of Wareham,

## Western Pickers, Inc.

No. Rochester, Oct. 15, 1949

I am the owner of two Western Pickers and have operated them all season. While they are not 100% perfect I would not be without them.

GEO. A. COWAN.

October 14, 1949.

Dear Mr. Hillstrom:

We have nearly completed the harvesting of thirty acres of cranberries. This has been done very satisfactorily with two of your machine pickers. The only hand scooping necessary was ditch rows and corners of sections.

We experienced some difficulties in the early part of the season, but thanks to the fine service rendered by you these were ironed out, and we have been able to do exceptionally fine work on our late varieties.

It is my opinion that with the knowledge gained from the experience of this season you will be able to produce a much improved picker for the 1950 season.

In time the Cranberry Growers of Massachusetts will realize that they have a fine friend and benefactor in "RUDY" and his Western Picker.

With best wishes for your continued success I am

Very truly yours,

NAHUM B. MORSE, Mgr.  
Chipaway Corporation.

Hanson, Mass., Oct. 15, 1949.

I am the owner of 14 acres in Tremont, West Wareham. I have used a Western Picker during the last three seasons. This year I had the most berries I ever had and I estimate that I saved \$1000 in picking costs. I would not be without it.

TY JOKINEN.

Orders for 1950 delivery will be filled in numerical order. Because of production problems, Western Pickers are offering their machines at a lesser cost for earlier orders.

Address  
Coos Bay, Oregon

Concluding event was the "Cranberry Pickers Reel." This was a long and lively hoe down, the performers being 6th grade students from East Bridgewater. The difficult dance was perfectly executed.

Noted guests were asked to take a bow. These included: Marjorie Mills of Boston's WEEI, noted broadcaster upon food topics; Mrs. Ruth Wakefield of the celebrated Toll House eating establishment; Barbara Daley Anderson of Parents' magazine; Jessica McLaughlin, representative of the Wine Institute of California; the guest from the longest distance, June Owen, New York Times.

#### Indian Chief Dances

No mean addition to the program was a series of authentic Indian dances by Chief Wild Horse (Clinton Haynes) of Mashpee, in full Indian regalia. He gave a war dance, a victory dance, and an encore. Taking part in the pageant were two Indian princesses, Song Bird and Dancing Water (Mineola Lockwood and Gertrude Haynes).

An unexpected feature was the presentation of a bouquet of flowers to Mr. and Mrs. Ellis D. Atwood as hosts. They were called to the stage by the master of ceremonies and Mr. Atwood spoke a few words, cordially inviting the public to visit Edaville at any

time, and saying any thanks due was not to him or Mrs. Atwood but to the people who attended this second annual cranberry harvest festival and made it such a success.

#### New York City

On the Monday following her coronation Miss Crook and her mother were to go to New York as guests of the two co-ops, where the new queen was to meet celebrities of stage, radio and television and be feted royally as befits a reigning queen.

#### Ad in Pageant

Among those taking part in the pageant depicting the advance of the cranberry industry were Polly Spraul, Whitman; Harriet Briggs, Kingston; Barbara Richards, Natalie Hayes, East Bridgewater; Ferris Waite, Plymouth; Robert Bartlett, Norman Steer, Hanson; Frank Ward, Hanson; Stanley Benson, Middleboro; Sydney Smith, Brockton; Olin Sinclair, Duxbury; John Luteh, Pembroke; and Lawrence Bailey, Kingston.

Also, Nathaniel Ryder, Middleboro; Richard Kinsman, Middleboro; Richard Russell, Duxbury; Gertrude Brown, Marshfield; John Davis, Dot Davis, Hanson; Dorothy Davis, Jack Davis, Hanson; Ellen Sherman, Hanson; Francis Merritt, South Carver; Ruth Ward, Hanson; Kim Bosworth, Halifax; Betty Buchain, Plymouth; Helen Powers, Whitman; Jane Toddy, Whitman; Ingrid Hill, Pembroke.

#### NOW CAPE COD BEACH PLUM ASSOCIATION

The Cape Cod district now has a beach plum association as well as the long established Cape cranberry growers' association and the much more recent blueberry growers' association. Its first president is Ben D. Fleet of East Sandwich. He has received the James R. Jewett prize for developing the beach plum commercially.

Mr. Fleet is directing the efforts of growers of beach plums and jelly makers to develop the long-neglected fruit. He is also interested in holly, a native to the Cape, and is developing his own blueberry plantation at East Sandwich. (It may be recalled that CRANBERRIES several years ago paid considerable attention to the possibilities of beach plum cultivation as a side line for cranberry growers who had beach property, and has also had an article upon the possibilities of native holly.

#### FAO LAUNCHES WORLD PEST CONTROL PROGRAM

The Food and Agricultural Organization of the United States has started a project designed to reduce world-wide losses of food by insects, fungi and rodents.

Rodent control is now being tried out in India with the latest equipment and improved methods of control. A recent pest control training school under the auspices of FAO was conducted in Columbia. Another activity reported is the on-the-spot assistance for scientists in countries that are losing food to insects and rodents.

The FAO has been helping to check locust infestations in Turkey and Guatamala, while in Poland it has outlined a control program for the Colorado beetle which has been ravaging the potato crop.

#### OCTOBER HEAT WAVE

An unprecedented hot spell struck the Massachusetts cranberry area, in common with much of the country east of the Rockies, this culminating in a real "scorch-cr" on October 10th. Thermometers in Wareham registered in the high 80s, in adjacent Buzzards Bay it was 91 on the Main street, while the "official" high recording at the State Bog, East Wareham, was 79.

This hot weather over so much of the country, while snow swept the far West and tornadoes roared in the midwest, did the fresh cranberry market no good. Shipping slowed down due to lack of demand because of the exaggerated Indian Summer and because it was no time to have berries in transit,

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Cranberry Magazine



## IMPROVEMENT, WE THINK

AS mid-October nears it does seem as if the 1949 crop is being harvested with a minimum of difficulty, at least in Massachusetts, and that, generally speaking, returns received by the growers will be considerably above those of last year. Of course that is not saying much in view of last year's debacle. But this year does seem to be a step, as was planned, to get the industry back on a firm foundation.

One thing hoped for, but not anticipated for a certainty, was the lifting of the embargo upon American cranberries into Canada. That lift was promptly taken advantage of and a number of cars went to the Dominion. The Nova Scotian crop was reported as poor, thus providing good markets north of the border for U. S. berries.

The pre-packaged fresh fruit seems to be meeting with great favor in the eyes of the proverbial housewife, and also the Mr. when he does the family shopping. We have seen him pick up a cello package, examine it, and drop it into his market basket. The red fruit thus displayed, either alone or with other fruits and vegetables, is tempting. (We've even bought a couple of packages ourselves, already).

So, all in all, it does look as if the industry was fighting its way up.

---

## AMNYI MACHEN

THERE seems to be a great deal of dispute going on, if you read LIFE magazine, as to whether or not Asia's greatest mountain is Amnyi Machen, the world's highest peak—higher even than Mt. Everest, hitherto considered the world's highest land mass.

What has this to do with cranberries? Just this—the job of every grower should be to raise the peak of quality berries which can be sold, and then to sell them at prices which are fair to all concerned—himself, those who handle the fruit between himself and the consumer, and, finally, the consumer.

---

WE are no shakes at all as a mathematician. Whenever we add 2 and 2 we get 5 or 3. But that is beside the point. What we are wondering is this. If everybody spent just a few pennies more each

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Editor and Publisher  
CLARENCE J. HALL

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Pemberton, New Jersey

---

day than it was felt should be spent, how long would this depression last? Would just that little bit of extra spending start the ball rolling again?

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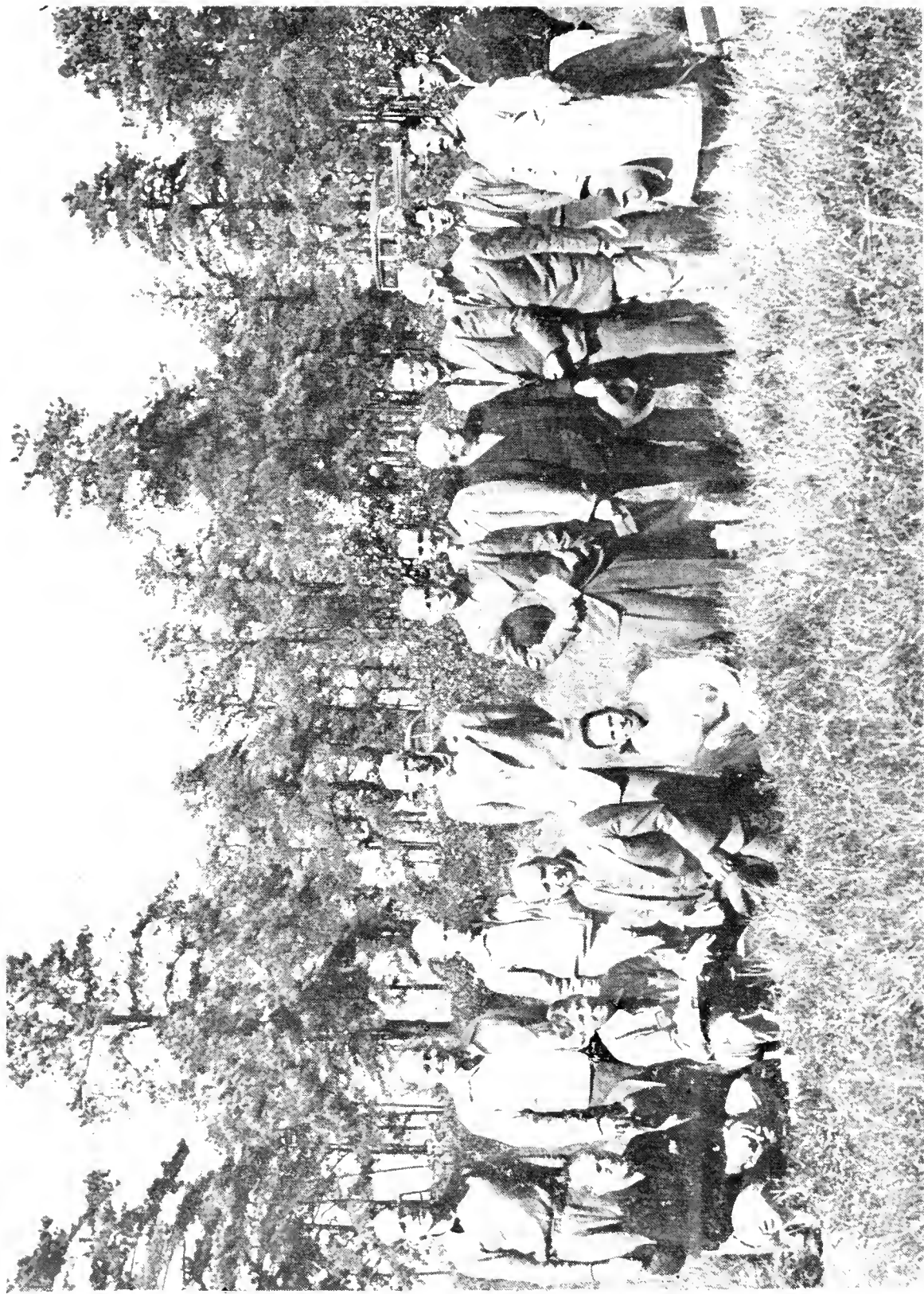
We used the good old-fashioned word "depression", in the last paragraph deliberately. But we believe we read somewhere that someone—possibly a "Fair Dealer"—has said, "We are enjoying the most prosperous recession we have ever had." Well, take your choice.



Ray Bates, holding a pair of wooden clog platform weeding shoes; the tree behind him is a palm in front of his home, although the fronds do not show. (CRANBERRIES Photo)



Senator Stone escorts the new Queen, Betty Crook, to her throne. Last year's Queen, Marcia Williams, lady-in-waiting, follows. (CRANBERRIES Photo)



The Massachusetts "40 Selections" visitation group in New Jersey with Jersey research men and growers: standing, left to right, "Bill" Tomlinson, Jr., associate in research at the Pemberton Cranberry-Blueberry Lab; "Matkie" Urann, Hanson, Mass.; Dr. R. B. Wilcox, N. J. Station, USDA, Dr. H. F. Bergman, East Wareham Station, USDA; Theodore H. Budd, N. J. president American Cranberry Exchange; "Dick" Beattie, Mass. Cranberry Specialist; E. L. Barthol-

omew, Wareham, Mass.; "Joe" Kelley, East Wareham, Mass.; Dr. George M. Darrow, USDA; "Jack" Cutts, New Jersey; Dr. Haig Derman, N. J., a research worker in blueberries in New Jersey. Front row, left: "Dan" Crabbe, New Jersey; Dr. F. B. Chandler, East Wareham Station; C. M. Chaney, ACE; Charles A. Doehbert, in charge of Pemberton Station. Scene at Whitesbog.  
 (Photo Walt Fort, N. J. Cranberry Growers Assn.)

## Goldsworthy Has Position With Big Cherry Coop

This Is at Sturgeon Bay, Wisconsin—Largest of Its Kind in the World—Will Reside There.

Vernon Goldsworthy, Wisconsin Rapids, Wisconsin, for many years manager of Wisconsin Cranberry Sales Company, director of ACE and a major Wisconsin grower in his own name, has assumed the post of general manager of the Fruit Growers Cooperative. This is a cherry growing co-op, located at Sturgeon Bay, Wisconsin, the largest cherry organization in the world. Last year the co-op processed 23,000,000 lbs. of the fruit, or the equivalent of 230,000 bbls. of cranberries.

"Goldy", who has been with the cherry group all summer in a temporary capacity, assumed his new post permanently September 25th.

Among "Goldy's" most recent activities has been the opening up of Oneida and Vilas counties in Northern Wisconsin to cranberry growing. These counties had previously had no cranberry culture and now have several hundred

acres! He has a large holding at Three Lakes and part interest in other properties.

Goldsworthy is one of the best known figures in the cranberry industry and his activities have been written about in CRANBERRIES a number of times. He is 43. With his wife Esther, and their four children, Charles, Judy, Sarah, and Mary, he will move shortly to Sturgeon Bay and will reside at 936 Memorial Drive.

### Fresh From the Fields

(Continued from Page 5)

something which hasn't happened before in the memories of the oldest settlers. The sumps which all use for sprinkling were about dry. There was the first real soaking about the first week in October.

#### Western Picker

Several Long Beach growers are using the Western Picker for part of their harvesting. Water-scooped berries are being dried mechanically in some instances. D. J. Crowley at the Cranberry-Blueberry laboratory is to make tests on the keeping quality of both types of harvesting.

### Cranberry Station

(Continued from Page 4)

three characteristics in their favor—an attractive berry, with high

yield per acre, and good keeping quality. Many tests will be run with the eight seedlings selected to further narrow down the selections before any are chosen for commercial planting. An excellent account of the Cranberry Breeding Program was printed by "CRANBERRIES" magazine in the May and June issues, 1947. The seedlings inspected in New Jersey are now being grown on several locations here in Massachusetts. We would be glad to show these plots to any growers interested in this work.

## Oregon Cranberry Festival Nov. 4, 5

The cranberry festival of Bandon, Oregon and surrounding cranberry area is to be held November 4 and 5. A cranberry queen will be chosen. She will be selected on ticket sales and by the judges upon her beauty.

Unsuccessful candidates in the contest who will be "princesses," will receive formal gowns and other gifts from the festival association. Any girl who is a junior or senior in the district from Riverton to Port Orford may be sponsored by any of the groups making up the association. The candidates must have at least reasonable school grades.

COVER DESIGN—Photo of Ray Bates shows him in his working clothes on his bog at Bandon. Growers East or West do not go in much for style when there is cranberry work to be done.

### Do a Friend a Favor

Tell him (or her) that every grower should be a subscriber of CRANBERRIES Magazine \$3.00 per year

## 5th ORIGINAL CRANBERRY QUEEN CORONATION FESTIVAL and DANCE

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FRIDAY EVENING — NOVEMBER 11, 8 p. m.

CRANBERRY BOWL FOOTBALL GAME

2 P. M.

Foxboro High—Wareham High

Massachusetts'

CRANBERRY QUEEN

will be chosen and crowned.

\$25.00 Door Prize — \$25.00 Cranberry Guessing Contest

Big Stage Show and Dancing

ADMISSION \$1.50, Tax Included

**DON'T MISS THIS GALA HARVEST EVENT!**

First group which selected a potential queen was the Southwest Oregon Cranberry Club, which chose Miss Barbara Randall.

Events will include a parade open to all groups, business organizations and individuals who have been invited to enter anything they wish, the bigger variety, the better. There will be a cranberry fair and a football game in the Cranberry Bowl.

## Cape Men Lay Foundation For Industry,, 1840s

By CLARENCE J. HALL

This chapter is continued from the September issue.

### Ezekiel Thacher

A fellow townsman in that year was awarded second prize, this being Ezekiel Thacher, who was a resident of the old Cummaquid section on the opposite side of the town.

He built his bog, which was a dry one, probably never more than an acre in extent, at the rear of his home, which was one of the oldest on the Cape, dating before 1700. It was a salt box and also that rare type known as a "high half-house", such a house being built with the idea of the other half being added later.

This house, which has gone today, as well as the bog, has been mentioned as a depot of the "underground railway" and to it many times came Wendell Phillips and William Lloyd Garrison, famous abolitionist speakers, it was said. Mr. Thacher was a Friend, or Quaker.

### Edward Thacher

Possibly Yarmouth's pioneer grower was Edward Thacher, who won first prize at Barnstable Fair in 1847. It might be noted that in that year the committee threw out several claims, as some of the "specimens" were "natural" cranberries. The Cape was becoming fussy about its cranberries! His statement showed he had begun the year before, and town records for taxes do not go back that far to give a clue if any preceded him.

Mr. Thacher, born January 25, 1802, the son of Barnabas and

thrice married, first to Lydia Gray, then to sisters, Eliza Ann and Hannah (Bourne) Thacher, and at his death, October 17, 1871, the YARMOUTH REGISTER described him as a well-known and public-spirited citizen. He was postmaster at the time of his cranberry pioneering—from 1837 to 1849—he was later a deputy sheriff and town records disclose he had been a blacksmith. He conducted the Yarmouthport matters of the mails from a room in his home which is still standing, of the type now known as a "Cape Cod Cottage", at the corner of King's Highway (Route 6) and Summer street.

He was one of a trio of citizens, the others being the noted Cape genealogist, Amos Otis, and Oliver Hallett, who were authorized by the town in 1841 to set trees along the highway at Yarmouthport, provided the road be left 30 feet wide inside the trees. These are the handsome elms, sometimes referred today as the "Cathedral elms".

Mr. Thacher is known to have had a fine orchard at the rear of his house and an unusually beautiful flower garden. He has been described as a very tall, thin man, but little is recalled about his cranberry cultivation.

In his claim for the premium he entered two pieces of bog, one of a quarter acre and the other of two rods. The site of these bogs is believed to have been on Weir road, near so-called "Upper Pond" and not far from Follen's Pond. He told how the quarter acre piece was formerly a mill pond, the soil a mixture of peat and mud, and was covered with coarse grass. During the winter when the ground was frozen, he had carted sand from adjoining upland and covered the bog to a depth of from two to 10 inches, describing this sand as coarse, white sand. "I consider 10 inches not too deep, as cranberries set well and require no hoeing."

### Planted with Foresight

He apparently utilized the upland he had "scalped", as he said he had gained one rod for every three he had cut down. He set the vines in April, May and June, he continued, and then set a few "for

experiment" in August. He set in hills about two feet apart, and found the runners extended from hill to hill. With foresight to insure good vines he had planted selections he had marked with sticks the year before when they were in fruit.

Mr. Thacher was again awarded first prize at the Fair in 1850 and concluded that his whole cranberry experiment in cost had not exceeded \$40.00. "I have received from the sales of cranberries to the fall of 1849, \$320; deduct for picking, one quarter, \$80.00, and all other expenses \$40 or \$120.00, which leaves \$200."

It is understood that after his death his daughter, Martha, who died September 8, 1896, conducted his bog for many years, it being known as "Martha Thacher's" bog, and was one of 10 or 12 acres.

### Falmouth Pioneers

In Falmouth, across the Cape from the Bay side cranberry activities, the board of assessors, Timothy Nye, Barnabas Bowman and William Nye, Jr., in 1849 decided that "wood and pasture land" of Zephaniah Robinson should be assessed as "Cranberry Bogg" instead. At least they crossed out "wood and pasture land", and beneath it made that notation in pencil. The previous year Mr. Robinson, who lived at Quisset on Vineyard Sound, had been assessed for dwelling and barn, five acres of meadow and tilling land, the "wood and pasture land", one horse and one cow. In 1850 his listing is the same, without any "wood and pasture land", but his cranberry "bogg" is valued at \$200.

Mr. Robinson died at the age of 82 years, having been born in Falmouth, the son of Zephaniah and Hannah Robinson.

### William Eldred

The year 1850 saw the cranberry taxation of another man in Falmouth, which at that time showed far more interest in the ownership of vessels of various kinds. Whaling and other activities of the sea were deep-rooted in that town. Falmouth has never been, even to today, an important cranberry area.

This tax was against William Eldred, the son of Lemuel and

the preceding year had been for Elizabeth Eldred. Like Mr. Robinson he lived in Quisset. His tax one dwelling and barn, 10 acres of pasture, 60 of woodland, and the sloop "Neptune". In 1851 he was taxed for bog at Racing Beach, value \$500. It would appear about this time the assessors became "cranberry conscious", and possibly these two men had begun several years prior to that date. There would seem, however, to have been none except these two.

Mr. Eldred's bog is known to have been one of about a quarter acre, built on swampy, natural cranberry land, where berries grew wild. It was about 50 yards back of the dunes, another "seashore" bog. At one time it showed signs of having been grubbed and probably sanded.

Dying November 26, 1859, Mr. Eldred had only a few years of life left after his cranberry taxation, although his bog continued to produce and cranberries were gathered there until the property eventually ran out.

**"A Marine Plant"—Josiah Freeman**

Belief in the minds of many of these earlier growers that cranberries were best by the salt water was real to them. When Mr. Eastwood wrote to Josiah Freeman of Orleans what the latter considered the best cranberry bog location,

Mr. Freeman replied:

I consider them (cranberries) rather a marine plant, and therefore would prefer to plant as near salt water as possible and not have them overflowed with salt water.

This matter of being close to salt water was not only preferable but practical to Mr. Freeman, as it was at the shore of Cape Cod Bay that he had his business—salt making. Before he began to cultivate he had started making salt, and he continued to turn the brine into salt, while he cultivated his berries, and did this long after most Cape men had given up salt manufacture.

Freeman, born June 6, 1804, was the first to be taxed in Orleans for cranberry property, this being in 1854 when he was assessed for an acre, although he probably began in the late 40s, if it was in bearing sufficiently to be taxed in that year.

He is known to have had at least six little pieces of bog, none far from the shore. On summer days his windmills—he had three—may be pictured as pumping the salt water through the big wooden spouts he had hollowed out, to his salt rooms on higher land, while he, himself, worked among his vines.

Besides his acre of cranberry swamp, which was valued at \$25.00

Mr. Freeman in the year of 1854 was assessed for a house and building, 20 acres of land and meadow, 15 rods of peat swamp, salt meadow, and 2,563 feet of salt works, yet his total tax bill was but \$11.20.

**He Was a Busy Man**

He tilled the soil, also had a cow and sold the milk. He kept chickens. His peat swamp provided fuel, both for cooking and for warmth. In his town at that time a peat swamp was practically

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a necessity, and a man who did not build his home near a peat swamp was looked upon as improvident. There was not much wood available in Orleans, or anywhere in that outer section of the Cape, and a few living today can remember the dark smoke of the burning peat coming from the chimneys, and remember its marshy smell. The peat, cut in squares and dried, made a hot fire for cooking.

The soil of Orleans is light and sandy, and although much early corn was raised and huge quantities shipped to Boston, its greatest wealth came from activities connected with the sea. One of the principle sources was clams, although Mr. Freeman was not one

of the many engaged in shellfish, nor was he one of the vast majority of Orleans men who, from the ages of 18 to 45 went cod fishing, or to other maritime activities.

None of his bogs were of any considerable size, except one piece in a big pasture which was known as "Uncle Isaac's Swamp". He replied in his letter to Mr. Eastwood that he flooded his bog "when it is practicable to protect the vines from frost". On summer nights he scrambled out of bed when he felt rain was due, and hurried to place the covers over his salt rooms, his son, Josiah Andrew, then a small boy, helping.

He was one of those Cape Codders who got up with the sun and was working on his bogs in the cool of the early morning. When a school teacher who boarded at his home asked when he found time to build the bogs he replied, "When you are sleeping".

**Director First C. C. G. A.  
Legislator**

His interest in cranberries grew as the salt markets diminished, and when a Cape Cod Cranberry Growers' association was formed in 1865 he was present and was elected one of the first directors, taking a part in the discussions at this and subsequent meetings. He is remembered as a good talker, debating frequently in town meetings, and he was sent to the State Legislature for a term.

He was a successful grower, shipping his cranberries and his salt to market in the "Bay Queen", last of the Orleans packets. Following his death, May 16, 1881, his son, Josiah Andrew, who had gone to California some years previously, returned and operated the bogs. The property is now incorporated into larger bogs owned by Richard Rich.

**Seaside Bogs**

Cultivation was expanding over the Cape, even to the tip at Provincetown in the 1840s, but it was still Dennis which was the heart of the industry, and to that town no one was contributing more to the "life-like appearance of its waterfront", as spoken of at the start of this chapter, than Asa Shiverick, whose bogs were also near the water and whose story will be told

shortly. Other Dennis early bogs were close to the shore, a few early growers even diking off salt meadow, freshening it and planting there. This was logical, there was ease and economy in the process, no trees or brush to clear away, plenty of beach sand close at hand. Some of these bogs for a time achieved success.

Aaron Crowell (1783-1871) built a pond at the then North Dennis, writing to Mr. Eastwood:

"I commenced stopping out the water by throwing up dikes, after which I planted a few near the pond. The next summer most of the vines died, the ground being too salt for them to thrive. In two or three years, however, they sprang up and spread their vines in every direction. . . ."

Ebenezer Crowell (1803-1882) in a letter to Mr. Eastwood said:

"My third lot is on a salt meadow diked in. This lot has but a small part been set with vines, as it was found to be too salt, which will kill the vines in mid-summer. The meadow is covered with white beach sand where the vines are set. I think this flourishes the best if the salt is sufficiently soaked from the soil. This I consider my best piece."

**Asa Shiverick**

**Shipbuilding and Cranberries**

But to get to Asa Shiverick, one of the greatest of the earlier cranberry growers, Asa was not "tapped" by the Dennis selectmen for his cranberry property until 1852, but that is the year when a number of other Dennis growers are also first assessed for cranberry bogs. Asa is strongly reputed to have begun in the earlier 1840s. As proof of his success, his tax valuation rose rapidly, and in a list of Dennis growers of 1859 he led all the others of that town with a production of 117 barrels, which he sold for \$1,404.

Asa was born June 25, 1790 at Falmouth, a descendant of one of the Cape's earliest settlers, Deacon Samuel Shiverick, who was "of Barnstable by 1836". His father was the Reverend Samuel Shiverick, and the Shivericks were devout people, starting their Sabbath at sundown Saturday, ending it with Monday morning.

The name of Shiverick on the Cape will always be associated with shipbuilding, as it was along

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Sesuit Creek at East Dennis that the only clipper ships ever built on the Cape were turned out from the Shiverick yards. These ships were more the products, however, of Asa's sons, but he laid down the tradition of shipbuilding and retained a financial, and doubtless advisory, interest in their building. Besides his cranberries and shipbuilding, Asa was one of the more important salt makers, having considerable strings of salt works along the shore of meandering Sesuit Creek on Sesuit Neck, across Quivet Neck where John Sears had pioneered in this Cape industry.

Asa must have divided his life between his salt vats, the mallet and maul of shipbuilding, and the wheelbarrow of the cranberry grower. He is reputed to have begun building ships at Dennis as early as 1811, small schooners, fishing boats, packets, even brigs and brigantines.

**The Clippers**

Asa's son, Asa, born January 14, 1816, went to Boston where he learned the shipbuilding business and then to Maine, where so many ships were slid down the ways in-

to the sea. Having served his apprenticeship, he returned to Dennis in 1837 and became associated with "Old Asa". Joining them were his two brothers, David and Paul. As Asa grew older he turned more to farming and cranberry growing, his sons more active in shipbuilding.

Then, backed by Captain Christopher Hall, leading citizen and financier of Dennis (and later cranberry grower) they conceived the idea of building clippers on the Cape, and began a great industry in yards a little farther down the creek than Asa's original site. Asa, Jr., also followed in his father's footsteps and built bog, first being assessed a year after Asa, in 1853.

Clipper ships have often been described as among the most beautiful things ever made by the hand of man. These Shiverick ships were world cruisers, and as has been said, "with masts so tall the sailors took along their wives when they went aloft to furl the sky'ls and sent down their grandchildren when the job was done."

First of these beautiful ships was the "Revenue", 1849-50, built

for Capt. Hall; second was the "Hippogriffe", 1851-52; third, "Bell of the West", 1852-53; fourth, "The Wild Hunter", 1855-56; fifth, the "Webfoot", 1856-57; then the "Christopher Hall", begun the year of Capt. Hall's untimely death in 1857; and last, the "Ellen Sears". They also built four large schooners, the "Watson Baker", the "J. K. Baker" (latter owner and cranberry grower), the "Searsville", and the "East Wind."

Needless to say, the building of these great vessels, each of about 1,000 tons register, added tremendously to the prosperity of Dennis and the whole Cape, while Asa

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himself was making his contribution to the cranberry industry until his death April 12, 1861, the day Fort Sumpter was fired upon.

#### Son, David, Took Over Bogs

Following his death, it was his son David who chiefly carried on the Shiverick cranberry interests. But Paul and another son, Thomas, became growers. After David's death in 1889 his son, David, took over the management. Before the latter's death, however, the "company" bogs had been sold, and today the bogs of the Shivericks have completely run out.

#### Great Days for Dennis

This was a great cranberry period for Dennis. Amos Otis, that accurate writer of "Geneological Notes of Some Barnstable Families", whose words must be studied by every writer seeking authentic knowledge of the early Cape, wrote: "All the cultivators of Dennis, and almost every man in the north part of Dennis who is now cultivating prepare their beds by spreading sand". The YARMOUTH REGISTER, ever alert to the interests of the cranberry growers, made a survey of "almost every cranberry bog and yard in the vicinity", and following this laid down some fundamentals of cranberry culture which, condensed, pointed out: soil must be either sand or peat or a mixture of both, there must be an abundant water supply, the top soil should be removed and the area covered with beach sand (if possible to get), if not any sand not containing loam or surface sand, that the most common method of setting had been by sod, but this had turned to vine setting in drills about four feet apart, two or three

uprights in each drill; spring was the best time to plant, and it announced "cranberry growing on good situations is profitable." This article was reprinted in many publications, including THE FARMER. In 1854 the MASSACHUSETTS PLOUGHMAN had told of frost flooding, writing:

When meadows can be easily flowed the blossoms may be pro-

tected by water, provided the weather is closely watched for a few days. The water may be kept on till the middle of May, at least, and after that it may be raised again for a day or two at times in any part of June. . . . When meadows lie on considerable streams, the water may be raised in September so as to protect the growers' fruit.

Yes, in this decade of the 1840s these Cape men already named,

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and others, including Captains Alvin and Cyrus Cahoon, Captain Nathaniel Robbins, Capt. Abiathar Doane, Captain Zebina Small (who with too much water made a failure in cranberry culture in 1847 at a cost of several hundred dollars, later to become a leader) whose careers will be discussed later, truly with "little drops of water and little grains of sand" were building an industry. They had learned much. They were leading up to the time of "Cranberry Fever" when Harwich was shortly to steal the lead as the chief cranberry town.

(Editor's Note: The request is still made that readers noting errors of fact or omissions in this history will notify us of these in order that corrections or additions may be made to the cranberry story).

Statement of the Ownership, Management, and Circulation required by the Act of Congress of August 24, 1912, as amended by the Acts of March 3, 1933, and July 2, 1946 (Title 39, United States Code, Section 233) Of CRANBERRIES, published monthly at Wareham, Massachusetts, for October 1949.

1. The names and addresses of the publisher, editor, managing editor, and business managers are:

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2. The owner is: Clarence J. Hall, Wareham, Mass.

3. The known bondholders, mortgagees, 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. HALL.

Sworn to and subscribed before me this 29th day of September, 1949.

(Seal) EDWARD E. BESSE.  
(My commission expires Sept. 5, 1952)

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"ED" HUGHES, Rancher, turned Cranberry Man. Story Page One. (CRANBERRIES Ph

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# RANCHER TURNED CRANBERRY MAN IS MANAGER NCA OREGON PLANT

"Ed" Hughes Now Bog Owner in Own Right at Bandon—Active in Community Affairs at Coquille, Especially "Teen-age Work" (Third in Series of West Coast Articles)

by  
CLARENCE J. HALL

Edward W. Hughes, general manager of the NCA cannery at Coquille, Oregon, is a rancher turned cranberry grower. As in the case of most NCA plant managers when a grower gets stuck for a bit of information or assistance he either puts in a telephone call or drops in and talks with "Ed." Hughes can usually come through with the answer called for, particularly if it has to do with irrigation at which he is an expert. Although Hughes has been in the cranberry field but a relatively short time he has done a lot for the growers of his area and deserves recognition.

"Ed" is a native Texan, born on a cow ranch, but spent a good many years in Idaho. It was in that state that he studied agriculture at the University of Idaho, located in the city of Moscow. He is really a man of varied activities. In 1920 he was running a garage in Idaho. In 1922 he married there and the following year moved over to Grants Pass in Oregon.

There he spent 20 years in the stock business, operating his own ranch. He had his own rodeos, having an excellent stable of saddle horses. He now owns six riding horses, even though he is out of the cattle and horse business. He still likes to own and ride excellent horseflesh. His daughter is an expert horsewoman.

His change to Coquille, near the coast, came about when he went there buying cattle for the Government during the war. A sufferer from hay fever, he found the Coquille air better for him than that of inland Grant's Pass. During the war Hughes served on the local Selective Service, which established a record for few appeals.

He spent three years on the Board of Farm Security.

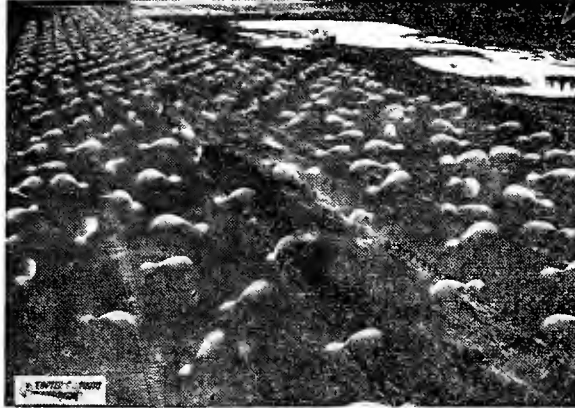
While in Coquille and at rather loose ends, he met George O. Lillegarde, whom he was to succeed as plant manager. He also met "Andy" Anderson when the latter was setting up the first equipment at Coquille. Interested in machinery and in cranberries, as he had already started a bog, Mr. Hughes was offered the job of plant manager and accepted, to his present satisfaction.

The cranberry property Hughes owns today is located south of Bandon, near the so-called Cape Blanco bog, which was begun by M. L. Urann. The bog of Hughes is a new one, planted last year, and will eventually consist of six acres. In preparing his bog he did it rather differently than many in Oregon. He did not plough, he disced and then planted by machine.

Near the Hughes bog is one owned by his brother-in-law, Lloyd H. Smith. This is known as the "Sky Bog". This is not so

(Continued on Page 16)

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# Mass. Cranberry Station and Field Notes

by J. RICHARD BEATTIE  
Extension Cranberry Specialist



## "Ray Wilcox

The cranberry industry has lost one of its ablest research men in the passing of Ray Wilcox of New Jersey. His splendid contributions in agricultural research, particularly cranberry diseases, are a tribute to his ability. Those of us who visited New Jersey recently to inspect the cranberry seedlings which he was supervising remember his sincerity, friendliness, and enthusiasm for his work. Ray Wilcox will long be remembered by the cranberry industry.

## "Bill" Wyeth

The many friends of William Wyeth, a Massachusetts grower, were saddened by his death on October 24. Bill will be remembered for his untiring efforts to bring about a more united system of promoting the sale of cranberries through the medium of a Cranberry Institute similar to the National Apple Institute. His work as chairman of the Public Relations Committee of the Cape Cod Cranberry Growers' Association is a tribute to "Bill's" sincerity of purpose to bring about orderly marketing of cranberries.

## Winter Flooding

The cranberry harvest in Massachusetts was practically completed October 15, which is a little earlier than normal and about ten days earlier than last year. It has been a remarkable harvest season with excellent weather for picking. Frost warning activities were confined to a single general warning, sent out Sunday evening, October 2. We really were fortunate in this respect in view of the very limited water supplies. Conditions are still critical with the threat of cold weather not far away. Heavy fall rains are needed desperately to relieve the situation. According to Dr. Franklin, new bogs should be flooded as soon as the ground

begins to freeze, because frost in the soil will cause heaving of the newly set vines. This means that growers who are short of water should have put in their planks early in November to catch as much water as possible. Bearing bogs are usually flooded about December 1 or as soon as the bog's surface remains frozen all day. Dr. Franklin states in his recent Bulletin No. 447, **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 surface water must be let off in times of thaws or heavy rains in winter or early spring. If this is neglected with vines frozen into the ice the raising of the ice will pull them out of the ground."

## Marketing School

County Agents "Bert" Tomlinson and "Lew" Norwood, of Barnstable and Plymouth Counties respectively, and the writer attended a very interesting Marketing School for members of the staff in Amherst October 25-27. We heard marketing specialists, an agricultural economist, and men in the trade discuss the pros and cons of commission and auction selling and also functions of farmers' markets. In fact, a full day was devoted to each of the above methods for selling produce. It was particularly interesting to hear from the men in the trade who are actively engaged in the various methods of selling relate their experiences in selling produce under their particular system. It was certainly obvious, after attending these sessions, that there is no one way to sell produce. A quality pack should be the producer's goal, and the customer still makes the really important decision as to whether

she purchases our particular product. The marketing field is a highly specialized and competitive business, but there is still considerable room for improvement in the steps involved in merchandising most agricultural products.

## Keeping Quality Studies

Prof. Earle Cox, of the research staff of the Agricultural Engineering Department at the University of Massachusetts, has been conducting some very interesting studies on the keeping quality of cranberries, together with some experiments on new cleaning and screening techniques. These studies are considerably more extensive than have been carried out before. The results should be interesting to cranberry growers and marketing agencies.

## Seedlings

The cranberry seedlings selected on our recent New Jersey trip were brought up to the Station a few weeks ago by the late Ray Wilcox. Growers are cordially invited to stop in and pass judgment as to those seedlings that should be given further study.

The annual Production and Marketing Conference will be held November 30-December 1 at the University of Massachusetts, Amherst. This year, marketing problems will occupy an important part in the program. The purpose of this state-wide meeting of farmers, marketing officials, and representatives of state and federal agencies is to review our production and marketing problems on a commodity basis and to prepare a plan of work outlying the steps necessary to meet such problems. We hope a good delegation of cranberry growers will attend this important conference.

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Write "A", care CRANBERRIES Magazine, Wareham, Mass.

# Cranberries

THE NATIONAL CRANBERRY MAGAZINE

Issue of November, 1949—Vol. 14, No. 7

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

#### Crop Falling Short?

Crop, it is believed in some quarters, when finally screened and shipped or stored for processing, may fall somewhat short of the original USDA estimate of 510,000 barrels, which was still the estimate in the October report of Crop Reporting Service. This is the belief of New England Cranberry Sales Co., which, in its first estimate, was lower than the USDA figure, estimating at 485,000. It was recently being felt even this figure may not be reached. Much of the shrinkage (if it does develop to be true), is probably to do with the Early Blacks, both in quantity harvested and in diminishing in screening.

#### No Fall Frost Losses

Harvesting was almost, if not entirely, completed by October 21-22. There were no fall frost losses, at least of any general consequence.

#### No Water for Winter Flowage

Biggest worry of the growers as October ended was the water supply. Most supplies were at probably an all-time low. A few growers will not be so bothered, but in most cases, after the prolonged drought of months, ponds, streams and reservoirs are way down. Some growers can walk in their reservoirs and not get their feet wet. Growers fear winterkill, well remembering the disastrous period in December two or three years ago when cold, dry winds took such a heavy toll of prospects. There was, however, as November began, still time for sufficient rain to fall to change the picture. There is an old N. E. saying that really cold weather does not come until the ponds and wells fill up, although

this certainly did not hold true in the trouble of a couple of years ago.

#### October Bone Dry—Warm

Precipitation was so low in Massachusetts that but 1.02 inches had been recorded at the State Bog as the month ended. The coldest day was October 28, which brought 27 in the shelter at the State Bog, and ice was made in a number of places. This was the first real frost of the fall-winter. Up to that time flowers were still in bloom from Middleboro to Provincetown, the flowers refusing to fall with the leaves. Hottest day was October 11 with 79. Dr. Franklin had recorded no frost loss, or practically nil at month-end.

#### Orders Picking Up

As October ended New England Cranberry Sales reported that orders were picking up, and it was expected the market would strengthen, as it normally should with the holidays ahead. Car shipments, after getting off to a faster start than normal, had lagged all through the month with the unseasonal weather a definite detrimental factor. However, about 400 cars had been shipped through Middleboro by Oct. 31, and with a probably larger amount than in years past, going to market over the road, a considerable quantity of fruit had left Southeastern Massachusetts.

What the final Mass. crop in shipment will be determined a good deal by how much is lost in shrinkage. There was shrinkage of undue amount in the Blacks and this may continue into the Howes. At Beaton Distributing Agency, there was no reported pick-up in orders at the end of the month, but it was believed the harvested crop had not fallen off

from estimate. The Beaton bogs had come up to their original estimate as had also some other large properties.

### WISCONSIN

#### Harvest Above Estimate

As October ended, it seemed, according to "Del" Hammond, general manager WCSO, that the harvest will have been about 200,000 bbls., or above estimate.

There was some trouble with early-raked berries, although the color was good, the size large, the quality in most cases was only average. The increase in production was traced almost entirely to the young marshes of Searls. Some of the three-year-old marshes are producing as much at 90-100 bbls., to the acre.

#### Shipments Ahead

The weather was beautiful, for instance Oct. 28, brought a 74, which, although pleasant, is definitely not cranberry shipping weather. Consequently orders were somewhat slowed, even though the Sales Company had shipped out more up to month's end than last year.

#### Next Years' Outlook

The marshes look in beautiful condition and the bud for next year seem again very promising. Prospects, if they may be called prospects a year ahead are good for 1950.

### NEW JERSEY

#### Temperature

The month of October provided nearly ideal cranberry harvesting weather in South Jersey. There was a minimum amount of rain to hinder the harvest, and useasonably mild temperatures continued until

(Continued on Page 16)

# CRANBERRY WEED KILLING

By R. H. ROBERTS, University of Wisconsin, Madison, Wis.

ranged from a few gallons to several thousand each. Solvent from several petroleum companies was used with generally satisfactory re-

The use of "paint thinner" to eradicate horsetail rush in cranberry bogs in Washington (1) suggested the possibility of using some type of mineral spirits (with a boiling range between 300 and 400° F.) to kill other unwanted plants that grow with and about cranberries. Trials were begun in 1943 using oleum spirits (Standard Oil Company) which seemed the nearest to the product used in the West that was locally available. Occasional observations during two seasons showed that this naphtha did some damage to actively growing cranberries, injured or killed many cranberry "weeds", would kill quack grass when properly applied, and that the summer season when the plants are maturing was not the best time to work at weed killing.

2, 4-D is not effective against many cranberry weeds. It burns the new growth on cranberries and regeneration of new shoots is very slow so, is not to be used on cranberries.

In the winters of 1946-47, a considerable number of perennials and annual plants which inhabit muck soils were grown in the greenhouse and treated with various types of mineral spirits, particularly Stoddard Solvent. The latter burns the tops of growing shoots of cranberry but does not injury cranberry vines while they are dormant.

Application of the various petroleum products was spraying, treating the soil or by floating on a flood of water about the plants and letting the water gradually soak into the soil. Cranberries planted with the weeds were not injured by flooding for as long a period as three hours.

The list of plants treated and the injury observed to the right.

It is apparent that numerous weeds, including many of the most objectionable ones, can be killed by an effective application of a mineral spirit of the proper boiling range (Fig. 2).

A large percentage of the Wisconsin growers made trial applications of Stoddard in 1947. These

## Plants which are Killed with Stoddard Solvent

Common Name	Name	Family
Barnyard grass	Echinochloa pungens	Gramineae (Grass)
Barnyard grass	Echinochloa walteri	Gramineae (Grass)
Bent grass	Agrostis sp.	Gramineae (Grass)
Black Medick	Medicago lupulina	Leguminosae (Pulse)
Blue Joint	Calamagrostis canadensis	Gramineae (Grass)
Bog rush	Juncus brevicaudatus	Juncaceae (Rush)
Bramble	Rubus hispidus	Rosaceae (Rose)
Bugle-weed	Lycopus sp.	Labiatae (Mint)
Bull thistle	Cirsium lanceolatum	Compositae (Composite)
Bunch grass	Carex sp.	Cyperaceae (Sedge)
"Bur-reed"	Juncus canadensis	Juncaceae (Rush)
Cinquefoil	Potentilla arguta	Rosaceae (Rose)
Common rush	Juncus effusus	Juncaceae (Rush)
Cotton grass	Eriophorum augustifolium	Cyperaceae (Sedge)
Cudweed	Gnaphalium sp.	Compositae (Composite)
Dandelion	Taraxacum officinale	Compositae (Composite)
False buckwheat	Polygonum convolvulus	Polygonaceae (Buckwheat)
Fine bunch grass	Carex sp.	Cyperaceae (Sedge)
Five leaf	Potentilla palustris	Rosaceae (Rose)
Fleabane	Frigeron canadensis	Compositae (Composite)
Galingale	Cyperus filiculmis	Cyperaceae (Sedge)
Horsetail rush	Equisetum arvense	Equisetaceae (Horsetail)
Indian Chickweed	Mollugo verticillata	Coryophyllaceae (Pink)
"Junegrass"	Poa pratensis	Gramineae (Grass)
(Kv. bluegrass)		
Knot grass	Carex scoparia	Cyperaceae (Sedge)
Lance-leaved violet	Viola lanceolata	Violaceae (Violet)
Larger blue flag	Iris versicolor	Iridaceae (Iris)
Loose strife	Lysimachia terrestris	Primulaceae (Primrose)
Marsh bellflower	Campanula parviflora	Campanulaceae (Bluebell)
Mock penny royal	Heleoma hispidum	Labiatae (Mint)
Nightshade	Solanum nigrum	Solanaceae (Nightshade)
Pennyress	Thlaspi arvense	Cruciferae (Mustard)
Pepper grass	Lepidium sp.	Cruciferae (Mustard)
Purslane	Portulaca sp.	Portulacaceae (Purslane)
Purslane speedwell	Veronica peregrina	Scrophulariaceae (Figwort)
Quack grass	Agropyron repens	Gramineae (Grass)
Rattlesnake grass	Glyceria canadensis	Gramineae (Grass)
Red Clover	Trifolium pratense	Leguminosae (Pulse)
Reed bent grass	Calamagrostis sp.	Gramineae (Grass)
Reed Canary grass	Phalaris arundinacea	Gramineae (Grass)
Sandbur	Cenchrus carolinianus	Gramineae (Grass)
Sickle grass	Leersia oxycoides	Gramineae (Grass)
Silvery cinquefoil	Potentilla argentea	Rosaceae (Rose)
Skull cap	Scutellaria galericulata	Labiatae (Mint)
"SloUGH grass"	Carex sp.	Cyperaceae (Sedge)
Smart weed	Polygonum natans	Polygonaceae (Buckwheat)
Sorrel	Rumex sp.	Polygonaceae (Buckwheat)
Speedwell	Veronica alpina	Schophulariaceae (Figwort)
Source	Euphorbia sp.	Euphorbiaceae (Spurge)
Star grass	Dulichium arundinaceum	Cyperaceae (Sedge)
Tear thumb	Polygonum sagittatum	Polygonaceae (Buckwheat)
Three-seeded mercury	Acalypha sp.	Euphorbiaceae (Spurge)
Tickle grass	Agrostis scabra	Gramineae (Grass)
Water hemlock	Centa bulbifera	Umbelliferae (Parsley)
Water purslane	Ludwigia palustris	Onagraceae (Evening primrose)
White clover	Trifolium repens	Leguminosae (Pulse)
Wide leaf	Sparganium americanum	Sparganiaceae (Burr-pod)
Wild mustard	Brassica sp.	Cruciferae (Mustard)
"Wire grass"	Juncus filiformis	Cyperaceae (Sedge)
Witch grass	Panicum sp.	Gramineae (Grass)
Wool grass	Scirpus sp.	Cyperaceae (Sedge)

## Plants which are not Injured or Only Stunted by Stoddard Solvent

Aster	Aster paniculatus	Compositae (Composite)
Beggar ticks	Bidens frondosa	Compositae (Composite)
Buck bean	Menyanthes trifoliata	Gentianaceae (Gentian)
Clear weed	Pilea pumila	Santalaceae (Sandalwood)
False buckwheat	Polygonum scandens	Polygonaceae (Buckwheat)
False nettle	Boehmeria cylindrica	Santalaceae (Sandalwood)
"Hard hack"	Spiraea alba	Rosaceae (Rose)
Leather leaf	Chamaedephe calyculata	Ericaceae (Heath)
Marsh fern	Dryopteris thelypteris	Polypodiaceae (Fern)
Moss.	Polytrichum	Moss
Phlox	Phlox divaricata	Polemoniaceae (Polemonium)
Ragweed	Ambrosia artemisiifolia	Compositae (Composite)
Satin grass	Muhlenbergia sylvatica	Gramineae (Grass)
Sensitive fern	Oncoclea sensibilis	Polypodiaceae (Fern)
St. John's wort	Hypericum virginicum	Hypericaceae (St. John's Wort)
St. John's wort	Hypericum boreale	Hypericaceae (St. John's Wort)
Stick-tight	Bidens cernua	Compositae (Composite)
Swamp beggar-ticks	Bidens connata	Compositae (Composite)
Willow	Salix sp.	Salicaceae (Willow)
Wood sorrel	Oxalis stricta	Oxalidaceae (Wood sorrel)



Such trust! Betty Crook holding that tiny cranberry between her fingers for Gene Autry to shoot at! And she doesn't look at all scared, does she? Gene looks as though he knows what he's doing, though.  
(Photo, courtesy American Cranberry Exchange)

sults. The field application gave killing or injury similar to the greenhouse trials. A number of instructive conclusions were secured:

1. Many of the common cranberry weeds can be effectively controlled by Stoddard solvent.

2. A few weeds with extensive underground shoots as buck bean are only burned and not entirely killed by a single application, as in the greenhouse trials.

3. About 400 gallon per acre seems necessary for "heavy weeds".

4. Application of Stoddard should be as late as practicable before cranberry growth starts.

5. Low pressure applications are most effective.

6. Spray booms used for insecticide applications and having nozzles far apart are not suited to Stoddard applications. The kill is streaked (Fig. 3). Booms of convenient lengths from 15 to 30 feet with two rows of fan nozzles are needed for the most effective applications.

7. Treating freshly sanded sections gives poorer results as the sand delays the emergency of some weeds until after the cranberries start to grow.

8. Marked increases in yield were received where weeds giving heavy shading had been killed (Fig. 4). Typical differences in berries per square foot in and out of weeds: 28 and 59, 91 and 135, 27 and 91, 30 and 70, 43 and 51, 37 and 60, and 35 and 65.

9. Some injury was found where Stoddard was put on some freshly mowed areas. The Stoddard entered the vines at cut ends and breaks in the bark and resulted in the death of new shoots beyond these points. Delay spraying of mowed areas for at least two weeks.

The possible role of the aromatic content in killing can not be clearly determined until the ASTM methods or procedures are better standardized. Analyses of the same samples of naphthas by different laboratories often yield wide differences in the reported aromatic content.

To make the present Stoddards more effective, some improvements are needed, such as (1) the addition of an insecticide as DDT should

be of help in controlling "fire worm" and (2) if it proves practicable, a spreader should be added so the Stoddard could be floated on a low flood. Present naphthas do not spread well on water. A fine kill resulted from spraying on a flood which was slowly drawn off after an hour.

When Stoddard solvent was "fortified" with 25% of xylenes it was effective in killing Aster, clear weed (Pilea), False Nettle (Boehmeria), Moss (Polytricum), Phlox, Ragweed (Amhrosia), St. John's Wort (Hypericum), Satingrass (Muhlenbergia sylvatica), and Stick-tights (Bidens). Other herbicides appear to be needed for Buck bean, (Meuyauthes) Hardback (Spirea), and Leather leaf (Chamaedaphne). Filed trials of this mixture gave very satisfactory results in 1948. This formulation is being offered petroleum distributors for application next spring.

## Late Howes Open At \$3.50 'Cello

Late Howes were opened by American Cranberry Exchange, November 4th, at \$3.50 a cellophane case, or at the rate of \$14.00 a barrel. The bulk price was \$3.25 a quarter barrel box. Price for the window package was set at \$3.65, highest of all, and a strong swing toward this type of pack was reported.

Wisconsin opened October 29th at \$3.25 and \$3.35 for Bell and Cherries, depending on quality; Jumbo Searles, \$3.35 and \$3.45; McFarlins, \$3.25, \$3.40.

The price on the Howes was rather disappointing to many growers, but sales of Blacks particularly and some other varieties had not been strong during October. Weather, for one thing, with unseasonal high temperatures over most of the country, was not conducive to brisk buying.



### LEGENDS

Fig. 1. (Upper left)—Cranberries with 17 "weeds".

Fig. 2. (Upper right)—After spraying figure 1 with Stoddard Solvent. Only Clearweed (Pilea) and cranberries are living.

Fig. 3. (Left, top)—Poor spray booms give streaked killing.

Fig. 4. (Left, lower)—Typical reduction in weed populations from spraying with Stoddard Solvent, at right of ditch.



## THANKSGIVING, 1949

**H**ERE it is Thanksgiving time again. Most growers do not know yet how much they have to be thankful for if anything, in the financial end of their year's labor. But the whole story is not told until all returns are in, so it is best not to be discouraged prematurely. What keeps the farmer going is "Well, there is always next year." Let's dream for a moment, and be thankful we are alive to dream.

Wouldn't it be wonderful if over-all marketing plans worked 100 percent—if all coops and distributing agencies could return to the grower more each year than he had anticipated? If there was no flooding of markets, if everybody in the country suddenly went berserk in the desire to eat more and more cranberries?

Wouldn't it be wonderful if there were no insects to combat, no droughts to cope with, no weeds and no frosts? Or would this sort of Paradise get dull after a while? Anyhow, there is little need to answer this question, Utopia cannot be expected to come about at least this year or next.

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## HOW ARE GROWERS AS CRANBERRY EATERS?

This may be just a passing thought, but we wonder if all cranberry growers take enough of their own medicine, e. i., cranberries? How well do they, as individuals, like the fruits of their labor? Do they eat more in a year than the approximate half pound per capita which is the consumption of the nation? Do they eat fresh cranberries in season and canned the rest of the year and especially when they have guests? If cranberries were served religiously on tables of the families of the 2 or 3 thousand growers in the U. S. A. it would help reduce surpluses. Maybe such is the case, but it would be interesting to know.

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## DEATH TAKES TWO LEADERS FROM INDUSTRY

**T**HE cranberry industry has lost two of its valued personnel. We refer first to Raymond B. Wilcox, pathologist USDA, and associate professor at Pemberton, New Jersey. Of a quiet, retiring nature, Dr. Wilcox was widely known for his research on virus and fungous diseases of cranberries, blueberries, and also raspberries. His true worth was, perhaps, more realized by his fellow scientific workers than

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

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by the average cranberry layman, but his contributions will long remain.

The second loss was in the death of "Bill" Wyeth of Massachusetts. Mr. Wyeth was a friend to everyone, an able, large-scale grower and had been very active in publicity of Cape Cod Cranberry Growers' Association and in attempting to pull the entire industry together in marketing through the formation of a central body, he advocated something like a "cranberry institute." The industry has lost a "square shooter," and to everyone who knew him intimately, a real friend.



## Raymond B. Wilcox

The industry lost a leading scientific worker, entirely unexpectedly, on Saturday, November 22, in the death, through a heart attack, of Raymond B. Wilcox. He was pathologist, USDA, and Professor of Horticulture, Rutgers University, stationed at Pemberton, N. J. Apparently in excellent health, Dr. Wilcox when stricken was attending a football game with his family at Lafayette College, Easton, Pennsylvania. Taken to Easton Hospital by ambulance, he was pronounced dead upon arrival. He was 61.

Professor Wilcox was widely known for his research on virus and fungous diseases of cranberries, blueberries and raspberries. A field investigator for the USDA, he had been associated with the New Jersey Cranberry and Blueberry Research Laboratory for the past 20 years. He discovered, described and named "Blueberry Stunt Disease." Lately he had been working intensively upon the cranberry cross-breeding program, and only a short time prior to his death has assisted in arranging an important gathering to select most promising cranberry hybrids at Whitesbog and other Jersey properties. In fact, he was included in a group photo at Whitesbog in last month's issue of CRANBERRIES. A detailed account of "Ray" Wilcox appeared in the is-

sue of this magazine for February, 1947.

He had made his home at Pemberton for several years, but for the past few years had lived on Woodland Road, Burlington. Surviving are his wife, Hazel (Hoag) Wilcox, a brother, Dr. Arthur N. Wilcox, of the University of Minnesota, a daughter, Mrs. Russell W. Strickland, North Creek, N. Y., and a son, Richard, junior at Lafayette College.

He was a member of the Congregational church. He was a member of the American Phytopathological Society. Born at Kiowa, Kansas, February 1, 1889, he was graduated from the University of Wisconsin in 1912, and received the degree of Master of Science in 1913.

Funeral services were held at the Colton Memorial Chapel, Lafayette College, Pa., October 26th. Participating in the service was practically the full choral group of the college. Mr. Wilcox had been a great lover of music. Among the pall-bearers was Dr. Frederick B. Chandler of East Wareham, Massachusetts, who for many years had been closely associated with Mr. Wilcox.

At the service the following tribute was read by Bert Jarvis of Pemberton, representing the cranberry and blueberry growers:

We consider it a great privilege to pay tribute to our friend on behalf of the members of the cranberry and blueberry industries, which he so ably guided and assisted these many years in almost innumerable difficulties and scientific needs.

Respected, greatly respected, for his unusually fine ability, strengthened by perseverance and painstaking effort.

Admired, greatly admired, for a strong consciousness and sympathetic awareness of our everyday problems.

Esteemed, greatly esteemed, for his strong character, embodying the Christian attributes of mildness, dignity, quiet understanding and love for his fellow man.

His was truly a wonderful Christian life of service that will be surely rewarded at the throne of Heavenly Grace, as our Saviour saith,

"Come, ye blessed of my Father, inherit the kingdom prepared for you."

## TRIBUTES

On October 12 and 13, we had the good fortune to enjoy again the company of an old friend and esteemed colleague in cranberry research. At that time, Ray Wilcox brought to us at East Wareham from New Jersey a lot of samples of the fruit of new cranberry crosses. It was, as usual, instructive and very helpful to compare experience with him. He left us in apparent good health and cheer. On October 22, he died of a heart attack at Lafayette College where he had gone to attend a football game with his family. The news of his sudden passing came to us at the Cranberry Station as the shock of a blow, as it did to his many friends everywhere. He was a splendid fellow and a real leader in agricultural research. Intelligent approach and thoroughness were the marked qualities of his work. His so-called "cafeteria" studies of the resistance of cranberry varieties to the false blossom disease were outstanding and highly original. Recently, he was making real progress in advanced studies of the incidence of putrefactive cranberry diseases in New Jersey.

Ray Wilcox was born February 1, 1889, at Kiowa, Kansas, not many miles from the boyhood home of another stalwart in cranberry research, Herbert F. Bergman. He graduated from the University of Wisconsin where he also later received his Master's degree. He served in the Bureau of Plant Industry of the United States Department of Agriculture for 36 years, working effectively on the diseases of small fruits. Need I say more in his memory or in his praise? His works live after him and assure him a high place.

Henry J. Franklin  
East Wareham, Mass.

Those of us who worked beside Raymond B. Wilcox learned to respect the completely thorough way in which he approached every research undertaking. He would plan



# Western Pickers, Inc.

COMMONWEALTH OF MASSACHUSETTS  
THE SUPERIOR COURT

J. ARTHUR BAKER  
Associate Justice

October 22, 1949

Western Pickers, Inc.  
Coos Bay, Oregon  
Gentlemen:

I am much pleased with the Western Picker which I purchased from you this year.

An operator and helper picked my ten-acre bog in about ten days. It did both a good picking and a pruning bog. A substantial saving in harvesting costs resulted. With the improvements you have in mind, it strikes me this picker is the answer to the cranberry grower's prayers.

With best wishes, I am

Sincerely yours,

J. ARTHUR BAKER.

From now on the average cranberry grower cannot afford to be without a Western Picker. Let us look at the facts:

In the near foreseeable future the price of cranberries will remain low. There is now a surplus grown every year over the amount sold. In the next two or three years Wisconsin will be producing 100,000 bbl. more than at present because of new marshes coming in, and the Pacific Coast will also nearly double its production. The end result will be more berries to sell to, at present, a limited eating market.

This competition to move berries will result in large numbers of growers trying to sell their berries independently or wherever they can. The result will be an even lowering of prices paid. This will continue until only the lowest cost producer will survive. Then when this mad scramble is over the industry will have to unite in one strong Co-operative to prevent a recurrence of the present bad market.

This is where the Western Picker comes in. It is now the great common denominator of the Cranberry Industry because it equalizes all picking costs. One of the greatest problems (and costs) remaining in the industry is picking. Now the average grower has to start picking too early because of help problems and he suffers from shrinkage, loss of growth, quality, and worry—instead of picking his crop when it is just ready, and he is ready.

With a Western Picker he picks from 10 to 25 acres at practically no cost if he charges his own picking time as he charges his weeding and flooding time. He will save the price of the picker every year.

Because Western Picker Inc. would like to build its pickers during the winter instead of during the summer it is making substantial price reductions for early orders, which will be filled in the numerical order taken.

Following is the list of purchase prices:

Dec. \$890	\$440
Jan. 910	460
Feb. 930	480
Mar. 950	500
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May 990	540
Jne. 1010	560
July 1030	580
Aug. 1040	590
Spt. 1050	600

All prices F. O. B. Coos Bay, Oregon or South Middleboro, Mass.  
Write Western Pickers Inc. for quantity discounts to one owner.

See these representatives in your area:

Ed. Jokinen, Tremont St., Duxbury, Mass. Phone 389W  
Nahum Morse, East Freetown. Phone No. Rochester 32-12  
Jerry Brockman, Route No. 1, Vesper, Wisconsin  
Al Lundgren, Grayland, Washington. Phone 2406  
Western Pickers, 1172 Hemlock Ave., Coos Bay, Oregon. Phone 6671

(ADVT)

so that a surprising number of contingencies were provided for, so that there would be the least waste motion in preparation and carrying out the project, so that there would be the most possible time to devote to the real work of the job, so that the results when secured would have a clearly definite meaning which would advance the present knowledge and provide a foundation for the next step. His reports stated clearly what had been accomplished and what the conditions were which governed its interpretation. He was a truly scientific workman, and he has left for the benefit of the cranberry and blueberry growers and investigators a record of helpful service.

CHARLES A. DOEHLERT,  
Pemberton, New Jersey

A leader in pathological research on cranberry and blueberry diseases was lost with the death of Raymond B. Wilcox on October 22, 1949. He had long been interested in diseases of cranberries and blueberries, particularly the viruses, and made outstanding contributions to our knowledge of both.

Raymond B. Wilcox was born February 1, 1889, at Kiowa, Kansas. His parents afterwards moved to Waterloo, Wisconsin, and it was there that Mr. Wilcox grew up. After graduation from the Waterloo High School, he went to the Missouri Botanical Garden and George Washington University. Later he transferred to the University of Wisconsin where he received the B. S. degree in 1912 and the degree of M. S. in plant pathology in 1913.

Directly after receiving the Master's degree, Mr. Wilcox entered service with the U. S. Department of Agriculture, working on diseases of small fruits, and remained with the Department until his death. From 1913 to 1916 he was stationed at Vineland, New Jersey, working mainly on diseases of grapes. He was then transferred to Tom's River, New Jersey, to work on cranberry diseases, having his laboratory at Double Trouble. In 1919 he was transferred to Ohio where he worked on diseases of grapes, raspberries and blackber-

ries. In 1928 he returned to New Jersey, stationed at first at Tom's River and later at Pemberton. It was in 1930, at Double Trouble, that the writer first became acquainted with Mr. Wilcox. The many pleasant occasions at "Troublesome Laboratory" are among the writer's fond recollections of his long acquaintance with Mr. Wilcox.

The extensive studies made by Mr. Wilcox on the control of fruit rots in New Jersey have been of inestimable value to New Jersey growers. His papers on fruit rot control were concerned not only with tests of fungicides but include also observations on various other factors affecting the incidence of fruit rots. Most of these papers have been published in the Proceedings of the American Association of Cranberry Growers. His latest paper on "Certain factors affecting fruit rot control in New Jersey cranberry bogs" is of particular interest. In it Mr. Wilcox has attempted to determine the basic principles of rot control by an analysis of the effect of various conditions and of different practices in bog management on the prevalence of rots. He had long recognized the importance of such a study, and it is very unfortunate that he could not have lived to continue this work.

Mr. Wilcox also made extensive studies on cranberry false blossom. Among these were inoculation experiments with the blunt-nosed leafhopper; the determination (with T. J. Blisard) of wild plants upon which the leafhopper feeds; and the development of the "cafeteria test", a laboratory method for determining the feeding preference of leafhoppers for different

varieties of cranberries. Since the feeding preference of leafhoppers was found to be directly correlated with the rate at which false blossom spreads on the different varieties in the field, and since the test can be made within a relatively short time, the "cafeteria test" has been of great value in the selection of new varieties. The test was applied to most of the named varieties of cranberries in New Jersey and to more than 500 of the more promising hybrid seedlings in the cranberry breeding project carried on by the U. S. Department of Agriculture. The ratings of seedlings for probable resistance to false blossom as determined by this test was used as an important criterion in the selection of seedlings for further tests.

Mr. Wilcox had an important part in the Department's cranberry breeding project, not only in making the "cafeteria tests", but also in other ways. Most of the seedlings in this project were grown in New Jersey up to the time that the first selections (the "40" selections) were made in 1940, and 93 additional selections in 1945. During the years from the time that the cranberry breeding nursery was started in New Jersey in 1934 until the later selections were made in 1945, Mr. Wilcox was responsible for the care of the nursery, an important and time-consuming task, the value of which has not been generally recognized. In addition he made notes each year after the seedlings began to produce berries on the percentage of spoilage in berries from individual plants, berry shape, size (cup count), color and general appearance together with notes on the characteristics of the vines. These

notes were a very important factor in making the "40" and the "93" selections.

In addition to his work on the diseases of cranberries Mr. Wilcox made studies on the keeping quality of different varieties of blueberries under ordinary storage conditions and in cold storage; on the control of blueberry Phomopsis; on the life-history and control of the "mummy-berry" disease; and on blueberry stunt, a virus disease. His success in establishing the virus nature of the "stunt" disease by showing that it could be transmitted by budding and his recent studies on the manner of infection of berries by the "mummy-berry" disease are outstanding contributions.

Mr. Wilcox was held in very high regard by his scientific colleagues. His work was characterized by the carefulness with which it was planned, the thoroughness with which it was performed, and by the soundness of his conclusions. His great knowledge of conditions on individual bogs gained through his long experience in New Jersey, his friendly interest in the growers and their problems made him invaluable to the New Jersey growers.

Not only did Mr. Wilcox make lasting contributions to the pathology of cranberries and blueberries but the influence of his friendly and upright character will long be remembered.

H. F. BERGMAN.

I will always remember many happy hours spent with Ray Wilcox when I was associated with him in New Jersey. He was a true friend with many fine qualities. His loyalty, friendliness, fairness and understanding of other people's problems were outstanding.

In addition to his research ability, the time and patience which Ray devoted to his research enabled him to make some outstanding contributions in cranberry and blueberry research. His cafeteria studies are well known. He had made studies which led him to believe that the rots of cranberries are associated with the kind of bog or bottom and he hoped to reduce or eliminate rots by controll-

(Continued on Page 14)

## **DOWAX YOUR BOG**

PROTECT YOUR PLANTS  
FOR WINTER MONTHS,  
WHERE WATER IS LOW

**Frost Insecticide Company**

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## William H. Wyeth

The Massachusetts industry and, in fact, cranberry growers in general, lost a valued member in the death of William H. Wyeth, 56, who died at his home, Beverly, Mass., Monday, October 24th. Mr.

Wyeth had been in ill health for some time.

Mr. Wyeth, an account of whom was written at length in CRANBERRIES, June 1948, for a few years made his home in Wareham, before returning to his native North Shore. For some years he operated the 72-acre bog at Greene, Rhode Island, the only bog of any size in that state, and also the so-called "Sampson" bogs at Marshfield, a property of about 40 acres. These cranberry properties were disposed of a short time before his death. The bog at Greene, which is a part of the town of Coventry, was built in the late 1850s, making it one of the oldest of bogs.

"Bill" Wyeth came to the foreground in Massachusetts in the past two or three years as chairman of the public relations committee of the Cape Cod Cranberry Growers' Association, this committee having sponsored meetings to consider the formation of a "cranberry institute." Mr. Wyeth was interested in cranberries from his boyhood days. Many years of his adult life were spent as field rep-

resentative for an insecticide company, the Niagara Sprayer and Chemical Company of Middleport, N. Y. For years he traveled the New England states, upper New York state, Nova Scotia, New Brunswick and Prince Edward Island. He had hundreds of friends in agriculture, in potato and apple culture, as well as cranberries.

He was born in Magnolia, a village of Gloucester. An ancestor was a signer of the Declaration of Independence. For many years Mr. Wyeth was an independent in marketing, shipping through the Beaton Distributing Agency of Wareham. At the time of his death he was a member of New England Cranberry Sales Company.

Mr. Wyeth leaves a wife and two daughters, who are students at Smith College.

Funeral services were held Thursday, Oct. 27, at Beverly.

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# STOP ROT!

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## MID-WEST FARMERS VISIT OCEAN SPRAY

Seven bus loads of farmers, members of the Prairie Farmers' Co-op, numbering about 250, were visitors at the Ocean Spray plant, Rt. 28, Onset, October 10. A similar group visited the cannery on the week before, the farmers being on a 9-day tour of New England from Chicago.

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## HUGHES

(Continued from Page 1)

high in elevation—it may be something like 300 feet above the waters of the Pacific not far away, but because it sits upon an abrupt plateau, about 100 feet above the level of the Hughes property.

As said before Hughes has become considerable of an expert in sprinkler systems. "In fact", he says, "I make a good deal of the fittings for the growers here when they have trouble." He is also interested in developing a cranberry juice product from West Coast fruit. He has already produced a few experimental bottles.

Hughes is an easy man to meet, genial, well informed as to West Coast cranberry affairs. He likes to make Eastern cranberry visitors feel at home in Oregon. As a matter of fact he had learned your editor was in Coquille even before the latter had time to seek out the local manager of the NCA plant and had gotten in touch to ask if he could be of any help in showing and explaining the most interesting features.

He is interested in people. For many years he has been a Rotarian. Also for many years he has worked with teen-agers, both boys and girls. At first he conducted a

boys' club. Finally, as he was urged to do something for the girls as well, he organized a teenage club for younger folk of both sexes. This group meets frequently in the Coquille Community building, which is one of the show places of the city, and there parties and dances are held regularly.

Hughes is an affable Westerner, one of that large group which "put themselves out" to any extent to show "visiting firemen" their town, their state, and the particular industry of which they are a part.

## Fresh From the Fields

(Continued from page 5)

the closing days of the month. The only frost of consequence was on the morning of the 28th with bog minimum as low as 14° being reported. Fortunately most berries were scooped by this date, and the few acres not finished were easily protected even though water supplies were low.

The average daily mean temperature at Pemberton through the 28th was close to 4 degrees above the normal of 56.2°. The highest sweater temperature was 87° on the 11th. The lowest was 25.5° on the 28th, which was the first kill-

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ing frost of the season on the uplands.

#### Rainfall Below Normal

October rainfall was way below normal again when only 1.12 inches of the expected normal of 3.46 inches was recorded at Pemberton. Soil moisture conditions that were improved greatly by the near normal rainfall of September, held up well during October in spite of the lack of rain. Reservoirs are still very low and unless more rain comes within the next month than fell during the past month, there will be plenty of trouble in finding water for the winter flood.

#### WASHINGTON

During the week of October 17th growers had some worry with unusual cold weather. Temperatures as low as 21 were reported on some bogs, these including the Guido Funke property. Cranguyma had as low as 22. All bogs having sprinkler systems kept them at work during the nights. Those without systems suffered losses from freezing.

#### Second Difficulty, Water Shortage

A second difficulty, also definitely unusual at that time of the year,

was the shortage of water. A long dry summer has exhausted the Beach Peninsula have to be careful supply and all growers on the Long not to use too much in harvesting, that is, water-raking. Cranguyma,

which is set up for this system of picking, abandoned the harvest during the cold spell to conserve water for frost protection. Others have been forced to resort to dry harvesting for the same reason.

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CRANBERRY MAGAZINE

CRANBERRY MAGAZINE

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**Wisconsin Cranberry Sales Company**

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WISCONSIN RAPIDS

WISCONSIN



## New Jersey Has Big Blueberry Meetings, Dec. 10

The 18th annual blueberry "Open House," was scheduled to be held at the Fireside restaurant, Mount Holly, New Jersey, the morning of Dec. 10th. Combined with this in the afternoon was the annual meeting of the New Jersey Blueberry Farmer's Association at the same place.

Morning program included a tribute to the late R. B. Wilcox, a discussion of the pruning of drought injured bushes by C. A. Doehlert of the Cranberry-Blueberry Laboratory, Pemberton, New Jersey; a brief talk on service offered by the New Jersey Farm Placement Service by E. B. Kendall; a talk on "Blueberry Insects in 1949" by Wm. E. Tomlinson, Jr., also of the laboratory, a talk, "Means for Developing Stunt Resistance" by M. T. Hutchinson; another talk by Doehlert, "A Preview of Blueberry Growing in the next 10 years;" a talk by F. A. Gilbert, "1949 Data from the Newer Blueberry Selections."

Afternoon program of the Farmer's Association included a tribute to Alfred Galletta, "Discussion of Growing and Distributing New Varieties," Mr. Gilbert; "Practical Results of Dusting for Sharp-nosed Leafhopper,," Lester Collins; "Specifications of a Good Blueberry Spray," Tomlinson; "Men Specially Trained for Stunt Roguin New Available," John Goodman; "Inspector's Viewpoint," Duke Galletta; "Training for these Specialists," Doehlert.

A business meeting followed, giving

accomplishments of the Associations in 1949, secretary's report, treasurer's report, report of nominating committee and election of officers.

This was expected to be the most important blueberry meeting of the year.

### EDAVILLE

"Edaville", at South Carver, Massachusetts will have its annual Christmas-New Year display. There will be more lights than in previous years and more scenics along the route of the famous Nar-

row-Guage train route.

Mr. and Mrs. Ellis D. Atwood invite the general public to come and have a happy holiday time at "Edaville."

The activities were scheduled to start December 8th and extend until January 2nd, and longer if the response was sufficient to justify.

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# Mass. Cranberry Station and Field Notes

by J. RICHARD BEATTIE  
Extension Cranberry Specialist



A fine delegation of Massachusetts cranberry growers participated in the 1950 Farm Production and Marketing Outlook Conference held at the University of Massachusetts, Amherst, November 30 and December 1. Over 200 farm leaders were present to discuss their particular production and marketing problems. Speakers included some of the nation's outstanding farm leaders. One such leader was Senator George D. Aiken, of Vermont, ranking Republican committeeman of the Senate Agricultural Committee, who discussed vital farm legislation. Each of the major agricultural commodities in the state were represented, and these groups met to discuss their particular problems. The cranberry delegation re-elected E. L. Bartholomew, Wareham, as chairman of their group for the second year. "Bart", as usual, was a capable chairman and leader. The cranberry industry was represented by the following men: E. L. Bartholomew, chairman, Howard Hiller, George Short, Emil St. Jacques, Stanley Benson, Alden C. Brett, Harrison Goddard, Ralph Thacher, Kenneth Garside, Anthony Briggs, William Stearns, Robert Handy, Ferris Waite, Joseph Kelley, Dr. F. B. Chandler, and County Agents "Bert" Tomlinson, "Lew" Norwood, and Harold Woodward. The following report of our deliberations was prepared and presented to the Conference after two lively discussion periods:

## Report of the Cranberry Committee

In spite of a prolonged drought, Massachusetts produced an estimated 530,000 barrels of cranberries in 1949, which is 21% above the ten-year average production of 437,600 barrels. This industry involves approximately 1200 growers who cultivate 15,000 acres of bog.

Production trends are on the increase in Massachusetts, and the industry has again maintained its position of producing the largest export crop in the state. However, over the years, there has been a feeling of complacency within the industry, and as a result, we have not always assumed our responsibility in the development of agricultural programs in the state. In the future, we strongly recommend that we, as an industry, work more closely with farmers in developing agricultural programs in the Commonwealth.

## Future Prospects

As a result of heavy carry-over of berries in freezers after several successively large crops, returns have been discouragingly low the last few seasons. Consequently, some bog practices have been curtailed, such as sanding, ditch cleaning, and weeding. It is expected that production costs for this high-priced crop will have to be further reduced this coming year to meet competition from other cranberry-producing areas. It is the feeling of the committee that growers should exert every effort to control insects and diseases on their bogs during these critical times. Certain bog practices may be postponed without serious damage to the property, but loss from insect and disease infestations can be a serious handicap for several years.

## Greater Mechanization

The high cost of raising cranberries continues to be one of our major problems. It was the recommendation of our Committee last year that cost studies be initiated by the Farm Management Department at the University. We are pleased to report that such studies were undertaken and that progress has been very satisfactory. It is apparent from these studies that

sanding, harvesting, ditch cleaning, and pruning represent costly operations and should receive special attention. Therefore, we request assistance from the Agricultural Engineering Department at the University to investigate ways and means of reducing these particular production costs through increased mechanization.

## Insects

**Gypsy Moth.** This has been a major cranberry pest for many years. However, it is now possible to eradicate this pest in Massachusetts. We heartily endorse the Gypsy Moth Control Program carried on in Barnstable County last summer. Our Committee recommends that a similar program be undertaken in Plymouth and Bristol Counties this coming year.

## Other Major Pests

We have many cranberry insects that cause considerable damage to our crop. The major insects include the root grub, which is our No. 1 pest, the blunt-nosed leafhopper, which transmits false blossom disease, girdlers, fireworms, fruitworms, and weevils. At this time we would like to express our appreciation for the valuable work carried on by Dr. H. J. Franklin, of the Cranberry Experiment Station, in the field of insect control as well as the other important research under his direction. We recommend that this research be continued and that the Extension Service keep growers informed of control measures developed by the Cranberry Station.

## Weeds

Chemical weed control is an important means of cutting production cost. We recognize the valuable contribution of Dr. C. E. Cross in this field and recommend that this work be continued. Growers should be informed by the Extension Service of the new developments in this field.

## Diseases

Spraying and dusting for the control of fruit rots have assumed new significance with the advent of the consumer-type package. The Cranberry Committee recommends that the valuable research work in fruit rots be continued by Dr. H. F. Bergman, who is as-

(Continued on Page 20)

# Cranberries

THE NATIONAL CRANBERRY MAGAZINE

Issue of December 1949—Vol. 14, No. 8

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## FRESH FROM THE FIELDS

Compiled by C. J. H.

### MASSACHUSETTS

The month of November ended with a rainfall of 3.47 inches, this would include some snow which fell for the first time on November 26th. The month as a whole was about one and one-half degrees above normal in temperature. The sunshine factor was below normal.

The bud for next year appears excellent, according to Dr. Franklin. In fact, he said it was one of the heaviest he had ever observed. So at the present it would look as if Massachusetts might be headed toward a big crop next year.

Of course, there are many other factors involved. One would definitely be lack of water in the reservoirs. If, in December there are cold, raw winds, there could be a very large amount of winterkill.

### WISCONSIN

Wisconsin reservoirs are in pretty good shape, although there has not been enough rain. There have been several inches of snow fallen.

Wisconsin berries are keeping better than was expected according to "Del" Hammond.

The annual meeting of the Wisconsin Cranberry Sales Company was scheduled to be held Dec. 12th.

### NEW JERSEY

#### Weather Substandard

The weather in New Jersey during November was somewhat substandard with both temperature and precipitation running below normal of 46.4 degrees. The highest temperature was 73 degrees on the 11th while a low of 15 degrees was recorded on both the 23rd and 27th.

### Rainfall Reluctant

Rain continued to be reluctant to fall again during November when less than half of the normally expected amount was recorded at Pemberton. Only 1.54 inches of the normal 3.23 inches fell during the month. Because of the cooler temperatures, soil moisture conditions are not critical, but the water supplies for winter flooding are still short and will continue so unless bigger and better rains arrive before the end of the year.

In spite of the extremely dry summer months, the total accumulated rainfall deficiency from January 1, through November 30 was only 3.71 inches below the expected normal for the period. This is due to the large excess that fell during the months of January, February and May. The driest month was June when only 0.14 inches was recorded at Pemberton.

### Infestation

A damaging infestation of the cranberry scale was noted on two Howes bogs in New Jersey, this season where the scales were killing the vines and disfiguring the fruit. This is the first serious infestation seen in recent years at least, and whether or not it is related to the use of DDT for leafhopper control is not known, though there is that possibility.

### OREGON

#### Summary of Harvest Season

Growers were plagued in the spring with 16 frosts. A few had been imbued with the idea that they never were bothered with frost but much to their dismay they discovered this season that there are "exceptions". At harvest time on October 18 and 19th there was

heavy frost. Temperature went to a low of 20° on the 18th and 26° on the 19th. Considerable loss was felt by those who did not sprinkle.

On the whole this has been the most favorable harvest season experienced in years. The weather has been warm and balmy almost like spring . . . we call it "Indian Summer". There has been very little rain since early spring, resulting in scarcity of water for a few bogs. On the whole everyone managed to pull through.

The favorable season resulted in fine quality berries for everyone but the many spring frosts caused chill and the berries were not as large as usual.

Berries were harvested for the fresh fruit market. Many methods were used. Several growers used the Western Picker which harvested at a cost as low as 20 cents per barrel but left from 10 to 20 percent on the field, due to the fact that the vines were not trained for this method of harvest. A lot of dry scooping was done but this method also left a nice percentage on the field. Scoopers were paid \$1.25 per hour. Considerable hand picking was done at a cost of 50 cents per measure or about \$4.50 per bbl., which did not net the grower much of a profit.

Hand picking is definitely on the wane. Some pickers flatly refused to pick for fifty cents a measure. Growers of course feel that they are paying a high price . . . too high in fact. Mechanical picking of some kind will likely be the future method of harvesting.

The production was about 15% lower than the spring estimate.

The Cranberry Festival came so close on the heels of harvest that

(Continued on Page 20)

# "CRANBERRY FEVER" STRIKES CAPE COD AND NEW JERSEY IN THE 1850's

Newspapers of the Day Called It as Virulent as the "Yellow Fever" of 1849—Wisconsin Has a Bog in 1853—Railroads on Cape and in Jersey Improve Shipping Facilities.

by  
CLARENCE J. HALL

(This is the tenth installment of the history of the cranberry industry).

"Cranberry Fever" was a frequent heading in the demure type of the weekly press of the Cape in the decade of the 1850s. It was then that cranberry growing began to take on shape and substance in Barnstable County as a means of gaining a livelihood.

"The yellow fever that had struck such terror to this country and took so many of our enterprising young men to California . . . had somewhat subsided, but had created other fevers far above normal heat. Most everybody had plenty of money, and were eager to make more. One of these fevers that was the outgrowth of the yellow fever was the cranberry fever, and it proved to be of the most contagious type. It spread rapidly through the lower part of Middlesex counties, through Ocean and the lower part of Burlington, Camden, Gloucester, Atlantic, Cumberland, and to the most southerly county of Cape May (New Jersey); in this section most everybody had it to some extent." So spoke Theodore Budd in a later speech.

## First Wisconsin Bog 1853?

Westward, Wisconsin had just become a state—in 1848—after being a territory since 1836. There, according to a report by H. Floyd of Berlin, in the Wisconsin Cranberry Historical Report for 1875, one George A. Peiffer of Pewaukee (near Berlin in the Fox River Valley) said he had cultivated cranberries since 1853. He had found they "grew readily on clay soil". He found no difficulty in the frost heaving the ground, and covered the ground with a mulch where he had scalped the marsh. However, it was not until about a decade later that the Badger State really began to catch "cranberry fever".

## Barclay White of New Jersey

Back on the Atlantic seaboard 1851 was the year when Barclay White, father of the renowned Joseph J. White and grandfather of Miss Elizabeth C. White, became one of New Jersey's earlier growers. This was in Burlington County. Barclay White, writing to the Secretary of the Board of Agriculture in 1855, said:

"In the spring of 1851, I commenced operations by plowing up (the turf was turned under), and planting about three-fourths of an acre on a black, peaty soil,

of twelve or fifteen inches in depth, with a white sand and gravel subsoil. On either side, a few hundred yards distant, on ground in which a horse would mire, the wild vines were growing luxuriantly. I struck out the rows four feet apart each way, and planted a sod of vines, some four inches square, at each intersection. They were cultivated some that season. That fall we picked three pecks of fruit, large and fine; about an equal quantity had been destroyed by a worm, similar in appearance to the apple-worm. In 1852, I planted about one and a quarter acres in a similar manner, excepting that the hills were placed four feet by two feet apart. The product that fall was about six bushels of large fruit, picked about the last of August, but they did not keep well. The vines had become so matted as to admit of no cultivation, except hand pulling the grass and huckleberry bushes; (weeds there were none).

## Cranberry Law

The importance of cranberries was recognized sufficiently in the year 1850 for the Attorney General of Massachusetts to have passed a law which declared

"Cranberries and all other fruits hereafter shall be measured by the strike, or level measure, that is, in the manner of flax and other small articles are measured."

Cape Cod was still prospering. Financial institutions were expanding. "W. I." (West Indian) goods were displayed in most every village store. Brigs, barks and schooners were making "greasy" voyages. The fisheries were at high level. Wherever on the globe the deep waters rolled, Cape captains and fishermen were to be found. Bridges and better roads were being built, the railroad was to extend down much of the peninsula in that decade, making for easier marketing of all Cape products, including cranberries. Barnstable County had 35,270 inhabitants as against 22,200 when Henry Hall began cultivation.

Now, to the busy Cape scene was added those hard at work making cranberry bog. Mostly they did not build with over-ambition, or hastily, as may be said of some of the New Jersey cranberry pioneers. They built soundly. They cleared the land of any trees or brush, they turfed, spread beds of sand, drained and ditched. Mostly they did not try to bring the cranberry to the uplands, but left it to the low locations preferred by Nature. They followed the areas of peat, whether the peat curved or zig-zagged, which often gave the bogs their irregular outlines. From the first they tried to keep their bogs clear of grasses and weeds.

They had a natural advantage, a long growing season, frost damage at a minimum because of the waters surrounding the Cape.

## Sandwich Had a Bog in 1846

An excellent example of these "little growers" of Cape Cod who were learning to grow cranberries by trial and error was Solomon Hoxie (CRANBERRIES, Nov. 1942), the first to be assessed in Sandwich. This was in 1853, although the fact he had begun several years previously, at least by 1846, is established in his own handwriting. The assessors of Old Sandwich at that time were much more interested in proper levies upon shares in grist mills, wood-

land, cleared land, salt meadows, salt works and "cow rights", but in that year his "Cranberry Bog Marsh" was assessed along with his other property—two houses and outbuildings, 70 acres of cleared land, 22 of woodland, 20 of marsh, and his total bill was \$17.00.

Solomon never achieved much fame as a cranberry grower, perhaps his greatest recognition being that in 1852 he won first premium, \$1.65, at Barnstable Fair, but it was contributions such as his that built up the cranberry industry. Solomon, born in 1800, was of the fifth generation from Loderrick Hoxie, who was one of the "Ten Men of Saugus" who were the first permanent settlers of Sandwich. He lived near the "Great Marshes" and Sandy Neck in a gaunt, weather-beaten house, still standing, although built before 1700. He was representative of many a Cape man in that he had put in a stint of seafaring before settling down to agriculture, including cranberry growing. He sailed at the age of 18, made foreign voyages in merchant ships and probably on whalers. In religion, he was a Friend.

Most fortunately, for the interests of cranberry history, he kept what he called his "Cranberry Business Book" in which he recorded his attempts to establish himself as a cranberry grower. Not knowing much about the most suitable locations to grow cranberries, Hoxie tried first one place and then another. He believed in sanding. As early as 1846 he recorded he "carted sand on the cranberry bog one-half day". He also credited Philip H. Robinson with "one day's work at 60 cents". The young industry even then was creating a labor market, even though at a wage which would be laughed at today. Again he records paying "E. Jones for six days of vine setting, clearing and such work", 75 cents per diem. He himself worked for others. In 1849 "I set out vines for Francis Jones for one day". He sold cranberry vines, one lot, six bushels, to D. Kelley for \$21.00.

He tried both spring and fall planting. One time he set his vines "below the fence", again he

set out vines next to the dyke", this being in 1850, he set vines "below the orchard" and in a bog "southeast of the grapevine", then he planted "up side the hill", but this seemingly does not mean on a hill.

#### Sold to Local Stores

Some of his berries he is known to have sold at retail, to the proprietors of local grocery stores. Some of his recordings throw definite light on the prices. In September, 1855, he sold one bushel to Seth Swift for \$3.40 and the following month he sold "Henery" Marston three bushels for \$10.50. In 1856 he sold (in November) two barrels for \$24.00 and one bushel for \$4.00. During the Civil War, he apparently sold some of his berries for as high as \$10.00 a bushel.

In passing, it might be noted that Solomon derived revenue from cranberries, as a cranberry laborer, as a seller of vines and a seller of berries. In one instance, he recorded where he got a dividend from his bog site, although not of it. This was in 1884 when he wrote that on the eleventh day of the eleventh month he "went down to the bog just at night and shot a very large, wild goose and sold him for a dollar and twenty-five cents."

He died July 7, 1876, this typical early Cape grower who "plugged" away at his cranberries in his native section of Sandwich, Scorton, contributing his full share to the founding of the industry.

#### Not All Successes on Cape

Not all on Cape Cod, of course, had success, at least in their first attempts, some not at all. Some had ill luck in certain experiences.

There was Joshua C. Howes, president of the Yarmouth National Bank, newspaper correspondent and author of a Howes genealogy. He bought a piece of low, "springy" land, adjoining a salt meadow and well covered with rush grass, in 1852.

He put on a foot of sand from an adjoining embankment, in the process "widening my cranberry ground about two rods," and then, this being in the fall, set out vines in sod, 18 inches apart. But when spring came he found sods and vines "all thrown out of the

ground by the frost, and appearing as if they had never been planted." He then replanted the vines hill by hill.

"The second year the rush made its appearance again on that part of the ground filled in, and has increased, threatening destruction to everything that came in its way. I consider this piece of ground a failure, except the strip two rods wide adjoining the embankment or upland.

"My first mistake was in selecting a cold, springy piece of land, and my next was, planting the vines in the fall on a piece of ground that could not be protected from the frost by flowing. . . ."

He had another piece, however, adjoining a large pond, "warm and sunny." There he set out vines in May, and got too bushels to an acre the first year.

"It is made on the poorest sandy soil I could get, and such I would recommend to the cranberry grower. I never saw a soil so poor that cranberry vines would not grow in it. My idea is, the poorer the soil the less trouble I will have to keep down other grass, no fear of the vines, they will grow where no grass will."

There was Howes Chapman of East Dennis, a farmer, then a school teacher, keeper of a small store, and finally postmaster for 18 years. He, too, planted a portion of his bog "surrounded by cold spring water", and this, he decided, "will not prove a favorable location for the growth of cranberries," but he persevered and became a successful cultivator.

#### Upland Bog

James Howes of Dennis tried the experiment of growing on the upland, as he wrote to the Rev. Mr. Eastwood. In the fall of 1852 he set out vines on about a quarter acre "which was on a very high hill", the soil being a "gravelly loam." The vines grew a few berries, but the soil, he concluded, was too rich—he had manured it the previous year and in consequence of this he believed the grass grew up and choked the vines; also the summer following

(Continued on Page 15)

# BRISTOL COUNTY IS THIRD LARGEST PRODUCING AREA IN MASSACHUSETTS

by CLARENCE J. HALL

About a year and a half ago Extension Service, especially planned for cranberry growers in Massachusetts' third largest cranberry acreage county—Bristol County—was begun. The man in charge of this cranberry program is Harold O. Woodward, associate county agent, who has his office in the Bristol County Agricultural School, Segregansett, which is a village in the town of Dighton.

Bristol County is a little off the generally accepted cranberry "run", although it adjoins Plymouth County. But cranberries have long been cultivated in that county and prior to that were gathered wild, as in so many other areas. Bulletin No. 139, "The Cranberry Industry in Massachusetts" (C. D. Stevens, W. E. Piper, H. J. Franklin and F. B. Chandler), published last year by the Massachusetts Department of Agriculture gives Bristol County acreage (1946) as 568, Barnstable County as 3359, and Plymouth, 10,409. That Bristol has been the third in acreage in the state since 1915 and has shown a tendency to a steady increase, like that of Plymouth County, though less marked, is the report of the survey committee.

The 1947 crop of Bristol was 8,510 bbls. of Early Blacks, 10,380 bbls. of Howes, and 280 of "others" a total of 19,170.

## Bristol Has Room for Expansion

Bristol County has listed as peat or muck land 24,000 acres. This compares to only 3,200 in Barnstable, just a little less than that for Norfolk, 24,216, whereas Plymouth has 67,968 of muck, but of course the classification of suitable land alone is not all that is needed for a bog site. Flooding facilities, sand supplies, drainage and other factors enter in. But Bristol has a lot of room for cranberry acreage expansion.

## Crandon—"Papa" Consultant

"Until the past year no effort was made to have a considered cranberry program for Bristol County", Mr. Woodward said. "For one thing many of the owners of bogs in Bristol County lived in Plymouth county and obtained their cranberry cultural information from the sources there. This picture is changing some. We had and do have Frank Crandon of Acushnet, who was a sort of "papa" consultant to the other growers of his town, Freetown, and adjacent areas. Frank Crandon always knew many of the answers to their problems, and if he didn't he went down to the State Bog at East Wareham and found out, for his own benefit and theirs. We have an outstanding farmer in this county in Mr. Crandon—when he goes into a thing

he goes into it all the way. There hadn't been much call here at the Extension Service for cranberry information. Now there are more Bristol County owner-operators.

"I have charge of the poultry and fruit and ornamental end of Extension Service here, in the way we break it down in this county. County Agent Charles W. Harris takes care of about everything else, gardening, forestry, and other things."

Mr. Woodward was born in Columbia, Connecticut (it was just 46 years ago the day of the interview with CRANBERRIES, it so happened). Mr. Woodward was brought up on a farm. He was graduated with the class of 1925 from what is now the University of Connecticut with a Bachelor of Science degree, acquired in poultry husbandry. He was in the poultry department of the University of Georgia for one year, after that with the title of adjunct professor. He then went to the New York State Institute of Applied Agriculture at Farmingdale, Long Island, New York, and then for two years was in farm management in Pomfret, Connecticut.

He went to Segregansett in 1930. The only organizations of which he is a member is the Grange, Dighton Rock Chapter, the Bristol County Farm Bureau, and other farm organizations. He is married and has three children, and makes his home at Segregansett four corners, near the Agricultur-

al School.

Mr. Woodward frankly admits he knew nothing about cranberries when he first became interested in agriculture. He says he did know the fruit was gathered wild in his native part of Connecticut for home use and learned later that when water conditions had been just right to produce a natural crop these wild berries were picked and sold on the market.

## Is Learning about Cranberries

"I do not expect to be able to become a real cranberry expert", he says, "although I am learning a lot about cranberries as I go along and have been interested in them. I think it is rather my job to learn from Cranberry Specialist "Dick" Beattie, Dr. Franklin, "Joe" Kelley and others, and pass that information along. If I can get growers to follow "Dick" Beattie's advice I will be doing a good job."

"There are no cranberry clubs in Bristol County as in Plymouth and Barnstable counties, where the idea was originated by County Agent "Bert" Tomlinson. However, cranberry growers' field meetings have been held in Bristol whenever suggested by Beattie. One of these was at the bog of Carl Ashley at East Freetown. Growers of Bristol county, who number about 40—that is, those who subscribe to the Frost Warning Service which originates at the East Wareham Cranberry Station—receive these by telephone and radio as do the growers in the other counties."

Mr. Woodward says he sees no particular reason why cranberry production in Bristol should not continue on an upward tendency. He believes he can, however, see one reason why there may never be as many growers in that county as in Plymouth or on the Cape proper.

## 1000-Acre Bog Possible

"We have plenty of potential bog sites in this county, we could have some tremendous bogs here, in fact, and that is where I see a possible limitation. A good many of our potential bog sites are large in area, so large that they are impractical except as huge scale operations. These bog sites are often of such a topographical nature that it is impractical to de-



velop more than a portion of them. It would be difficult to provide water unless the entire potential area was put into bog. To do part of these natural swamps would be impractical. To do all of them would be immensely expensive."

He said he could think of sites of 4, 5, 6 hundred acre bogs, but these locations would all have to be developed as a unit, he believed. He referred to the vast Hockamock swamp in Raynham and Easton which, he said, it might be possible to develop into a bog of maybe 1,000 acres. "But who is going to swing a bog like that?"

There are many smaller sites available and he would expect to see some of these developed as time goes on. Bristol County growers probably feel no worse and no more optimistic than the growers of other counties about the present status of the industry.

#### **Believes Industry Troubles Can Be Overcome**

He said he was very much interested and hopeful of better marketing conditions in the future, now that the two co-ops are working more closely together than they have in the past few years. He said he had always been much interested in the fact that cranberry growing is one of the few industries in which ownership of properties are so often handed down from father to son, and often for several generations. "I like to see that. I suppose this proves that cranberries offer a better and more reliable income over a long period of time than most other crops. I don't believe there is anything seriously wrong with the cranberry industry that cannot be overcome by the growers themselves."

Returning to the subject of Bristol County he said: "I understand from those who have real Cape experience that this is the Howe Variety country. I have been told that our muck is capable of better yields.

#### **Bristol Is "Howe Country"**

"I am only giving my own theory here, but I think we have a different kind of muck or peat here in Bristol than, for instance, on the Cape. I think the decayed organic

matter which went to make up the peat or muck was different—more of it was from deciduous trees and less from evergreens. I think that may have made a difference—that it may have resulted in a more fertile muck and perhaps better minerals."

Poultry is Bristol County's greatest product; Mr. Woodward puts in about two-thirds of his time in poultry work. Bristol county is well up toward the top in production in New England and one of the first hundred counties in the country in poultry. He does not believe that cranberries will ever surpass poultry in his county, at least for a long, long time.

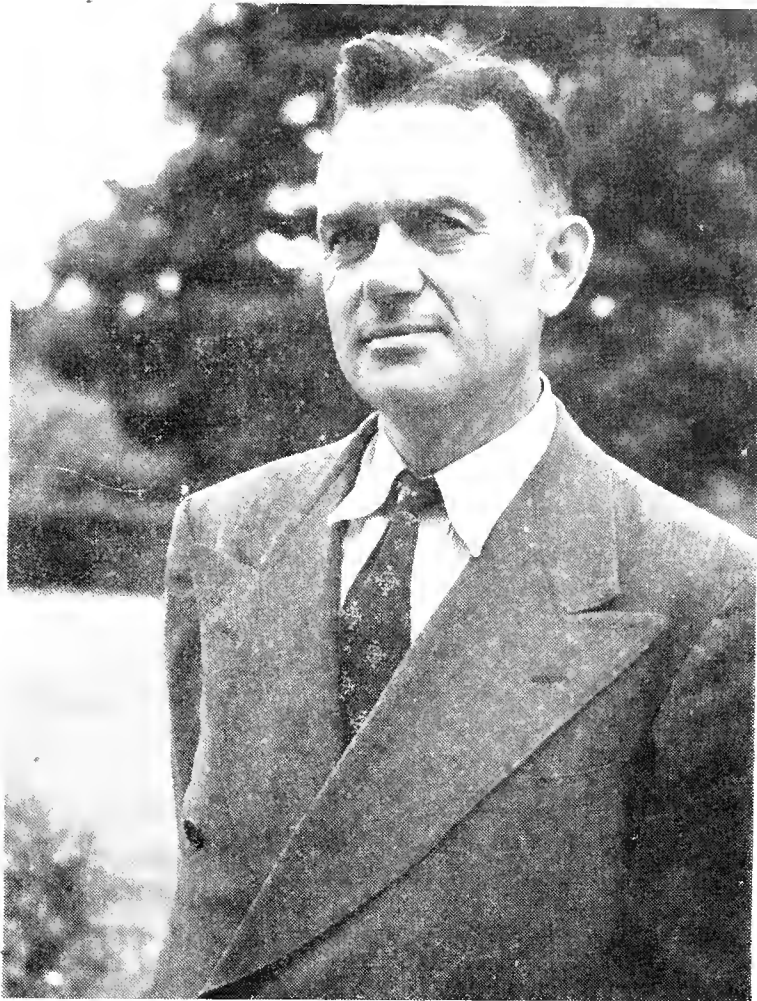
#### **Hobby Is Apple Orchard**

Mr. Woodward is active in church work. As for hobbies, he says, "I

have none—unless you could call our apple orchard a hobby. I have always been very much interested in horticulture, particularly trees. Our orchard is mostly apple trees, mostly from our own nursery. We raise our own seedlings. I would like to see better apples grown than there are today, fruit with more virtues and fewer faults. Better varieties can be grown, I believe, but their development or finding will probably come about by luck."

Mrs. Woodward has about 10 acres in young orchard.

In learning more about cranberries Mr. Woodward is a frequent attendant and enters into discussion at cranberry meetings, particularly those of the Southeastern Massachusetts club which meets at Rochester.



**Harold O. Woodward** (CRANBERRIES Photo)

## A Message From Your Government

At this season when returns are coming in from the fall crop, producers are sometimes troubled as to what investment to make.

There are the usual demands for replacement of machinery, for increasing productivity and for the acquisition of freezers, television sets, and for winter travel. Those are all worthy pursuits and should be encouraged.

Prudence dictates, however, that future security should have consideration, not by the expressing of an intention that the idea is good and that sometime some action should be taken toward that end, but by doing something about it now. The matter of security is that important to all of us.

United States Savings Bonds are an excellent suggestion. Their yield is good—the investment is safe—they mature in either ten or twelve years, according to the type selected, and in event of emergency they can be redeemed forthwith.

The purchaser of a United States Savings Bond becomes one of eighty-seven million holders of a financial stake in the United States of America. His dollar joins the 47 billions of dollars held by these stakeholders. It helps to manage the huge national debt. It aids in spreading the income from this debt amongst our people—it has been a substantial, if not a controlling feature in combating the hazard of inflation and its investment assists the holder to become financially independent. Neither the money market or commodity market fluctuations affect its value.

The invitation comes from your Treasury Department. It is directed to you. It asks you to visit any bank, commercial, savings or cooperative, or any issuing post office and place your order. The supply is adequate and the delivery is prompt.

Put the cut end of your Christmas tree in water to which a half cup of molasses has been added to keep the needles green and as a fire preventive.

## Talk on Soil Elements

An educational feature of the Southwest Oregon Cranberry Club meeting held Friday, Dec. 2, was a discussion of minor elements and their role in plant development by Dr. W. L. Powers, head of the soils department at Oregon State college.

The meeting began at 7.30 p. m. at the Dew Valley hall about five miles south of Bandon.

Dr. Powers, who is directing minor element studies, started in the Kranick and Jackson bogs, included a summarization of that work in his discussion.

### FORTY SELECTIONS

Berries chosen from the forty selections of the seedlings, initiated by the U. S. D. A. Cranberry Breeding Project in 1929, have been sent to Hanson to be made into strained sauce. Others have gone to Pemberton, New Jersey, where they will be studied for color, pectin content, solid content and weight, reports Dr. F. B. Chandler, of the Mass. Cranberry Experiment Station.

A more detailed report of the results of the testing of the forty selections at this stage will be published in this magazine shortly.

## Annual Meeting New Jersey Growers January 28

The place for the annual meeting of the American Cranberry Growers Association—the 80-year-old New Jersey cranberry growers' "club"—will be moved this year from Camden to Mount Holly. Excellent accommodations have been secured in the private dining hall of the Fireside Restaurant. This will have the added advantage of reducing the travel required for most of the growers. The date will be January 28, and the time 10 a. m.

A study of cranberry blossoming conditions and pollination by Robert S. Filmer of the N. J. Agricultural Experiment Station is reported in the Proceedings of the

A. C. G. A., just out in the mails. Mr. Filmer found that "applications of Fermate do not interfere with the berry set on the plots. Heavy applications of 6 lbs. per 100 gals., and four applications of 3 lbs. of Fermate at 5-day intervals did not reduce berry set and, in fact, these plots show an increased set."

## Holiday Marketing

During the weeks between Thanksgiving and Christmas the cranberry market remained steady in the Midwest after the heavy holiday buying. The Cape Cod cartons of twenty-four cellophane one-pound bags at this time brought slightly lower prices than berries packed in the ventilated window boxes of twenty-four one-pound cartons.

The marketing papers report rather sluggish trade in all fresh fruits and vegetables compared to trade of December 1948.

### Scoops and Screenings

When is the best time to plant forest trees, spring or fall?

In the spring, just after the frost is out of the ground. This will give the little trees plenty of time to get started before dry summer weather sets in. Fall-planted trees do not always have time to become established before freezing weather sets in. If they are not established they may be lost by drying out or by being heaved out of the ground because of alternate freezing and thawing.

Does "Bull Pine" make good lumber?

"Bull Pine" is another name for Pitch Pine. Many old timers cut pine that had seeded in an old field. These trees were often limby and knotty and made poor lumber. Pitch Pine growing under thick woods conditions will make good lumber.

How long should fireplace wood be seasoned before using?

That depends somewhat on the kind of wood. Some woods dry faster than others, but six months is the average time required to make it burn well.

(Continued on Page 14)

## ALWAYS ANOTHER YEAR

THERE is a well-known saying among farmers (and cranberry growers in the last analysis are farmers), that there is "always another year coming." Perhaps that is a good thought to cling to as this year ends.

This has not been a good year for most cranberry growers. Who is to blame? Perhaps no one directly. Maybe it is mostly circumstances. The weather has not been favorable for moving the crop. Consumers have been a bit afraid about spending an unnecessary dime or two.

The whole world seems a bit jittery. Who knows whether another year is coming or not? If the world could calm down to peaceful thinking we would all be better off.

After all, Christmas is nearly here. Christmas is a time for peace. There should be peace on earth and good will toward men.

This editorial is rambling, because our own thoughts are distraught. There is a phrase in photography (which is our hobby) which goes something like this: "the circle of confusion". It simply means things are rather "discombolated." Well, that seems something like the cranberry situation at present.

But, after all, the cranberry grower is producing a food. He is performing a useful labor. The world does not need cranberries. It would not starve if there were no cranberries. Yet we have a product of which we may be proud. A good dish of cranberry sauce is not to be scoffed at. Of otherwise worthless land you growers are making this piece of land to produce a fruit. You have accomplished something whether the fruits of your labor can be marketed or not.

IT is natural for all of us during these months of December and January to take stock. To take stock of our business after we have paid our debts, if we are able to do so. We review our policy of the past year and try to correct our mistakes. No business can go on forever without making a reasonable profit. Any agricultural venture is particularly difficult to take stock of because there are no hard and fast rules to go by as in other lines of en-

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deavor. Yet, take stock we must, and after using our best judgment we must let the chips fall where they may. The answer may lie in reduction of poor acreage in favor of better crops, less expensively brought to harvest.

## MERRY CHRISTMAS TO ALL

This editorial will be closed with a very simple message, a thought which is meant kindly for each and every one: "Merry Christmas and a more prosperous and happy 1950,"



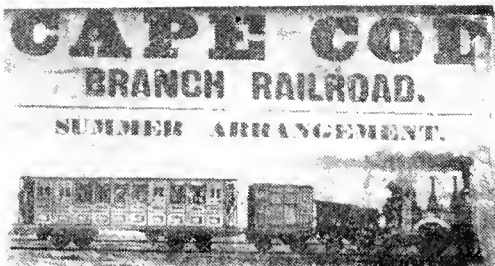
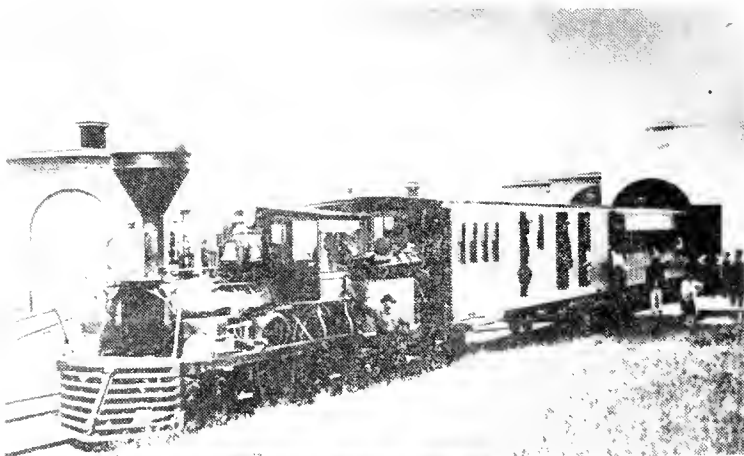
Beverly Richards, above, receives crown from Theresa Guertin, 1948 Queen, while Master of ceremonies, Massachusetts Representative Alton H. Worrall, gives a big smile of congratulation upon her victory. (CRANBERRIES Photo)



Left: Big horses, loaned to the Gault Transportation Comoany of Wareham, Massachusetts, from the Sharon Box Manufacturing Company, take part in the Wareham celebration. (CRANBERRIES Photo)



Oregon Queen, Joan De Costa



Above, first train from Boston to Orleans, 1863. Left, an even earlier train, March 27, 1849, Boston to Sandwich and return twice daily. Fare Boston to Sandwich, \$1.50. (Story on page 6).

## Scoops and Screenings

(Continued from Page 10)

Taking a soil sample for testing is easy, but, as in most farm and garden chores, there is a right and a wrong way to do it.

Wallace A. Mitcheltree, associate extension specialist in soils at the College of Agriculture, Rutgers University, New Brunswick, N. J., finds a growing interest in soil testing. However, a test won't help the farmer or home owner much if the sample is incorrectly taken.

Tools needed for taking a soil sample are a spade, a bucket, a large piece of clean cloth and a pine container, such as an ice cream box. Here's how to take a sample:

Dig a hole to the depth at which the soil changes color.

Use the spade to remove a thin slice of soil from the side of the hole.

Place this slice of soil into a clean bucket.

Take five of these samples from each plot of ground to be tested.

Dump the five samples out of the bucket onto the cloth. (A

large sheet of strong, clean paper will do). Mix the samples thoroughly by rolling them around.

Put a pint of the mixed samples, into a container and prepare for mailing or taking to the county agricultural agent.

Fifth "Original Cranberry Festival", sponsored by Wareham (Mass.) American Legion, Post 220, and its Auxiliary, Armistice Day, November 11, climaxed by the choosing and crowning of pretty blonde Beverly Richards, 20, of Foxboro, proved to be the biggest event yet staged in Wareham in honor of the cranberry. It was an affair lasting from noon until after midnight.

There was a parade with several bands, drum majorettes, a football game at the "Cranberry Bowl" attended by over 4,000, a cranberry festival supper, and the big wind-up at Wareham Memorial town hall, the selection of queen. In this Miss Richards won over about a dozen contestants. So great

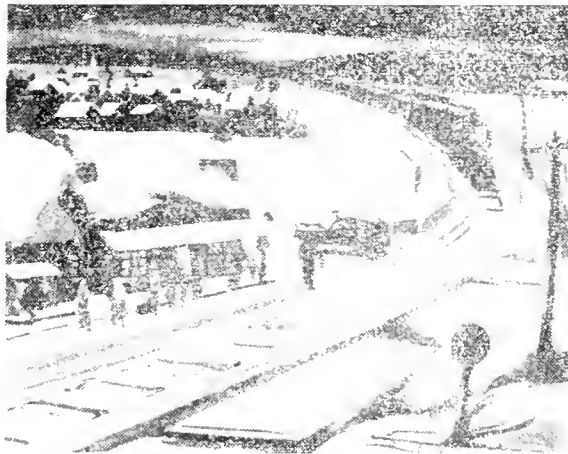
was the interest that more than 100 were turned away at the hall, despite its large capacity.

Agricultural research will be needed more in the years ahead than ever before, according to Dr. William H. Martin, dean and director of the College of Agriculture and Experiment Station, Rutgers University, New Brunswick, New Jersey. Lower prices always bring a need for greater efficiency in production and marketing and this is reflected in the demands for service from the University, he said. Directors of Experiment Stations confirmed that farmers do appeal more to the Stations for help in solving their problems.

The USDA, Dept. of Commerce, various land grant colleges and the Flying Farmers of America

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Ellis and Elthea Atwood again extend their heartiest greetings for Xmas and their very best for your New Year.

Do come and join them at Edaville, see the festive lights, ride on the famous railroad, have the children meet Santa—in fact, let's all have a jolly good time!

# WESTERN PICKERS, INC.

Plympton, Mass.

Oct. 15, 1919

I am the owner of two Western Pickers and have picked 30 acres with them this season. I used them only on my poorest bogs and the cost of picking and getting my berries in the screenhouse was 75c per bbl. I am very much pleased with my Western Pickers.

( Signed ) ..... HENRY G. SHAW.

This testimonial, like the others published before, comes from a leader in the Cranberry Industry who is the owner of Western Pickers. Practically every user is enthusiastic about his machine.

In Grayland, Wash., Western Pickers nearly superseded the vacuum machines this year, and growers in Massachusetts and New Jersey may find it necessary to adopt a Western Picker or else be forced to a minor role in the Cranberry Industry in the very near future. This is because the yield per acre is lower and the producing costs are higher per acre than in Wisconsin or the Pacific Coast. Besides this the West is going to produce a larger percentage of the cranberries grown in the next three or four years.

Present dry hand-scooping costs as practiced in the East are too high and if there isn't a market for all the berries produced, then only the low-cost producers will survive.

What happened to the little grower this year who could not afford to spend much money on his bog because he did not receive much money last year? His berries were left on the vines, as he could not afford to pick them, or if he did pick them with hired help he only traded dollars (cash for credit). And what is he going to do next year and the year after? He's going to have to do all his picking himself with a Western Picker or he is going out of the Cranberry Industry.

The time to make up your mind is now. It's either a Western Picker soon or you'll be in Cranberries only when the price is up—and if you can forecast when this will be you should be in the marketing end, not in the growing end.

Every phase of agriculture is becoming more mechanized and Cranberries are no exception. Look at the cotton picker and the corn picker. They have had plenty of detractors, but they are rapidly taking over their industries because they are cheaper in the long run and farm labor is getting hard to get.

The same things apply to the Western Picker. No one claims it is a perfect machine (very few are). But in spite of the fact that you know nothing at all about the adjustments on the machine, in spite of untrained vines, and in spite of mechanical failures of one kind or another, you'll get your bog of 10 to 15 acres picked. Western Pickers Inc. maintains service centers, parts, and instructors in nearly all the cranberry-producing areas and you are probably not one-half day away from some service center.

The Western Picker is the only dry picker that one man can use to harvest from 10 to 20 acres of cranberries by himself in a season. It is the least common denominator in making the picking costs in all cranberry-producing areas in the U. S. equal and during this last picking season Western Picker Inc. operated in all the various cranberry-producing areas.

Why don't you order your Western Picker now and save \$140.00 if ordered before New Year's? This reduction is made so that the pickers can be built during the winter. See November issue of "CRANBERRIES" for prices.

Write Western Pickers Inc., Coos Bay, Oregon, or one of the following representatives: Ed Jokinen, Duxbury, Mass.; Nahum Morse, East Freetown, Mass.; Jerold Brockman, Vesper, Wis.; Norman Yoock, Grayland, Wash. —(adv.)

are combining efforts to produce a plane which will be useful for seeding grasses and small grains, and spreading fertilizer in addition to the already customary spreading of herbicides, fungicides and insecticides, says Co-operative Digest. Specifically CAA and USDA engineers are trying to design a plane which will have a pay load capacity of 1500 lbs., operate at a minimum speed of 40-50 mph., and still have plenty of power to enable pilots to zoom out of danger while working in small areas.

\* \* \* \* \*

(Continued from Page 7

## Cranberry Fever

the planting brought a severe drought "which dried and baked the ground, to the great injury of the vines."

However, he felt that if he had planted in the spring and hoed two or three times during the summer his vines would have yielded a larger crop. He believed, at the time of his letter, cranberries could be cultivated on upland provided the vines were well cultivated. Mr. Howes eventually prospered in cranberries, building many acres of productive bog, he being elected a member of the executive committee at the first meeting of the present Cape Cod Cranberry Growers' Association. He was a member of the board of assessors and selectman of Dennis, elected to the State Legislature in 1859. He was a County commissioner of Barnstable for 21 years, member board of directors Barnstable County Mutual Fire Insurance Co., and on the executive board of the Barnstable County Agricultural Society. He died May 17, 1890.

### "Cape Cod Will Lead World in Quinces and Cranberries"

"In quinces and cranberries, Cape Cod will lead the world", wrote Simeon Brown, then editor of THE FARMER, in 1852, upon his return from a visit to Barnstable County. The Cape was famous for its quinces, even though it never led the world in that fruit. That year was recorded, incidentally, as a year in which Cape vines "flourished unusually well", and Editor Brown had a special interest in cranberries. Be-

sides being editor of THE FARMER he was secretary of the Middlesex Agricultural Society, and a prominent agriculturalist of his home town, Concord, and was trying to raise cranberries himself, but in his garden. He had come to the Cape as principal speaker at Barnstable Fair.

In that same year, Massachusetts established by act of Legislature, a State Board of Agriculture and in his first report the following year Secretary Charles L. Flint devoted 18 pages to discussion of cranberries. In a report in 1856, Mr. Flint said he had visited more than 100 cranberry "plantations" in every part of the state, but he credited Cape Cod with growing the finest cranberries, although he did make the Cape share part of its honor with Cape Ann up in Essex County. This was because of a "particularly large, round, and black cranberry . . . it might properly be called the 'Black Cranberry'". He said his reports on cranberries had been quoted from "Maine to Georgia and had turned many to cranberry culture."

#### Curtis and Hall on the Cape

O. O. Holmes, in his New Jersey speech of 1883 (which was referred to in an earlier chapter) said that Joseph H. Curtis, who had opened the business of Curtis & Company at Quincy Market in Boston in 1826 "and shortly after visited Cape Cod and bought the fruit of the early growers", associated himself with Stacy Hall, who also had a stall in the market in 1853 for the buying of Cape Cod cranberries. The story is, these rival cranberry merchants had met on the train (then operating as far as Sandwich) while each was on his way to the Cape bogs to buy fruit.

Stacy Hall had been born at North Berwick, Maine, December 8, 1819, and as a boy worked on his father's farm. While a youth he went to Boston, with only his carfare and a little more, obtained work on a farm in Roxbury owned by a Mr. Williams who operated a stall himself at the market. Hall was eventually sent into Boston to take in produce at the stall, became fascinated by this type of work, and was transferred there

permanently. When Mr. Williams died, he took over the business and in 1862 became a partner with Cyrus Haynes, until he became partner with Horatio C. Cole until 1899. Hall died December 8, 1910, but Hall & Cole are still active in the cranberry market today.

#### Wore High Silk Hat on Cranberry Trips

Curtis has been described as a big man, very tall, dignified, and on his buying trips to the Cape bogs he usually wore a high silk hat.

Curtis & Hall even had a more

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definite stake in the Cape cranberry business than buying berries, having bought the so-called Benjamin Pollard Winslow bog at Marstons Mills, built, probably, a little before the 1870s by Virgil B. Collins, one of the best known of the early Cape builders. This was purchased in 1913 by the late and well-remembered Arthur S. Curtis, although no relation of the Curtis of the earlier day, and is still in operation.

Certain it is that Messrs. Curtis and Hall in their association of cranberry buying were important in building up the early Cape business. Mr. Holmes said in his speech, "They have probably bought and sold more cranberries than any other Eastern house during this time."

#### The Railroad Spurs the Industry

Now really raising cranberries, the Cape needed a speedy and reliable means of getting them to market. This came. The rails

and service of the Old Colony had reached Sandwich in 1848, and Curtis and Hall had met on the train. The line was now ending the glory of the packets, and only a little more slowly was breaking up the day of the stage coach. But the benevolent power of steam was to bend its strength to aid the young cranberry industry. The men of the Cape could scarcely be called insular. Too many of them, and women, too, had sailed to the far corners of the world, but the coming of the trains brought a new life to the ancient towns. The pages of the Cape papers were studded with items about the railroad; the conductors assumed something of the high status of packet captains and of the stage coach drivers and "their gentlemanly department and careful attention to passengers soon made them hosts of friends", as one paper remarked.

"After long last at high noon

(on May 8, 1854) with the whole town at the depot, with flags flying everywhere and amid the ringing of bells and the firing of cannon, the iron horse had brought its first load of passengers to the station." (Barnstable)

From Barnstable the rails went on to Yarmouth and Hyannis. The Cape Cod Central was opened, the 18 miles to Orleans December 6, 1865. In 1872 a branch of the upper Cape was opened from Buzzards Bay to Woods Hole, and July 22, 1873:

"... dawned bright and beautiful a day as ever blessed Provincetown with its radiance... far away was heard the locomotive whistle and nearer got the thundering of the first passenger train over the road, and when, through the cut near the depot rushed the fiery steed with his burden attached... the welkin rang with the glad shouts of the assembled multitude out in holiday attire to witness the arrival of the first train."

Although it had taken some years for the "fiery horse" to reach the dunes of the Tip End where cranberries were waiting for shipment, and almost as long to the terminus of the Woods Hole branch, along the route of which bogs were coming in, the Cape Codders now had an easier access to market. It is true that when the trains were first chugging up and down the peninsula much fruit was still shipped by packet. The freight cars which had started operating as far as Barnstable a short time before passenger service was inaugurated were scarcely more than half the size of a present refrigerator car. And

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what if the PROVINCETOWN ADVOCATE did have to deny a canard or two, as under date of July 20, 1873?

"The story that the station at North Truro is indicated by a milk can near the track isn't so. They have a pile of ties there, with a man sitting on it, and are soon to possess a nice little station."

The fact was the Cape did have rail service. Smoke from the "balloon" stacks, like inverted cones, traced its way over the dunes by the ponds where bogs were built or being built. Sometimes the fuel used was corded wood piled beside the tracks. The bright trim of the locomotives and the passenger cars, painted yellow, heated with wood stoves and illuminated by kerosene lamps, struck a heartening note to the Cape Codders. It was probably a devoted cranberry grower, indeed, who would fail to pause and wipe away the sweat from his labors at their passing—particularly as each locomotive bore, not an uninspired number, but such names as the "Wareham", the "Barnstable", the

"Highland Light", the "Daniel Webster", the "Burgess", the "Cape Cod", and the "Right Arm."

#### The Rails Were Made Use of

Items as to cranberry shipments in the papers proved the red fruit was rolling to market in the trains in increasing quantity. The rails were aiding the cranberry industry, not only on the Cape but in New Jersey, and this was directly recognized concerning the Jersey crop by the following report in the U. S. Department of Agriculture of 1869:

"The reason this (cranberry) business has not made more rapid progress is the want of easy communications in this (South) Jersey section of the State arising from the sandy roads so general and the absence of railroads. Now the railroads are being made there through every part and the effect is to develop the resources . . . ."

Last summer the New Haven, it may be noted, honored the long connection between the rails and the cranberry by naming its crack commuter special, Boston to

Hyannis and Woods Hole, "The Cranberry."

(Continued, next month)



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INDUSTRY

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Distributor of Cape Cod Cranberries

## Fresh From the Fields

(Continued from page 5)

the growers had little time to participate. There seemed to be very little enthusiasm on the part of those in charge but the huge crowd that turned out for the coronation of the queen and the other festivities turned the affair into a grand success. Miss Joan DeCosta princesses made the whole festival a gala affair.

This is the third year for the festival and each succeeding year the crowds have increased and the general public has shown approval for such entertainment. Already there is talk of ways to make the festival a bigger and better affair.

## Club Meets In New Jersey

An interesting dinner meeting of the Tuckerton Cranberry Club was held at the Manahawkin Hotel on November 25th. President Charles Conrad, II, Robert Filmer, State Bee Specialist, Isaac Harrison, C. A. Doehlert, John Cutts, and Edward Lipman spoke during the evening.

## Station and Field Notes

(Continued from Page 4)

signed to the Cranberry Experiment Station by the United States Department of Agriculture.

### Improved Varieties

The United States Department of Agriculture has performed valuable service to the industry in organizing and conducting research in the field of improved varieties of cranberries which include disease resistance, good keeping quality, and high yields. We recommend that this work be continued by the United States Department of Agriculture.

### Fertilizers

We recognize the importance of

studying the proper use of fertilizers and water management. It is our recommendation that Dr. I. B. Chandler, of the Cranberry Experiment Station, continue his investigations.

### Forestry

A large percentage of forestry holdings in southeastern Massachusetts is owned by cranberry holders. In order to preserve this natural resource and also provide an opportunity for off-season work, we recommend the continued study of outlets for forest products by our state, district, and county foresters. We further recommend that the Extension Service continue their efforts to acquaint growers with improved forestry practices.

### Labor Supplies

We recognize the valuable service rendered by the Massachusetts Division of Employment Security in locating sources of labor for the industry. We recommend that this service be continued.

### Marketing Problems and Recommendations

The Committee heartily endorses the special cranberry marketing conference held in Wareham last spring. The purpose was to acquaint growers with the steps in-

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volved in marketing their crops. The information presented was very helpful to cranberry growers in analyzing some of their marketing problems.

**Quality Fruit**

As growers, we recognize the importance of raising quality fruit. Our Committee believes that Dr. H. J. Franklin's "Keeping Quality Forecast" has proved an effective guide as to steps necessary early in the season to produce quality fruit. We recommend that the Extension Service acquaint growers with this timely information.

**Packaging and Handling as it Affects Keeping Quality**

We appreciate the importance of studying packaging and handling of cranberries as it affects keeping quality. The Agricultural Engineering Department is conducting experiments in this field. We recommend that this work be continued.

**Marketing Research**

The Committee recognizes the constructive efforts of our various marketing groups in effecting improved cooperation in the handling

of our crop. We recommend to the cranberry industry that a research study of marketing methods as they apply to distribution, packaging, consumer acceptance and demand, selling cost and any other related features be conducted on

a nation-wide basis utilizing the funds, if possible, provided by the Federal Government through the 1946 Research and Marketing Act.

Respectfully submitted,

E. L. Bartholomew, Chairman.

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# Cranberry

THE NATIONAL CRANBERRY MAGAZINE



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FRANKLIN E. SMITH, of Nantucket Cranberry Co.

(Story Page 8)

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January 1950

## CONTINUE SUPPORT

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# 1950



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# DIRECTORY FOR CRANBERRY GROWERS

## NOTES FROM OREGON

### Year Starts Cold

The new year came in with cold rain, sleet and flurries of snow, but there should have been no harm to the dormant vines.

### Less Winter Flooding

More and more growers are getting away from the idea that cranberry bogs in Oregon need an all-winter flood, and so are leaving it off. Temperatures in bog areas in this state are seldom low enough in the cold months to do any material damage to vines, and there is reason to believe flooding as a weed-killing measure is beneficial, but long flooding or late holding damages buds out of proportion to benefits gained.

### Some Bogs Weedy

The '49 crop proved somewhat less than expected, due chiefly to spring frosts. The lower prices and slow payment is forcing many growers into other fields of labor, temporarily, at least, and there is consequent neglect of old and new marshes. And the weeds, which always look for such an opportunity, are coming in and will give trouble.

## Jersey Growers To Hold 80th Meeting Jan. 28

The 80th Annual Meeting of the American Cranberry Growers' Association will be held Saturday, January 28. The meeting place this year has been changed, from Camden to The Fireside restaurant, Mount Holly, N. J. The meeting will be called to order by President John E. Cutts promptly at 10.00 a. m. The program will consist of a tribute to R. B. Wilcox, talks by Theodore H. Budd, Sr., chairman Cranberry Growers Council, and by staff members of the Cranberry and Blueberry Laboratory, D. O. Boster's Crop Report, a panel discussion of cranberry growing problems by some growers, and the usual business meeting.

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# Mass. Cranberry Station and Field Notes

by J. RICHARD BEATTIE  
Extension Cranberry Specialist



Water supplies are still critically low, and, as a result, many bogs have not been flooded as of January 5. Unofficial estimates indicate that approximately one-third of the acreage that is usually flooded by this date lack adequate winter protection. Dr. H. J. Franklin's data indicate that a normal yearly precipitation for the cranberry area is approximately 44.31 inches. Rainfall for the calendar year 1949 was 36.21 inches, which is 8.10 inches below normal.

## January Running Above at Start

We certainly have been experiencing a mild winter. Temperatures have been averaging approximately 5 to 6° above normal. The first five days of January were running nearly 15° per day above normal. As a result of these high temperatures, growers have been concerned about their bogs that have not been flooded. Many have inquired whether these temperatures might "start" buds or result in severe winterkilling if followed by a severe cold spell. Dr. Franklin believes that growers need not be too concerned for the present at least over these high temperatures. The major problem is securing enough water to flood our bogs before we encounter low temperatures accompanied by high winds. It is this combination of factors that results in severe winterkilling.

## Marketing Conference

The cranberry report printed in CRANBERRIES last month and which was prepared at the recent Farm Production and Marketing Outlook Conference was presented to the Massachusetts Agricultural Program Board the latter part of December by E. L. Bartholomew, Wareham, and the writer. This Board is made up of the directors

or chairmen of the various agricultural agencies in the state. At this meeting, each of the agricultural commodity reports were carefully considered, and where specific recommendations were outlined the Board designated such recommendations to the agency or organization best equipped to carry them out. It was gratifying to learn that there is to be a definite follow-up of the proposals submitted to this Board.

## Worcester Union Meeting

The cranberry industry was well represented at the Union Agricultural meetings held in Worcester, January 4-6. Ferris Waite, chairman of the Public Relations Committee of the Cape Cod Cranberry Growers' Association, and his committee are to be congratulated for their part in promoting the cranberry industry at these New England-wide meetings. The educational exhibit which they prepared under the sponsorship of the Cape Cod Cranberry Growers' Association attracted thousands of people. The exhibit featured cranberries, both fresh and processed, and included samples of all of the various consumer-type packages now sold in our markets. The cranberry growers who tended the booth were really busy selling the industry and its products to Mrs. Consumer. This was literally true, since they not only distributed thousands of cranberry recipe booklets but also gave away samples of the new fresh-frozen cranberry juice which was made available through the courtesy of the National Cranberry Association. If the crowd around the cranberry booth was any indication of interest, plus the many favorable comments heard, this frozen juice will be a very popular cranberry product. Incidentally, those who wished to purchase the various cranberry products, includ-

ing the new frozen juice, had that opportunity. It seems to the writer that special acknowledgement is in order for Ferris Waite, E. L. Bartholomew, and Kenneth Garside who set up the exhibit and tended the booth during the three-day meetings. However, several other growers and their representatives also assisted in manning the booth and included Robert Handy, William Stearns, George Rounsville, Joseph Kelley, Stanley Benson, Gilbert Beaton, Robert Bartlett, Maynard Holmes and "Bert" Tomlinson. Heading the group was none other than the Massachusetts Cranberry Queen, Miss Beverly Richards, of Foxboro, who helped to distribute cranberry products. Many growers are wondering if there isn't a place for more of this direct promotional work. It may be expensive, but it certainly seems to be effective. After all, if people haven't tasted and enjoyed our cranberry products, they are hardly our customers.

## Educational Program, 1950

The state cranberry advisory committee met at the Cranberry Station December 20, to assist the Extension Service in preparing its educational program for 1950. 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 Experiment Station. The discussion and suggestions were very helpful in preparing our plan of work. It is agreed that our major emphasis should be directed towards cutting production costs, raising quality fruit, packaging and grading, and more information on the fundamentals and principles of marketing.

Fifty years ago in December the Yarmouth (Cape Cod) Register was saying: "There has not been for many years a time when the ponds and streams were so low as at present." Another Cape paper also of half a century ago, was commenting upon the most unseasonable warmth. Sounds rather like conditions just now, doesn't it, or at least as they were as regards high temperatures practically all of last month?

## Makepeace Buys All The Barker Bog Properties

This Important Transfer of 250 Acres in Massachusetts Was Consummated January 1.

A big Massachusetts cranberry deal went through as the year ended, this being the purchase of the properties of L. B. R. Barker of Plymouth by the A. D. Makepeace company of Wareham. The properties changing hands consist of about 250 acres, the actual transfer of operation having been on January 1.

Bogs sold were the big Century bog at White Island Pond and the Agawam bog along the Agawam stream, and a smaller piece in the so-called "Darby" section of North Carver.

J. C. Makepeace of the ADM Company, who gave out the news of the transfer, is, in marketing affiliation, a class "C" member of the Cranberry Growers' Council formed last spring, or in other words an independent.

The late Mr. Barker was a member of New England Cranberry Sales Company since its founding in 1907 and hence of American Cranberry Exchange.

In commenting upon the transfer, Mr. Barker told CRANBERRIES: "I have been in the business of growing cranberries for more than half a century, and so I feel I have earned retirement."

## New Company Buys Wyeth Properties

The newest entrant into the cranberry field is the "Colonial Cranberry Company", which has purchased the 72-acre bog in Greene, Rhode Island, formerly owned by the Summit Cranberry Company. The story of the Greene bog, one of the oldest in the country, and its former owner-manager, the late "Bill" Wyeth, was written in the June 1948 issue of "CRANBERRIES."

The Directors of the new company are Alden C. Brett, Edwin E. McConnell, C. Lawrence Munch,

John A. Smith, and Ralph Thacher. Mr. Brett, who serves as President, is a Trustee of the University of Massachusetts and Chairman of its Experiment Station Committee, under which the Cranberry Station at East Wareham operates. He is also a Director of the State Street Trust Company of Boston and Treasurer of the Hood Rubber Company. Mr. McConnell is controller of the Norton Company of Worcester; Mr. Munch is President of Hood Rubber Company, a former President of the Boston Chamber of Commerce, and is now President of the Associated Industries of Massachusetts. He is a director of the Union Market National Bank of Watertown. Mr. Smith is a sales manager of Hood Rubber Company; and Mr. Thacher, who will act as vice-president and general manager, is service manager for the New England Cranberry Sales Company in the Cape area.

The new company expects to acquire other properties as favorable opportunities arise.

This sale was made some time ago, but has just recently been announced.

## Final '49 Crop Estimate for Third Largest

USDA Crop Reporting Service, Boston office, in its final estimate of 1949 gives cranberry production as follows:

Production of cranberries in the United States in 1949 totaled 856,800 barrels—a crop 11 per cent less than the 1948 crop of 967,700 barrels, but 29 per cent larger than the 10-year (1938-47) average production of 665,230 barrels. This year's crop is the third largest of record, being exceeded only by the 1948 crop of 967,700 barrels, and the 1937 crop of 877,300 barrels. The major part of the decrease in production this year is in the Massachusetts crop, although the Wisconsin crop is also sharply lower.

The estimates of production by States, with changes from the 1938-47 average, are: Massachusetts 530,000 barrels, 21 per cent more; New Jersey, 63,000 barrels, 18 per cent less; Wisconsin, 210,

000 barrels, almost twice average; Washington, 40,000 barrels, 35 per cent more; and Oregon, 13,800 barrels, 28 per cent more. Per acre yields of cranberries this season were above average in Massachusetts, Wisconsin, and Washington, but below average in New Jersey and Oregon. In Massachusetts and New Jersey prospects were unfavorable in July and August because of drought. However, the drought was broken the last week in August and weather for the balance of the season was favorable. In Wisconsin, growing conditions during the season were only fair until a few weeks before harvest when conditions were excellent for sizing and ripening. About 300 acres in Wisconsin were in bearing for the first time this year.

Deciduous fruit production in 1949 totaled 9.8 million tons—14 per cent more than last year and only 6 per cent under the record 1946 tonnage.

### MRS. A. D. CLARK

Mrs. Cyrenia B. Clark, granddaughter of Cyrus Cahoon, developer of the Early Black, and herself interested in cranberries all her life, died Christmas night in Middleboro, Mass., at the age of 85. She was the widow of Darius Adelbert Clark, a grower, and she carried on his bog interests until the time of her death. She was the daughter of Joshua and Lettice M. (Cahoon) Maker, Mr. Maker also having owned bogs.

The bogs are at Pleasant Lake in Harwich on the Cape, where she lived most of her life, until in later years she spent much time with her daughter, Mrs. Lewis F. Harding, in Middleboro.

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# Cranberries

THE NATIONAL CRANBERRY MAGAZINE

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## FRESH FROM THE FIELDS

Compiled by C. J. H.

### MASSACHUSETTS

#### December Contradictory

December was a contradictory month. On the whole it was one of the warmest of the year-end months on record, and yet there may have been a little winterkill on some bogs. The 22nd, the official first day of winter, brought temperatures of 62 at Boston and at various points on the Cape. This was the hottest Dec. 22nd in the history of the State Weather Bureau. So warm was it about that time that dandelions were in bloom from Middleboro through Wareham and on to the Cape. Gladioli were also in bloom. (Oregon and Washington, who boast of your flowers in mid-winter, please take note).

#### Several Cold, Raw Days

Coldest day of the month was the 9th, when 5 was recorded at the State Bog, 8 at Hyannis. Next coldest was the 29th, which brought high and raw winds, and there were three 13's, the 30th, 8th and 6th. If the cold winds did dry out the vines to cause winter kill it would have been on those days, especially the 29th and 30th.

#### One-Third Bogs Not Flooded

Rainfall continued to be deficient, only 2.85 inches falling during December. It is estimated, from a number of sources, that one-third and possibly more of the acreage normally flooded by mid-December was still exposed to the weather. There was no frost in the ground, even into the new year, and a good deal of the water put on bogs was seeping away. The ground has been slightly hardened over on a few days and also on a few days there was sufficient ice for skating on some bogs for a day or two. Unless there should

be heavy rains immediately to make up or help make up for the water deficiencies, or there should be heavy snows to cover the bogs for an extended period (which is not in accordance generally with Southeastern Massachusetts weather), there could be serious winter kill before spring, with the coldest weather, presumably, about to arrive. It was said the mildness of the month would have had little effect on the vines one way or another, but there were many cloudy days.

#### January Starts Mild

The unseasonably high temperatures, with much cloudy weather, were extending into the first days of January.

### NEW JERSEY

#### Temperature

The average daily mean temperatures were well above normal at Pemberton during December with an average of 38.4°, which is 3 degrees above the normal mean of 35.4°. The low for the month in the Pemberton shelter was 11° on the 17th and the high was 65° on the 27th. Because of these unusually mild temperatures there has been very little winter flooding as yet.

#### Rainfall

December was the fifth consecutive month with a rainfall deficiency at Pemberton. Since the December deficiency was less than 1/10 of an inch below normal and since what rainfall occurred was well distributed throughout the month, water supplies improved considerably over what they were in October and November. Water for winter flooding is still below normal, but on most properties

there will be enough, though it will take longer to get the flood on. There was no snow at Pemberton during December.

#### 1949 Weather Summary

The average monthly mean temperature was well above normal in South Jersey in 1949, with an average of 55.9°, which is 1.63° above normal. May, September and November temperatures were below normal, while all the other months were well above normal. January and February were the highest above normal, each being 6.0° above normal, while September was below normal by 3.8°.

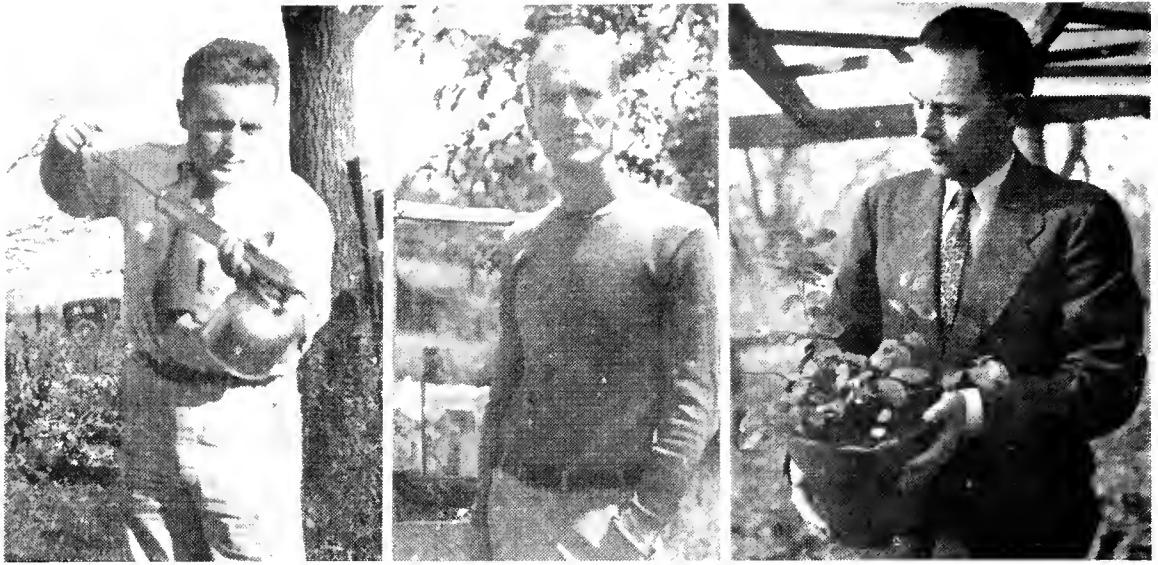
The total yearly rainfall at Pemberton was 3.81 inches below the normal of 43.01 inches. Five months, January, February, April, May, and July, had an excess of rainfall, with all the other months receiving less than normal. The driest month was June, when only 0.14 inches of the normal 4.63 inches fell. The wettest month was January with 5.50 inches, which is 2.06 inches above normal.

#### Frosts

The 1949 season was relatively free of any spectacularly damaging frosts in New Jersey. Spring frosts were probably more troublesome than usual because so many nights temperatures were right on the borderline; while the fall was free of damaging frosts until late in October, when almost all berries had been harvested.

Many berries were lost during late May and early June when the blossoms were at their most tender stage of development. Temperatures in the middle and upper twenties on six nights between May 20 and June 9 are responsible,

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Left to Right: Philip E. Marucci, William E. Tomlinson, Jr., Charles A. Doehlert.

## Jersey Research Men Find "Stunt" Disease Carriers

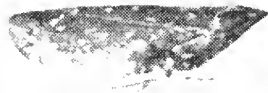
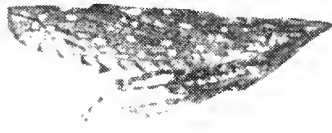
The Cranberry and Blueberry Research Laboratory of the N. J. Agricultural Experiment Station has reported finding sharp-nosed leafhoppers responsible for spreading blueberry stunt disease. This coveted goal was reached after a concentrated search through a period of seven years.

William E. Tomlinson, Jr., Philip E. Marucci, and Charles A. Doehlert presented their findings at the meetings of the Eastern Branch of the American Association of Economic Entomologists, held at Baltimore, Md., November 21st and 22nd.

The search for the disease vector was started in 1943 by the late C. S. Beckwith and C. A. Doehlert, and the first planned insect transmission was achieved in the summer of 1944. Tomlinson joined the battle in 1945 and in the next year accomplished the first transmission with identified species. To the continuing efforts of these two men, Marucci added his more than full-time labors for two years and produced the final convincing proof. He also established the facts of the life cycle of the two leafhoppers incriminated, which is necessary information for the development of control methods.

### Insects by Name

The two insects are known as sharp-nosed leafhoppers, *Scaphytopius magdalensis* (Prov.) and *Scaphytopius verecundus* (Van D.) They are so much alike that at



(1) Female and male of sharp-nosed leafhopper.  
Actual lengths (—)  
(—)  
Two lines show the actual length of female (upper) and male (lower).

present only the males can be differentiated, and only by dissection under considerable magnification. Studies will be continued to find out whether one or both species are the culprits. The results of such studies may not very much affect the practical control methods. They will, however, help in predicting the likely geographic spread of the disease.

#### Great Toll Taken

The great toll taken in New Jersey by cranberry false blossom, which is a disease very similar to blueberry stunt, was both a warning and an incentive to the research men to face this new emergency with vigorous effort. In addition to the normal State and Federal funds allowed for the job, the Blueberry Cooperative Association (Tru Blu Berries) contributed \$5,000.00 a year for a 3-year period. It was this fund which made it possible to secure the full time of Mr. Marucci and additional equipment and supplies. Marucci is now with the U. S. Department of Agriculture at Honolulu, Hawaii.

Dr. M. T. Hutchinson is continuing the projects at the Pemberton laboratory begun by Marucci. Methods for controlling the disease by roguing, cultural practices, and spraying or dusting are being worked out at the laboratory.

In their paper, the authors point out that the late Raymond B. Wilcox of the U. S. D. A. discovered and named blueberry stunt as a virus disease in 1942. More recently, Dr. L. O. Kunkel of the Rockefeller Institute confirmed Wilcox's conclusions. Continuation of the investigations is being aided by the new statewide organization, the New Jersey Blueberry Farmers Association.

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### INDUSTRY GAINS ON CROP SURPLUS

More than one million barrels of cranberries, both fresh and processed, have gone out of the hands of the industry and to the consumers, in the past year, from Jan. 1 to Dec. 31, '49, in the opinion of A. D. Benson, general manager NECSCO. "This has definitely reduced the crop surplus, and so the industry shows a gain.

"Although we are on the upgrade, we are not out of the woods yet", he says, and it must be admitted that it has been and still will be tough for many individual growers. But we are certainly on the way out of the worst. If it had not been for the lack of sales in October when it was so hot, New England Sales would have been all cleaned up."

As far as the sales of fresh fruit by ACE, they were reported as ahead of last year in many cities up to December. Thanksgiving market spirited and there was a buying flurry; figures are not available for December and the Christmas market, but it was not as fast as in November. Large independents, mostly, at least, were sold out before November ended.

In the processed field, while final

figures are not all in, NCA sales for '49 were estimated at 3,104,422 cases as against 2,455,716, or an increase of about 26 per cent.

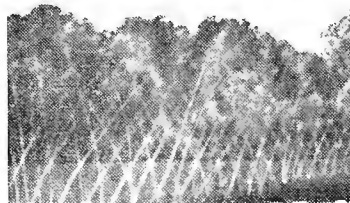
### CRANBERRIES DISCUSSED AT AMERICAN SCIENTISTS' MEET

The American Society for the Advancement of Science has met annually for over 100 years, but in the past these meetings have been of little or no direct interest to cranberry growers. However, this year two of the papers touched on the subject of cranberries. The first paper to be given in the session on Plant Disease Forecasting had been prepared by Dr. Neil Stevens and was presented by his son, Dr. Russell Stevens. Before the paper was read the Chairman of the Session expressed regret at the passing of Dr. Neil Stevens and suggested that everyone rise in silent tribute. The paper stated that the first plant disease forecast was made on cranberries in 1923.

Dr. C. E. Cross of the Mass. Cranberry Station presented an excellent paper in the Botanical Teaching Section, and if you know "Chet" you can be sure he mentioned cranberries and the control of weeds in bogs.

At meetings of this type, infor-

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# World's Largest Bog, On Nantucket Island, 225 Acres In Single Piece, Is Being Renovated

Bog is the Property of Nantucket Cranberry Company—  
Franklin E. Smith, Long an Important Figure in the  
Industry is Treasurer—Three Other Bogs on This Island  
Off Massachusetts Coast.

by  
Clarence J. Hall

Nantucket is an island 30 miles at sea off the Massachusetts coast, latitude 41 degrees 15' 22" north, longitude degrees 7' 56" west. It is about 14 miles long with an average width of 3½ miles, almost treeless and windswept. The island is tempered to an average 72 degrees by the friendly Gulf Stream.

On Nantucket is what is considered the world's largest cranberry bog in a single piece, approximately 225 acres. This is owned by the Nantucket Cranberry Company, of which Franklin E. Smith, Boston attorney, is treasurer. Incidentally, Mr. Smith has had one of the longest careers in cranberry culture, and in fact, it was he who, as attorney, incorporated the Cape Cod Cranberry Growers' Association, of which he has been a director for about half a century. The Nantucket "Big Bog", so called, was begun in 1905.

There are three other bogs now in cultivation on the island. Second in size is the 35-acre property of "Windswept Cranberries, Inc.," Marland Rounsville manager. Another is a property of an acre and three-quarters, owned by Fred Maglathlin, who is truly a veteran grower. Also a small piece of bog owned by Peter Travis.

## Nearly 300 Acres on the Island

The Nantucket Company owns two other pieces, the so-called "West End" bog, about 22 acres, and the "Beachwood", about 15 acres, bringing the total holdings of the corporation up to about 265 acres. This means there are nearly 300 acres of cranberry bog on the island, in varying degrees of up-keep and production.

The Island contains approximately 30,000 acres of land of which the Nantucket company owns about 3,000, or one-tenth.

Nantucket is natural cranberry country, and years ago the West End, in particular, was sprinkled with wild patches, varying in size from a few square feet to perhaps an acre. Wild berries still grow there, and are picked.

This account will attempt to tell the story of the cultivation of cranberries upon this unique spot which is at one time a county, a town and an island. Nantucket is an island so self-complacent that even today there is a sign pointing to the steamboat wharf which says "Boats to America." Of course this is a

touch of humor, but it shows how Nantucketers feel towards the rest of the United States. Even after 50 years or so of residence on the Island, a settler there, unless he has deep-rooted Nantucket antecedents, is still an "off-islander". To be a genuine Nantucketer a person must have two or three generations behind him who have lived on the island.

## Nantucket Proud of Its History

Nantucket has a right to be proud of its history and traditions. The first discoverers were probably the Norsemen in the 10th or 11th century. However, it is a matter of record that in 1602 Bartholomew Gosnold, while on his voyage of discovery, saw Nantucket and so is generally given credit for its "discovery", even though records are meager. So Nantucket was known to a European, while Plymouth was presumably entirely unknown.

## Cranberry Harvesting Late

To get back to cranberries, with which we are primarily concerned, the island has its advantages and disadvantages, as in fact do all

cranberry areas. The winter winds are so severe, according to Mr. Maglathlin, "you have to crawl out to the barn", although he doesn't really mean they are that bad. There is little snow, but usually plenty of rain and fog. Springs are late, as the water around the land mass remains cold after winter departs. While spring frosts are not too common, not nearly as frequent as on the mainland, when there is a spring frost it is usually a "darned" good one, and so extremely dangerous.

Falls are warm and frost doesn't bother the grower then. So warm are falls that roses are picked up to Thanksgiving and many years even to Christmas. Just the contrary to spring, the surrounding water retains the heat of summer, accounting for the balmy autumn weather. Therefore harvesting starts later than on the mainland, usually not until after Labor Day, at the very earliest.

## Sand Rather Fine

Sand is not as coarse as the growers of Plymouth and Barnstable counties on the mainland prefer it to be. In fact, it is rather fine, but there is plenty of it. Generally speaking, there are also ample water supplies for frost, winter flowing and insect control.

The island, which today has a population the year around of some 3500, has always been a nautical community, as, obviously, it could scarcely be otherwise. The first whale was caught from Nantucket in 1672, or that is the first recorded as caught by a white man in America, and the following year whaling in boats from the shore was begun. Then for a time Nantucket was America's leading whaling center, with ships going all over the world after leviathan. Nantucketers, you see, do have a right to their feeling of distinctness.

## Island Folks Very Air-Minded

Principal travel contact with the island is by steamboat, and it is a



voyage of 3¼ hours from Woods Hole. This isolation adds a bit to the cost of getting cranberries to markets of the United States. But although Nantucket has always been dependent upon boats—sail, steam or gasoline—to get commodities and people on and off the island, it today is perhaps one of the most air-minded communities in the country.

It seems that almost everybody flies, at least occasionally, either as pilot or passenger. Hyannis on the Cape is but 8-10 minutes away by twin-motored plane, and Boston but 30 minutes by Northeastern Convair. There are several lines and a splendid municipal airport. Grower Rounsville is a pilot and has frequently flown to the mainland on his cranberry business. Mr. Smith flies often, and so does his resident superintendent, Bruce Arthur. The latter is learning to become a pilot. Mr. Maglathlin helped to build the first airport.

Nantucket, as before mentioned, is practically treeless, although there are more trees than there were. At one time sheep and cattle roamed and kept everything close-cropped. Nantucket could at one time make or break the New York sheep market. In 1830 it had a population of 7202 persons and was the third largest commercial town in all Massachusetts. In 1823, when it led the whaling industry, it had a fleet of 83 vessels in actual service.

Today its chief industry is "summer visitors", and in the summer season its population shoots up to 25,000. Some of these visitors are among the most famous people in the world. These include a Hollywood colony, doctors, bankers. Many own their own estates. There is an art colony, too, with noted painters. Fishing is not of too much importance, although you hear much talk of fishing and rubber boots are a common sight along the cobbled main street.

#### Nantucket Bog on Grandiose Scale

Yet the world's largest single bog is on this beautiful, charming island. The Nantucket Cranberry Company domain, as originally laid out, was on a grandiose scale.



CONSTRUCTION WORK ON 235-ACRE BOG OF BURGESS CRANBERRY COMPANY



Showing sanders, vine setters and houses of workmen.

It was a well-conceived vision of an island cranberry empire. Mr. Arthur says the vision was a little ahead of the times, and this seems to be correct. By that is meant that such a vast acreage needed the modern cranberry "tools" of today, from the very start—tractors, trucks, airplanes and 'copters for dusting and spraying.

The "Big Bog" is an almost unbelievably vast tract of vines laid out in pretty much of a circle, with an island in the center. The bog itself was originally a peat swamp, growing huckleberries. Being built in 1905 the work had to be manual labor, built by the sweat of many men. Sand was wheeled along plank for as far as a half a mile.

When you consider there are 33 miles of ditches you get some idea of its size. From certain points there is bog as far as the eye can see. The area is level, dikes have

to be only 18 inches high. Now modern methods of bog operation are being put to effective use. For instance, with no trees to interfere and such low dikes, straight-wing dusting is a cinch.

#### Ideal for Air Control

Last year 160 acres were dusted in six hours, a plane dumping a load in just 3 minutes. There is a 1500 foot air strip on the property, so no time is lost in going back to an airfield for a load, as is usually the case on the mainland.

An intensive sanding program is in progress to bring this huge piece of bog back into shape, for there is no denying that its condition is not good. The wheelbarrows which originally carted the sand have no part in the program of today. Instead are used five Ford trucks. These are stripped of fenders and even a seat for the driver, who sits on a box on a flat

platform, to reduce all possible weight for as large a "pay-load" of sand as is possible. These trucks are driven out on the bogs over mesh airplane landing nets such as were used in the war. Each truck carries about six wheelbarrow loads.

#### **Property Being Improved Piece by Piece**

Last year 60 acres were sanded. The plan is to sand 50 more during this winter. Mr. Arthur has picked out about 125 acres to concentrate work upon to bring the property back. After one year of effort he says he can see his program is taking hold. This is the same theory upon which some of the large and more or less run-down bogs of New Jersey are being operated in a restoration program—intense concentration upon one area at a time.

Besides the sanding there is an intensive program to kill weeds, principally the grasses, a major weed problem. This is being done by kerosene. Much was done last spring. More is planned for next spring.

Frosts, according to the Nantucket growers, have become more of a problem than they were years ago. When the "Big Bog" was first built it did not suffer from frosts. Now it is said the island has grown up more to small scrub (which the sheep once helped to keep down) and small trees, which prevent easy flowing off of the cold air and chilly pockets are formed.

This may be so. But to a mainland, Nantucket seems almost as bald as the cranium of a man who has lost most of his hair. There are a few majestic elm trees, imported from England, along the main street of the town and elsewhere in the village itself. There are some "Black Japanese Pines", imported from Japan some years ago by a Captain John Backus. These grow as much as two feet in a year, but never get very tall. There is a small State Forest of pines.

Mostly the countryside, or at least the gently-rolling moors, seems to be nothing but low huckleberry bushes, a little scrub oak, and, low to the ground, the small "mealy" berries, which is the Nan-

tucket name for the plant which on the mainland is generally referred to as the "hog cranberry". And there is the beautiful "heather", which may not be a true Scotch heather, for which the moors are so noted. Certainly these moors, which are not far from the bogs, are a distinct type of scenery, and if you like a lonely type of scenery they are beautiful. Your reported did like this strange Nantucket aspect.

#### **Cross Country Driving**

There is so much space that while sometimes the jeep, truck or old touring car in which you were riding was wheeled along the two white sand ruts that make up the moor "roads", if the driver felt like going to some place in a straight line he just left the ruts and raced along across country to where he wanted to go. No trees, no fences, no rocks prevented him from doing so. Saul's hills are a rather abrupt series of elevations and you couldn't cross-country there, but you could generally take off in any old direction. The island's top elevation is only about 100 feet above sea level.

Perhaps next to the sometimes devastating spring frosts, the greatest trouble of the island growers is blackhead fireworm, second brood being the most destructive. Fruitworm is not a serious problem. False blossom is not considered bad.

#### **Frost Flow in Six Hours**

The water supply for the "Big Bog" property is Gibbs' Pond, a clear body of water, 25 feet above the sea level. It is 54 acres in extent. This supplies five feet of water under normal weather conditions, about the equivalent of a 250 acre reservoir. Three Ford Industrial engines of 100 h. p. throw a total of 2,400,000 gallons an hour. This is really a mighty stream of water. With the flatness of the huge bog a frost flow can be put on in six hours. The water finally drains into the lowest section, from where it flows back into the pond with only a small natural loss from seepage.

This modern and efficient pumping house system was installed by Hayden Manufacturing Company of Wareham. Seven of the flumes

are the pre-fabricated R. A. Tru-fant half-rounds, which Mr. Smith says are most efficient. More are to be installed.

The main screenhouse is strong and well arranged. The width of the structure is 90 and 80 feet, this being in two sections, the length being 140 feet. Structure has two stories plus a frost-proof cellar with 18-inch thick cement walls. Screening is by three Bailey separators. Storage capacity is 9,000 barrels, and in case of overflow there is additional space in a work shed, almost as large. This is a building of three stories.

#### **Top Crop in 1937**

Top crop at the "Big Bog" was 9,000 barrels, which was in 1937. This was approximately one per cent of the total barrelage of the country in that year of large production. The bog is set to Early Blacks and Late Howes. Last fall the crop was small, due to heavy sanding and other factors.

It is anticipated that as the property is improved by sanding, killing of weeds by kerosene, and dusting for insects, production will step up to where it belongs. Some, but not much scalping is being done. The plan is to utilize as much of the present vine growth as possible.

#### **Mr. Smith Grower Since 1898**

Mr. Smith came into the cranberry scene on a large scale as a young man of 28. He visited the island on October 27, 1905 on a legal matter. He was with Horace B. Maglathlin, father of Fred Maglathlin, Edwin A. Stevens and William T. Makepeace. They were met by Richard E. Burgess, a Nantucket butcher, who owned property at the site, so that for a time the property was known as the Burgess bog. An old building of Mr. Burgess then was bought. Later Thomas W. Bailey made surveys, marks were put in to be sure of adequate water rights and land titles were perfected through the Land Court.

The venture was started. During the building of the bog there was a veritable city of cabins housing the workers. There was even a store.

As a matter of fact this was not

(Continued on Page 14)

## THE NEW YEAR

AMERICA was settled by men of races to whom the New World was a land of promise. The mighty forests, the rich meadows, the prairies, fish-filled streams and brooks, the untouched mineral resources all meant opportunity. Even our wasteland swamps were utilized—by the cranberry growers.

We have built ourselves up to where we are self-sustaining and not only self-sustaining but much of the world depends upon us—for foods, machinery, money. The only two really great powers in the world today are the USA and the USSR, and we are as far apart in ideology as the poles. The world does not look to Russia for help. It looks to us.

Cranberries are but a tiny bit of our agricultural economy, but an industry without counterpart in any foreign country except for a few small bogs in Europe and more in Canada. During the war, as everybody knows, the cranberry industry boomed—too much. Since, there has been the let-down.

We have grown so proficient in the production of cranberries that we are producing more than can be consumed. Yet, if we have disposed of more than a million barrels to customers, we have made definite progress in 1949. It is tough at present on most everybody in any way associated with the growing of cranberries, but it looks as if we were digging ourselves out. This is still the land of opportunity, our population is increasing rapidly. This should increase the potential cranberry market. It is a challenge to the industry. A new year lies ahead. May it see the tide turned, and on the flood again.

## TO THE SCIENTISTS

BULL dogs are noted for their tenacity. So are scientists. Once a true scientist sets himself to the solving of a problem he keeps at it, and it is most fortunate for us that there is such a breed of men and women. An instance of this is the finding of the carrier of the "Blueberry Stunt" Disease by research men working in New Jersey, as reported in this issue. While this may be a scientific achievement of relatively minor importance, it is of great moment to the growers of cultivated blues,

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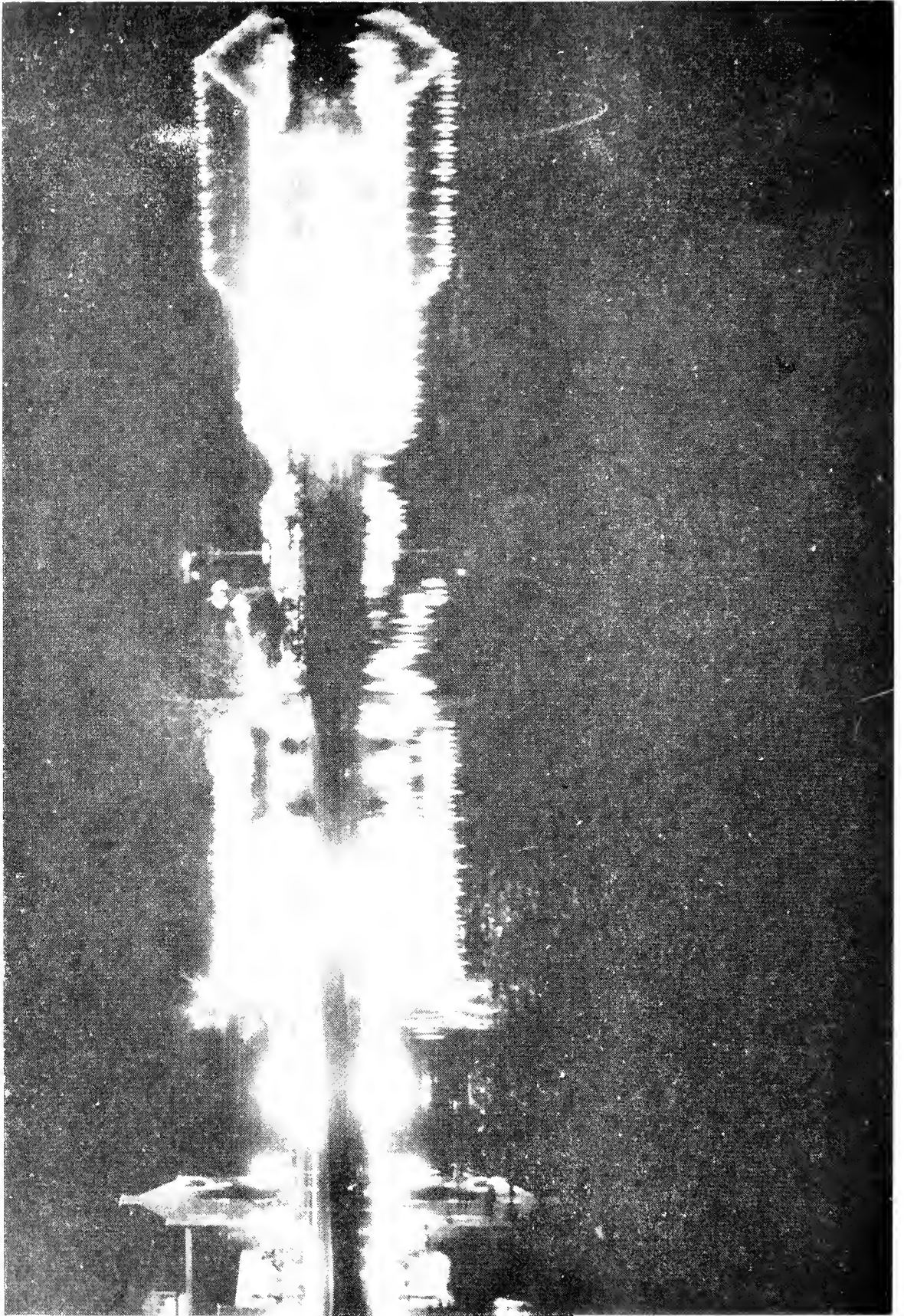
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### New Jersey

CHARLES A. DOEHLERT,  
WM. E. TOMLINSON, JR.  
New Jersey Cranberry and Blueberry Station  
Pemberton, New Jersey

the fruit of which is most closely associated with cranberry culture. So hats off to the discoverers of the "criminal" sharp-nosed leafhoppers, after seven years of intensive effort and the expenditure of a good many thousands of dollars.

ALL faith in the future of the cranberry industry cannot be lost when two such major deals as are reported in this number have recently gone through. Let's get what encouragement we may from these examples of belief that cranberry acreage is a good thing to own.

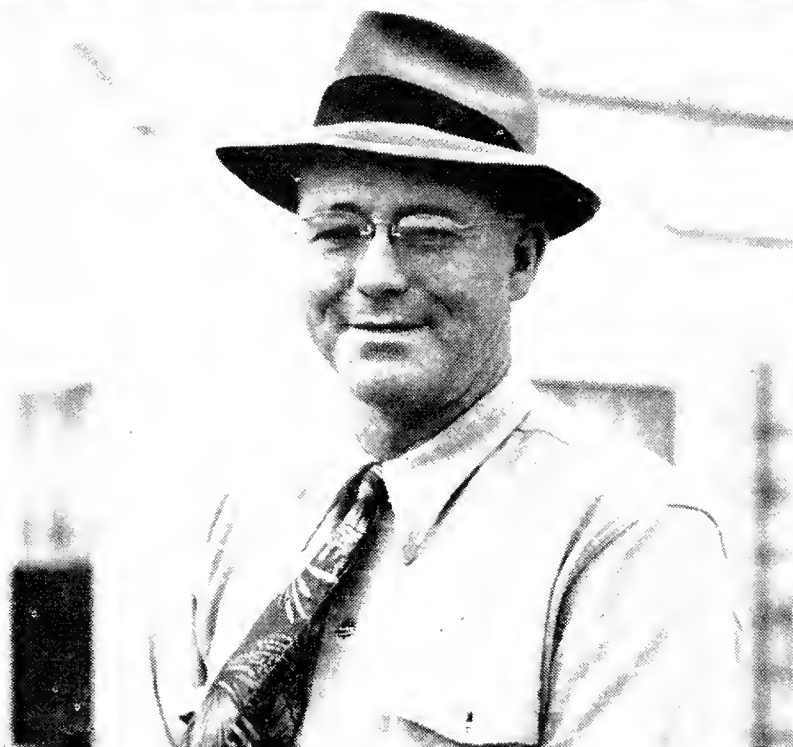


Night view of some of the myriads of lights at Edaville, South Carver, Mass., taken from across a flooded bog, causing the brilliant reflections in the water. Mr. Alwood's screenhouse is at the left, and at extreme right is the Edaville R. R. Station outlined in light. Note huge "Eday ille" electric sign near station. (CRANBERRIES photo)



Above—Showing portion of main Nantucket Cranberry Company screenhouse and a view across part of the huge bog. Right—Bruce Arthur, resident foreman of the Nantucket company.

(CRANBERRIES Photo)



## Nantucket

(Continued from Page 10)

Mr. Smith's first cranberry property. He had bought his first bog in November, 1898, he recalls, the same day the S. S. City of Portland was sunk at East Sandwich on the Cape.

### Third Generation Grower

His father was S. Curtis Smith, a teacher, for the last 37 years of his life master of English High School in Boston. After that he grew cranberries near the Quaker Meeting House at East Sandwich. His grandfather, Franklin Nye, began cranberry growing about 1870 in the same East Sandwich area. Some of the first berries they produced, Mr. Smith says, were shipped to Paris in barrels filled with water, about 1875.

Mr. Smith, who is of historical mind, has a remarkable interest in early Cape history. He is treasurer of the Nye Family Association of America Inc., and a director of the Tupper Family, both these geneological organizations being among the largest and best informed of such organizations in the country. He maintains a summer home in East Sandwich.

He himself was born in Jamaica Plain, now a suburb of Boston,

April 4, 1877. He graduated from Boston University Law School, cum laude, June 7, 1899.

### Incorporator of Cape Cod Ass'n

When the Cape Cod Cranberry Growers' Association was incorporated, January 25, 1910, Mr. Smith handled the legal end of the business. The incorporators were George R. Briggs, John C. Makepeace, Dr. Franklin E. Marsh, Dr. William W. Marsh, Irving C. Hammond, Zebina H. Jenkins, LeBaron R. Barker, Edwin A. Stevens and Mr. Smith. But three survive: Mr. Smith, Mr. Makepeace and Mr. Barker.

He was elected to the Board of Directors and has served on that board until the present time, although this year his title is honorary. He has been on the legislative committee during this period. He was president of the association in 1931-32.

Mr. Smith incorporated the Cranberry Distributors, Inc., in 1914 for marketing cranberries and was president of this company until about 1934, when it was dissolved.

Mr. Smith has a daughter and three grandchildren, one of the latter, John Nye Field, having been interested in working on the

Nantucket bog, particularly along mechanical lines.

### Mr. Arthur a Grower Himself

Superintendent Arthur, who came to Nantucket to assume his duties at the "Big Bog" about two years ago, is a cranberry man of long experience. He has been around bogs most of his life.

His maternal grandfather, William Taylor, had bogs in Plymouth County, although his father did not. Mr. Arthur was born in Plymouth and worked for George A. Colley as field man in buying and selling, mostly buying, for 18 years. He has done the same type of work in tomatoes and grapefruit. He has had a broad experience in market produce in many parts of the United States. He has also had canning experience.

He is a bog man in his own right, as he has a property of approximately five acres in Pembroke, Plymouth County. This is divided, about 75 per cent Blacks and the rest Howes. His average production there has been 50-70 bbls. to the acre.

### Arthur Lives on Site of Indian Village

Mr. Arthur, with Mrs. Arthur, live in a small house on the company property. This they are remodelling. A rather unusual angle is that this house is upon an island upon an island—that is, the home site is surrounded by the company bogs which were formerly swamp. Before the white men came to Nantucket this was an Indian village. The wigwam of Princess Tashma stood exactly where their home stands today.

At one time these Nantucket Indians, believed to have been members of the Natick tribe of the Algonquins, knew Nantucket as "Accoma", which has been translated as "Beyond the Waters". Incidentally, the old whalers referred affectionately to Nantucket as "The Grey Lady of the Sea." With wild cranberries so plentifully scattered about the island there would seem to be no doubt that the Indians made use of them.

### Arthurs Ardent in Sports

Mr. and Mrs. Arthur enjoy the island life. They are ardent in sport. Mr. Arthur does, or did, hold the record for an Atlantic salmon, catch 22¼ pounds in

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weight. The fish was caught in Maine. He received a citation from the governor of that state for this feat and the fish is now mounted on the wall of his living room at Nantucket.

His sports are hunting and fishing, preferably fly fishing, although there is not much chance for the latter on Nantucket. Both have taken part in the Nantucket striped bass derbies, and have landed these fighting sea fish. They go rabbit hunting, shoot game birds, gather scallops in season, and net soft-shelled crabs.

Although their home on the stark moore, by a city dweller's standards might be dreary, the Arthurs do not feel lonely. At night there is always the comforting flash of Sankaty Head light-house, a major light along the Atlantic coast, the first picked up by inbound ships from Europe, only a short distance from their home, the fascinating island life, and their interest in the work on the world's biggest cranberry bog.

**Editor's Note**—Second installment of the "Nantucket Cranberry Story" will mostly concern Marland Rounsville and his "Windswept Cranberries, Inc.", with a little about Fred Maglatblin).

## L. B. R. Barker

The industry was greatly shocked by the death of LeBaron R. Barker in the early evening of December 30th. For many years he had been a leader in the Massachusetts and the national cranberry field, particularly in the line of cooperative work. According to the Plymouth Medical Examiner, Mr. Barker, 75, took his own life in his home at Half-Way pond in the Manomet section of Plymouth, Massachusetts. He shot himself with a .22 calibre rifle. Mrs. Amy H. Barker, his wife, called her son-in-law, Dr. Clarence E. Bird, chief surgeon of the U. S. Veterans Hospital, Providence, from the guest house on the Barker estate. Mr. Barker was beyond aid, although another physician was also called in.

No notes were left to explain the act, nor had members of his family any explanation. As reported elsewhere in this issue, he had recently sold all his cranberry properties. Mr. Barker, as well as

being prominent in cranberry growing, was known as a public benefactor to his town of Plymouth. Seven months ago he gave 250 acres of woodland at Fawn pond to the Squanto Council of Boy Scouts for a summer camp. He had previously furnished a ward and X-ray machines for the Jordon hospital at Plymouth. He was a director and financial supporter of the Plymouth Boys' Club.

### Life-Long Grower

Mr. Barker had been a cranberry grower all his life, first becoming interested as a small boy, through his uncle, the late George R.

Briggs. In 1888 Mr. Briggs built an 8-acre bog for Mr. Barker's father at Half-Way Pond. In 1898 Mr. Barker had charge of this bog, another 3-acre piece, and two-thirds of an acre of his own. After being graduated from Harvard University he decided to make cranberry growing his life work.

In 1901 he bought the so-called "Century Bog" near White Island pond, from the Crowell Brothers, a bog then of nearly 60 acres. The designation "Century" he gave to the bog because he acquired it at the beginning of the 20th century. He built a model screenhouse, one

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of the finest in the entire industry. From studying old deeds and records, Mr. Barker had felt certain this property was once owned by a Pilgrim ancestor, Robert Bartlett. He later acquired other holdings in the same general area near the boundaries of Wareham-Bourne-Plymouth to bring his holdings up to about 250 acres.

#### Active in Co-operation

Mr. Barker early began his efforts for the best interests of the cranberry industry. In 1901 he became a director of the former Cape Cod Cranberry Sales Company, organized in 1895, and it was from this group, as a nucleus, that the New England Cranberry Sales Company was organized in 1907. Mr. Barker was one of a committee of three to bring about the incorporation of this unit of American Cranberry Exchange. He was one of two of the original directors still living, the other being M. L. Urann.

Mr. Barker served as president of NECSCO for five years, from 1935 to 1940. During his long career with the New England Co. and the Exchange he served on many committees. One of his most important appointments was as chairman of the N. E. canning committee. He was a representative on many of the committees which met in New York in recent years for the purpose of aiding marketing conditions of the industry. For many years he was a director of the Exchange.

#### Helped Bring Cranberry Station

He served as secretary of a legislative committee of the Cape Cod Cranberry Growers Association in 1908 which brought about the establishment of the Massachusetts Cranberry Experiment Station at East Wareham, with Dr. Franklin as its director. He also urged at that time the acquiring of a bog where experiments could be conducted.

In 1910 he was one of a committee which urged the incorporation of the Cape association and was one of the incorporators. In 1918 he was a member of a committee to investigate power picking machines. Two years later this work was taken over by N. E. Sales and Mr. Barker was chairman of a committee the work of which resulted in the building of the Turvo-Matthewson mechanical picker, probably the first cranberry picking machine, a few of which are still in use.

Surviving Mr. Barker, beside his widow, are two sons, LeBaron R. Barker, Jr., who is executive editor of the publishing house of

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**Distributor of Cape Cod Cranberries**



Doubleday & Company, and George Gardner Barker, editor of engineering publications for Raytheon Manufacturing Company, Waltham, Mass., and his daughter, Mrs. Bird.

The funeral service was Sunday afternoon, January first, at the First Church, Unitarian, Plymouth. Notices were sent to directors of the New England Sales Company and most of those who were not away for the winter attended, as well as a number of others within the cranberry industry. Burial was private.

(An article about Mr. Barker and his bogs appeared in CRANBERRIES, issues of July and August, 1944).

### TRIBUTES

Quietly and without ostentation has the long life of this true and sincere man been lived. Splendidly did he maintain a real and effective interest in good works and good work. He was clearly and magnificently a man of character. Cranberry growing was an absorbing interest with him throughout his mature life, and it is deeply his due to mention here the important support he gave in the effort which resulted in the establishment of the Cranberry Experiment Station in 1909 and 1910. He took one of the leading parts in this, and he never failed to show his fine appreciation of any important results of work done at the Station.

None that knew him at the end of his days but will miss him and grieve at his passing.

Henry J. Franklin.

It was with the deepest regret that I learned of the death of Mr. L. B. R. Barker. He was one of the real pillars of the industry. He was always an ardent believer in cooperation, and a worker for the best interests of the entire cranberry field. He was a man of wide vision and foresight. I had the utmost confidence in Mr. Barker.

"I feel an even more personal sense of sorrow, as he and I were the only two surviving members of the original Board

of Directors of the American Cranberry Exchange."

Marcus L. Urann.

Mr. Barker, as a charter member of New England Sales Company, was looked up to his entire life, and respected, not only by the members of the New England Cranberry Sales Company and the American Cranberry Exchange, but by 100 per cent of all cranberry growers who knew him.

It was a shock to hear of his passing, as I know it was to the cranberry industry as a whole, especially in New England.

C. M. Chaney.

### L. B. R. B.

I think of the wild Agawam valley as it was and the fifty years of patient toil which have gone into its transformation into fruitful acres, always clearing, smoothing, improving, always working toward a better product, a better pack—truly the work of a pioneer and builder.

I think of the persistent and effective effort, through strife and criticism, with infinite patience, toward improvement in the larger aspects of the industry to which he was devoted and which he loved.

Everywhere he built into his works his own remarkable personality with its thoroughness, its integrity, until there was nothing more to do. It was complete; it was finished.

The day was never free from its problems, work, and attendant cares, but life had a far deeper significance for him. The welfare of employees and neighbors, townsmen and associates were an essential part of life itself. The humility and universal courtesy could be seen and felt. The generosity, the interest in youth progressing to manliness and manhood, were not for the public eye. Ask the Scout, the cop on the corner, the widow down the valley. What a legacy

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of happy memories.

Well done. Farewell.

J. C. M.

The New England Cranberry Sales Co. suffered a very great loss in the passing of LeBaron R. Barker.

He was one of the strongest supporters of our Cooperative endeavors.

He was one of the first members of the Company at the time of its incorporation in 1907. He had consistently served on many of its important committees; had given freely of his time on the Board of Directors, a member of which he had been since the beginning of the Company and served the Company a number of years as President.

His counsel and support will be greatly missed by all who have ever had contact with him.

I feel very deeply the loss of his personal friendship.

Arthur D. Benson.

Your editor would like to add his tribute to Mr. LeBaron R. Barker. Mr. Barker was so thoroughly a gentleman that it was a privilege to have known him. He showed an interest in CRANBER-

RIES from the time it was first published and we are indebted to him for many favors and cooperation whenever requested. Having talked with him only a few days before his passing, the news came as a real shock. The industry has indeed lost one of its ablest and most conscientious members.

Clarence J. Hall.

### Fresh From the Fields

(Continued from page 5)

in part at least, for the poor 1949 crop in New Jersey.

#### Hot, Dry Weather

Hot, dry weather was another factor which adversely affected the 1949 cranberry crop. This was clearly shown by the heavy set of fruit on bogs drawn in April which had already bloomed profusely before the onset of the extended hot, dry weather in late June and early July. Bogs bared of their winter flood in May, on the other hand, came into bloom during the heat of late June and early July and generally set only a light crop.

Intensely hot, dry weather again late in July and early August "cooked" or "scalded" many exposed berries on the vines and favored the more rapid development of rot fungi. Considerable areas of vines on thin soil were killed by the drought.

### Blueberry Pruning

Blueberry pruning is well under way in New Jersey, with mild temperatures making the task less of a chore than usual. Special care must be taken this year in pruning drought-injured bushes. Pruning demonstrations conducted by Mr. Doehlert in conjunction with the Agricultural Agents of Burlington, Atlantic, Ocean, Gloucester, and Cumberland Counties have all stressed the importance and correct methods for dealing with pruning problems involved in caring for the drought-injured bushes.

In spite of the severe drought of the past summer, there appears to be a rather good set of blueberry fruit buds, except on bushes growing on poor ground. There was considerable fear that the drought would reduce fruit bud formation, but indications now point toward a good crop that will be somewhat below this year's record.

(Continued from Page 7)

mal conferences often are very helpful. In some of these Dr. F. B. Chandler of the Mass. Cranberry Station learned that some research workers are considering studies on storage, transportation and marketing of cranberries because of the unfavorable reports of the condition of cranberries in certain seasons.

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What to budget for weed control, insect control, sanding, and other bog "musts". It is an excellent time to review those seldom-checked insurance policies. Are they up-to-date, are they adequate, are they written at the lowest possible cost?

Call on Eben A. Thacher for experienced assistance in making this review.

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# Records Broken At Edaville's Christmas-New Year

**Hundreds of Brilliant and Multi-colored Lights—Beautiful and Amusing Displays Along the Rails—Santa Parachutes from Plane—New Year Special a Feature.**

The Christmas-New Year holidays were really observed in a "big way" at Edaville, the famous property of Ellis D. Atwood at South Carver, Mass. All attendance records were broken for rides on the "Christmas Special" over the narrow gauge, and in guests who came, but did not ride.

Display was opened to the public, with Mr. and Mrs. Atwood as hosts Dec. 8 and continued until January 8. More than 87,000 passengers were carried in the diminutive train, as compared to last year's 48,000. About 45,000 automobiles were checked, and figuring four to a car this would mean some 180,000 persons saw the beautiful display.

Total visiting Edaville for the calendar year was more than 238,000 compared to 177,000 in 1948. Edaville is taking on the aspects of a "national institution", and there were cars from practically every state in the union.

## More Than 12,000 Lights

More than 12,000 electric Christmas bulbs burned in a brilliant display of color, the long Christmas Special which chugged over the 6-mile circuit carried hundreds of lights as it circled the rail loop. It made a beautiful spectacle with the lights reflected in the flooded bogs. Twenty-eight floodlights illuminated the countryside. Along

the tracks were images of reindeer, Santa Clauses, churches, crypts of the Nativity, and also objects of humorous nature. An added feature was the opening of the Tom Thumb museum, which contained 150 relics pertaining to the late General and Mrs. Thumb who were natives of the Southeastern Massachusetts cranberry area. Only one thing was lacking this year—that was snow, there wasn't a flake. Christmas chimes played merrily, nevertheless.

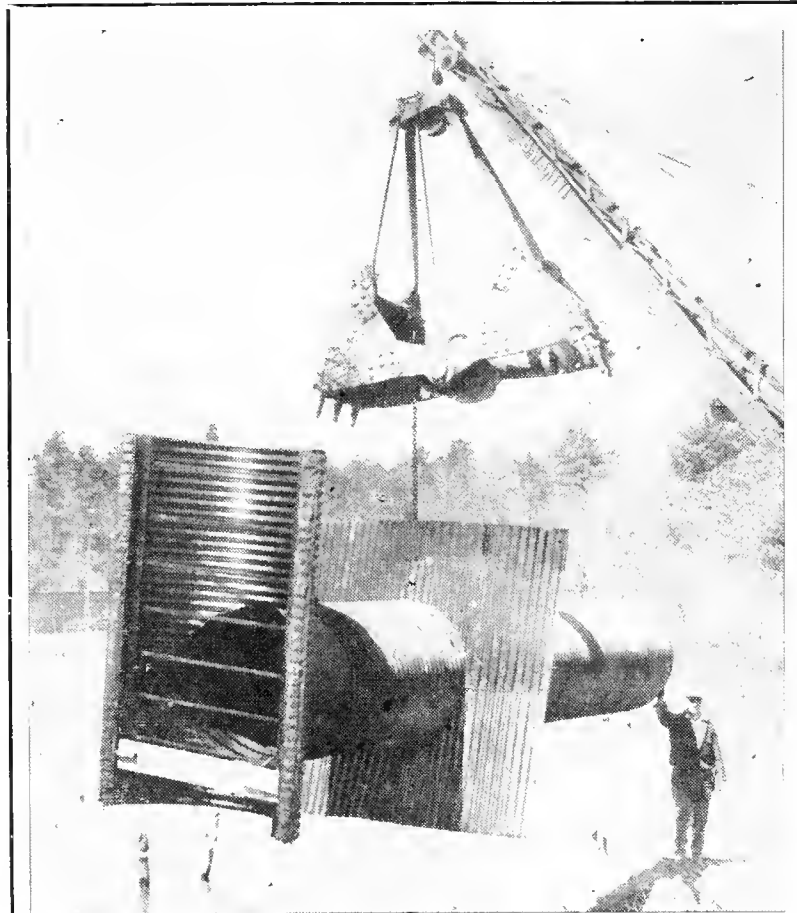
Probably highlights of the month-long display were the visit of Santa Claus, who parachuted from an airplane, and the "New Year's Special." This packed train moved out from the Edaville station shortly before midnight on New Year's eve. It stopped at the Atwood

baseball park, where all alighted, and at the stroke of the clock ushering in the new year, all joined in songs and other ceremonies.

## Santa Almost Got Ducked

Santa Claus parachuted down from the skies over the baseball park of Mr. and Mrs. Ellis D. Atwood shortly after 3 o'clock Saturday afternoon, Dec. 24, as scheduled, before the awed faces of hundreds of children and the almost equally awed faces of nearly as many grown-ups. Santa had a very narrow escape from at least a ducking in icy water as he maneuvered his chute to land on a narrow dike between two flooded bogs. As it was, the chute landed in the water.

The occasion was the children's party to all children who cared to



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attend, beginning at 2.30 at the Edaville Station. From there a long "Santa Claus Special" carried the children over the narrow gauge to the ball park. Shortly after the diminutive locomotive had chuffed around the last bend and the children had been disgorged from the cars and assembled in the park, the plane carrying Santa appeared.

It circled the field three or four times, letting out small trial parachutes to test wind directions, as the plan was to have Santa land in the field. Once Santa climbed out on the lower wing, but decided not to jump, and the plane circled again. On the next turn Santa did leap from about 1,000 feet, but he was carried to the east of the park and came down on the dike.

From the dike he was brought to the park by automobile, and from the rear seat of a convertible touring car he gave out gifts to the children who had lined up. There was candy also in one of the dropped chutes.

Santa was Lloyd Picard of Plymouth, a U. S. forest service jumper, who was home from Montana on a Christmas vacation. The

pilot was Elio Barafoldi of Plymouth, and the plane was a Wiggins Airways plane, making the hop from the Plymouth airport.

All in all it was a marvelous

play of holiday hospitality by Mr. and Mrs. Atwood and could scarcely have helped making additional thousands conscious of the cranberry industry.

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BUDD & COMMINGS

## WESTERN PICKERS, INC.

North Carver, Mass., October 14, 1949

Western Pickers, Inc., Coos Bay, Oregon.

Gentlemen:

After using one of your machines this season I am pleased to inform you I have found it entirely satisfactory. It is labor saving, i. e., that is a lower cost on picking operations. I feel confident it is a bog conditioner and enables the grower to save the cost of his vine pruning and raking. This item alone would pay for the cost of a machine in one or two years.

I feel the cranberry industry is now going through a definite change due to your machines now on the market. As there is no raking, there will be less sanding operations which will be replaced by various types of fertilizer. In fact, the sanding costs a great deal more than fertilizer and retards the production on the bog for one or two years.

In the old days, hand picking was considered the best method and when the scoop came along many growers refused to use it and now it is in general use and hand picking is an obsolete practice. The same applies to the Western Picker, and the hand scoop is on the way out.

Very truly yours, (Signed) George L. Pass.

Mr. Pass harvested 18 acres this last season with a Western Picker. He brings up the same points that the 1950 Farm Production Conference did at their meeting held at the University of Massachusetts on Dec. 1, 1949. Both he and the Cranberry Committee held that there are several other costs besides picking—such as sanding, raking and pruning. He also might have added—ditch cleaning.

Other users of the Western Picker this last year discovered that a new treatment of ditches could be used.

As the engine and most of the weight of the picker overbalances to the picked side, it was found that if the first picking swath was made about 18 inches from the ditch, the second one could turn the picker around and come back and overhang the ditch and still not be too badly unbalanced to prevent its doing a good picking job right up to the overhang of the ditch.

So the only berries that were lost were those down below the side. This eliminated hand scooping of the ditches because these berries were too few and too hard to get economically. It was felt that if the sidewalls of the ditches were kept absolutely bare better drainage would result, ditch scooping would be eliminated, the necessity of ditch cleaning would be practically ended, and the overall costs of machine harvesting would be lowered more than the money gained in trying to hand scoop these berries and maintain the ditches.

Quoting from the report of the Cranberry Committee of the above named conference: "Future Prospects:—As a result of heavy carry-over of berries in freezers after several successively large crops, returns have been discouragingly low the last few seasons. Consequently some bog practices have been curtailed, such as sanding, ditch cleaning, and weeding. It is expected that production costs for this high-priced crop will have to be further reduced this coming year to meet competition from other cranberry-producing areas"..... "It is apparent from these studies that sanding, harvesting, ditch cleaning, and pruning represent costly operations and should receive special attention."

This brings up the point about sanding. You either have to prune heavily, or sand. With the type of pruning that the Western Picker does, sanding so often is not required because, as a vine gets too long, too weak or dead, it is removed selectively. These are the vines that need to be removed or the producing tips get too long. If the tips can be kept short sanding can be deferred.

Due to the type of raking that the Western Picker does the bog is much cleaner—there are no cowlicks, as the vines are laid out in parallel rows. Because of this each berry is supported by a vine underneath it, so that sun scalding is reduced, due to the fact that the berry is raised up above the sand. Also because of the better spacing the berries ripen more evenly, requiring less sorting on the screening tables. These factors, together with the much less strain on the plant roots, account for the gradual increase in the crop each year.

This is why Mr. Ty Jokinen, of Wareham, had his largest crop after three years use of the Western Picker.

Definitely the cost of picking is not the only cost that is saved by the use of the Western Picker. If the cost of picking were doubled it would still be wise to use the Western Picker because in cranberry growing no one operation or cost should be considered separate from all the rest.

These advantages, plus the fact that you can pick when you are ready, and your berries are just right, and your demand is right, makes the Western Picker a necessity for the small cranberry grower who generally has to do most of the work himself. This is what we mean when we say that the Western Picker is the least common denominator in the Cranberry Industry, as it puts all cranberry producing areas in the United States on the same basis of costs.

Western Pickers Inc., is allowing a discount for early orders. You can save \$120.00 if you order your machine before February 1st. The full cash price is \$930.00. If you wait until March 1st the price is \$950.00 and so on until September 1st, when the price will be \$1050.00.

If you don't have the full purchase price now, pay \$500.00 down and add \$50.00 as a carrying charge to the total cost of that month. Pay the balance when your picker is delivered to you. This is still cheaper than waiting until later in the Spring to order. For example: If ordered before Feb. 1st, you would pay \$500.00 down and \$480.00 upon delivery.

For any further information write Western Pickers Inc., Coos Bay, Oregon, or get in touch with one of the following representatives in your area:

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and a few New Year's resolutions to increase spring  
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- whenever you serve cranberry sauce, be  
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# Cranberries

THE NATIONAL CRANBERRY MAGAZINE



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MARLAND ROUNSVILLE, of "Windswept", Nantucket. Story p. 6  
(CRANBERRIES Photo)

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## CRANBERRIES

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# Mass. Cranberry Station and Field Notes

by J. RICHARD BEATTIE  
Extension Cranberry Specialist



## Why Go South?

We are still enjoying a mild winter in Massachusetts; in fact, records were broken for high temperatures during January. Here at the Cranberry Station there were eleven days during the month when maximum temperatures of over 50° were recorded. The heat wave reached its peak on January 15, when we experienced a temperature of 60°. Actually, much higher temperatures were recorded throughout the state, but we aren't complaining. Weather data indicates that we have averaged 8½° per day above normal during January. As one grower said recently, "Why go South?" Growers are fortunate that the weather has been mild, since our water supplies are still dangerously low. Many bogs have not been flooded. However, we have seen very little evidence of winter injury as of February 4. Rainfall for the month of January was 3.92 inches, which is still below the average of 4.12 inches for that month.

## Watch Out for Scum

Those growers who have their bogs flooded should be watching for signs of green scum. We have already seen a little of it showing in the ditches. If these warm temperatures continue, scum could be quite a problem this spring. The copper sulphate treatment is very effective. Probably the cheapest method would be to take advantage of any ice we may have and broadcast fine copper sulphate crystals on the ice at the rate of 10 lbs. per acre in February and March. It may be necessary to repeat treatments in early spring using 4 lbs. of coarse crystals for each 1 acre foot of water. Place the coarse crystals in a burlap bag and tow behind a boat or distribute evenly in the bog flowage some

other way. Changing the water in early April, exposing the bog to air for one week, helps control the scum. We should keep in mind that copper sulphate is sometimes harmful to fish life. A reasonable period of time should elapse before draining off the winter flow into any fish stream or pond after treating for scum.

## New Charts in March

The annual task of revising the insect, disease, and weed control charts is nearly completed, and the new charts will be mailed out by the county agents in March. The experiences 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 experiences and observations of the group.

The following men were present this year at the revision meeting: Robert S. Handy, Ralph Thacher, Robert Pierce, Marcus M. Urann, Gilbert Beaton, Robert Hammond, Carl Urann, Frank Butler, G. Everett Howes, William Butler, Seth Collins, Richard Kiernan, County Agents "Bert" Tomlinson, "Lew" Norwood, and Harold Woodward, and the Experiment Station staff.

## Cape Spring Meetings

County Agent "Bert" Tomlinson held his county-wide cranberry committee meeting in January for the purpose of planning an educational program for this year. We had an excellent discussion period, and one of the results of this planning session was the arrangement of a series of three club meetings to be held in Barnstable County. The following tentative dates were set: Feb. 14, Lower Cape; Apr. 10, Upper Cape; Apr. 11, Lower Cape.

There may be last-minute changes, but "Bert" Tomlinson suggests that growers hold these dates until further notified. These meetings will feature marketing information and ways and means of cutting production costs. The following men attended this planning meeting: Ralph Thacher, chairman, Seth Collins, Lloyd Doane, Richard Rich, Bertram Ryder, G. Everett Howes, Brandt D. Ellis, Raymond Syrjala, George W. Nickerson, County Agent "Bert" Tomlinson, and the writer.

## Plymouth County Clubs

Speaking of club activities, the Plymouth County cranberry club meetings drew large attendances in January. An account of these meetings will be found in this issue of "Cranberries", prepared by the editor. "Lew" Norwood lists the following dates for the remaining cranberry club meetings in Plymouth County: February 20, South Shore Club; February 21, Southeastern Club; March 21, Southeastern Club; March 22, South Shore Club.

## Named Varieties

The cranberry seedling project which has been referred to several times in this column the past few years has reached a climax with the naming of three new varieties. An account of this work will be found in the next issue of "CRANBERRIES." The newly-named seedlings are now on display at the Cranberry Experiment Station.

## Slight Turkey Increase Expected in 1950

The turkey crop is expected to increase by about one percent in 1950, it is reported by the USDA Bureau of Agriculture Economics. If growers carry out their plans there will be 41,894,000 of the birds produced. This will be 5 percent smaller than the record crop of 1945.

Some of the reasons of the producers are that rising turkey prices, larger feed supplies at the lowest prices since 1945, and a reasonable profit in the past season. There are expected to be decreases in the South Central and Western States areas with intended increases in all other turkey areas of the country.

## NEW JERSEY ASSOCIATION HAS ANNUAL MEETING

At the 80th Annual Meeting, the American Cranberry Growers' Association elected the following officers for 1950: President, Vinton Thompson, Vincentown; 1st Vice-president, William S. Haines, Chatsworth; 2nd Vice-president, Archer Coddington, Toms River, and Secretary-treasurer, Charles A. Doehlert, Pemberton.

This Association is open to all cranberry growers who are interested in promoting the well being of the cranberry growing industry. In the 1870's and 1880's growers from Massachusetts used to be regular attenders and, therefore, the name chosen for the society was one to indicate its national scope. Now most of its members are New Jersey growers, but the original name of the Association is retained.

Retiring President John E. Cutts of Tabernacle was enthusiastically commended by the membership for the stirring address with which he opened the meeting. After analyzing some of the difficult problems of the present day, he maintained that cranberry growers have a tradition for overcoming obstacles, have members and leaders who know how to find a way through difficult times, and have every reason to hold a strong faith that the heritage which our forefathers have passed down to us can be maintained and developed in the present day just as well as it was in the past. Those who have a fear or uncertainty about the problems of today, he said, should recall the words of Elisha to his servant who trembled at the sight of the encircling armies of the enemy, "Fear not, for they that are with us are more than they that are against us."

Some of the other interesting subjects on the program were the panel discussion, led by J. Rogers Brick of Medford, which showed that the dry weather of the past Summer had actually improved the crop of most New Jersey bogs; and a report by Charles A. Doehlert of Pemberton with graphs showing the type of distribution of fertilizer ob-

tained from airplanes. Theodore H. Budd, Sr., of Pemberton, reviewed the marketing achievements of the past year. Under the auspices of the Cranberry Growers' Council, of which he is chairman, great progress has been accomplished in redeveloping the nation's consumption of cranberries which had been considerably reduced during the war by the abnormal demand of the armed forces and the consequent inflation of prices. Over 70 percent of the country's crop of cranberries was sold as fresh fruit in 1949. The program closed with the showing of a beautiful collection of colored slides taken by Walter Z. Fort of Mt. Holly during a recent trip to the cranberry regions of Wisconsin.

D. O. Boster, N. J. Crop Reporting Service, summed up the cranberry crop for the nation and for New Jersey. All of the eastern areas produced more berries than early estimates indicated they would, due to a change to more favorable growing conditions toward the end of the season. He also reported that the quality of the New Jersey crop was one of the best in recent years. As was brought out later in the panel discussion, this was probably directly related to the dry Summer in New Jersey.

W. E. Tomlinson, Jr., reported briefly on an outbreak of cranberry scale and on the necessity of a continued vigorous leafhopper control program on all bogs.

Over 100 persons attended the meeting which began at 10:00 a. m., and did not close until 3:30 p. m. A complete printed report of the meeting will be available to members in the near future.

## WISCONSIN CROP NEXT FALL COULD BE BIGGEST EVER

With new planting of 415 acres coming into production this year and in consideration of conditions of vines last fall, Leo A. Sorenson, general manager Mid-west Cranberry Corporation and retiring secretary of Wisconsin Cranberry Growers' Association said next year's Wisconsin production might be the highest ever. He said this as part of his talk on the 1950 outlook at the annual meeting of the association, Elks Club, Wisconsin Rapids, January 17.

He said the possibility was indicated of 275,000 barrels for that state, and from reports he had from other states, 1950 prospects were for a large crop, perhaps the largest ever.

Officers elected by the association were president Newell Jaspersen Cranmoor, succeeding Robert Gottschalk; vice-president, A. E. Bark, Wisconsin Rapids, secretary-treasurer, D. C. Hammond, Jr. More than 65 members were in attendance.

The group heard a panel of speakers. These included Dr. R. H. Roberts, University of Wisconsin horticulturist, speaking on "Weed Killers;" Cranberry Specialist H. F. Bain, "Results in the Control of Fungus Rots by the Use of Fungicides"; Hubert H. Holliday, state entomologist, "Recent Advances in the Control of Insects"; Richard Brazeau, "The Use of Public Water by Cranberry Growers," and L. E. Dana, "Construction of Cranberry Equipment."

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## FRESH FROM THE FIELDS

Compiled by C. J. H.

### MASSACHUSETTS

#### January Another "Winterless" Month

January was another "winterless" month of the remarkable Winter of 49-50 in Massachusetts. January 26 brought the hottest day in January ever recorded at Boston. That was a 72. The hottest day at the State Bog, East Wareham, was 60 on the 14th. The coldest day at East Wareham was 3 above on the 8th and next coldest was 12—mostly the range was 30 or better and often into the 40's and 50's. Ground scarcely hardened over, except for brief intervals and at month's end there was no frost in the ground. There was a total of 2.75 inches of snow, but falls only remained on the ground for a few hours duration.

#### Water Still Deficient

Rainfall at East Wareham was 3.92 inches. December ended the 10th month in '49 with a deficiency in precipitation. Many bogs remain out or partially out of normal Winter flood. Water supplies in ponds, brooks and reservoirs continue way down. Massachusetts had a rainfall deficiency in '49 ranging from 12 inches below normal in the Southeast or cranberry area to 4 inches in the Western part. Average deficiency was 8½ inches. It looked, as February came in winter-kill would be nil. There had been none up to that time.

There were certainly possibilities of winter damage at the start of of winter, but the extremely warm weather for the season put that worry behind the growers. Now thoughts are turned ahead with apprehension about the low water supplies for the spring frost season.

There was an all-time high pressure reported at Boston on the 25th Christmas day, when the barometer read 31.06 inches, but this probably had no bearing one way or another upon cranberry climate result.

#### '49 Sunshine 3rd Longest

The sunshine factor as recorded at Boston Airport for 1949, was the third largest on record, 2187 hours. There were 16 more hours in 1947 and 1912 had 2902. January, in the cranberry area was mostly cloudy and there was probably a deficiency. That the sunshine factor was so high all through '49 would be on the favorable side of a large crop.

#### Eastern Climate Getting Warmer?

Weather experts are reported amazed at the persistent far-above normal temperatures that have covered the Eastern United States since March 1948. Some experts say the climate in general is getting warmer with temperatures gradually inching up. If this should continue, it would be of no benefit to cranberry cultivation. If the seasons are dividing into summer droughts and warm winter seasons as they are in some areas, including the tropics neither berries nor vines would continue to grow, say some who are weather and cranberry wise. But this is probably something growers do not need to worry about yet—unless the upward temperature trends continue to exist. The apparent temperatures trend is interesting, however.

#### No Ice To Sand on

As there has been only momentarily skimmings of ice on bogs there has been no ice sanding so far this Winter. In fact there is very little activity of any kind on

the bogs right now, except perhaps for some brushing out—and watching water supplies.

### WISCONSIN

#### Review of 1949

A check by the end of January by "Del" Hammond, Wisconsin Cranberry Sales Company, seemed to show that Wisconsin had shipped out 190,000 to 195,000 bbls. The rate of shrinkage was very high, as there was a loss of approximately 15,000 due to shrinkage.

#### Insect Control

Insect control was adequate, except in a few cases. Fireworm proved troublesome, and in some areas there was too much fruitworm. This latter caused more damage than any other insect on the marshes in 1949.

#### Shifting to Ground Control

Airplane dusting was just adequate. Wisconsin seems to be shifting back to ground equipment, which many growers are inclined to believe gives better control. As to insecticides, growers are staying with 50 percent wettable DDT, but have turned away from the 5 percent dust. Considerable more Rotenone was used than for several years. Wisconsin Sales Company is also interested in a few new discoveries on the insecticide list, but these are still under investigation.

#### Frost Damage Slight

Frost damage in '49 was negligible. Most of the credit for this may be given to the frost warning service, sponsored by the Sales Co. and the Mid-West Cranberry Cooperative, plus the fine follow-up by the growers themselves.

#### Marshes All Covered

Marshes are all covered against

(Continued on Page 16)

# "Windswept", Inc. Second Largest Bog Property On Nantucket

Thirty-Five Acres Managed by Marland Bryant, Energetic Young Grower—Is Nationally Advertising Fresh Fruit Package—Fred Maglathlin, Veteran of Industry, Has a Small Piece on Island.

(This is the second installment of "The Nantucket Cranberry Story")  
by Clarence J. Hall

"Windswept Cranberries, Inc.," is the apt title of the second largest cranberry property on windswept Nantucket. This property, which it operates consists of 35 acres under the management of Marland Rounsville, who, last month, was referred to as the present chief "spark plug" of Nantucket cranberry growing. His associates in "Windswept" are Eric Williams and Sidney Killen.

"Windswept," spurred by the active leadership of Rounsville is out to "do things and go places". Rounsville has real enthusiasm, backed by a good many years of cranberry growing experience.

The property is near the famed heather moors on the island's east end, as are the Nantucket bog, and that of Fred Maglathlin. Mr. Maglathlin built the bogs now operated by Rounsville.

The corporation is a ten-percent member of the National Cranberry Association, but two years ago last Fall it entered the marketing field with its own special package of fresh, quality fruit. This product was nationally advertised by "Windswept," last fall for the first time, the ads appearing in "slick" magazines. In the ad, the corporation offered to send "The famous Island cranberries, the kind you have read about in the old-fashioned cookbooks—vine ripened, fresh from our own bogs to you."

These went out in 6 and 12 pound wooden containers. For this pack, which was featured for Thanksgiving and Christmas gifts, the fruit was passed over a one-half inch grader. Rounsville has developed a snappy, colorful label. His idea of selling by direct mail—which, of course, is not original with him, should add to Nantucket's fame, bring back memories of the

thousands who summer on that beautiful island, and increase cranberry sales. Every project which opens any new marketing outlets is a help to the whole industry.

Rounsville is the son of Mr. and Mrs. "Joe" Rounsville of Wareham, Massachusetts, and is a mainlander gone "Nantucketer" through preference. His brother, George, is employed at the Experiment Station, East Wareham, as he, himself once was. He attended Wareham schools, being graduated in 1930 and then took up cranberries.

There could scarcely be better training for a prospective cranberry grower than a turn at the State Bog, working under the direction of Dr. Franklin and his research associates there. He put in seven years and then went over to Nan-

tucket to work for the Nantucket Cranberry Company as foreman, or superintendent of operations.

However, a couple of years ago, he decided to go it on his own, and with his partners bought the bog. Mr. Williams works in a bank in Hartford, Connecticut, but spends most week-ends on the island. Mr. Killen lives on Nantucket the year around. He is a fisherman, scalloper and seasonal assistant on the bog. Williams is married and has three children. Mr. and Mrs. Killen have twin girls. Rounsville is a bachelor, so far.

Rounsville, since he became an islander, has become quite a factor in his community, aside from his cranberry growing. He is sewer commissioner, and since the island is a county by itself this is both for the town and county. He is a commissioner of the municipal airport. He is trustee of the North Congregational Church, a 7th Degree Mason. As befits a Massachusetts grower, he is a member of the Cape Cod Cranberry Growers' Association.

He is the operator of a large asphalt plant and is under contract to the town for road construction. This plant, out near the moors



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It is obvious from his various activities that little grass grows under the courses of his routes around the island. He is a licensed pilot and has frequently flown to the mainland on cranberry and other business.

His work on road construction and in the cranberry business has given him a pretty good insight into the sandy soil of Nantucket. The sand there used in bog construction and resanding, is a bit finer than that preferred in Plymouth and Barnstable counties.

This sand is what he describes as "balanced", and that is, some is coarse, which gives good drainage and some of it is fine. He prefers this mixture to all coarse, or to all fine.

In varieties of cranberries, "Windswept" is chiefly Howes and Blacks, about two-thirds the former and also some Black Veil. The bog is flowed from a series of reservoirs, in total 10 acres or more, which is in about the most approved ratio between water supplies and vine areas. These reservoirs are called "Duck Hole," which has 40 acres, at the head of Bog No. 4, "main" reservoir, 60, head of main bog, and a lower one of perhaps 12 acres which is rather shallow. All water drains into the so-called "lower" reservoir and is sent back by gas pump for re-use. The streams come from the Sauls hills, about the only elevation on Nantucket, and are the natural watershed. The bog area, Rounsville believes was originally a maple swamp, and this must have made the site one of the few wooded spots on this island of few trees.

"Windswept" production in 1948 was 1600 bbls., in '49 it was 1200, this falling off being due, chiefly, to a bad spring frost.

The bogs, however, did not suffer from lack of water in last summer's dryness, Rounsville says. The greatest worries he has are those of blackheaded fireworms and weeds, especially the grasses.

For the weeds he is putting on an intensive program of kerosene control. For insects he uses both straightwing planes and a 'copter. His bog, with some trees around it is not so adapted to the straightwing as the Nantucket Company "Big Bog".

Rounsville is young, energetic—very—and likes cranberry growing on this island. Having gained his cranberry experience on the mainland he has succumbed to the lure which an island always seems to possess. He is an out-door type of fellow and there is plenty of "outdoors" on Nantucket. There are the rolling moors, tawny and red in color at harvest time miles of gleaming beaches, the open sea all around, the charm of the old New England houses—modernity has not touched Nantucket too much and Nantucketers do not intend that it shall. He is enthused about the life of a cranberry grower there, and intends to put "Windswept" on the cranberry map in increased production and on the marketing map with the beautiful island fruit.

That veteran of Nantucket cranberry growing, Mr. Maglathlin, comes of a noted cranberry growing group. His father, the late Horace B. Maglathlin was recognized as one of the top Massachusetts growers of an earlier generation. His sister, Mrs. Lucy Stein of Silver Lake is a grower.

Fred Maglathlin, himself has been on Nantucket 40 years. Actually, he is practically retired, but he has his bog of 1 and  $\frac{3}{4}$  acres just to "keep his hand in". He doesn't want to give up entirely being a cranberry man. He has a Winter home in Florida where he has small citrus fruit groves.

It is Fred, as well as Mr. Smith, who knows much of Nantucket history, and also the Nantucket cranberry story. How the island has grown up in verdure is a matter of deep interest to him.

He can remember so plainly, when it was possible to stand on certain spots and look out as far as the eye could see, with no trees to block the view. It is he who remembers how prolifically grew the wild cranberries, particularly on the island's west end.

"All over that end," he says, "you

could not go ten minutes without seeing a new patch of native berries. Some were only a few feet in area, some much larger. There were berries growing along the shore in the sand dunes.

"There were, in fact, all kinds of wild berries—some looked like Howes, some like Chipmans, some like Blacks. There was once a large patch that looked just like Matthews."

He goes on to tell how this wild fruit was gathered and, in old days, Nantucketers sent barrels and barrels of the native cranberries around the Horn to California. They were taken on whaling ships to prevent scurvy. Put in barrels and the barrels filled with water, the fruit kept almost indefinitely.

Mr. Maglathlin began his cranberry growing back at Silver Lake, Kingston in Plymouth County on the mainland. He had a bog there which he bought from the late Edwin Stevens. He also managed his father's bogs before he went to Nantucket. The old house, and property where Mr. and Mrs. Maglathlin live he calls "Hollywood." There are holly trees, and roses bloom until Christmas in the water-tempered island climate.

A fourth cultivated bog, which was mentioned in the preceding chapter, is a very small one, near "Windswept". It is owned by Peter Travis, a native of the island, but is not in very productive condition. This fourth makes up the approximately 200 acres of cranberries, as before said, in various states of up-keep. The islanders growers, however, seem to agree there is opportunity for much more acreage on the island so that cranberries could become of more importance there, along with Summer business and fishing, which are Nantucket's chief economic factors.

#### LOREN H. ELLIS

Wisconsin growers were saddened by the death of Loren H. Ellis of City Point. He was a longtime member of the Wisconsin Cranberry Sales Company, and a staunch supporter of that organization and the Exchange. He had been ill for some time. He is survived by four children. The funeral was Saturday, January 14.

# Kin Of Washington's Pioneer Builder Making Bog Near Site Of The Old One

Chabot, Newkirk and Chabot Have Set 16 Acres of Beautiful Property—To Install Sprinklers—Single Man Hand-Set All.

by Clarence J. Hall

In 1881, Anthony Chabot, a Canadian and a civil engineer by occupation (CRANBERRIES, March 1945) bought land near Long Beach, Washington and began construction of the first cranberry bog in the Evergreen State. Today the son of Chabot's nephew, Robert, Elwell Otis Chabot, his brother, Remi Chabot and David Newkirk, husband of Robert Chabot's daughter, are building a new bog not far from the site of this first Washington cranberry venture.

The old Chabot bog is now entirely run out, as far as cranberries go, and is part of the "Cran-guyma" property on Pioneer Road, Long Beach, but this new bog by Chabot, Newkirk and Chabot gives promise of carrying on the Chabot cranberry tradition in Washington. Eight acres were planted in the Spring of 1948, eight more in the Spring of 1949. Set all to McFarlins, with vines cleaned to be free of weeds or seed, the property is beautifully vined over, as level and as neat-looking as the finest of Eastern bogs.

## Can Put in 30 Acres

The total property consists of 62 acres, and it was entirely "jungle," a couple of years ago—and these Washington virgin lands, with the heavy growths of trees and shrubs can be pretty much jungle, until touched by man. The peat is four feet or more deep and 30 or more acres of cranberry bog can be put in. Some of the trees and stumps which had to be removed look astounding in size to anybody from the East.

The area was scalped by tractor and the scalplings were piled lengthwise in great mounds, which still stand. These will be leveled, and every other one, will, be made into a roadway which gives easy access

to all parts of the bog for harvesting and other bog operations. At the same time these roughly divide the property into sections. A sump will be dug and a sprinkler system put in. There are drainage ditches all around the bog and a big drainage ditch belonging to the County runs through the property. The natural seepage of the area demands some outlet, and this the County ditch provides.

## One Man Set All The Vines

The vines were all set by hand, a single man, George Adams setting them all, except for a few Elwell Chabot "stuck in just for the fun of it." Mr. Adams, who has been engaged in cranberry work on the Long Beach Peninsula practically all his life, can set an acre by hand in five days. His top day has been 17,000 plants.


Although it was Anthony Chabot who originally had the idea of putting in cranberry bog in Washington, it was to his nephew, Robert, that fell the greater share of the actual work and management. Anthony, who was an engineer had other large projects and interests. In the original Chabot bog operations, a young Cape Codder, Bion A. Landers of Cataumet, was hired for technical assistance.

Later, Robert decided to pioneer in cranberries for himself and found a location about 20 miles north of Gray's Harbor in the Copalis section, the point being called North Beach. It was here, that in comparatively recent years, Dave Newkirk grew cranberries and obtained a cranberry education, and it is he who is the "real cranberry man" of the new Chabot, Newkirk, Chabot enterprise. This is admitted by Elwell, but he is fast learning his cranberry business.

Remi has a mill which produces hand-split shakes, these being a rough shingle. Dave Newkirk has

a lemon grove in California. This, he has said, is supported largely by cranberries, but he hopes to produce cranberries in the warmer portions of the year and lemons in the colder. It often takes more than a single line of financial interest for a smaller cranberry grower in Washington, or anywhere else, to make a satisfactory living.


Yet, in such developments as this Chabot, Newkirk, Chabot near Long Beach, close by the original



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Washington bog of their antecedents, there seems one inescapable thought. The thought is this, with such an admirable location, with a bog so admirably built, if there is proper management the future of Washington cranberry growing seems secure.

As a final note, the outfit is a member of National Cranberry Association. These West Coast growers, do, for the most part, want to be affiliated with the larger interests of U. S. cranberry growing.

## Progress in The Quality Control

By Russell A. Trufant

There are many lessons we could profitably learn from our experiences last year with keeping quality. The most important one is not necessarily that good quality pays, but that poor quality distinctly does not pay. The marketing situation has had to combat a hot October, strikes and half-time pay for some of our best customers, and poor berries packed in a sealed bag which prevents re-milling or even picking over in the back room. Which was the worst?

Imagine yourself a storekeeper. You have half a case of cranberries in cellophane. They are about one-third spoiled. Your customers pick up a bag, look at it and put it back. If you value your time, you would lose money emptying the bags, picking them over and selling them loose. And then a salesman comes in and tries to sell you another case. You know what you would tell him. We cannot print it. This year's quality has been vari-

ously described as "one of the worst in our history", "as bad as 1942", and "outstandingly poor". The sad part of it is that we knew it was coming. We tried to do something about it. It seems that we did not do enough.

Keeping Quality Can be Told in June

The Massachusetts Experiment Station has been studying poor keeping quality and its causes for years. Experimenters there have reached the point where Dr. Franklin can definitely tell us in June how our berries will keep. They know the fungi which rot the berries and what conditions make the fungi worse. They know what fungicides will kill them and when. So this poor keeping quality is preventable. With that in mind, Dr. Franklin told us in '48 that we would have good quality, and in '49 that we would not. Now, what could we do about it?

Going back to the Spring of '49, Dr. Franklin informed his sponsors, the Cape Cod Cranberry Growers' Association, and others interested in keeping quality, that his forecast was for fair to poor quality,

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# Western Pickers

With the wealth of experience gained by Western Pickers Inc. through the use of its pickers by large numbers of growers, in practically all the producing areas in the United States, it is to be expected that the 1950 model will be a greatly improved machine.

The troubles encountered in the early part of the 1949 season were quickly overcome and the same resourcefulness may be expected in the future.

Since production is still clearly ahead of consumption, profits will tend to remain low and therefore costs must be held to a minimum. The Industry can expect a million barrel crop any year now. Berries will have to be delivered to the screenhouse at a much lower cost than in the past or growers will simply be trading dollars. Growers last year who used the Western Picker saved up to \$1,000.00 a machine.

Now when the prices are so low is the time to start training your vines against the day when every berry will count. Stay away from the necessity of picking too early. This last year, a lot of the early-picked berries were spoiling before they could get to market.

For instance, on September 28, 1949 in Wisconsin Rapids, Cape Cod Early Blacks were offered for sale which had clearly deteriorated. These berries were not picked with the Western Picker. There is no justification for such early picking, since every year the earliest picked berries take a chance of rejection. The only valid reason for this is that you either start picking when the pickers are ready or you probably won't pick until it is too late.

With a Western Picker you can start at will—when the berries are just right. Certainly you don't have to start the first week when the berries are still growing and most easily hurt. With a Western Picker they get to market just as soon because they are picked faster.

Western Pickers will be used on a larger scale this year in Washington and Wisconsin. Because of the success of the Western Picker in the Grayland District over all other methods of harvesting Norman Yock and John R. O'Hagan (growers) have taken over the Agency for the State of Washington. Their address is Grayland, Washington. Telephone 2543.

Jerry Brockman, Route 1, Vesper, Wisconsin, will be glad to discuss Wisconsin problems with Wisconsin growers, or write Western Pickers Inc., Coos Bay, Oregon.

(Advt.)

with the accent on the poor. The marketing agencies were consulted, with the result that one agency urged that no forecast be issued, for fear of giving the market a black eye before the berries were set. Any formal forecast would be likely to get into some newspaper, and be copied in the trade press. Suppose the Fruit and Produce News came out with headlines; "State expert says market to be flooded with rotten cranberries"! We would be lied by our own efforts to save ourselves. Yet it was inconceivable that we sit idly by and do nothing to combat the rot.

After much discussion, it was decided that the County Agents would issue a somewhat veiled warning. Perhaps you recall the card. "Those growers who often have poor keeping quality should spray." No scare headlines in that. Did you get the warning? Did you read between the lines what we could not come right out and say? In other words, did you get the urge to do something about it?

## More Fermate Would Have Helped

The New England Cranberry Sales Company supplemented this card warning with a letter to its growers giving the statistical background for the warning and urging its growers to spray with fungicides, still carefully avoiding headline material. Many of its growers sprayed for rot, with great profit for themselves. Some did not, to their sorrow. Many less berries would have been forced into the freezers if we could, in some way, have aroused everyone to our danger.

One of the most striking illustrations of this is given in the December Cranberry Co-operative News, lower left corner of Page 2. This indicates that nearly half of their berries allocated to the fresh market could not keep thru October. I have no date on the extent of their fungicidal spraying.

We all know the grower who "always has good berries". Does he? If he delivers his berries as picked to a Company or Association packing house, he may not know. If his berries go direct to the freezer, he certainly does not know. Some

way should be found for our storing and packing agencies to tell each grower just how well his berries kept. Until they do, some growers will still think that Fermate is not for them.

## Can Fight Cause

We should all be alert to the causes of poor quality. Perhaps some berries will always have to be sold in cans. This might include berries from new bog; berries that must be trapped, such as those from newly sanded areas; berries damaged by machine picking floats, etc. But we can fight some causes, such as the "F's". Remember that Fertilizers Fungi and Frosts Feed the Freezers.

## MEANS OF DEVELOPING RESISTANCE TO BLUEBERRY STUNT DISEASE

Editor's note: The finding of two vectors responsible for the transmission of Blueberry Stunt Disease was announced last year, the discovery being made in New Jersey by Charles A. Doehlert, William B. Tomlinson, Jr. of the New Jersey Cranberry-Blueberry laboratory, and Philip E. Marucci of the USDA. At the annual Blueberry "Open House" meeting, Dr. Martin T. Hutchinson, N. J. Agricultural Experiment Station presented a paper, following up the report. It follows:

Martin T. Hutchinson

N. J. Agricultural Experiment Station

The blueberry grower has a real problem with stunt disease. However, he should realize that growers of other crops face even more serious disease problems. For example, large acreages of both cacao trees and grape vines have been completely destroyed by two virus diseases in the last few years. Although many plant diseases are controlled by the use of resistant varieties, the problem with the cacao and grape diseases is serious because no resistant varieties have been found.

We are fortunate, therefore, in already having three blueberry varieties that show resistance to stunt. These are Rancocas, Harding, and Stanley, with Rancocas being highly resistant, and the other two somewhat less so. We do know, however, that Rancocas can be infected with stunt. Mr. Wil-

(Continued on Page 14)

## COMING OUT OF TAILSPIN?

CRANBERRIES - WAREHAM, MASSACHUSETTS

IF the industry has indeed touched bottom and is now coming out of the mess of surpluses, as was the opinion of the panel speakers at Plymouth County cranberry club meetings last month, this is good news. About everybody in any way connected with cranberries has been and still is taking something of a beating. The trend in production is upward in Massachusetts, Wisconsin has new acreage producing, New Jersey has improved some of its bogs, although crops are still light there, there is new acreage on the Pacific Coast, mostly in small units. The question there is can these small growers hang on and keep up their marshes until cranberry growing is again a paying proposition.

The growers have learned one lesson, and that is, the danger of surpluses, but the question is how to avoid piling up more berries than can be sold. The answer must be in somehow increasing market demand, and this is said with all respect to the intensive efforts, the well-thought-out selling campaigns and the large amount of advertising being done, plus the vast amount of publicity stories concerning the merits of cranberries.

Suggestions have been made endorsing NCA's new frozen juice, concerning putting frozen cranberries on the markets, more emphasis on cocktails, cranberry juice and colas. Yet it is not conceivable that actually the top has been reached in the sale of cranberries as cranberries, and particularly in fresh fruit. Consumption per capita is low, and consumption has not increased with increasing population. If more cranberries are being raised more have got to be sold—somehow!

**M**EEETINGS have been held in New York and Boston, and the subject of price supports, or government buying of surplus berries discussed at Massachusetts club meetings. This matter is rather a "ticklish" one—does the industry want to be subsidized or aided by Uncle Sam, as are so many other farmers? There is no question but that growers could use federal assistance very nicely, indeed, but is it best to come under federal crop regulation? The idea didn't seem to be too popular at the club gatherings.

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Editor and Publisher  
**CLARENCE J. HALL**  
EDITH S. HALL—Associate Editor

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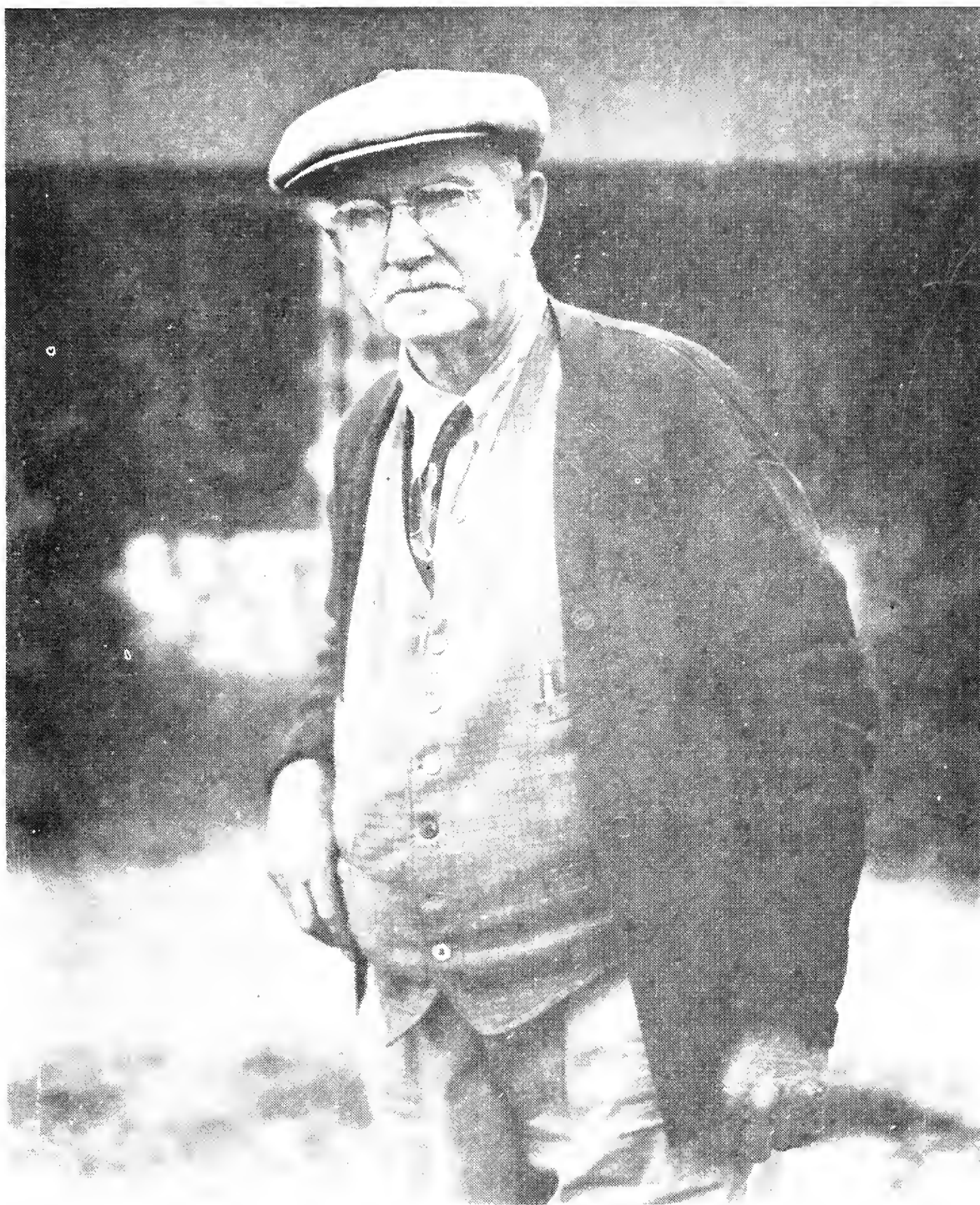
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We cannot see how subsidies are economically sound, at least as a fixed practice. Maybe they are justified by unusual and serious circumstances. Certainly the cranberry situation is, and for the past couple of year, has been unusual and serious. Maybe government purchase of surplus cranberries when needed is necessary at this critical time. At any rate more will be heard about this, we think, and maybe this aid will be brought about at this critical time.



Elwell Chabot, Long Beach, Washington, showing immense size of trees necessary to remove. (CRANBERRIES Photo)



Fred Maglathlin, Nantucket's veteran cranberry grower.

(CRANBERRIES Photo)

(Continued from Page 10)

cox had positively identified several Rancocas bushes as being diseased. He was sure that they were Rancocas and not its sister variety, 1232-D, which is rather susceptible to stunt.

Therefore, a part of our stunt disease research here at the Laboratory is being aimed at learning why Rancocas is resistant. We

believe that this information can be used by the plant breeders who are trying to produce more resistant varieties.

This past season we began experiments to determine:

1. Whether the sharp-nosed leafhopper that carries stunt will feed on Rancocas as readily as on other varieties of blueberries.

2. Whether the leafhopper will mature and reproduce as readily on Rancocas.

3. Whether Rancocas plants can be infected with stunt by placing infected hoppers on them.

In determining whether the sharp-nosed leafhopper would feed on Rancocas, we used the "cafeteria" test developed by Mr. Wilcox. This test was used to show that some cranberry varieties are less preferred by the blunt-nosed leafhopper, that carries cranberry false blossom disease, than are others. By using this method, we discovered the following facts:

1. Adults of the sharp-nosed leafhopper will feed as readily and live as long on Rancocas as on Cabot and Coville.

2. The adult female will lay

eggs as readily in the leaves of Rancocas as in the leaves of Cabot and Coville.

We have also learned that sharp-nosed nymphs will feed and mature on Rancocas.

These facts indicate that this leafhopper is just as much at home on Rancocas as on other varieties. Therefore, the resistance of Rancocas to stunt must be due to something within the plant that neutralizes the virus causing the disease.

However, since infected Rancocas plants have been found in the field, the leafhoppers must be able to infect them with stunt. Perhaps a large number of hoppers feeding on a Rancocas plant will overcome its resistance to the disease. To test this theory, we placed as many as 70 infected hoppers on single, two-year-old Rancocas plants and allowed them to feed for several days. For every Rancocas tested we used a similar Cabot plant that was tested in the same manner, to be sure that this particular lot of hoppers was able to transmit stunt. We hope to have results from this experiment by next year.

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# JEAN NASH AGAIN HEADS WISCONSIN SALES COMPANY

Large Attendance at Annual Meeting — Gen. Manager Hammond Reports Sales and Services '49 Budget Biggest in History

More than 120 persons attended the annual meeting of Wisconsin Cranberry Sales Company, January 17, at Wisconsin Rapids, one of the largest meetings in recent records.

Miss Jean Nash was re-elected president, Newell Jaspersen, vice-president, C. D. Hammond, Jr., secretary-treasurer. Directors: Jean Nash, Newell Jaspersen, Tony Jonjak, Keith Bennett, John Sullivan, William Harkner and L. N. Rezin; Cranberry Growers Council, Vernon Goldsworthy and Dan Rezin. Representatives to the Board of Directors of NCA, L. N. Rezin.

Attending the meeting were C. M. Chaney and Lester Haines of ACE, Theodore H. Budd, president of ACE and Rogers Brick of New Jersey.

Purchases and services to members totalled about one quarter of a million dollars "Del" Hammond said in his report, the highest in the history of the organization. Savings to members this group purchasing he said amounted to thousands of dollars. The growers' revolving fund was built up considerably during the past year and the over-all financial condition of the company was good, he stated.

About 2,000 acres of cranberry marsh were dusted by plane during the past year. Tonnage delivered to canners was the lowest in sev-

eral years.

Members reviewed the operation of the Frost Warning Service and voted to continue its operation in conjunction with Midwest Cranberry Co-operative in 1950.

## Scoops and Screenings

Still on the subject of Nantucket and cranberries we read in the Nantucket Town Crier that a woman in Washington, Kansas received a shipment of "Windswept Cranberries, Inc.," and with it a pamphlet containing cranberry recipes. The cranberry recipes were listed, and one, a cranberry frappe, tasted much like that which her mother had made years ago. She had often

tried, unsuccessfully, she said, to recall this recipe.

As it turned out she should not have been surprised. It was the same one her mother had used. It had been given to Marland Rouns-ville of "Windswept" for inclusion in his recipe booklets.

We are gratified by the fact that the famed Jesse Buffman on his early morning hour farm broadcast (Januray 26th), selected our last month's "Nantucket Cranberry Story" as the basis for his topic. "Buff" has ever had a kindly feeling toward the cranberry industry and frequently mentions cranberries in his talks.

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## Fresh From the Fields

(Continued from Page 5)

winter damage, with the possible exception of a few small areas. Water supplies are adequate. Two or three rainstorms and a considerable amount of snow fixed the dry situation up and promises well for water supplies for spring frosts.

### Budding Good

Budding on most marshes is very good. The vines look extremely healthy and seem to be in good shape, notwithstanding the heavy crops they have been bearing. There will be approximately 3-400 acres of new production coming out

next year—first crop vines. Land being cleared for additional building, however, is small.

### Bogs are Cleaner

Last fall a considerable portion of the acreage looked fairly clear of weeds and grasses. This is probably due to an excellent drainage program and weed-killing schedule of Stoddard Solvent and kerosene used in the last three years.

### State on Upgrade in Production

All of the foregoing points toward the fact that Wisconsin is definitely on the upgrade insofar as production is concerned, this

through better control of insects, healthier vines, better keeping quality berries in general and increasing technical knowledge of the marshes.

## NEW JERSEY

The general trend of above normal temperatures and below normal rainfall continued in South Jersey during January. It has been the warmest January since 1932 and the driest since 1940. The average daily mean temperature at Pemberton averaged almost exactly 16 degrees above normal, or 43.5° compared to the normal of 33.5°. January 6, 24, 26 and 27 had readings in the 70's with a high of 75° being recorded on the 26th. In addition there were 7 days in the 60's. The lowest temperature for the month was 12° on the 20th.

### Rainfall Again Low

The total rainfall for the month at Pemberton was only 1.65 inches compared to the average of 3.44 inches. In the twenty years of records at this station only January 1949 and 1946 had less rainfall. Small amounts of snow fell on the 14th and 21st, giving about ¾ of an inch of snow for the month at Pemberton.

### Keeping Quality

Both D. O. Boster of the U. S. D. A. Crop Reporting Service and the panel of growers at the Annual Meeting of the American Cranberry Growers' Association gave reports showing that the 1949 Summer drought was instrumental in improving the quality of the New Jersey cranberry crop.

### Blueberry Co-op

The Blueberry Cooperative As-

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*Sales and Service*



sociation (TRU-BLU-BERRIES) held its annual meeting at the Pemberton Grange Hall on January 13, 1950. Over 100 members and guests assembled to hear the reports on the 1949 business and to take part in the election of officers and discuss old and new business.

The largest New Jersey cultivated blueberry crop was reported, with the Blueberry Cooperative shipping in 1949 the equivalent of 660,000 twelve-pint crates or about 100,000 more crates than the biggest previous season. The North Carolina crop was down, with only 35,000 crates being shipped from there by the Coop. compared to 52,000 in 1948. The Michigan Blueberry Growers' Cooperative had a bumper crop, also, with about a 315,000 crate crop. This is over 100 percent greater than any previous crop in Michigan.

It was good to see Stanley Coville, Sales Manager of the Cooperative, back in circulation again after his "vacation", as he called it.

## MORE BERRIES SOLD THAN GROWN IN '49

Plymouth County Clubs Hear Rather Encouraging Panel Discussions on State of Industry Surplus—Listen to and Discuss "Price Supports for Cranberries."

"How's it looking?"—that is marketwise—and a talk and discussion upon the controversial subject, "Price Support for Cranberries," were the two chief topics at lively opening Winter meetings of Plymouth County Cranberry Club January 17, Rochester Grange Hall and January 18, Kingston Town Hall. That the outlook for recovery from present surpluses and low prices was, at last, beginning to brighten was the conclusion to be drawn from a panel discussion, as to the question of price supports the possibility of cranberry growers asking for and receiving government assistance this was a talk and no action was called for or taken.

The panel "How's It Looking" consisted of Melville C. Beaton, Beaton's Distributing Agency, Wareham, (independent); Rus-

sell Makepeace, A. D. Makepeace Co., Stanley Benson, substituting for A. D. Benson, New England Cranberry Sales Company and Kenneth Garsides, substituting for Ferris C. Waite of NCA., "Joe" T. Brown, director Plymouth County Extension Service was panel leader.

"That's the \$64 question," said "Mel" Beaton in opening the discussion. "But I do think there is a little sunshine coming up over the horizon . . . This could be due to one thing alone. That is, the growers are finally becoming really conscious of the position they are in.

### Trouble is Surplus

Obviously the trouble is surplus, he went on. The question is how to get rid of this surplus. "One way would be not to grow a surplus. But this wouldn't get rid of the excess berries now in cold storage. He said care could be taken in not creating more surpluses.

"As long as you have two more cranberries than consumers want you are in trouble," began Makepeace. "When you have too less than consumers want you are alright. If cranberries are short for

Thanksgiving, or any other time, people will pay for them. People will pay any price for what they want."

He then made the definite statement that "I feel certain by the best estimates, that by September 1, 1951, the decks will be cleared and we will be all set to go. If that can give you any encouragement I am very much pleased. The question in the meantime is, can the industry stand selling fresh cranberries for less than it cost to raise them and how many have to go under?"

He then listed three points for which he said the poor prices for the '49 crop were chiefly responsible, these being hot weather last October, greater competition from

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other fruits and vegetables and the steel strike. He added the industry hadn't really begun yet to dig into the distribution in fresh cranberries and that a lot more could be sold. "We've got to stand in the doorway of every grocery store—or our representatives have—and in the door of every housewife and sell more cranberries."

**More Than 1,000,000 Bbls. Sold  
Last Year**

Stanley Benson said that the way "How's It Looking," depends upon how the grower was looking. The immediate outlook was not good. However, he said if the grower raised his sights from the immediate outlook and looked backward as well as forward, things brightened. He said in January 1949 independents had a carry-over of 200,000 which had been nearly

cleaned up, the Exchange has sold 340,000 barrels, NCA 325,000 barrels, and independents during the past year 150,000 barrels. "We must realize we have sold almost more than one million barrels this year, which was more than we raised. This proves we are in the right direction. We must tighten our belts and set ahead for the long pull."

Mr. Garside said he couldn't say when things would be alright again, but he felt the industry had touched bottom and was "one or two rungs on the ladder up." He said he understood he was to speak solely from an NCA standpoint. He told of expenses in operations being cut down. He mentioned the new frozen cranberry juice product which is being sold in more than 500 outlets and had been told

it was next popular to frozen orange juice. He said total '49 sales had run 26 percent ahead of sales of '48 and that up to date January 35,000 cases had been sold as against 44,000 for the whole of January last year. "In general," he said, "the trend which has been against the industry for several years had turned. We sold as many berries last year as we raised—and then some. We reduced our surplus."

"I think we have every right to feel encouraged, but not enough so we can go around again cutting each other's throats."

**Price Supports**

The speaker on price support was Sumner Parker, Production and Marketing Administration, University of Massachusetts, Amherst. He introduced his subject by explaining that government price supports have a long history, going back to 1935. "Are we in favor of these supports or are we not?"

"To me this is purely an academic question. There is no question on that point, the question is merely how far and how much?"

"The question is one of fundamental economy. You must recognize that, unless farm products are supported at some reasonable level there would soon be no more farmers, then no industry and goods, and no more employment." He went on to say that many farm products were supported in Massachusetts as well as other parts of the country, mentioning, milk (indirectly through Gov. purchases of butter, cheese and powdered milk,) potatoes at 60 to 90 percent of parity; apples (direct purchase in Massachusetts of 200 cars); eggs, hogs, grains, tobacco and other basic commodities.

He said this support is done in various ways. Some is by direct purchase of surpluses, these items being turned over to welfare institutions and schools, as in school lunches, through loans, mostly non-recourse, but some recourse the marketing agreements by which crops are limited. The main purpose of these agreements, he explained, are that they regulate the flow of products to the markets and also quality, and as quality increases, so also does the market.

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Under this arrangement, he said, there are quotas as to what may be produced, and even though a farmer produced more than his quota he is not allowed to sell it. But, he said he is sure of selling his quota and being paid the support price. He said Commodity Credit Corporation was the agency of the government agricultural authorities and probably the greatest purchaser in the world.

If cranberries were to have supports this could be obtained in two ways. One would be under Section 32 of the Agricultural Acts of 1935 for the purchase of surplus, direct or through loans or by marketing agreements. Under the surplus act, all the cranberry growing areas of the country would have to agree, before any one area could be accepted. Under marketing agreements action could be confined to one area, but two-thirds of the growers must be in agreements and there would be crop control.

He said there would have to be a request for supports from cranberry growers themselves. "Nobody can saddle it onto a group."

He answered several questions such as had any attempt been made to get cranberries under supports, replying there had been some discussion; and if there was a definite time limit for support and controls to remain in effect, to which he

said the answer was that the growers make the request, so it could be ended at any time.

To the question would the government purchase processed cranberries, Mr. Parker replied very little processed goods were bought

## NOW IS THE TIME

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under surplus. As regards fresh cranberries for export he said a great deal of grain was exported, but did not know about cranberries. To the question were there inklings that consumers resented artificial high prices on commodities he replied, "Of course, often."

#### Upward Trend in Production

Pres. Emile C. St. Jacques, who presided at the Rochester meeting, read a report given by the Cranberry Committee at the conference at Amherst Nov. 30 and Dec. 31. E. L. Bartholomew, chairman, "Dick" Beattie clerk. This stated there were about 1200 growers in Massachusetts and acreage of about 15,000 and that there was a steady trend to increasing production and cranberries were still the chief export crop of the state. It continued that returns were discouragingly low and that curtailment of some bog practices was necessary. It said there was a hope in savings of costs through still more mechanization. It was pointed out that cranberry growers are farmers and should work more closely with other agricul-

tural groups. That gypsy moths can be eradicated was a flat statement, and the success in Barnstable County's spray program

last year was pointed out, and it was explained it was expected this over-all air spray would be made to cover all of Plymouth and Bris-

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tol Counties this season.

The report urged growers to have articles for gypsy moth spray put in town warrants for appropriations of money, to assist county, state and federal funds. Greater interests in forestry was requested as cranberry growers own a substantial part of the woodland in Southeastern Massachusetts. Beatty said this report was repeated at the Union Agricultural meeting in Worcester and there were definite proofs that there was a "follow through" to the reports and requests of the cranberry committee, by the Massachusetts Agricultural Board. He said there is a down-draft in all farm prices, not alone cranberries—it is general, and would probably extend through 1950.

#### Hybrids Shown

Dr. F. B. Chandler exhibited samples of cranberries from the cross-breeding program, these having been brought up from New Jersey by the late Dr. R. B. Wilcox. He said the original "40 selections" had been greatly reduced through selection and it might be possible that three would be named this year, and be available for distribution, although it was originally thought this would take more time.

#### Keep Record Books

Associate County Agent Lewis F. Norwood, Jr., urged the keeping of accurate books. He said this was not difficult, merely putting down expenses, income and inventories and could easily be made into a habit. The Farm Record Book, is valuable in making analysis, by which production costs might be cut down, of great benefit if asking for a farm loan and for income tax purposes. He said it was in the income tax laws that anyone grossing more than \$600 must file a return, and the books were invaluable in the event of requesting rebates.

The Rochester meeting was followed by a supper and Kingston preceded by one. President Stanley Benson was in the chair at Kingston, and there the panel consisted of Arthur D. Benson, Makepeace and Garside, Mr. Beaton not attending. There were 82 in attendance at Rochester, about 75 at Kingston.

# CONTROL

## ★ Cranberry Root Grubs

★ White Grubs

★ Poison Ivy

★ Chokeberry

★ Wild Bean

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## ON THE RIGHT TRACK

---

It is encouraging to know that from all quarters—members, brokers and others—the feeling prevails that the present cooperative marketing program is the one single hope of rebuilding fresh cranberry outlets and reestablishing the cranberry industry on a prosperous basis.

There are refinements to be made, and new approaches to be explored, but there remains the basic belief that we're "on the right track".

That's the kind of faith from which real cooperation springs—and the kind that leads to the rewards that genuine cooperation always brings.

Already this year, fresh sales of cranberries have been larger than the combined sales of both cranberry cooperatives a year ago. That means we're adding new customers to our rolls.

And our members can be sure that plans for 1950 are already well underway, and that nothing is being left undone to assure not only more customers but a more stable market for the coming year.

We know we're headed in the right direction.

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March Sunset over ancient Cape Cod house.

(CRANBERRIES Photo)

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March, 1950

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**Wisconsin Rapids, Wisconsin**

## Maintain Organized Selling

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**Wisconsin Cranberry Sales Company**  
(A Cooperative)

WISCONSIN RAPIDS

WISCONSIN



# DIRECTORY FOR CRANBERRY GROWERS

## NCA Officials At Long Beach, Wash.

LONG BEACH, Wash., (Special) Fifty cranberry growers gathered at the National Cranberry Association Building, Friday morning to met with M. L. Urann, president of the Association. Urann was accompanied on his trip from Hanson, Massachusetts by Miss Ellen Stillman, advertising manager and Gordon Mann, Salesmanager of the Association.

Urann stated that the Association is in much better financial shape this year than last. He answered the numerous questions from the growers which had been collected by Frank Glenn, president of the local cranberry club.

Miss Stillman stated that a film has been made on cranberries which will be available this Summer to be shown to women's groups throughout the country. She stated that the average family in the United States uses a hundred pounds of chicken per year. Cranberry products are being featured with chicken in many food markets over the United States.

Gordon Mann showed charts with pictures of exhibits which had been arranged by the salesman for the association.

The annual election of western representatives of the National Cranberry Association was held and the present members were re-elected. They are Elwell Chabot, Lonard Morris and Dr. J. H. Clarke of Long Beach, and Mrs. Gertrude Dellinger of Clatsop Plains.

Following the business meeting, the group went to the dining room of the Community Presbyterian Church where a ham dinner was served by the Church Auxiliary ladies.

Out of town people who came to the meeting were Mr. and Mrs. J. E. Warness and Mr. and Mrs. W. S. Jacobson of Grayland, and Mrs. Gertrude Dellinger, Jack Dellinger, and Mr. and Mrs. Fred Ronwens of Clatsop Plains.

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# Mass. Cranberry Station and Field Notes

by J. RICHARD BEATTIE  
Extension Cranberry Specialist



## Insect Chart

The 1950 Insect, Disease, and Weed Control Charts have been printed, and growers should receive them through the mail from the county agricultural agents' offices by the middle of March. Extra copies are available upon request. The major changes and recommendations are outlined for the growers' consideration.

The new Insect and Disease Control Chart received a special face-lifting treatment. Growers will now find the important Summary of the Pest-Control Recommendations listed at the top of the chart. We urge growers to read it carefully before referring to the body of the chart for specific control measures. This is the section that summarizes blanket control measures and flooding treatments. Be sure to read the final section of the Summary which outlines the use of the insect net as a means of timing control measures. Remember that these charts serve merely as a guide. The dates listed are set for as near normal years as possible. **Timeliness** and **thoroughness** of the application, plus a knowledge of the insect, disease, or weed to be controlled, are the keys to the success of these charts. When two or more treatments are given, they are arranged in the order of preference.

## Fruit Rots

The first major revision in the body of the chart was made under the heading **Fruit Rots**. The following recommendation was included in the chart for the first time: "Holding the Winter flood till May 23 in Plymouth County and May 28 in Barnstable County improves the keeping quality". If fungicides are used, there is the choice of applying fermate or Bordeaux mixture (10-4-100) in the first

treatment. Fermate is still recommended for the second treatment. However, fermate has advantages over Bordeaux in that insecticides may be combined with it when necessary, while DDT is about the only insecticide which can be combined with Bordeaux mixture. We also know that fermate gives a fine gloss to the fruit. Before leaving the subject of **Fruit Rots**, growers are reminded of Dr. Franklin's new preliminary **keeping quality forecast**. Those attending the recent cranberry club meeting in Plymouth County will remember that Dr. Franklin informed growers that he will be prepared to issue a preliminary **keeping quality forecast** by the last of March or early April. Such a forecast would assist growers in determining the bogs on which the Winter flood might be held late in order to improve keeping quality. Watch for this forecast early in April. The final forecast will be made, as usual, about June 15.

## Control Leafhoppers

**Blunt-nosed leafhoppers** are still a very common pest on many bogs. In fact, they are a serious problem. The strength of the **DDT dust** for their control was increased to 10%. Pyrethrum was eliminated as a second treatment because of its expense, and a 2% **rotenone dust** was substituted. **Green spanworms** caused considerable damage last year. The old lead arsenate treatment was eliminated and a 10% **DDT dust** is now recommended. Excellent results were reported by those using this treatment last year. **Spotted and black cutworms** and **army worms** proved troublesome on properties. A **DDT dust** is now suggested rather than the 5% used last year.

## New Insect Subject

Another insect was added to the

chart, known as the **cranberry scale**. This is one of the very small scale insects which sucks the juices from the vines. The damages so far has been confined to a relatively small acreage. Holding the Winter flood till June 10 controls this pest. Applications of **dry lime sulphur** from April 1-20, at the rate of 16 pounds to 100 gallons of water, 600 gallons per acre, is also recommended.

## Weed Chart

The Weed Chart also received

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# Western Pickers

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

We have no great amount of control, individually, about how much money we are going to receive for our berries, but we can decide "yes or no" if we will spend any given amount of money to produce these berries. The decision may be only the lesser of two or more evils, but still we can make the decision.

One of these decisions to make during these "harder" times is whether you will pick your berries or not—whether the time, and trouble, and the outlay of cash dollars will be rewarded with a larger cash return.

The answer is in mechanization. When the "combine" took over the pea harvesting the whole industry was revolutionized.

Mechanization in Cranberry Picking is now getting to mean the use of the Western Picker, as it is the only mechanical picker now in use in the U. S. that shows promise of becoming the universal harvester of cranberries.

While the machine is not perfect, over 80 percent of all Western Pickers used in the U. S. last year harvested over 10 acres of cranberries. Savings ranged up to \$1,000 per machine.

Of all the machines in use on the Pacific coast this last year, the berries picked by the Western Picker were rated the best in keeping quality.

In Wisconsin, the keeping qualities of Western Picked berries were the best of all those tested.

In Massachusetts due to the poor keeping qualities of all the berries produced last year, it was hard to determine which was the best. Many growers who used Western Pickers last year reported that they culled an exceptionally small percentage of their berries. Some others suffered more because they began picking their Early Blacks in August, and had to keep them through September and October before disposing of them.

The shrinkage was bad on all berries this year in Massachusetts. But, in practically every case, the owner of a Western Picker was 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 racking the Western Picker did on his bog.

Eventually you'll have a Western Picker, why not now? (ADVT.)

a face-lifting treatment. The "Weed Index" at the bottom of the chart was moved up under the heading entitled "General Comments on Weed Control". We will be interested in the comments of the growers as to the re-organization of the new charts. After all, they are prepared for the convenience of the growers, and any suggestions for their improvement are always appreciated.

Under "General Comments on Weed Control", growers are advised to thoroughly wash out their spray equipment with soap powder and water after using corrosive materials. The section entitled "Treatment for special weeds" was eliminated, and a control measure for three-square grass is now found under section H. In section A—Iron Sulphate, there is a recommendation on the control of pitchforks, using this chemical either in its dry form or as a spray. The next change was made under section D—Salt, in which pitchforks were removed from the list of weeds controlled by this material. It is now recommended in section E—Sodium Arsenate, that this chemical should not be used later than mid-August because of poison residues on the fruit.

Four more grasses were added to section G—Water-white Kerosene; namely, corn, crab, summer, and triple-awned grass. Another chemical, 2,4-D, was added to the weed chart now listed as section H. It is recommended for the control of three-square grass. Finally, the chemicals that control ditch and shore weeds are given at the bottom of the chart as sections J and K. If the Experiment Station staff can be of any help in your insect, disease, or weed control problems, let us know.

## Frost Warnings

Frost warning applications have been mailed out to the growers who have used the telephone system the last few years. Any grower who did not receive an application and is interested in subscribing to this service should immediately contact Miss Thelma Laukka, Treasurer of the Cape Cod Cranberry Growers' Association, at the Cranberry Experiment Station, East Wareham, Massachusetts. The deadline for filing applications

is March 20.

## Make a Date for April 21

Just a reminder concerning the Spring meeting of the Cape Cod Cranberry Growers' Association scheduled for Friday, April 21, at the Wareham Town Hall. This is an all-day meeting beginning at 9 o'clock and adjourning at 4:00 p. m. A light lunch will be served. There will be equipment demonstrations and exhibits of supplies and materials in the morning, followed by an excellent speaking program in the afternoon. Check your calendar now.

## GEORGE W. DEAN

The New Jersey cranberry industry lost an old friend on February 16, in the death of George W. Dean at the age of 77 years. Mr. Dean was Secretary and Sales Manager of the Independent New Jersey Cranberry Company from its formation in April, 1911, until May, 1949. In spite of poor health for the past several years, Mr. Dean continued to handle the crops of his members as long as he was able to do so. Unable to carry on any longer, the company was dissolved in May, 1949. The loss of Mr. Dean after 38 years of faithful service to the New Jersey cranberry industry will be felt keenly by his friends and loyal company members.

## Express Optimism for 1950 Market Outlook

Confidence and optimism were expressed for 1950 marketing conditions at the recent business meeting of the Cranberry Growers, Inc., marketers of Indian Trail cranberry products at its meeting, Wisconsin Rapids, Wisconsin, B. C. Brazeau, president and Charles Walmann, general manager and sales manager, conducted the discussion.

The session was held at the Witter Hotel and a banquet was held in the evening.

If a pine plantation is pruned, is there any need to remove the brush?

Usually not. The brush will decay rapidly and will add organic matter to the soil.

# Cranberries

THE NATIONAL CRANBERRY MAGAZINE

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## FRESH FROM THE FIELDS

Compiled by C. J. H.

### MASSACHUSETTS

#### Winter Arrived in February

Old Man Winter, who, as previously reported had taken a vacation from his seasonal haunts in New England, and especially South-eastern Massachusetts, appeared to take up his normal duties during nearly all of February. He provided cold rain, sleet, snow, ice, near zero, and zero and sub-zero weather for many of the 28 days of that month.

Growers welcomed the snow and rain, there being  $4\frac{1}{2}$  inches of precipitation recorded at the State Bog, East Wareham with six inches of snow. This was the largest amount of rain in many months. Boston Weather Bureau reported rainfall for the month as 3.70, which was .46 inch above normal. Departure from normal in rainfall since January 1 was plus .71.

#### Water Up Some—But Still Down

The severest snowstorm of the Winter occurring on Valentine's day brought a good deal of moisture which helped the general water situation considerably. However, streams, ponds and reservoirs in the cranberry area remain too low—by far.

#### $4\frac{1}{2}$ Below Coldest

Coldest day of the month as recorded at State Bog was  $4\frac{1}{2}$  below zero on the 20th,—2 on the following morning. Temperature was zero on the 26th and on the 27th it was 1, other thermometers lower. Ice formed on ponds and reservoirs for almost the first time this Winter permitting skating.

Warmest day of the month at State Bog was 49 on the 9th, but there were none of the balmy days the area had enjoyed in December and January.

The month ended was the first in 20 consecutive months which was below normal in temperature, February being recorded as being 16 degrees below in the daily mean temperature at Boston.

#### Many Bogs Still Out

At the end of the month an estimated 25-30 percent of Massachusetts bogs remained not sufficiently Winter-flooded. Conditions were considered "just about right" for winterkill, with some days of exceedingly high winds and low temperatures. There was "suspicion" at the State Bog there may have been some damage.

#### Green Scum Plentiful

Green scum appeared on a number of bogs during late February. Conditions all during Winter were entirely favorable for its development. A card notice to growers urged growers to be on the watch for this scum, which first appears near the ditches under the Winter flood, in a green scum over the vines. Copper sulphate is the recommendation treatment and the cheapest method of application is to take advantage of any ice and broadcast the crystals on the ice at the rate of 10 pounds per acre in February and again in March, if necessary.

A number of growers did take advantage of the ice which developed the end of February, first of March for this treatment.

### WISCONSIN

#### Heavy Snow

February was snowbound and quiet in cranberry activities. Many of the growers have been on vacation. The snow has been welcomed insofar as the water supply is con-

cerned. At the end of the month there was about 18 inches at Wisconsin Rapids, around Hayward about 34, and up north around Three Lakes about 40 inches.

#### New Clipper

Newell Jaspersen, vice-president of the Wisconsin Cranberry industry, is developing a new clipper for use on grasses and weeds on the state marshes. This is said to be a unique machine, very economical to run, as it will cover a large area in a day.

#### Dwame Bennetts

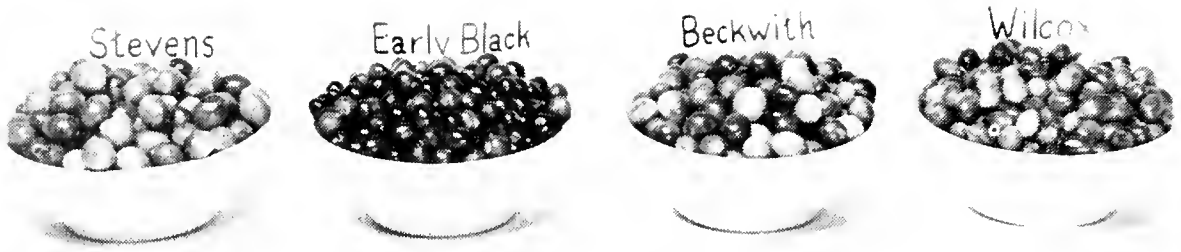
The Wisconsin industry lost another member recently in the death of Dwame Bennetts, son of Mr. and Mrs. George Bennetts, Tomah. Mr. Bennetts was affiliated in the cranberry business with his father. He is survived by his widow and one son.

### NEW JERSEY

#### February Near Normal Month

February weather was the nearest to normal that had been experienced at Pemberton for many months. Temperatures averaged about half a degree below the normal of 33.6 degrees, and rainfall was two-tenths of an inch above the normal of 2.65 inches. The highest temperature was on the 24th when 53 degrees was recorded in the Laboratory shelter and the coldest was 8 degrees on the morning of the 21st. Traces of snow fell on the 1st, 13th, 20th and 27th. Thanks to the heavy rains during the last few days of January and on several occasions during February, water supplies in south Jersey, though still not up to normal, are not critically low. Consequently

(Continued on Page 14)



The three new varieties compared with Early Blacks.

(USDA Photo)

## The BECKWITH, The STEVENS and the WILCOX Cranberry Varieties

F. B. CHANDLER, Research Professor, University of Massachusetts, H. F. BAIN, formerly senior pathologist; and H. F. BERGMAN, senior pathologist, Division of Fruit and Vegetable Crops and Diseases, Bureau of Plant Industry, Soils, and Agricultural Engineering, Agricultural Research Administration, U. S. Department of Agriculture.

### HISTORY

In 1929, cranberry breeding was begun by Bain of the U. S. Department of Agriculture. Later Beckwith, of the New Jersey Agricultural Experiment Station, and Bergman, of the U. S. Department of Agriculture, helped in the work. The crosses were mostly made in the field. The first lot of seedlings resulting from crosses made by Bain and Beckwith were set in the field at Whitesbog, New Jersey, in 1934. From 1800 seedlings that fruited for two or three years, a final selection of 40 was made in 1940. In 1941, rod-square plots of these were planted on the properties of the J. J. White Company at Whitesbog and Theodore Budd at Pemberton, New Jersey. Frederick Chandler was in charge of the New Jersey work from 1944-1946. R. B. Wilcox of the U. S. Department of Agriculture, was in charge of the planting in 1946. In 1946, these plants came into bearing at Whitesbog. They were surveyed by a group of New Jersey and Massachusetts growers and research workers and the best 15 selected for further testing. Additional test plantings were established in New Jersey, Wisconsin, Massachusetts, and Washington. In 1949, they again bore a good crop at Whitesbog and at Pemberton, N. J., and were resurveyed. Some 10 selections were considered worth testing and quarter-barrel boxes of each were taken to Massachusetts for further study there. Un-

fortunately, Wilcox died October 22, before his notes were written up.

From the information of Wilcox's notes and as a result of further tests of the berries, three have been selected for naming and testing on a more extensive scale. The other seven selections are being studied further. In addition, two or three of these last appear promising in Wisconsin. One of the new named varieties is about in season with Early Black, one is in season with Howes, and the third is a mid-season sort. The following table compares these three with Early Black and Howes.

From this table, it is evident that berries of the Stevens and Beckwith varieties are much larger than those of Early Black and Howes, and the Wilcox nearly as large as Howes. Both the Wilcox and Beckwith are about as resistant to the vector that spreads false blossom as Early Black, and the Stevens is more resistant than Howes. None of the three may be as well adapted to rich bogs as Early Black, as they are all more vigorous, while the Stevens is much more vigorous.

Detailed information as to the value of these three varieties can only come as the result of years of testing. Some notes, however, can be given on these, partly as the result of a study of Wilcox's notes and partly from a study of the berries themselves.

The Beckwith, tested as No. 15, resulted from a cross of McFarlin x Early Black, made by Bain and

Bergman. About 1103 seedlings of this cross were grown. The plants are vigorous, the uprights being quite long and the berries borne high. It has been rated much more productive than Early Black and Howes. It vines over rapidly and seems adapted to bogs of medium richness, but it may lack vigor for thin bogs and be too vigorous for the richest bogs. The berries also are very large, with a cup count of 55 to 60. Their shape and color are of the McFarlin type. The berries are firm with very little breakdown. They mature about with Howes.

The Beckwith was judged by a group of Wisconsin growers as unsatisfactory for Wisconsin on account of the poor appearance of its berries.

This variety is named for the late Charles Beckwith, who was in charge of the New Jersey Cranberry Station and who made some of the crosses used in the breeding work.

The Stevens, tested as No. 33, resulted from a cross of McFarlin x Potter, made by Bain. Only 27 seedlings were raised. The plants are the most vigorous of any yet studied. The vines are coarse, strong, and very productive. This variety may be difficult to scoop if the vines are not carefully trained. For the less rich locations, it should be an especially good variety. The berries are very large, with a cup count of 50 to 55. Their shape is similar to Howes with a McFarlin type blossom end, and Bain suggests that the color is nearer to Potter than to McFarlin. The berries have stayed firm with very little breakdown. Though the Potter parent variety was notably a poor keeper, the Stevens is a beautiful combination of the more desirable characters of the two par-

Table 1.—COMPARISON OF WILCOX, STEVENS, AND BECKWITH VARIETIES WITH EARLY BLACK AND HOWES.

Variety	False Blossom Resistance	Season	Yield	Size	Spec. gravity	Color	Rot Resistance	Breakdown Resistance	Shipping qual.			Sauce Test Flavor	Vit. C	Total
									Heoburn Test	Morse Test	Tarr Test			
Early Black	9	9	6	1	1	10	10	9	10	6	10	2	3	89
Beckwith—No. 15 (McFarlin x Early Black)	8	2	12	10	3	9	8 (10)	1	10	5	3	10	9	95
Stevens—No. 33 (McFarlin x Potter)	7	6	16	10	2	9	9 (10)	1	10	4	4	9	3	94
Wilcox—No. 36 (Howes x Searles)	9	8	16	4	4	9	7 (10)	1	6	8	7	10	2	95
Howes	4	2	5	5	5	9	10		10	10	10	10	3	84

Scoring: 1—poorest, 10—best; yield, 1—poorest, 20—best; specific gravity and vitamin C, 1—poorest, 5—best. Shipping quality tests by Hepburn and Morse of the New England Cranberry Sales Company.

Note 1/: At Whitesbog in 1949 rot scores for these 3 varieties were excellent and better than for Early Black.

Wilcox vine notes: "No. 33 vines very long, coarse, tangled; vines excessive."

"No. 36 vines coarse, but badly tangled, will scoop"; "vines long, tangled, berries scoop very well."

ents—McFarlin keeping qualities and size of fruit, Potter gloss and vine type and, apparently, its productivity.

This variety is named for the late Neil E. Stevens, for many years in charge of the cranberry disease investigation of the U. S. Department of Agriculture, and so engaged when the breeding work was initiated.

The Wilcox, tested as No. 36, resulted from a cross of Howes x

Searles, made by Bain. About 380 seedlings of this cross were grown. The plants have long, rather coarse vines but scoop well. It has been rated very productive, as productive as the Stevens. It is probably somewhat more vigorous than Beckwith but not so vigorous as the Stevens. The berries are nearly the size of the Howes and larger than the Early Black, with a cup count of about 95. Their shape is like that of a pointed Howes and the

color similar to Howes. The berries show good shipping qualities, and its season is about with Early Black. The Wilcox was considered unsatisfactory by the group of Wisconsin growers because of the relatively small size of the berries, their shape and appearance.

This variety is named for R. B. Wilcox, who was in charge of the selection work at the time of his death, October 22, 1949.

## Cape Cranberry Clubs Hold First Winter Meetings

Programs Similar to Plymouth County Repeating Marketing Discussions for Benefit Barnstable County Growers.

Cape Cod Cranberry Clubs had their first winter meetings, Lower Cape Club, Feb. 14th, Harwichport, Upper Cape Club Feb. 15th, Bruce Hall, Cotuit. Night of the lower session was the night of the winter's only real "blizzard", but about 35 attended.

Programs arranged by County Agent "Bert" Tomlinson were along the same lines as those concerning the possibilities of government supports and marketing agreements discussed at the Plymouth County club meetings and reported in detail last month.

At the Lower club those on the panel consisted of M. C. Beaton, Russell Makepeace, Ferris Waite, with "Dick" Beattie, leader. Sumner Parker, director of production and marketing administration, Am-

herst, was unable to be there, and E. C. St. Jacques, president of Southeastern Club, filled in. The new cranberry movie, "The Cran-

berry Story", was shown. Supper preceded the meeting. The meeting was at the Port of Good Food Restaurant.



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# "Cranberry Fever" Continues On The Cape As Growers Produce "Red Gold"

Harwich is taking Production Lead from Dennis, while at Provincetown the Disease is Especially Virulent—One Thomas Lothrop, a Tip-End Leader, Plans Ambitiously.

by Clarence J. Hall

(This is the 11th Installment of the Cranberry History)

The previous chapter dealing with the "Cranberry Fever" of the 1850's, long as it was, did not tell by a good deal, all of the cranberry story of that important mid-decade century. Those were the beginning of the years, which extended through the Civil War and after, when cranberries were regarded as a sort of "red gold." This was true in that period not only on Cape Cod, but at a few other places in Massachusetts and in New Jersey. Shortly after, Wisconsin was to have its opening cranberry craze.

First Massachusetts cranberry acreage census was taken in 1885. Many a foundation for successful cranberry properties, begun in the forties, were strengthened in the 50's. Already have been mentioned Captain Alvin Cahoon and his cousin, Captain Cyrus Cahoon, Captain Zebina Small, Captain Nathaniel and Abiathar Doane, Captain Nathaniel Robbins. There were others, these including James Anthony Smalley, who had begun a small bog in Dennis in 1853, "developed" his "Smalley Howe," and who was to be one of the first to take his Cape cranberry experience up into Plymouth County and Eli Howes, father of James Paine Howes, developer of the Howe who had begun in Dennis in 1843. All of these with the exception of the two latter were men of the town of Harwich and the accounts of all will be told later.

This was the decade when the Rev. Mr. Eastwood wrote his noted volume on the cultivation of the cranberry and gave such tremendous impetus to the youthful industry..

## Cranberry "Center" Goes to Harwich

During this period the center of the Cape Cod Industry, which meant the center of all cranberry growing, was to shift down the Cape from Dennis, its birthplace, to Harwich. Harwich, named after old Harwich in England had been incorporated, September 14, 1774. The township then stretched from Cape Cod Bay to Vineyard Sound, clear across the Cape.

First settler was Gershom Hall, descendent of the same John Hall, as was Henry Hall. This Gershom Hall bought land before 1688, having been born in Barnstable in 1648. He was a farmer, millwright and lay preacher, dying October 31, 1728. He owned a huge land acreage. There appears to be no record-

Eight

ed connection between his name and cranberries, but his great, great, great grandson, Captain Gershom Hall was a cranberry grower about Civil War time, and this bog is still in operation by his son Charles D. Hall.

## First Harwich Bog 1840?

The first pioneer grower of the town is believed to have been Isaiah Baker, who started in West Harwich, 1840.

The 1883 paper of O. H. Holmes, which has previously been referred to, and will be again, quotes of about the time of the ending of the mid-century decade: "Harwich very soon became headquarters for cranberries, and there were more cranberries raised in Harwich for many years than all other towns in Barnstable County put together. They always had a good crop the third year, and the fourth year they had a full crop of from one to three bushels per square rod."

Perhaps at this point it might be interesting to leave the mid-

Cape area and go to the tip end of the peninsula and tell the story of cranberry growing at Provincetown. This had begun in the 1840's, and during the '50's and for two or three decades thereafter it was at its zenith. Cranberry culture has vanished entirely there now. There is not a single cultivated acre in the township of lands end.

## The Provincetown Story

Of white beach sand, with attendant proximity to the sea, the ultimate could be found at Provincetown, the "Cape Cod" of the early explorers, and since cranberries "had always" grown in the dessert of sands "Up Back" of the town, the cultivation of the cranberry was begun there, almost as early as farther up the Cape. The pioneer cultivation of Provincetown, where the Pilgrims cast anchor in the "Bay of Cape Cod," on the eleventh of November, 1620, before they established the Plymouth plantation, and where was born the first white child in America, Peregrine White, seems to have been firmly established as Thomas Lothrop. Presumably he began in 1847. This is established by family and local tradition.

"Years ago," said the BARNSTABLE PATRIOT, on December 20, 1853. "amidst the derision of his neighbors, Mr. Lothrop conceived the project of making a vast cranberry meadow of Shank Painter Pond and its adjacent territory, and he has so persevered in his course, insensible to apparent failure and delays in the perfection of his plans, until his hopes and his calculations are materialized. He is proven to have been no dreamer, but a sound and shrewd thinker. He has done more for the interest of Provincetown, we venture to say, than any other one man, and should have the credit due to a real public benefactor. We are confident that in due time, he will be esteemed as he deserved. The people of Cape Cod and the State of Massachusetts owe a debt of gratitude to Mr. Lothrop, that it will not be easy to repay."

This report, unrestrained in its enthusiasm, followed the appearance of an account in the YARMOUTH REGISTER, hailing Mr.



Lothrop as the pioneer cranberry grower of Provincetown and ended by saying, "THE PATRIOT was "proud to claim Mr. Lothrop as a Barnstable boy."

Mr. Lothrop was born in Barnstable February 26, 1800, son of Ebenezer and Temperance Lothrop, grandson of Ebenezer Lothrop, a brigadier general in the Revolutionary war, coming first to Scituate in 1634, settling shortly thereafter in Barnstable. He could have asserted descent from those of the Mayflower who made their first contact with American at the town of his adoption through John Howland, Elizabeth Tilly, descending through Thomas Rogers and his son Joseph.

#### Started Provincetown Boom

Mr. Lothrop deserves a good deal of this enthusiasm of Editor Phinney of THE PATRIOT for he did start a cranberry boom in the tip-end town of the Cape and did much to further its advancements, as he was a man of vision and ambitious ideas.

He had come to Provincetown when he was 21 as deputy collector of that port, then beginning to become one of the busiest ports on the New England coast. When he arrived in 1821 the village stretched along the curves of the shore, east and west. There was of course no road through the town, lots of land were laid out from the harbor to the ocean, the "back-side of the Cape," every man had his path from house down to his boat, and paths ran to church and school. The beach was the "highway". To get from one end of the town to another a dory was often used. There was not even a wharf, although Provincetown was a busy port.

Mr. Lothrop, the man of vision soon saw the need, and built the first wharf, a short one, which was in front of where the Masonic temple now stands. This was in the late 1820's and this like his cranberry bog later, was "built amongst derision" of his townspeople, who said the washing sand would make a permanent wharf impossible. The sand did not however, and in 1831, Jonathan, Stephen and Thomas Nickerson and Samuel Soper built Union Wharf and thirty more fol-

lowed within twenty years.

#### Built First Public House

In 1828 still before there was a street, Mr. Lothrop built and opened the first "Public House" which is now the Atlantic House.

Provincetown had its first street, narrow Commercial or "Front" street, laid out by the County Commissioners in 1935. This connected the town with the rest of the Cape and the world. There was presumably some sort of way, as old deeds speak of "Town Rode," but this street made the "Public House," a stage coach inn and the terminus of the road down the Cape. There was then no courthouse and court sessions were held in a large room at the "Public House".

When this road was proposed by many who saw no need of a street in Provincetown, Mr. Lothrop's vision led him to raise his voice in town meeting for a wide street. His idea was not popular. He was told a wide street would take in his "posey" bed, but he replied he was willing to sacrifice the flowers. He also visualized, as well as a wide street, a street with no buildings on the water side, leaving a clear view of the harbor, but none of his wishes met with general approval, and Commercial street was laid out narrow just as it is today, and with a bad jog, where it is said the way was forced to go around a salt works.

#### Turned to Cranberries

Shortly after this Mr. Lothrop decided to give up the hotel business, and it was about then his interest was aroused to the possibilities of the wild cranberries growing in the waste "Province Lands" "up back", where no one built any houses. He advertised the "Public House," for sale in 1843 giving as its advantages, a steamboat connection with Boston, and the greatly improved opportunities to house and feed "sportsmen and anglers." A vegetable garden "sufficient to supply all the vegetables the year through," was another inducement of this hotel at "The City in the Sand" as he described Provincetown.

These wild cranberry vines growing in the Province Lands made another anomalous feature of this town noted for anomalies. Prov-

incetown was first the Chequoquet of the Indians, and then was the "Precinet of Cape Cod (Province Lands) of Truro, until in 1727, the inhabitants and "sojourners" there had so increased that the Precinct of Cape Cod was incorporated June 14 as a township and given the name of Provincetown. The inhabitants were given all the rights of inhabitants of any town "saving always, the right of this Province to said land." They could build houses and wharves and engaged in other activities, but the land was held in common to the Province. This situation, in which lands of the original "holders" could only be sold subject to these conditions and with only a quit-claim title lasted until 1893, when the land on which the town itself stood was deeded by the state to the occupants, but all the wild land "up back", where the cranberries grew, was and still is the "Province Lands".

(Continued next month)

#### LONG BEACH CLUB ELECTS LONG BEACH, Wash., (Special)

The Long Beach Peninsula Cranberry Club held its February meeting in the NCA Building. This was the first meeting for the new president, Frank O. Glenn, as a January meeting was cancelled because of snow.

Mrs. Lemoine MacArthur resigned as secretary as she and her husband are leaving in the near future for Everett to make their home. Their cranberry planting will be cared for by Joe Alexson. Mrs. Miriam Parrish was elected to be secretary for the remainder of the year.

D. J. Crowley, Superintendent of the Cranberry-Blueberry Experiment Station, gave the growers some of the highlights of the spray conference which he attended in Portland. He also stated that affidavits on the sprays used on cranberries have been sent to Washington, D. C., for the hearing on spray residues. The growers were warned not to use D. J. T. sprays later than July 10. An open discussion was held on sprays and weed killers. After the close of the meeting, Frank Glenn showed a reel of pictures put out by the Soil Conservation Service on snow surveying.

# PERHAPS WE HAD IT COMING

(EDITOR'S NOTE: Following is a "guest editorial", submitted by B. C. Brazeau, president of Cranberry Growers, Inc. (Indian Trail brand) Wisconsin Rapids, Wisconsin. Expressions of opinion, written in fairness, with objectivity, and not malicious, are always welcome. This is particularly true at this time with the industry in its present situation, as "round table" discussions are often of value. Any communications should be signed by the writer or writers as the thoughts expressed are theirs).

The market short-comings of the past season may have struck as a stunning blow to many cranberry people. Cold facts have been brought home where they can no longer go un-heeded—in the hip pocket.

Yet, if we look back over the last several years of cranberry marketing history, and if we are willing to give the matter sober thought, it is now apparent that a set of factors was at play that could lead to no result other than eventual catastrophe. Disaster was certain; the only unknown was the timing. We brought our troubles on ourselves. The causes lie within the cranberry business; and the corrections lie within the industry.

Each grower had his own sentiments as to the proper marketing factors, and he held to his tenets with a fervor that was closely akin to religion. Few made any attempt to seek out the real truths and the real facts. We believe what we wanted to believe. There was little evidence of healthy skepticism or critical analysis. There existed a strong propensity to believe only what would lend support to a particular group or what would cast aspersions on another group. Instead, some went even so far as to refuse to listen to criticisms and warnings. Individuals and organizations have been followed with a blind faith that may be unique in business history.

Then, too, there was a general lethargy pervading the entire conduct. Anyone daring to disturb the status-quo was risking the brand of a heretic. He was a disturbing influence. The thought seemed to be to doom by shutting eyes and ears to it. In the meantime, the atomic age of modern and aggressive merchandising whistled by the cranberry industry, while growers snuggled down in complete comfort and confidence in what they had predetermined to believe were infallible and impregnable shelters.

Growers and leaders were seeking an easy way. The appeal of the processing market to some was that it was the "easy way." All that was necessary was to throw the cranberries in bulk bags. Perhaps many who down in their hearts realized that everything

was not right, that certain actions should be taken, still did not take those actions because it was the "easy way" to let things slide and hope that conditions would right themselves. Business does not right itself: someone must set it right. Even at this stage a suggestion has been made that in despair we turn cranberry marketing over to government bureaus, which would involve the growers in the maze of difficulties about which we can read almost daily in regard to other agricultural groups. Again someone seems to be seeking an "easy way".

There are those who contend that progress in marketing must come by evolution. What if cranberry marketing does not "evolve" fast enough to keep up with marketing procedures? What if something is basically wrong with a particular phase? What is the method of evolution in effecting the correction? It has no method except utter and costly collapse. This policy is only another example of excusing the "easy way." There is no soft road to marketing achievements; and there is no set-up that assures success merely by the nature of its organization.

Another difficulty has been a constant unwillingness on the part of leadership and those of influence to assume responsibility. One or another version of blaming the other fellow has been the theme song for years; and it has always found a large and ready audience, eager to listen and echo the chords.

Last but far from least, the growers in some instances have fallen into the tragic fallacy of confusing differences in business judgement with personal antagonisms. To differ in an opinion was like throwing down the gauntlet.

Personal enmities became rampant and perhaps still exist today. This deplorable emotionalism has wrapped the thinking of growers and leadership alike. No sound business can grow in the shallow soils of hatred and prejudice. The inability of some to raise above this pettiness has unquestionably contributed heavily to our downfall, not to mention the fact that it has brought unhappiness and misunderstandings into cranberry communities and vast discredit to the purveyors of malice. Unless those who have indulged themselves in the extravagance of personal prejudice have learned their lesson, unless they can now demonstrate magnitude, character, and breadth, cranberry will be thrust into still greater debacles.

Thus, temporarily buoyed up by general prosperity, the cranberry industry has been living in an atmosphere of disregard of the facts, resistance to truths, blind faith, unwillingness of leadership to assume responsibilities, resentment toward criticisms and warning, opposition to change, dependence on the "easy way", and personal antagonisms. If this causal pattern does not add up into a day of reckoning, let someone suggest a better answer.

Now, within the very future will come the test of the stature of cranberry people. All will have to measure themselves and be measured. If leadership and its support has the bigness to seek out the real truths, lay aside animosities and jealousies, and face the problem with intelligence, courage, and sand, we can build to endless successes. In times of crises leadership must show its mettle, or it must submit to nature's ruthless and inexorable method of replacing leaders who have faltered or who have outlived their usefulness, the "law of the pack".

B. C. Brazeau, Wisconsin Rapids, Wis.



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## NAMING OF THREE HYBRIDS A MILESTONE

ONCE again we must extend congratulation to Science. Last month we commended the tenacity of research men working in New Jersey in discovering the vector of Blueberry Stunt Disease. Now the announcement is made that three of the varieties in the cross-breeding program have been named.

This is a milestone in the history of cranberry growing. These are the first cranberry varieties actually produced by man in a long scientific program starting in 1929, when Henry F. Bain began in Wisconsin.

If, as expected, these vines will be more resistant to false blossom, have better cooking qualities, will maintain usability over longer periods of time, have greater shipping strength—indicating less shrinkage—and improvement in specific gravity, the industry has received a needed “shot in the arm” in encouragement, even though no material benefits will be felt immediately, as time will have to elapse before these varieties are distributable and marketed.

We like the selections of names—Beckwith, Stevens, Wilcox—honoring these three sincere researchers, now passed away. Credit must go to other workers in the four areas, Massachusetts, New Jersey, Wisconsin and Washington, where experiments were carried on, to Dr. H. F. Bergman, Dr. Darrow, and to Dr. Fred B. Chandler, who was in charge of bringing the long experiment to its present successful climax.

## QUALITY EVER A “MUST”

THE grower who is raising berries unfit for the fresh market is in competition with himself,” is a thought in the second of a series of articles in this issue by Russell A. Trufant, who happens to be chairman of the Committee on Keeping Quality of the New England Cranberry Sales Company. The Sales Company we think deserves a lot of credit for its interest in improving the general crop quality—a matter which had been allowed to become too much forgotten—and we believe Mr. Trufant is contributing a lot of good sense, tersely put, in this and other of his articles all of which bear careful reading.

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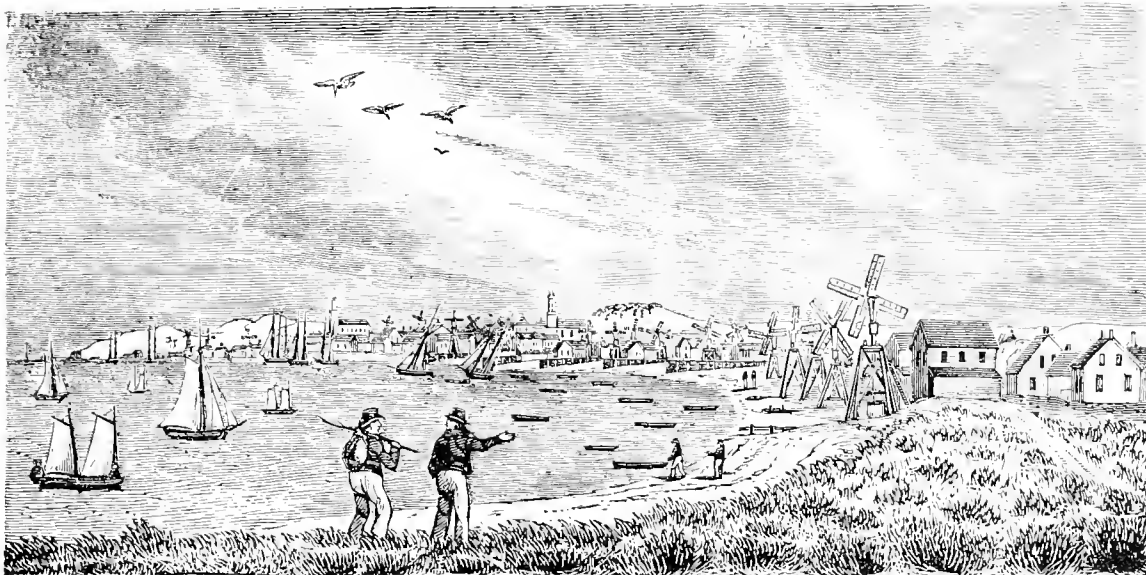
MOST people agree, says “Economic Facts” pamphlet of the Massachusetts Extension Service, that we are now in a period when prices are working downward. Most farm prices reached their peak in 1948, but net income was highest in 1947—almost 18 billion for the entire country. The '49 income dropped back to around 14 billion and estimates for this year for farm income are down to 12 billion. And it is always well to remember that cranberry growers are farmers.



Dr. Henry J. Franklin, director of the Cranberry Experiment Station at East Wareham, Massachusetts, observed his birthday on February 10th. During the day, many growers, to the number of 30 or so, dropped in to pay their respects, while members of his staff provided informal refreshments of cake, ice cream and coffee.

Here, members of the Station Staff, with a few of the visiting growers who came and went all day, are shown gathered about "Doc" around the station stove.

Left to right, standing, Dr. F. B. Chandler, George Rounselle, "Joe" Kelley, Dr. C. E. Cross, "Gibby" Beaton, "Dick" Beattie; seated, Miss Thelma Laukka, station secretary, "Becky" Shaw, Dr. Franklin, E. I. Harkness.



UPPER—Above: Engraving of Old Provincetown drawn shortly before Thomas Lothrop began cranberry culture there as told in "Cranberry History in this Installment of this issue.

RIGHT: Cranberry Exhibition of Cape Cod cranberry Grower's Association at Union Agricultural Fair, Worcester recently. Stanley Benson of NESCO and Cranberry Queen Beverley Richards, smilingly show articles to visitors.



## Fresh From the Fields

(Continued from Page 5)

bogs were well protected from Winter kill that might have occurred on several occasions during February.

### Blueberry Insect Meeting

On the evening of February 2, Atlantic County blueberry growers met at Hammonton to discuss the insect and disease control recom-

mendations for 1950. W. E. Tomlinson, Jr., of the New Jersey Cranberry and Blueberry Research Laboratory, discussed changes that have been necessary in the blueberry chart because of the increasing trouble recently with cranberry and cherry fruitworms, and acquainted the growers with the need for controlling the sharp-nosed leafhoppers that have recently been proved to be the vectors of stunt disease. C. A. Doehlert assumed the role of a soothsayer and predicted what the next few years had in store for the blueberry growers in the matter of markets, culture, varieties, and insect and disease control. The picture did not look too ominous to him. County Agent Brockett can surely turn his growers out in force; there being at least 100 growers in attendance.

### WASHINGTON

#### Most Unusual Winter

The weather in the Long Beach-Ilwaco area has been rain during the latter part of February after the snows melted. In all the Winter has been really "most unusual." The mean for January, as reported

by the North Head weather station near Ilwaco, was 33.6 degrees. This was the record since low of 33.2 in 1930. A reading of 13 on January 14 was the lowest January temperature observed since the 11 degrees on January 15, 1888. The month's total snowfall was 19.6, greatest since 1916. Greatest depth on the ground was 1 inches on the 14th, which exceeded all past records at the station.

The average monthly temperature was 8.5 degrees lower than normal and the total precipitation of 10.29 was 1.44 inches more than normal.

However, in spite of the cold Winter, daffodils were expected to be in bloom by the first week or two of March.

#### Weather Delayed Winter Work

The snow and rain delayed Winter work, such as pruning, and as February ended growers were just beginning to take a little action. Little new acreage is being developed. Growers are, however, going over last year's new plantings to replace dead hills. In spite of the national cranberry picture, West Coast growers are fairly optimistic about the future outlook.

Robert W. Savary

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**Personals**

D. J. Crowley, director of the Cranberry, Blueberry Laboratory has been chosen chairman of the Pacific County advisory committee on welfare and employment. The board is non-partisan and entirely non-political in its makeup. Members are paid only traveling expenses and hold meetings at night or on Saturday afternoons.

A study of the resources of the various countries is being made. This work is to be done by state unemployment and social security workers. Information gathered will be used to handle or help prevent peaks of unemployment. Mr.

Crowley served on a somewhat similar board in the days of WPA.

Dr. J. H. Clarke of Cranguyma was a recent visitor to Washington. He is one of the members of the National Horticultural Advisory Board.

**Progress In Quality Control**

(Second in Series)

by

RUSSELL A. TRUFANT

The Committee on Keeping Quality of the New England Cranberry

Sales Company, of which the writer is chairman, sent out to the members two sets of reply cards in an effort to obtain data on the quality-control practices used in the 1949 season, and the results of those practices. The replies have furnished us with a formidable volume of data which we are trying to analyze. Final results of the study are still months away.

Preliminary figures indicate that Massachusetts bogs which received ample, but not excessive, water throughout the season yielded large crops. Some bogs set new records. Drought caused failure of crop on other bogs. Spraying with Fermate or Bordeaux was very helpful except in a few isolated cases. We will endeavor to find the reason. Evidence on late holding is not yet conclusive. Fertilizer hurt the keeping quality in most cases. There is some evidence that fall fertilizer is not as harmful. Whether fall fertilizer is as beneficial in other ways is outside of this study.

**Let Quality Forecast be Guide**

Bear in mind that these results apply to a year of poor quality due to weather conditions before the berries set. In such a year we should be especially careful about the use of fertilizer and any other practices which might be OK in a good quality year. The Experiment Station quality forecast should be our guide.

The matter of keeping quality vitally affects every grower, right in his pocketbook. We should all take to heart the figures given on Page 2 of the January Cranberry Cooperative News regarding berries which were unsaleable fresh. Of course it is difficult if not impossible to figure the dollars-and-

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cents effect of this situation on the average grower. The variables of economic conditions, marketing conditions, carryover, crop size, shortages, float policy, advertising policy, pooling systems, delayed payments, etc., as well as lack of data on many features, all tend to hide the figures we are after. But in a general way, the situation is something like this:

#### Balance Between Fresh and Processed

If our sales of processed berries could be limited to somewhere around the equivalent of 100,000 barrels, the price could be jacked up so the returns to the grower on processed fruit would be more than on fresh fruit. At the other extreme, any year that we have to market something like 400,000 barrels processed, the returns per barrel on processed are likely to be half or less of the returns on fresh. In between, at about 200,000 barrels, is a point where the relations of fresh and processed are reasonable. The fresh fruit then brings just about enough more to pay the increased cost of Fermate and other quality control measures. These are rough, general figures for a hypothetical average crop under average conditions.

It is a grave question whether we could keep the volume of processed berries consistently under 200,000 barrels. In 1949, in spite of our 80-20 allocation plans, and with few floats taken, we ran nearer 70-30 for a total well over 200,000.

Assuming that we are not to waste berries by not taking floats, there is an irreducible minimum of about 100,000 barrels which should be canned. This includes floats,

pies, seconds, pickouts. The items in this figure may fluctuate widely. We get more floats by improved methods year after year; we get less floats by improved picking. We get more pies with the larger graders, and less with sprinkled bog.

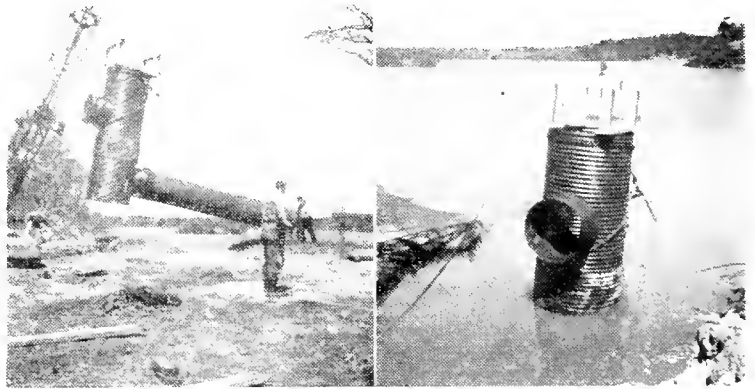
Add to these the berries damaged in picking, those with fungus rots, those frosted, those improperly fertilized, and those from growers we may describe as wilful canners—to say nothing of berries carried over—and we are faced with a processing program well up in the loss range.

#### Poor Quality Grower Competing With Self

We can have, and are now hav-

ing, a surplus in the canning market as well as in the fresh market. Right now, the grower who raises berries unfit for the fresh market is raising surplus berries. He will be in competition with himself for years at the rate we are going. A lot of 20% frosted berries this year would keep the canning market down in the loss figures for years. The same thing holds for nitrated berries and for berries unfermented in a rot year. Maybe you think you cannot afford Fermate. Can you afford not to use it? It seems highly improbable that canning berries will be profitable this year. Better not raise them!

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4. Pump.

For Pump settings as for flumes, see

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# Quality Berries Subject At March Club Meetings

**Southeastern Massachusetts Group Observes Tenth Anniversary — Dr. Franklin Gets Gift — Association Spring Meeting-Exhibit April 21.**

Quality fruit was the only topic on the program of the February meetings of the Plymouth County Cranberry clubs, South Shore, Kingston, the 20th, Southeastern, Rochester Grange Hall, the 21st. The subject was discussed from a number of instructive angles. About 35 attended at Kingston, with no supper served and double that number at Rochester, with a supper following. Meetings were held on the coldest days of the year.

Elections of officers will be held at the next meetings instead of in April. Emile C. St. Jacques presiding at Rochester named as nominating committee, George Cowen, Ellis D. Atwood and Frank Crandon.

This change of election, it was announced was because the fact in April cranberry clubs will combine with Cape Cod Cranberry Growers' Association in its Spring meeting, and equipment show. This will be the third annual such event, gathering to be at Memorial Town Hall, Wareham, Friday, April 21. Program is similar to previous years, exhibition of cranberry equipment opening in the town hall basement at 9 a. m., business meeting 11:30 to 12:30 this followed by a luncheon by Wareham "Mom and Dads Club." Two to four, a speaking session in charge of Dr. H. J. Franklin.

The Rochester meeting was the tenth anniversary of the club. At the supper a birthday cake was served. Gilbert Beaton, sec-treas. announced the fact, and said the suitability of a birthday gift was thought of, but the question was who to give it to. Then, he said, there was an honorary member who had just had a birthday and was shortly to take a trip to Washing-

ton in behalf of the growers, Dr. Franklin. He was presented with a brief case from the club.

### Rochester Meeting

Prof. Cox, University of Massachusetts made a report of as yet uncompleted storage tests at the State Bog, where fruit had been placed at three degrees of temperature—one room temperature in the screen room at the Experiment Station and in two rooms in a storage shed there with one kept at 35 and the other 45. A total of 565 tests were, or are to be made, but the results were not complete. Types of containers did not seem to make too much difference, but the cardboard window type package seemed to bring about less spoilage than cellophane bags he said.

### Doubts Wet-Raking for Massachusetts

Some of the tests conducted were with berries which had been wet, some for ten minutes some for several hours, some wax coated. The idea behind this, he said, had been to see if an easier method of harvesting through picking on a flooded bog (as in Wisconsin), could be developed but as result of tests in keeping, this idea was almost ready to be given up.

His subject was "Results of Keeping Quality and Mechanization

Plans for the Future." Discussing plans for the future in addition to the thought of water raking, he said studies were still continuing toward a tractor, which would bear as little or less weight on the vines than a man walking, this tractor to be used for spraying and dusting other purposes and, also to which might be adapted a harvesting machine.

"Keeping Quality Forecast and How to Use it," was the important topic of Dr. Franklin. He began by emphasizing the great value of such a forecast. He said the late Dr. Neil E. Stevens had first thought of such a forecast back in the 1920's. Sketching the history of this program he said the first printed report had been in 1931, by Stev-

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ens and was worth re-reading today. He highly praised the work of Dr. Stevens, and while there were modifications and changes, the thought was fundamentally the same. He, himself had taken over the studies in 1943 and there had been further modifications. "Any such subject is always subject to modifications, as we learn more," he said. He quoted at length from a report by Stevens in CRANBERRIES, January 1949. "I do not pretend to say we have the whole story and that it cannot be improved, but we have already an instrument which can be made good use of. You should take this matter seriously."

He said some growers felt it was too much trouble to use the insect net, some more trouble to use the magnifying glass for fruit-worm egg count. As the result of this carelessness a lot of money, a tremendously large amount, had been needlessly and foolishly spent in using insecticides improperly and needlessly he declared.

#### Earlier Keeping Forecast

He said that as more than half

of the evidence toward the keeping quality of the crop was "then in," he decided it was a "good gamble" to make a forecast by or before the first of April. "If indications are dead against keeping quality for that fall you are wise in gambling to let the water go and not to hold it late. This is gambling, but good gambling."

Dr. H. F. Bergman speaking on "Latest Information on Fruit Rots," said that a great majority of the bogs needed fungicides, although application was not always advisable. Over a period of years studies have shown that two are most useful, Fermate and Bordeaux. Not more than two applications are necessary, quite in contrast to New Jersey, where with the different conditions, more are desirable. Both are good, he continued, but there is an advantage in Fermate in that insecticides may be mixed with it, or rather Fermate mixed with insecticides, and the insecticides will not be lost in their power as they are with Bordeaux.

The use of fertilizer with a high content of nitrogen should be avoided on bogs of heavy peat bottom,

as this is apt to cause a high spoilage in the fruit; this is not so marked on bottoms of sand or hardpan.

#### Panel Discussion

Panel discussion led by "Dick Beattie was divided into two parts, suggesting how to obtain better keeping quality. One part was the procedure up to the time berries reached the screenhouse and the other after that point.

G. T. Beaton, speaking concisely and informatively said that keeping quality began in the Fall before the harvesting of the crop. Deep vines should be pruned after picking, this to clear the bog of excess vine growth to provide aeration. Also a Fall flood cleaned up the bottom of trash. This, he said, prevented finding the bogs dry on the top the following August, but moist and "steaming," deep down in the vines.

Late holding of Winter flood is important. In Plymouth County it could be held until May 23, in Banrstable until May 28, where the temperatures are a little cooler and inland a little earlier. Water could be taken off in April for the



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"breather," so called. He said in late-held water, "look out for side shoots, if the temperatures are too high." He said in the Summer not to keep the vines too wet; too much moisture in the growing season did not produce quality fruit.

In the care of berries in harvesting, he said berries should be taken quickly ashore and the piles covered on top with empty boxes. The piles of picking boxes should be placed so air can circulate around for quicker cooling.

Early Blacks may be picked before they are fully colored and will take on excellent color in storage. Howes should not be picked until they have good color, and if they are picked when color is high they will keep much better.

#### Fred Hepburn

Fred Hepburn, of New England Cranberry Sales Company spoke from his years of experience at the NECSCO packing house at Tremont, going back so many years. He said boxes should not be stacked close to the walls, but a 2 x 4 should be laid along the walls to provide an air space and boxes stacked

against that. The only outside ventilation should be a draft coming up and over the berries and out through a "monitor," or other opening. In storage Early Blacks should be handled the opposite of Howes, as in the harvest. Blacks

should be moved about if they do not color. This shaking up in the re-arrangement of stacking, gives berries which are not coloring a good color within two weeks. Howes should never be disturbed. Berries should be screened for

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best results when they are to be shipped. Berries left with the chaff in are the best keepers. Early screening and then prolonged storage causes too much spoilage.

"Nature works with Nature," he said. "Up to the time of harvest you are working with Nature. After that you are working against Nature, for Nature is then trying to dissolve the berry and get it back to the seed."

**Processor Doesn't want Poor Berries**

Archie McLellan of NCA spoke of the care of berries in the screen-house for processing, while Mr. Hepburn had spoken of their care for fresh shipment. He said it was not fair to the processor to dump into his hands all kinds of berries, including the very poor. "A sauce is only of as good quality as the quality of the berries which go into it," he said. "A good rule is to not supply any berries for canning which you would not want to eat yourself."

With Federal inspection now in force, he continued, it is possible for an inspector to condemn not

only any lot of poor berries in a plant, but the entire lot in storage, if he finds any bad ones. Different types of fruit should be kept separ-

ate. For cocktail the berry must be dead ripe to obtain the color desired.

MARCH 1950

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### Over-Stimulated Vines

Russell A. Trufant of North Carver, who is chairman of the quality committee of NECSCO and has been very interested in the subject of quality fruit for a long time, was the final speaker. He said this past year nitrate in fertilizers appears to have had an especially "bad record." How much more phosphate we will have to use, I do not know." He referred to the study of the late R. B. Wilcox that too poor quality often accompanied a "lush, succulent" vines growth, that inferior quality fruit seems to go with over-stimulated vine growth.

He spoke of the careless handling of water. Too much moisture and consequent lack of air in the root system. He said he had used overhead sprinklers whenever bogs were becoming too dry regardless of hot sun or other weather conditions without, any apparent injury to quality, at least on his own bog, although, he added every bog is a problem to itself.

### "Flash" Flooding

Most interesting discussion was on "flash" flooding. Beaton had said he had tried this method in dry weather and had found the "butts" of berries were turned up by the rush of water and these ends often subsequently spoiled, and he had found this same condition true of berries along ditches. Frank Crandon said he had "flash" flooded for many years with good results. Mr. McLellan confirmed this spoilage of butts turned up as mentioned by Beaton. Beaton said he did not condemn all "flash" flooding, but said that perhaps he would say it might work on small, level bogs and, particularly, if the water was let in under the vines, but not enough so the vines were awash and the berries turned over by the water.

"Joe" T. Brown, director Plymouth County Extension Service urged growers to attend a meeting which discussed government supports (Halifax, Feb. 23), and to get first hand information on this subject and not to form their own opinions until they really knew both sides of this controversial subject.

Concluding the session was that new and most excellent color movie "The Cranberry Story."

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# Mass. Cranberry Station and Field Notes

by J. RICHARD BEATTIE  
Extension Cranberry Specialist



In fact, the comments were most favorable. Actually, the aerial program helped materially not only in the control of gypsy moth, caterpillars but also several early Spring insects such as blossom worms, false army worms, and weevils. We at the Station, have been very favorably impressed with the programs based on our observations last year on Cape Cod. Technical men, such as Dr. Kenneth Haines of the U. S. De-

Plans have been completed to relay the frost reports as usual over the telephone and radio. The Cape Cod Cranberry Growers' Association is again sponsoring the telephone relay system which is still the most popular method of receiving frost warnings.

The directors of the Association have agreed again this year that only two calls will be made to a given number. After that, the responsibility of the distributor ends. It is understood, of course, that if the telephone line is busy this would not constitute a call on the part of the distributor. Several growers have inquired the approximate time when these warnings might be expected. We usually complete our calculations here at the Station by 1:30 in the afternoon and 7:30 in the evening, Standard Time. The distributors are then contacted. Therefore, if growers at the start of the season are near their phones from approximately 1:30 to 2:30 in the afternoon and from 7:30 to 8:30 in the evening, they will be sure to receive the message. Of course, after the distributors have gone through their lists a few times, the grower will know within a few minutes of the time when to expect these warnings.

## Radio Co-operating Again

Several radio stations are co-operating with us this year in sending out frost warnings as a public service feature. We have found radio to be an effective and efficient method of supplementing the popular telephone warning service. If we paid for the radio time necessary to send out frost warnings, it would cost approximately \$126 per day for just one station. We feel certain that growers appreciate the service that

radio is performing.

Station	The following radio stations will be Place	sending out warnings this year:			
		AM	FM	Aft'n	Evening
WBZ	Boston	1030 k.	92.9—16.7 mg.	2:30	9:00 week days 9:30 Sundays
WBKA	Brockton	1450 k.		2:31	9:34 week days 10:40 Sundays
WOCB	West Yarmouth	1240 k.	94.3 mg.	3:00	9:30
WNBH	New Bedford	1340 k.		3:30	9:00

Growers are reminded again that these warnings serve merely as a guide. Dr. Franklin's formulas were developed to show the minimum temperatures likely to occur over average areas of bog in the cooler locations. Growers will have to know the history of their bogs as to frost in order to use these frost reports effectively.

## Gypsy Moth Program

The Plymouth County aerial spray program for the control of gypsy moth caterpillars is scheduled to begin about April 24. It is expected that from 300,000 acres in Plymouth County will be sprayed by plane, using DDT in an oil solution. The program will follow closely the one carried out so successfully in Barnstable County last year at a cost of only \$1 per acre. This work will be in charge of John A. Anderson, Insect and Pest Control Division Superintendent, Mass. Department of Conservation, Buzzards Bay, Massachusetts. The question is logically asked—What effect will such a spray program have on cranberry bogs? We have had the opportunity to examine bogs sprayed in Barnstable County under this program last year. The application consisted of  $\frac{1}{2}$  pound of a 6% DDT solution in 1 gallon of oil, applied at the rate of 1 gallon per acre. Dr. Franklin, Joe Kelley, and the writer could find little evidence of injury to the vines, nor did we hear of any complaints on the part of the Cape growers.

partment of Agriculture, will be available to answer grower's questions. If we at the Station can be of any service in this matter, let us know.

Dr. H. J. Franklin's preliminary keeping quality forecast has been made available to cranberry growers as follows: "A study of weather relations to-date favors the likelihood of good keeping quality this Fall. This forecast is intended as a gambler's guide as to when to let off the Winter flood." Dr. Franklin states that a more reliable forecast will be made the middle of June as a guide to spraying operations.

Just a final reminder of the big, annual spring meeting of the Cape Cod Cranberry Growers' Association which will be held Friday, April 21, at the Wareham Town Hall. The morning session will start at 9 a. m., when the doors will be open for the inspection of exhibits, under the direction of Raymond Morse and Ferris Waite. This has always proved to be a popular feature of this meeting. A light lunch will be served, followed by an excellent speaking program in the afternoon in charge of Dr. H. J. Franklin. President "Mel" Beaton states that all cranberry growers and their families are cordially invited to attend this meeting.

# WESTERN PICKERS, INC.

1172 Hemlock Avenue  
COOS BAY, OREGON

Much discussion has centered around the performance of the Western Picker this last year. Good honest criticism from a large number of critical growers will hasten the day when this mechanical picker will end one of the greatest worries and costs of raising cranberries.

During this critical year in the cranberry industry the grower who does not cut his costs to the bone probably will not survive.

We will discuss some of the changes to be made next year and the reasons underlying them.

It was noticed that the 1949 model did not pick as cleanly as the 1948 model. Unfortunately, this was true. The reason for it was well known, but could not be changed in time to effect last year's picking. When designing the teeth the spaces between the teeth turned out to be too narrow. To remedy this an extra spacer was put in between every tooth. This made the space at the upper end of the tooth correct, but made the same space at the point too wide, so that the lower berries were pulled right through the teeth. This has been corrected in the new tooth design this year and the 1950 picker will pick as cleanly as former models.

What about bruising? When this occurs it is generally a fault of the adjustment. Inherently there is nothing wrong with the Western Picker. If the principle were wrong all the berries would be bruised. Such is not the case. The small percentage of bruised berries have characteristic markings and anyone who has studied the action for a little while can tell what part of the machine caused the bruising. Last year's percentage of bruising was very small and will be eliminated this year.

There are certain places in the 1949 model Western Picker where bruising may occur if they are not watched. The first involves these two-wide spaces between the teeth near the point mentioned above.

Another involves the two outermost teeth on the unpicked side which are bent up. This eliminates the need for a side-cutter as used in earlier models. But in so doing, the berries under these two teeth are not picked up as cleanly as those near the center. The so-called "Vine roller" (which pulls the vines down vertically through the teeth) then runs over these berries which are left on the ground and bruises them. Then in the next pass over the bog with the picker, these bruised berries are picked up and put into the box. This accounts for three-quarters of all the bruising that the Western Picker does. The solution to this was quite simple after the cause was known. It was simple to shorten the vine-roller from this end so that it would not run over these berries. After this there were no more bruised berries to be picked up!

The third point that was noticed was that bruising occurred right before and during the time the teeth plugged up. What caused this plugging? The villain in this picture was the "ground loops". A ground loop is a loop that forms on the under side of the tooth instead of the topside. The teeth, as they skim over a bog, pass under most transverse

runners, but occasionally some teeth go over and some go under these vines. This causes a "ground loop". A ground loop must be cut or it eventually will plug the machine. This is the true function of the sickle as used in the Western Picker. Unless some means are provided to cut ground loops no mechanical dry picker can be built that will work. But in last year's model an obstruction to the passage of these ground loops up to the sickle, in the form of a reinforcing web on the under side of the teeth, prevented a large number of these ground loops from being cut off. Hence the plugging and hence the bruising. This obstruction has been removed. In all, less than 2% of the berries were bruised in Early Blacks—less in other varieties.

This year we are introducing a two-speed drive—a slower speed for rank vines and a faster speed for light vines.

We believe the 1950 Western Picker to be a great advancement over anything yet developed in dry mechanical pickers. Nearly all of this year's improvements can be incorporated in last year's machines.

But the most important thing about picking cranberries during these "harder" years is the cost of picking. In Oregon and Washington these costs ranged down to 20c a barrel with the Western Picker. Vacuum picking costs about \$4.00 per barrel. In Massachusetts the costs ranged from 35c to 70c a barrel with the Western Picker. To illustrate: George Pass of Carver harvested 18 acres with two helpers. Henry Shaw of Plympton harvested 33 acres with 2 Western Pickers and 5 helpers; Nahum Morse, of East Freetown, harvested nearly 30 acres, with 2 pickers and 6 helpers; and Lawrence Washburn of Harwichport, 27 acres with 2 helpers. Nearly 30 other growers had similar results. Most of the pickers performed in this manner, but several did not, we are frank to confess. This was generally due to inexperience, not knowing how to adjust the Picker, the condition of the bog, or a general mistrust that any mechanical picker could do a job. In no case did the owner of a Western Picker have to pay anything for service or advice.

Western Pickers Inc. intends to stay in the Cranberry business. It intends to help solve the Cranberry Growers' picking problem, and is very thankful for the great amount of real help and encouragement that users of the Western Picker contributed towards achieving this end last year.

Due to a better method of financing, we are able to reduce the initial down payment with the order from \$500 to \$150. The total cash price, if ordered before May 1, 1950, is \$990, and \$1,040 on time. Many Western Pickers have saved the grower this much in one year. As the season gets later there is less chance of your being able to buy a picker before the picking season is upon you, besides saving \$60 for earlier ordering. You are going to have to put out cash to do your picking, so why not take the same money and buy a Western Picker? Eventually—why not now?

# Cranberries

THE NATIONAL CRANBERRY MAGAZINE

Issue of April 1950—Vol. 14, No. 12

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## FRESH FROM THE FIELDS

Compiled by C. J. H.

### MASSACHUSETTS

#### March a Cold Month

Winter officially ended at 11.36 p. m. March 21, but the following day brought a nightmare snow-storm late that afternoon to the cranberry area which was anything but springlike—huge snowflakes and extremely skiddy road conditions. However, the winter as a whole was mild, very mild, the temperature had averaged more than 3 degrees above a day for the whole period, as recorded at the Boston Weather Bureau.

Winter really began for Massachusetts with a bang on February 20th, set off with a brilliant display of Northern lights. From December 21 when winter began, until that date in February there had been unseasonable warmth practically all the time. January brought a remarkably low amount of sunshine.

From February 20th the weather continued cold, through March, and the long range forecast was for below seasonal temperatures until the middle of April.

#### Coolness Helped Quality

March was cloudy and cold all through, about 40 degrees deficient in daily temperature for a total. Final two days were cold and there had been a deficiency of sunshine for the 31-day period. This coolness had helped the keeping quality of the fruit a little.

#### Rainfall Good

Rainfall was good, a total of 4.32 as recorded at the State Bog, East Wareham. This has brought up ponds, streams and reservoirs to perhaps the highest level they have been in a long, long time, but water supplies are still not what growers would like to have them

for the spring frost season. However, supplies are not nearly as bad as it had been feared they might be.

#### Slight Winterkill

The winter did bring a little winterkill, in the final days of February and the opening days of March. The amount of loss is by no means serious, however, perhaps no more than normal. The coldest day of March was the third, when the Experiment Station thermometer went down to minus 1. The hottest day was the 29th with a springlike 57.

### WISCONSIN

#### Spring "Break-Up" Late

The spring "break-up" is late this year. As March ended there was still a good deal of snow and ice in the central part of the state. In the northern areas there was still about three feet of snow. On the 22nd there was a snowfall of 4-5 inches.

#### Water Situation Better

Because of these heavy snows the water situation looks somewhat better, and it is thought that most of the reservoirs will be full in time for the frost season, so there will be adequate water for spring use.

### NEW JERSEY

#### March—Colder, Wetter

March was colder and wetter than normal at Pemberton, with temperatures several degrees below normal most of the month. Throughout the month rainfall occurred frequently and some rain was recorded every day during the 9-day period from the 21st through the 29th. The temperature departure from normal at Pemberton was 3.8 degrees below the normal

of 42.1 degrees. During the same period the rainfall was 0.54 of an inch above the normal of 3.59 inches. The highest temperature was 69 degrees on the 28th and the lowest was 5 degrees on the 4th.

#### Insect Charts

The Cranberry and Blueberry Insect and Disease Control Charts have both been revised and brought up-to-date during the winter by the staff at the Cranberry and Blueberry Laboratory. Mr. Tomlinson has done the major part of this work. They have been printed and are being distributed to the growers. The blueberry chart now gives recommendations for controlling sharp-nosed leafhoppers which are the vectors of blueberry stunt disease in New Jersey. Most of the changes on the cranberry chart are minor ones, but growers should be sure to note the change from lead arsenate to DDT under flea beetle, and the warning in note 4 about combining lead arsenate and ferbam.

On March 8th William E. Tomlinson, Jr., of the Cranberry and Blueberry Research Laboratory, testified, at the U. S. Pure Food and Drug Administration Residue Tolerance Hearings in Washington, D. C. The necessity of using insecticides and fungicides for the profitable production of these two crops and the performance of established as well as newer experimental insecticides for cranberry and blueberry insect control was presented.

#### Blueberries

The directors of the N. J. Blueberry Farmers' Association met at the Cranberry and Blueberry laboratory on March 13th. Among other items of business discussed

(Continued on Page 16)

# Leonard C. Morris "Typical" Successful West Coast Grower

But, More Than That, He is a Forceful Cranberry Thinker,  
And One Who has Found "the Good Life" in Washing-  
ton, Close by Pacific.

by  
CLARENCE J. HALL

Perhaps as "typical" of the better class of West Coast cranberry growers as any, is Leonard Morris of Long Beach, Washington. He is a man who came from another state, who finally has established himself in life as a producer of cranberries near the Pacific Ocean. His acreage is modest. He lives by the side of his bog. He does a good deal of his own work. He finds a thoroughly satisfying way of life (except, of course for the current low prices) and he is much interested in the overall cranberry picture, from coast to coast. He is also a man well-informed and of forceful opinions.

"I can sit on my front step, watch the play of light and shade over the Willipa hills, the ocean is not far away. I have both hills and seashore. I have good neighbors, not too close. So far, I'm getting by with my cranberry growing. A good many of us have settled out here, don't want to work our lives away, driving all the time to accumulate more than we need. All we want is a good living and a comfortable life. I believe I have found that here in cranberry growing at Long Beach."

These may not be the exact words of Mr. Morris, but they sum up his attitude and that of many others in that narrow strip of cranberry growing near where the rollers of the Pacific come in. These growers have an equable climate, live mostly in modern communities, as the Coast was settled so much later than the ancient East.

## Mr. Morris From Oklahoma

Mr. Morris was born in Alva, a village in the Cherokee Strip, which was the western part of Oklahoma—his native area not having achieved statehood at the time. There he was first a rancher and wheat farmer.

He left Oklahoma in 1924, a quarter of a century ago and went to Hood River in Oregon. There he worked in apples and in paper mills. Following this he went to the State of Washington.

He bought his present property in 1924. This is on Litschke road. He called his property "Len-Lo-Pa Cranberry Farm" which combines the first syllable of the first name of himself and his wife. Mr. Litschke, now passed on was the pioneer settler of the region, and a pioneer grower. CRANBERRIES having printed his story in the

This shows he is more than usually active in cranberry affairs and in an overall viewpoint. He is a man who has respect among his fellow West Coast growers.

He is also interested in civic and community affairs. He was president of the Ilwaco-Long Beach Kiwanis Club in 1948. He is a past master, A. F. & A. M.; past patron Order of Eastern Star; member of the Shrine, at present high priest of Royal Arch Masons; he is on the advisory board of Rainbow for Girls of which he is chairman.

## Mrs. Morris also Active

Mrs. Morris, too is active, being a past matron of Eastern Star and a past grand officer of O. E. S. She is very active in church and club affairs, and was first mother advisor of Order of Rainbow for Girls in their area.

Their daughter, Patricia, too has taken a place in community affairs and is a past worthy advisor of Rainbow, a Sunday school teacher in the Presbyterian Church at Long Beach to which the whole family belongs.

Spray is applied to his main bog through pipes by a Hardie sprayer in his spray house. With this system there is no dragging of hose over the vines. He pumps on sand as well as water from his adequate sump. He has narrow-gauge tracks on dikes, extending out across the bogs, these dikes dividing it into sections, so that small, individual pieces can be flooded when desired, such as in water raking. The cars operated by man-power, pushing, although some of these cars on the coast have gasoline engines.

Mr. Morris has dry scooped, he has a suction picker, he has water raked and hand picked, although the latter practice is going out because of the greatly increased costs of labor. In 1949 he used a Western Picker with fairly good results, he says.

## Active in Affairs

He is a director of National Cranberry Association. As a former president of the Long Beach Cranberry Club he has taken an active interest in general cranberry affairs, including marketing.

As a member of the Advisory

Mr. Morris now owns the Litschke bogs and property, which were next door to where he has his center of operations. He also bought a piece of bog known as the "Markham" bog, which gives him a total of 11 acres of bearing cranberry property. There are three acres more which he is now putting in. In all he has a total acreage of 82 of which 40 are peat. His vines are all McFarlin, although a few of these are somewhat mixed. His bogs are irrigated and protected from frost entirely by sprinklers, mostly Rain Birds, with some Buckners.

## Averages 60 Bbls. Per Acre

He has produced 150 barrels on some acres at times. Poorer pieces have brought his average down. He puts his average for his entire acreage, year in and year out at about 60 barrels to the acre. He is a former president of the Long Beach Cranberry Club. He has been on various county committees concerning cranberries and for three years was on an advisory board of Washington State College representing the cranberry industry for furthering research through the Experiment Station.

Board of NCA for Long Beach area and Oregon he has been East three times. In 1948 he took his family along, Mrs. Morris (who is a good cranberryman herself) and Patricia. Wives and daughters take a more active part in West Coast cranberry growing than most do in the East. He has made the trip from coast to coast by air twice.

**Women Saved the Day**

Incidentally, it was his daughter, "Pat," who did considerable toward keeping his crop safe in a frosty spell on June 29 in 1948. Mr. Morris was East, but before leaving he had instructed "Pat," as to how to operate the pumps and sprinklers in case a cold night came. A frost warning did come that night, and although "Pat's" instructions had been rather rudimentary and a bit hasty, when the frost alarm went off in the Morris home, telling her the danger point was approaching she took over the situation.

Somehow, Mrs. Morris says, in telling the story, she knew which valves to turn at the right time, how to get the engine started and get the sprinklers to whirling, with the saving spray. Mrs. Morris says about all she did was to hold a flashlight here and there at "Pat's" directions. The temperature did not drop to the danger point, but if it had "Pat" and Mrs. Morris were ready to save the day, or rather the night. Patricia is a high school senior student, planning on college.

"I like Wisconsin as a cranberry state, and I like Plymouth County too, very much," says Mr. Morris. "I would have to live in those areas before I could say whether I would rather grow cranberries there or here. But I do know I like cranberry growing on the Long Beach Peninsula. There is a fascination about this West Coast. If I were to find any fault about cranberry growing or living conditions here, it would be that we do not have any winter. There is no denying this gives us a bad weed problem on the bogs, the weeds can grow practically the year around."

As stated, Mr. Morris has been East three times, so he may take a somewhat greater interest in the

overall picture of the industry than do some, yet as a matter of fact, most West Coast growers do follow the situation everywhere pretty closely. Mr. Morris is not a grower who is content to just grow his fruit and then leave all thinking concerning the marketing of it to others.

He is interested in promoting closer ties between the areas, no matter where the fruit is grown. With modern methods of transportation the industry is becoming much closer knit. Mr. Morris is one who would like to work in concerted action with the other cranberry districts and to co-operate in marketing—but not at the expense of the West Coast growers. Mr. Morris, although a fair and moderate man, can be caustic and outspoken. He honestly believes the Pacific growers are getting the small end of the stick through cooperation with the East, which to a Westerner includes Wisconsin. He particularly doesn't believe that eastern fruit should be shoved into early competition with the local fruit in the local markets.

**One Overall Marketing Agency**

In stating his views Mr. Morris has said: "We all know that within the industry there are those growers that have a feeling of animosity toward the other co-operative. If that feeling could be eliminated. I believe that there could be one overall marketing agency or co-operative, which I believe would greatly solve our problems. The top executive would have to be an outside man."

He believes that if this could be brought to pass it would do the industry more good than obtaining government aid.

"It seems to me that pushing the early cranberries on the market when the berries are not quite ready and the consumer is not in the cranberry mood you kill more desire for cranberries than you gain, which means, of course, loss of sales later.

"With proper spraying and proper handling of cranberries, the Western berries (McFarlins mainly) will be good fresh market berries until Thanksgiving. Also, quite a number of growers in the East, and including Mr. Chaney,

stated that the McFarlin cranberry surpassed all others in flavor, but was not quite as good a keeper. That is the main reason we need to move our fruit out. Then too, why pay freight out to the West coast, on fresh berries and then ship fresh berries back inland? Double freight charges, which is dead expense.

"The Western growers will support the fresh market if they can have their berries shipped as fresh berries. Many of them are doubtful so will have to be shown that their berries will be sold."

At any rate, it is men like Mr. Morris, who will take the trouble to make their properties into as good producing bog as is possible, and then are willing to take the interest to travel about and study the general picture of cranberry production and especially marketing, who will keep the West Coast in the cranberry business and eventually to help bring about a more closely-knit industry from coast to coast, if that is possible.

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# Recommendations, Weed Control, 1950

A Summary of Data Presented at March Cranberry Club Meetings.

By C. E. CROSS

The Massachusetts Weed Control Chart for 1950 is now in the hands of the growers. It is the 11th annual chart issued by the Experiment Station and Extension Service in cooperation with a group of capable and interested cranberry growers. The March, 1950, issue of "CRANBERRIES" described very briefly the alterations made in former charts to produce the current one. This article is designed to amplify Mr. Beattie's treatment of the subject.

The reason for placing the "General Comments on Weed Control" at the top of the chart is that the committee felt these comments to be of universal importance to Massachusetts growers, all of whom are anxious to derive a maximum return for their weed expenditures. It is felt that careful attention to the 6 listed comments will save needless expense. Take the first "drainage". To use kerosene for one, for instance, "provide adequate the killing of such typical "drainage weeds" as grasses, sedges and rushes without first draining the bog sufficiently to prevent these weeds from seeding back onto the bog is to deprive the kerosene spraying of its full value, since otherwise it will control the weeds for one season only. A kerosene spray of 500 gallons per acre is altogether too expensive as an an

of good drainage beforehand often nual treatment, and the provision makes the kerosene treatment a final and lasting control.

## Keep Equipment Clean

In the same vein of efficient management and economical operation is the caution in bold-face type that growers should rinse their spraying equipment with special care after using corrosive herbicides. All of the weed killers listed on the chart as corrosive are acid-forming in water. Salt (sodium chloride) forms a weak solution of hydrochloric acid when dissolved in water, and iron sulphate and copper sulfate form weak solutions of sulphurous and sulphuric acid in water. All these acids can "eat" metals, sometimes very rapidly. If the grower will add soap or soap powder to his rinsing water, he can be doubly sure of washing out these acids. In the first place, soaps are alkaline, and alkalines react chemically with acids neutralizing them and stopping their corroding action. Secondly, the soap softens the rinsing water, reduces its surface tension and fosters a more thorough rinsing action. Spraying equipment is so expensive that growers cannot afford to be careless with their present equipment.

## Pitchforks

One of the new recommendations

on the 1950 chart is that of spraying pitchforks with iron sulphate solution (1 pound per gallon of water at 400 gallons per acre). In the spring and early summer of 1949 it was proved that the above spray would kill over 90% of the pitchforks if treated in the cotyledonary stage. In this stage, the tiny pitchfork seedlings have just germinated and consist of an inch-long slender, purplish stem bearing 2 green, platter-shaped seed leaves near the top. Pitchforks are usually in this early stage of development the last week of May and the first half of June. If the more complicated character leaves have formed in addition to the cotyledons, it is not usually worth-while to spray them with iron sulphate solution.

Speaking of pitchforks that have grown too large for iron sulphate treatment, tests as well as commercial-scale sprayings in 1949 have shown that a weak solution of sodium arsenate the first week in August is more effective for burning off the maturing pitchfork plants than the strong solutions of sale previously recommended. There is accumulating evidence to show that sodium arsenate solutions slightly stronger than those recommended in the chart can be sprayed with safety on cranberry vines the 1st of August. These sprays can be of considerable help in reducing the seed production start of many annual grasses, but growers should be cautioned that they may injure their vines if this spray is applied in July and that it is dangerous to coat the berries with this arsenical after the middle of August.

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## 2,4-D

Perhaps the most interesting new control measures on the 1950 Chart is that of 2,4-D for the control of 3-square grass. Only the salts, never the esters, of 2,4-D can be used for this work. A 20 percent solution appears the best concentration and is often manufactured and sold at this strength. Perhaps the best method for applying is that of constructing a light wooden oblong frame, covering this with any handy absorbent fabric and nailing a stick at each end of the frame for carrying by two men. Smaller ones could be made for singleman treatments. The fabric is then wet with the concentrated 2,4-D—as wet as possible without allowing any drip. The wetting of the fabric should be done on the shore of the bog away from cranberry vines which are readily injured by contact with 2,4-D. Then the wet rack is carried across the bog wiping the shoots of 3-square grass, care being taken to keep the poisoned fabric above the reach of cranberry vines. The operation may have to be repeated, but since the chemical is both inexpensive and easy to apply this does not appear a serious handicap. This method and material when applied to other tall-growing weeds may be found to control weeds other than 3-square grass.

### Stoddard

Just a word about Stoddard Solvent which does not appear on the 1950 Weed Chart. Generally speaking, Stoddard burns down weeds with great rapidity and, provided it is applied before cranberry vines have started their season's growth, does this selectively. However, in the great majority of cases where it was sprayed in 1949, weed roots were not killed, and new tops were conspicuously evident 4 to 6 weeks after treatment. It appears that kerosene sprays, taking longer to kill the weeds on which it is applied, do a more thorough job of destroying underground stems and roots, and growers in Massachusetts are well advised to continue with kerosene until more is known of Stoddard Solvent.

However, there are a few very promising features about Stoddard sprays. It is definitely a highly satisfactory treatment for sand spurrey. It may prove to be equally helpful in the control of Ludivigia, the water purslane, a low, mat-forming weed on wet, new bogs and one which caused concern to a great number of growers last year. It is still possible that Stoddard Solvent will prove helpful in the control of asters, but one fact discovered in 1949 was that it provides good control only when sprayed in very humid weather. When sprayed in warm, drying weather, Stoddard evaporates so fast that insufficient time is given for penetration of weed tissues. Cloudy, foggy, or even misty weather at the time of spraying has shown Stoddard at its effective best.

Stoddard Solvent must be sprayed very heavily to give satisfactory control of small brambles. In May, 1949, tests were made at 200, 400, and 600 gallons per acre. Only the last killed all the living horizontal stems. Later in the Summer, isolated plants of the bramble were seen developing from original and well established tap roots. These were apparently killed when a half cup of Stoddard was poured on each.

### Budget Weed Control Funds

In view of the fact that funds are very short this year for weed control as well as all the other necessary bog operations, it appears that growers should attempt to budget their funds now, determining exactly the amount available for weed control.

Since hand weeding is now very expensive and is usually rather ineffective, it would seem advisable to use most of the weed funds for weed chemicals. There are some weeds that are capable of choking out cranberry vines, while others

may coexist with the vines year after year with little apparent effect on the stand of vines or their production. The growers should spend their weed money on the control of ferns, poison ivy, wild bean, small brambles and the like, which ruin production in a short time, reserving a little for the mowing of tall grasses, sedges, rushes, and other tall weeds whose control is not so immediately important from the standpoint of continued production.

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# PLYMOUTH CLUBS TAKE UP CUTTING COST SUBJECTS

Speakers Explain Possible Savings in Insect, Weed, Fertilizer Controls, Machine Harvesting, Use of Electricity—Elect Officers.

Final winter meetings of Plymouth County Cranberry Clubs were held in March to make way for the big joint spring meeting and exhibition with Cape Cod Cranberry Growers' Association Friday, April 21. South Shore met at Kingston Grange hall, March 22, at 7.30 for an evening session, South Easton at Rochester Grange hall Tuesday afternoon at 2.30, followed by supper.

Both groups heard a talk upon gypsy moth eradication for Plymouth county, panel discussions on "Let's Cut Costs", and elected officers. Also was launched a project which may bring about government payments to encourage sanding practices.

### Officers

Elected as president at South-

eastern was Russell Makepeace of Marion, succeeding Emile C. St. Jacques, Wareham, who has served two terms. Vice President is Frank Butler, foreman for A. D. Makepeace company, Wareham, re-elected secretary-treasurer was Gilbert T. Beaton, Wareham; directors, Mr. St. Jacques and Raymond Morse.

All officers of South Shore were re-elected: president, Stanley Benson, Middleboro; vice president, Lewis Billings; secretary-treasurer, William B. Stearns. Advisory committee, Russell A. Trufant and George Crowell.

Of special note was a talk by John Anderson, Buzzards Bay, who was in charge of the aerial DDT program which rid the Cape of that major pest, gypsy moth, last spring. A similar program is to be undertaken in Plymouth county, beginning probably about April 15. Bristol county, adjoining Plymouth, was originally included in the program, but funds will not be available for that purpose, although speakers indicated there was strong hope for next year. These three counties make up the major cranberry areas in Massachusetts, the principal one, of course, being

Plymouth.

### 3 "Hottest" Counties

These three counties have made up the three "hottest" counties in the entire United States as concerned gypsy moth infestation. Mr. Anderson said, and gypsies have always been one of the chief cranberry pests. The program, with these three cranberry counties leading, is expected to be extended eventually to every county in New England to rid the Northeastern United States of this pest which is so destructive to cranberries and trees alike.

"You have only to take a trip down in Barnstable County", Mr. Anderson said, "to see how successful our last year's experiment program was—you will notice immediately the green foliage. We did a real job there." He indicated there were every expectation of similar success in Plymouth County this spring, especially as the program is planned for a month earlier. On the Cape about 8,000 acres were perforce left unsprayed because the insect had progressed too far in its life span before some areas were reached.

In telling of the program in Barnstable County, Mr. Anderson said it had been necessary to 'guess at the cost, and this had been estimated at about \$1.00 an acre. The county contains about 410 square miles, or about 223,000 acres. The cost came to \$230,000, or just about the dollar an acre predicted. Cost was borne by the Cape towns, the military (units at Camp Edwards and Wellfleet) and the U. S. Department of Agriculture.

Plymouth County has a minimum of 360,000 acres to 380,000 acres which should be sprayed, out of its total of 440,000. These include woodland, cranberry bogs and other rural parts, which harbor the moths from year to year, Mr. Anderson explained. At least 300,000 gallons of DDT will be used and this amount may run up to 400,000.

Total amount to be available in the county had not been definitely established, he said, but \$250,000 has been allotted by the county already and \$80,000 by the conservation department.



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This wholesale extermination of the gypsy was first tried in Pennsylvania five years ago, and Anderson said that up to date in that area there has yet to be found a single new egg cluster.

#### Sanding Benefits

As concerned the payment for sanding practices Clifford Carlson of Production Marketing Administration, Brockton, Plymouth county, said he had been requested to give consideration to the possibility of payments for bog sanding under soil conservation. He referred back to this system, which began in 1937 and continued for some years. He said about \$15,000 a year had been allotted and 3,000 acres sanded under the program, with benefits at \$5.00 per acre.

Mr. Carlson said the money was not available for any such amount this year, and, in fact, if it was possible to obtain any it would be under a special county practice clause. The most which would be available would be a little less than \$5,000. Admitting this was not much, he said, however, if the recommendation to provide this much was granted it would be a very good beginning and larger sums could be allotted in future years.

President St. Jacques of Rochester said he had talked with Mr. Carlson and asked that a motion be made that the club go on record as requesting the allocation. Russell Makepeace said that growers in New Jersey had been requesting that Massachusetts make some attempt to get sanding payments under conservation to help out their sanding program in joint action. He also said it would be a good thing to keep the Government conscious of the cranberry growers. At Rochester a motion was made and passed and a committee of E. D. Atwood, Carver, Melville C. Beaton, Wareham, and E. V. Shaw, Rochester, was named to contact growers in their respective districts. The Kingston group made no resolution as a body, but President Benson asked growers interested to write to Mr. Carlson, giving the acreage they expected to sand.

#### Panel Discussion

"Cutting Production Costs in 1950" was the subject of a panel

discussion led by Associate County Agent "Lew" Norwood, Jr. Those taking part were Dr. Chester E. Cross, "Weed Control"; "Dick" Beattie, Cranberry Specialist, "Insect Control"; Dr. "Fred" Chandler, "Fertilizers", all of the East Wareham Station staff; A. W. Blackburn, Plymouth County Electric Company, "Using Electric Power"; Nahum Morse, grower, East Freetown, "Western Picker".

Dr. Cross (who has an article elsewhere in this issue) emphasized the necessity of having good drainage, as being necessary to any weed program, the use of chemical controls wherever possible, as being less costly than hand weeding, the keeping of equipment in first-class condition, and of flooding as a cheap control for worms.

Beattie said this year growers must carefully budget and consider what they can spend "even though it is well known insects don't respect budgets." He told growers to "know the history of their bogs", that is, in regard to insects. He brought out the importance of utilizing as many "blanket" controls as can be managed.

#### Conserve Flooding Control

He said this was a year when the insect net should be used re-

ligiously as well as the hand lens, so that money will not be wasted in unnecessary insecticides and labor. He urged growers to really study the new control charts and to read and understand Dr. Franklin's bulletin 445. He said it looked as if there might be plenty of grub, there had been little sanding done this past winter and the money could in many instances be saved by putting bogs under water. Present indications were there would be a "sizeable" proportion of Massachusetts acreage under water again this year. He said at least 10 major insect pests and two diseases could be checked by flooding.

He told growers to take special note of Dr. Franklin's keeping quality forecast which was expected to be out the first of April and be governed in their controls by that, to be advised by the "flash" cards sent out at timely intervals by the county agents, and, finally, to "consult us at the station when you need help."

#### Fertilizers in Flood Waters

Dr. Chandler said it was possible for growers to cut costs some by applying some or all fertilizer materials in flooding or with spray materials. Fertilizers which are entirely soluble can be purchased.



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Fertilizers could be applied, for instance, in frost floods. This practice is not a recommendation, at present, he added, just a suggestion until further studies are completed.

There was much interest in the talk of Nahm Morse concerning the Western Picker as a means of reducing the expense of harvesting.

"We used the Western Picker extensively last year", he said, "harvesting more than 30 acres entirely by machine, and to me it was a very satisfactory experience. Only ditch-edges were hand-scooped on this particular bog."

With 50 barrel average to the acre he said the cost came to 50 cents per barrel. He said he picked some areas which were really too thin to be picked profitably, but he figured the cost of harvesting had been reduced to about 40 per cent. As to any damage done, he said he was not prepared to make any definite statements at that time, but in looking over the vines he could not see that much had been done. On a section of McFarlins which had been machine-picked in '48 there 100 barrels to the acre last fall.

For an operating crew he used two men to run the machine, two girls to screen out the vines, one man to wheel ashore and, occasionally, when picking was heavy, having his truck driver help out in

wheeling. "That was our entire crew for the 30 acres."

He said there was some damage to the cranberries themselves in bruising, but it was not serious. "Less than one per cent, I should think." He passed around pound cellophaned berries for inspection of the growers, saying they were berries which had been screened that morning.

#### Much Interest in Picker

At the conclusion of the panel discussion most of the questions asked concerned the Western Picker. To queries Mr. Morse said he thought the percentage of floats "was not too much different from scooping"; he had picked a half acre in five hours, or at the rate of about an acre a day; the machine picked better when berries were well ripened; the greatest saving was on sections where berries were scattering, because of the time-labor-saving element, and as to the pruning value, he felt he had too little experience to say too much yet.

In conclusion he said there was a saving in cost, the efficiency was as good or better than hand labor, and, speaking on the whole, his experience was "very satisfactory."

#### Using Electricity

Mr. Blackburn, who is the rural representative of the Plymouth County Electric Company, said he

had as yet little knowledge of cranberry problems, but before the war he had operated a poultry farm in Ohio. He had not compiled all his figures on comparative costs of electric power with gasoline engines, but he had come to the conclusion that labor costs could be cut down.

Advantages he cited were that the exact size motor needed could be obtained and that one man can handle more bogs, as it is only necessary to throw a switch to get the motor to operating the pump. He said flowing could be controlled automatically by a float switch and there could be a central switch from which various units could be controlled. There were also no starting troubles, as with a cold gasoline engine.

As to maintenance he said there is no comparison; no problem of carting fuel, the fire hazard was reduced, as it was not necessary to store inflammable materials, and the electric motor is thoroughly efficient and dependable, which was perhaps one of the prime favorable factors.

He advised growers to use small pumps, running them longer, rather than large pumps for a shorter interval, to cut power consumption.

Mr. Blackburn brought up another aspect in the use of electricity in the screenhouse and sorting room, particularly the latter. He said it was an established fact that workers produced more when there was ample light and no eyestrain. He suggested the use of fluorescent lighting in screening, saying the "white" light of this type of illumination gave the screeners the true color of the berries, whereas the red in a tungston light was over-emphasized. The white light actually changed the color of the berries, he said, and workers might take a brief interval to get used to the difference, but they really had the "true" color of the berries under this light, as with an overhead north sunlight window.

Final speaker was Professor B. D. Crossman of the University of Massachusetts, who gave a breakdown of the manner in which growers spent their money in fixed and variable costs.

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## SPRING—AND STILL THE SURPLUS LINGERS ON

SPRING has come, but the surplus of cranberries still lingers on. Last year, it has been pointed out, more berries were sold than were produced, but the carry-over from the previous two years was too much.

Everybody knows this surplus—except for a workable amount needed by those who process—has got to be ended. Also everybody knows that something has to be done to prevent it from happening again, once this surplus is ended.

The industry is putting its collective head together to think of “a way out”, and has been doing so now for months. Many meetings have been held, including representatives from the two chief co-ops and the independents. There are those who want to be given government aid, either under Chapter 32, or Marketing agreements—if we can obtain this assistance from the government. Others, and there seem to be many, do not want to become entangled with federal controls or benefits in any way; perhaps they feel they “know their potatoes” too well.

Some feel if it were not for independents there might be no trouble accumulated, while others are inclined to think just the opposite, that co-ops have not done as good selling job as the free-lancers; some think there should be a single big co-op. It is easy to pass the buck around.

In a way the situation is similar to that in which the world finds itself. Nobody wants another war. There are no end of divergent theories as to how to prevent this. And about everybody is sincere in looking for the best way, but there is little agreement.

It is a cinch to merely say, or write, that “something has got to be done” about our own troubles and those of the world. Finding that solution is another matter. But we feel confident it will be done, in cranberries, at least. There must be enough good gray matter within the industry to do this.

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## YIELD AND QUALITY

CRANBERRY growers in producing the three new varieties, as reported last month, are moving along with the general

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broad stream in agriculture. For instance, the latest issue of Market Growers Journal has an article upon commercial growers finding new varieties of vegetables. These include two new snap bush beans, new main crop sweet corn, two new cucumbers (picklers), a new “four-way” asparagus, collard, kale, peas, peppers, hybrid onion, several new tomatoes, watermelon, etc.

Yield and quality are the two chief requisites of these better vegetables which the growers are working toward. Even with these new vegetables it is necessary for individual growers to try them out under their own conditions, the Journal points out, to see what they will do under given sets of conditions, and also see how they “take hold” in given markets.



Above—View of the Morris bog sump and floating dumphouse

CRANBERRIES Photo)

These photos (opposite page) show a section of a "native" Canadian bog and a portion of the harvest of last fall, which totalled about 4,000 bushels, all readily sold at good prices in the Ontario Thanksgiving and Christmas markets. The property is that of Hamilton N. Cockburn, a pioneer of Sturgeon Falls, Province of Ontario.

The property is at the mouth of the Sturgeon river, and, in all, he estimates his "cranberry land" at about 400 acres, upon 40 of which special effort has been taken. The vines are natural growth and have been classed as equal to the McFarlin in size and quality.

Mr. Cockburn has never sanded, at least as yet, and does not frost flow. For winter protection he depends upon the heavy snows which usually occur, although this past winter there was "only about a foot". He has put in about 5,000 feet of ditching to control the drainage, and as the result of this work, expects to double his production next fall.

About 25 men took part in the harvest last fall, which was his top production since he started operating the marsh on a commercial basis. He says the berries netted him top prices, due to lack of import duties and a long freight haul, as compared to United States fruit. Mr. Cockburn is 76 years old.

Top: Mr. Cockburn and some of his fruit in bushel baskets. Center: a picking scene, with baskets and scoops being used. Bottom: "stockpiles" of fruit, prior to being cleaned for market. (These photos appeared in the Daily Nugget, North Bay, Ont.)

## Big Cape Spring Meeting—Exhibit Friday, April 21

A light luncheon will be served by the Mom and Dad's Club of the East Wareham Methodist Church. There are several impor-

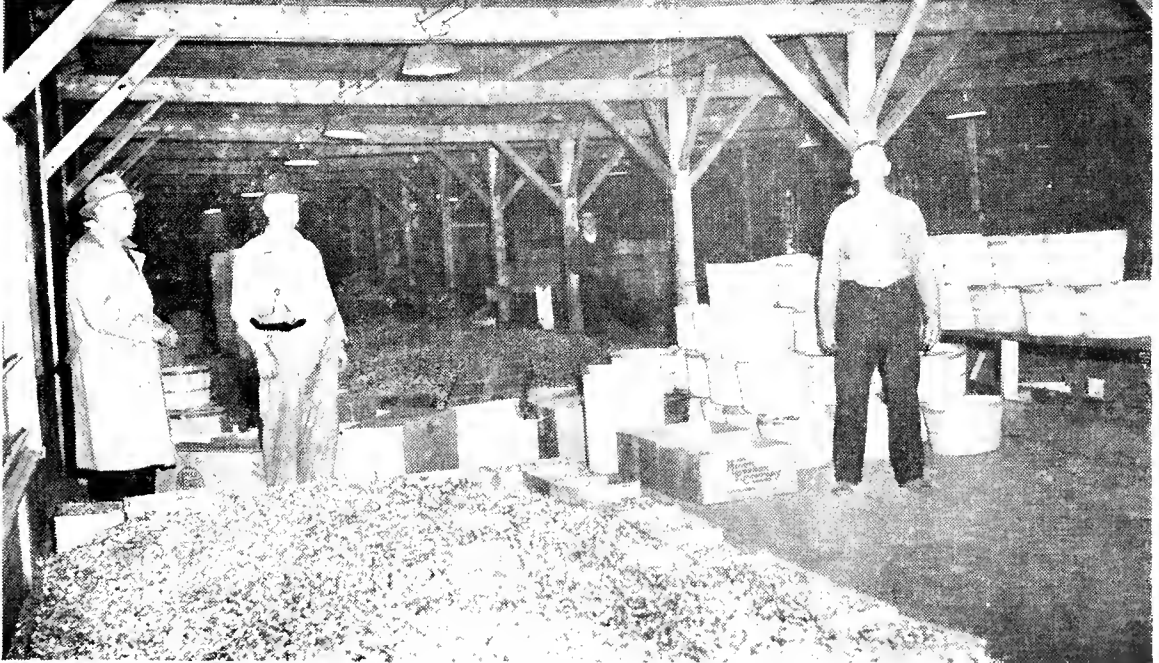
tant items to be discussed at the business meeting which will be of interest to all cranberry growers.

The highlight of the meeting will be the speaking program, under the direction of Dr. H. J. Franklin of the Cranberry Experiment Station. The following speakers are scheduled to give short timely talks: Carleton I. Fickett, Dr. C. E. Cross, Prof. F. E. Cole, Dr. H. F. Bergman, Alden C. Brett, Dr. F. B. Chandler, Dr. William Esselen, M. C. Beaton, and Dr. H. J. Franklin. Here is a real opportunity for Massachusetts cranberry growers to view the latest in equipment and supplies and obtain timely information on many cranberry subjects.

"This is your Association. Let's give it the support it deserves! The date again—April 21; the place—Wareham Town Hall," says the president.

Melville C. Beaton, President of the Cape Cod Cranberry Growers' Association, announces that the an-

(Continued on Page 16)



## T. B. DARLINGTON HEADS J. J. WHITE

Thomas B. Darlington, grandson of J. J. White and brother of the late Joseph W. Darlington, became president of J. J. White, Inc., during February, 1950, it has been announced. He has been a designing engineer with the Westinghouse Electric Company and because of his experience and training in mechanical design he will be especially interested in the designing and construction of machinery for cranberry and blueberry growing.

Mr. Darlington was born July 31, 1924, and graduated from Penn Charter School in June, 1942, and from Swarthmore College with honors in 1945. He received midshipman training at Princeton and his ensign commission at the U. S. Naval Academy. He was stationed at Bainbridge, Maryland, as an instructor in physics until discharged in August, 1946.

He married Martha C. Burton on October 2, 1948. Their son, Joseph W. Darlington, was born February 14, 1950. They will make their home at Whitesbog after April 1, 1950.

### Cape Meeting

(Continued from Page 14)  
annual Spring meeting of the Association will be held at the Wareham Town Hall on Friday, April 21, starting promptly at 9:00 a. m., and adjourning at 4:30 p. m. All cranberry growers and their families are cordially invited to attend this meeting. There will be excellent trade exhibits and demonstrations of cranberry equipment during the morning session, under the direction of Raymond Morse and Ferris Waite.

### Fresh From the Fields

(Continued from Page 5)  
were membership dues, which were retained the same as in 1949. The naming and distribution of new blueberry varieties was discussed at considerable length.

The Hammonton Blueberry Growers' Association met at the Sons of Italy Hall, Hammonton, N. J., on March 14th to discuss marketing of their crop. In order to insure the future prosperity of the blueberry growers in all areas it was pointed out that this second largest group of New Jersey blueberry growers must organize in some way to guarantee an orderly marketing of their crops. A follow-up meeting was held at the same place on March 21st with representatives of the Blueberry Cooperative Association (Tru-Blu-

Berries) present to answer questions about their marketing system and what the requirements would be for starting a marketing organization of a similar nature.

### Fruitworm

Cranberry growers in New Jersey who had trouble with cranberry fruitworm during 1949 should be prepared to protect their bogs from attack this season. Because of the mild winter, fruitworm survival should be high. Therefore, bogs that have been early drawn for the past 2 or 3 years are likely to be rather heavily infested. The winter flood should be held until May 10 on such bogs. If this is not done, methoxychlor or cryolite or dusts should be applied when the bogs are about three-fourths out of bloom and again about a week or 10 days later, the second application being the same time suggested for the second fruit rot spray. Cryolite should NOT be combined with bordeaux.

## STUDY CONTINUES AS TO WAY OUT OF THE SURPLUS

Many weeks and endless time is going into finding a way out of the present surplus dilemma of the cranberry industry. As March ended a committee was considering the best way or ways in which these berries could be disposed of under "Chapter 32", which was the act which in 1935 set aside 30 per cent of the Federal income from customs receipts to aid growers of crops in distress.

This committee, appointed by the Growers' Council, consists of John Harriott of NCA, chairman, Russell Makepeace, Homer Gibbs, all of Massachusetts, and Charles L. Lewis of Wisconsin. It had held a number of conferences in finding in what way this surplus may be disposed of, a number of possibilities being discussed, and of these two or three offer some good possibilities. Mr. Harriott has said, although he thought it best not to make any of these known until the committee has made its report to the Council. This has not been done as this was written.

(Continued on Page 18)

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Week of September 26	-	\$13.40	Week of October 31	-	\$12.81
Week of October 3	-	13.43	Week of November 7	-	12.17
Week of October 10	-	13.16	Week of November 14	-	12.02
Week of October 17	-	12.91	Week of November 21	-	12.06
Week of October 24	-	13.02	Week of November 28	-	12.08

Indian Trail Associates received promptly as high as \$11.74 per bbl. average for fresh fruit or \$11.37 average for entire crop *after sales fees*. (Those who joined in late season received almost within a dollar of these figures.)



**Cranberry Growers, Inc.**  
**Wisconsin Rapids, Wisconsin**

In March "Cranberry World", A. D. Benson, general manager New England Cranberry Sales Company, wrote the lead article discussing "Section 32—A Way Out". He wrote that to receive benefits under "32", growers' groups must prove the distress to the satisfaction of the Secretary of Agriculture and that relief is applied only to crops which are not currently beneficiaries of mandatory price support.

The section authorizes the Secretary to encourage the domestic consumption of these surplus products by diverting them from the normal channels of trade, and makes a payment on the part of the crop so diverted. The government required the growers to find some use for this, other than normal usage, that is, a use which will not compete with the part of the crop placed on the normal market.

To find such a use is what the special committee has been striving for. Among uses unofficially mentioned have been such things as vinegar, acetic acid, ursalic acid, or to mix with grain for cattle feed. What possibilities the committee is considering have not yet been disclosed.

Agricultural Marketing Agreements were considered by Theodore H. Budd, president of ACE in the

February issue of "The World". Under this, if a growers' two-thirds referendum is obtained the growers vote to adopt a voluntary marketing agreement with the Government, after which the latter applies the weight of law in its enforcement.

It is understood either or both of these methods might be used if the industry as a whole so desires, and the proposals of the growers are accepted by the Government, to rid the industry of the surplus which has piled up for the last three years. Meetings to find "the way out" have been going on since December, participated in by representatives of both chief co-ops and independents.

#### TWO FROM INDUSTRY AT WASHINGTON HEARINGS

Attending the hearing before the Food and Drug Administration in Washington last month which was for consideration of tolerances of spray residues on fruits and vegetables, were Dr. H. J. Franklin, director Experiment Station, East Wareham, Mass., and William J. Tomlinson, Jr., associate in research cranberry-blueberry laboratory, Pemberton, New Jersey. Both were called upon to give testimony, Dr. Franklin as concerning cranberry insecticides practices and Tomlin-

son on blueberries.

These were lengthy proceedings and many exhibits were presented which will require a great deal of study and consideration before a summary is arrived at.

## S. W. OREGON CLUB DISCUSSES WEED CONTROL

BANDON, ORE.—The Southwestern Oregon Cranberry Club met in March at the Masonic Hall in Bandon to hear Virgil Freed of the Oregon State College Experiment Station staff discuss weed control. Mr. Freed works at the Experiment Station with chemicals, both in the field and the laboratory.

This was Mr. Freed's first experience with the application of his weed-killing knowledge as applied to cranberries, and he was very frank to say so, but this meeting with the growers is another milestone in the industry. It means that the State experiment station is recognizing the growing cranberry industry and in a small way is willing to cooperate in working out the local problems.

One of the worst problems in Oregon is the weed problem. Some chemical must be found that is cheap and does not harm the vines. Mr. Freed told of his work with IPC on grasses. He said that IPC combined with 2, 4-D, was showing some promise in experiments in Clatsop County. One advantage of IPC is the fact that weather is eliminated as a factor in its application. It can be applied in wet or misty weather and it is not poisonous to live stock. It is especially good to kill out bent grass. He recommended 4 lbs. to the acre used in liquid form, but he said it could also be used in powdered form.

Sinox, used to kill dandelion, is an organic dye and its success depends upon weather conditions. The advantage of sinox is the fact that it does kill seed.

Following Mr. Freed's story of the Experiment Station work on weed control a general question

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and answer period brought out the fact that many of the growers were doing experimental work on their own bogs with varying success.

The Tax Reduction committee, consisting of Ray Bates, Jack Windhurst and Lewis McGeorge, reported that they had conferred with the County Tax officers and had made no progress. Another meeting will be held in May and if necessary will contact the State Board of Equalization.

Mr. Bates reported that Mr. and Mrs. Dan Rezin of Wisconsin had been his guests over the week end and that he had learned from Mr. Rezin that in Wisconsin Stoddard Solvent was used instead of paint thinner and that they used three Bordeaux treatments each year for keeping quality.

Jack Wood, assistant county agent, distributed copies of the Washington State cranberry revised weed chart and also copies of the progress report of Dr. Powers, who is head of the Soils Department of Oregon State College and is making fertilizer studies on the Kranick and Jackman bogs.

## Blueberry Growing Previewed For The Next Ten Years

C. A. DOEHLERT  
N. J. Agricultural Experiment Station

(Editor's Note: The following is reprinted from the report of the 18th Annual Blueberry Open House in New Jersey).

Nobody can tell what tomorrow will bring us. However, so many things are happening in the blueberry business that we can make some very interesting guesses. So if you will bear with me, I am go-

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ing to venture 14 guesses.

(Editor's Note: The following is reprinted from the report of the 18th Annual Blueberry Open House in New Jersey).

### 1. Marketing

This is probably the uppermost question in your minds. I have been watching blueberry marketing with keen interest from the sidelines for 19 years.

The market will take the blueberry crop in proportion to the way blueberry growers cooperate and use their ingenuity at the time when it is needed to place the berries where they are most wanted. With good teamwork by the growers, the country will be big enough to consume the crop better than most other fruits and vegetables.

### 2. Freezing

Considerable effort will be put on improved methods for freezing blueberries.

### 3. The Pack

A good pack that does not mold or shrink seriously will be increasingly important, both for fresh fruit and canning.

### 4. Spacing of New Plantings on Good Ground

Except where the soil is too poor to grow normal sized bushes, the 8x8 foot spacing will become more popular because it will:

- a. Eliminate most hand hoeing by making cross cultivation possible;
- b. Reduce the cost of production per tray;
- c. Be the best way to keep down the height of the bush because of additional sunlight on each plant;

d. Reduce diseases and insects which are favored by shade. This may well include sharp-nosed leafhopper.

e. Improve the winter-hardiness of the wood and buds due to the effect of additional sunlight;

f. Make pruning easier.

### 5. Planting New Fields without Plowing and Harrowing

More fields will be planted without plowing and fitting the land. The trees and brush will be cut to the soil surface, or slightly below, and future growth kept down by mowing. The advantages of this method are many and easy to see. The most apparent are economy in preparing a field, elimination of cultivating and hoeing, convenience of mowing instead of cultivating in regard to finding suitable weather, prevention of erosion, and preservation and maintenance of soil organic matter.

Some of the disadvantages will have to be learned by experience. One inconvenience will be the job of destroying fallen leaves to eliminate leafhopper eggs. The leafhoppers will like many of the plants growing wild between the rows and this will make satisfactory spraying and dusting harder.

### 6. Fertilizer

Fertilizer will be applied more carefully so that the plants are kept strong, but rank growth will be avoided. This will probably mean lighter applications in April and June. Additional applications will be used in July or in the aut-



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umn, according to the appearance of the plants. One of the objectives will be to avoid encouraging stunt by having the bushes over-vegetative. The total fertilizer used in one year will probably be about the same as recommended at present, or less when the later applications are not needed. Growers who fertilize heavily now will use less.

#### 7. Pruning

Except for the early varieties, bushes will be pruned for heavier crops. This will be due to the fact that the new varieties are more vigorous growers. Also, because

we will not want to induce rank growth.

#### 8. Shredding the Prunings

A number of growers will use some sort of shredding machine to return the prunings to their land. This will be the most effective way of preserving fertility. It will probably help to provide minor elements and keep bushes in better condition to resist pests, diseases, and unfavorable weather.

#### 9. Dusting and Spraying

More growers will own their own dusters and sprayers because they will not want to be too dependent on others to get their work done

at the best time.

#### 10. DDT

DDT will become less popular because better and safer materials will be found.

#### 11. Breeding New Varieties

Good shipping quality, good dessert quality, and resistance to disease will be sought especially.

#### 12. Roguing for Stunt Disease

This will become more popular along with other preventive measures for keeping stunt disease down. It will be easier because of experience and increased knowledge about disease symptoms.

#### 13. Destroying Fallen Leaves

Various methods will be used to destroy the old, fallen blueberry leaves. This will be to kill the leafhopper eggs which are laid inside the leaf tissues. Most growers will cultivate in late autumn and late winter in order to rot these leaves in the soil. In addition, they will burn off the marginal brushland around the field. Preventive measures like these may be valuable in keeping down the amount of dusting or spraying needed.

#### 14. Trapping Leafhoppers

Traps will be used by growers who want to know if their leafhopper dusts or sprays have been successful in keeping down the sharp-nosed leafhoppers that spread stunt disease. The grower will also want to find out whether more or less spraying is needed.

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## "Cranberry Fever" Continues on Cape

(Following is the continuation of the story of Thomas Lothrop, Provincetown's pioneer, begun in the last issue, and part of the Cranberry History.)

by CLARENCE J. HALL

Leases to these lands could be obtained, and Mr. Lothrop had owned Shank Painter Pond, and presumably obtained lease to cranberry grounds just to the northwest of it. An account of how he went about starting cranberry culture at Provincetown is contained in a letter written to Mr. Eastwood, under date of December 12, 1856, signed by O. Myrick. O. Myrick was probably the Rev. Osborn Myrick, pastor of the Congre-

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gational Church to which Mr. Lothrop belonged. The letter was certainly not written by the Rev. Mr. Myrick because of any lack of penmanship on the part of Mr. Lothrop, as he wrote a hand which almost rivaled in boldness the signature of John Hancock. The letter:

Dear Sir:

Yours to Thomas Lothrop, Esq., of the 8th inst., came duly to hand, and he has requested me to answer your questions to him.

1. As to the location, "before the growing of cranberries there", he would state that it was a swamp varying from two to five feet in depth of water and springy peat. Beach sand (the only soil we have here) was carried on so as to raise the swamp a few inches above the height of the water in July, and the vines were set in said sand.

2. As to the kinds of soil, we have but one kind in this town, and that is pure beach sand; hence we can 'prefer' no other if we would.

3. Mr. Lothrop is unable to determine the cost of preparing the ground and setting his vines. His work has been expensive, as it was preparatory to his future doings. Much of it has been in roads, beach-grassing hills, etc. He will bring into vines about

seventy acres at much less cost than his four or five of cranberry ground now in good condition.

4. As to 'flooding vines', nature does all that is or can be done in this respect. The water in all our back swamps (and some of these contain several hundred acres) is upon the same level. How can you make it otherwise with beach sand through which the water must filter so readily? Vines are now in most places one foot or more from (or above) the water.

5. The yield per acre cannot be definitely determined, as his vines are not regarded as yet fully in a bearing condition. His lot first planted of two or three acres (he has never measured it) about the sixth year yielded seventy barrels—the next year fifteen barrels—and the next, or the last year, eighty barrels. The springs were very low the last

year, and the berries suffered, otherwise I think he would have doubled the quantity. He has kept most of them, and has been offered \$16.00 per barrel, in New York. You will agree with me in supposing that, low as it is, \$1,280 is not a small income from so small a field.

In Mr. Lothrop's absence, I make these statements. Perhaps he will favor you with others and more interesting. I have, however, been familiar with all his management, and am personally interested in the cranberry culture. I have recently bought one-sixth of a cranberry swamp, where the company have built a house, and employed a man by the year in bringing in cranberry vines. I also own another lot, where at much less expense I hope to bring a large lot into cranberry land.

There are companies, like that

## THE EASY WAY to install a pump



1. Dig a hole. No cofferdamming, spiling, or pumping 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

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No. Hanover, Mass.

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- LAWRENCE Propellor Pumps
- DEMING Centrifugal Pumps

*Sales and Service*

with which I am connected, formed, and they have brought swamp land into vines at a cost from \$200 to \$400 per acre.

Yours truly,

O. Myrick  
Provincetown, December 12, 1855  
Still a Man of Vision—

**in Cranberries**

Here, in this planning, is another example of vision by Mr. Lothrop, in contemplating a bog of seventy

acres, a project in size scarcely conceivable at that time by most of the contemporary Cape growers. He, too, that early had thought of "anchoring" the shifting sands of the Sahara of the Province Lands by beach grassing.

In this same year of 1855 a Provincetown dispatch in **The Barnstable Patriot** shows how less ambitious others had followed his example of obtaining leases to Province Lands where cranberries could be grown, saying:

"CRANBERRY FEVER.—The interest in cranberries shows no signs of abating at the end of the Cape. Workmen are employed in filling in swamps and setting vines. Several large companies are forming, and filling in each several acres. David Fairbanks & Company have filled in a swamp at a cost of more than \$3,000. Thomas Lothrop has the first lot, which he planted, of about two acres in yielding conditions, taking the present year 80 bushels, and has kept most of them and they are now (Dec. 25) bringing in \$20.00 a barrel in the New York market and he has received an income of \$1,600. Mr. Lothrop has all Shank Painter Swamp in hand, a 70-acre lot at least. Who can count his future gains?"

Mr. Lothrop never did achieve his seventy acres of cranberry swamp, and was, in fact, eclipsed in size by the companies. But a great interest in cranberries in Provincetown was aroused, an interest which, unfortunately for the town, as for Mr. Lothrop's vision of 70 acres, did not reach complete realization. Cranberry activity in 1853 had caused **The Patriot** to record that because of bog building "more work was done this winter than since the town had an existence." Others mentioned as being active were J. B. Hersey, Jonathan Nickerson, Jr., Amos Nickerson, Seth Nickerson and Stephen Ryder.

**Cranberry Poachers**

One of the reasons why cranberry growing was not destined to grow great in Provincetown, as in most of the towns of Cape Cod, although probably not the greatest drawback, was this situation of the cranberry land upon the Province lands, which were actually common lands. Provincetown residents resented the fact of individuals obtaining leases to build cranberry bogs, cutting off the long-established privileges of all, to freely gather the wild cranberries among

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Peter A. L. Sage

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Tel. 740

YARMOUTH  
Tel. Barnstable 107

**Distributor of Cape Cod Cranberries**

the dunes. This feeling inevitably led to poaching. Provincetown residents would gather the cranberries, whether they still had a legal right to do so or not. This led to litigation, and a situation similar to that which prevailed at Sandy Neck in Barnstable (told in a previous chapter), where natural conditions were so similar.

Disputes fermented "between certain cranberry growers and several uncertain cranberry pickers", The Patriot says in 1856. Writs were issued. The Commonwealth was the complainant, in one indictment the charge being that a defendant had maliciously and wilfully entered a cranberry meadow and picked six quarts of cranberries. The defendant claimed his right to pick, asserting that the meadow was a part of Province Lands, where inhabitants of the town had been accustomed to pick for many years. A newspaper account says the Court told the jury if it believed the defendant's claim in the right to pick there, there was no case, "Whereupon the district attorney nol prossed the action."

Natural Handicaps to Cultivation

The greatest barrier to Provincetown as a cranberry producing community was the natural one of the adverse situation of the cranberry lands. There were no brooks nor streams which could be dammed up, giving a controlled

supply of water for irrigation, worm-control flooding and frost-flowing. The sands shifted constantly, making the bogs unstable. Then, too, Provincetown men have always had the sea as their chief interest, and the town was a great

## NOW IS THE TIME

To Try Some Constructive Thinking And Planning  
For The Coming Season

What to budget for weed control, insect control, sanding, and other bog "musts". It is an excellent time to review those seldom-checked insurance policies. Are they up-to-date, are they adequate, are they written at the lowest possible cost?

Call on Eben A. Thacher for experienced assistance in making this review.

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TELEPHONE 200

whaling and fishing port.

Yet cranberry cultivation did gain a considerable momentum in these Province Lands, and half a century or so ago almost every hollow of any size between the dunes was a cranberry bog, some of the larger growers being John Carnes, Dan Lewis, Joseph Ellis and Marinda Nickerson. At that time, even though the main business of Provincetown has always been fishing and not farming, cranberry growing was a business of relative magnitude.

These bogs have now gone back to nature. The areas which were cultivated have grown up and are practically unrecognizable as once having been paying cranberry bogs. Mr. Lothrop's bog at Shank Painter swamp, being among the most successful ones, is now abandoned. A word picture of the bogs in the early '70s is probably given in the following account from "Nooks and Corners of the New England Coast", Samuel A. Drake:

"Over on the shore between Race Point and Wood End lay Shank Painter Bar. Here and

there in the swamp were clearings of an acre or two planted with cranberry vines, which yield a handsome return. It was blossoming time, and the ground

was starred with their delicate white flowers, having the corolla rolled back, as seen in the tiger-lily. I found ripe blueberries growing in the sand, and wild

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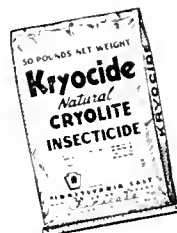
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## ★ White Grubs

## ★ 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.

SOLVAY SALES DIVISION

ALLIED CHEMICAL & DYE CORPORATION  
45 MILK STREET, BOSTON 9, MASS.

strawberries of excellent flavor on the borders of the cranberry meadows. I saw birch, maple, and a few other forest trees of stunted growth in the swamps, and of very large pines that had been perhaps many times covered and uncovered by sand.

"Cranberry culture has become an important industry on Cape-Cod. It is pleasant to see the pickers busily gathering the fruit for market, a labor performed almost wholly by females. . . . Here the visitor is astonished at seeing the vine producing abundantly in what appears to be pure white sand. . . ."

Mr. Lothrop continued to cultivate Shank Painter Swamp, until a month before his death, July 19, 1881, when for the last time he hung upon a post of his four-poster bed a white kerchief it had always been his custom to wear about his neck in the old style. The image of a big, dignified man, with his white neckpiece, a pongee silk suit in summer, a white suit for Sundays and other "dress-up days", a man clean shaven and red cheeked, with white hair combed back from his forehead, has come down of this pioneer Provincetown grower, whose vision *The Patriot* so enthusiastically painted as being of great value to the Cape and the state. Following his death his interest in the bog was retained, at first because the property was kept up through the interest of his son, Eben; later, until some years ago, because of sentimental reasons.

His picture of Provincetown cranberry cultivation did bring remuneration to individual Provincetown residents, but not much to the town as a corporate body. For here comes in another anomaly. Taxes for cranberry property, a source of much revenue to all other Cape towns, applied in no large way to Provincetown. Taxes on bogs in the Province Lands were not paid to the Provincetown treasurer, but to the state, through the Department of Public Works, since the Commonwealth has never relinquished the Province Lands, and so the state may owe a debt of gratitude to Thomas Lothrop, as *The Patriot* foresaw.

Certainly he, and the other Provincetown growers did contribute a measure to the cranberry chronicle.

(To be continued)

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# **An Open Letter to Cranberry Growers --**

## **What It Takes** **To Make Sales**

Four things are important in selling any product on a continuing basis—and they hold particularly true for cranberries. First, the product must be a good one. It must be well distributed. It must be well advertised by one means or another (to create consumer demand). Finally, it must be priced to meet competition.

In the case of the first point, there can be no question of the product itself, as this applies to fresh cranberries. They have become traditional with respect to American eating habits. Since this is true, we have a narrowed basis for evaluation of the season just ending. We can simply weigh the three remaining factors.

### **EATMOR—Coast-to-Coast**

With estimated total fresh sales of about 375,000 barrels, fresh cranberries had, without any question, wide distribution through the Exchange. From widely separated sources come reports which verify what we have known all along at Exchange headquarters. For example, the report of a resident of Massachusetts who made a coast-to-coast (and return) trip by automobile. On his way out and back, simply out of curiosity, he checked retail stores to see if fresh cranberries were offered for sale.

At every store checked, he says: "I found cranberries displayed, and I found them without having to ask a clerk if they had them. They were all fresh, packed in cellophane packages, and they all carried the brand name "EATMOR CRANBERRIES". What he found, he admits, "sounds like a cooked-up story, but no one could be more surprised than I."

### **Who Reads Our Ads?**

Even better proof exists to show that our EATMOR advertising was effective. One magazine made a survey of the ad readership in an issue which carried our cranberry-raisin pie ad. The result—EATMOR'S ad topped the list.

In another survey, carried out by a

nationally-known research agency, it was found that EATMOR ads ranked fourth in readership among all national food ads appearing in Sunday magazine supplements. In this case EATMOR ads got better readership than the bulk of the best known brand names appearing in American kitchens. In another case, 20,000 requests were received for our EATMOR recipe book from a single ad appearing in a single issue of a well-known women's magazine. Experienced advertisers consider it a tremendous response!

### **Meeting the Competition**

Most of our troubles this past season have stemmed from a highly competitive condition which has affected almost every fresh fruit being sold. Many of the growers of these other crops regard the relative returns on cranberries as good indeed. The U. S. Government reports that large quantities of cling peaches, pears, apples, apricots, plums and prunes were either dumped or left unharvested because of low prices. As an example, ten and one-half million bushels of apples were left on the trees in what the government termed as the second largest case of its kind of "economic abandonment" ever reported.

Cranberries must compete with crops such as these for the housewife's dollar. That is the way our market works. Even if our crop had been a short one, low prices on competing fruits would have had a decidedly adverse effect on cranberry prices. With a relatively large crop, the effect has been even more pronounced.

### **Basis for Reassurance**

The net effect of the past season has been that we have enjoyed exceptional sales, extending through the month of March. We have extended our fresh fruit outlets and we have made new customers. As we make plans this month at our various meetings, we believe we can do so with optimism, based on the fact that we recognize our problems and have established the means of coping with them.

**AMERICAN CRANBERRY EXCHANGE**  
**EATMOR CRANBERRIES**

NEW YORK

SEATTLE

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CAPE COD ASSOCIATION EQUIPMENT EXHIBIT (CRANBERRIES Photo)  
"Rudy" Hillstrom, Oregon, Explains Western Picker to Two Maine Growers, Jerry  
Giles and son, Alden

Simple Logic

# YOU

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**Wisconsin Cranberry Sales Company**  
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# Mass. Cranberry Station and Field Notes

by J. RICHARD BEATTIE  
Extension Cranberry Specialist



## Credit due CCCGA

The officers and directors of the Cape Cod Cranberry Growers' Association are to be congratulated on the successful spring meeting held recently at the Wareham Town Hall. An occasion of this type requires considerable planning and attention to details, or, in other words, a lot of just plain work. The association has been sponsoring the educational meetings for several years, and they have been very well received by cranberry growers. The many functions of this organization are sometimes overlooked in the confusion of attending committee meetings and conferences, keeping appointments, and trying to raise a few cranberries.

This might be a good time to review briefly some of the good work sponsored by the Cape Cod Cranberry Growers' Association. It was organized in 1886 for the "promotion of cranberry culture". It sponsored a movement that resulted in the establishment of the Cranberry Experiment Station in East Wareham in 1910, and has always cooperated very closely with this Station. The Association initiated interest in a program of cranberry extension work. It sponsors the popular frost warning service. The establishment of the cranberry library in Middleboro was endorsed by the association. Its development has been carried forward by a special library committee. The public relations committee have prepared excellent educational exhibits promoting the cranberry interest. A cranberry course has been initiated at the University of Massachusetts through the efforts of the association. Finally, it is the one organization that speaks for all cranberry grow-

ers in Massachusetts, whether it be in legislative matters or in promoting educational work for the benefit of cranberry growers. A strong association is essential to the welfare of our industry. Let's give it our whole-hearted support.

Just another reminder that the telephone and radio frost warning service is now in operation. The time schedule for the radio stations is repeated again for the convenience of growers.

Station	Place	Dial		Aft'n	Evening
		AM	FM		
WBZ	Boston	1030 k.	92.9—46.7 mg.	2:30	9:00 Weekdays 9:30 Sundays
WBKA	Brockton	1450 k.		2:34	9:34 Weekdays 10:40 Sundays
WOCB	West Yarmouth	1240 k.	94.3 mg.	3:00	9:30
WNBH	New Bedford	1340 k.		3:30	9:00
WFMR	New Bedford		98.1 mg.	3:30	9:00

## Number One Pest

Dr. H. J. Franklin reminds growers that the cranberry root grub, our No. 1 insect pest, should not be overlooked when planning the spring work. This could be the year to really go after this pest, using the flooding treatment, according to Dr. Franklin. The P.D.B. and cyanide treatments are effective but expensive. The flooding treatment is considered the most effective but results in the loss of the current year's crop of cranberries. However, in most instances, the crop following the flooding treatment is materially increased. The cost of maintenance is reduced on grub-flowed bogs because frost protection and the control of certain insects and weeds are not necessary. For those who will be flooding to control grubs, May 15 is the date to re-flood bogs and hold until July 15-20.

## Horsetail

We have a timely note from Dr. C. E. Cross on weed control. Dr.

Cross tells us that if growers have a problem with Horsetail on new bogs, kerosene sprayed at the rate of at least 600 gallons per acre is effective. However, be sure to choose a cool, cloudy day with temperatures preferably below 60 degrees F. or, better still, try some kerosene spraying in the cool of the evening. Results of evening spraying have been very satisfactory. Pitchforks are now plentiful, and Dr. Cross recommends iron sulphate applied in its dry form, but it is considerably cheaper and faster to spray this chemical on young pitchfork weeds as outlined on the new weed chart. Before leaving the subject of weeds, the grower's attention is called to the excellent article prepared by Dr. Cross on weed control found in the April issue of "Cranberries". The final paragraph of this timely article is especially called to grow-

ers' attention and is quoted as follows:

## Concentrate on Worst Weeds

"There are some weeds that are capable of choking out cranberry vines, while others may coexist with the vines year after year with little apparent effect on the stand of vines or their production. The growers should spend their weed money on the control of ferns, poison ivy, wild bean, small brambles and the like, which ruin production in a short time, reserving a little for the mowing of tall grasses, sedges, rushes, and other tall weeds whose control is not so immediately important from the standpoint of continued production."

## GRASS OUR BIGGEST CROP

What is America's biggest crop? It is grass. Grass covers 958 million acres, or 60 per cent of the United States. Hay, next to grass, is the crop that our livestock program is based upon.

## WESTERN PICKERS

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\*\*\*\*\*

Returning to the scene of the crime is not always a pleasure, but this last April on my return to Mass. for the exhibit at Wareham, April 21, it was very pleasant to find the very evident interest and growing understanding among the growers of the value of the Western Picker. The tables had turned, and this time, instead of me telling the Growers how mechanization would result in lower production costs, the Growers were busy telling me how much they had saved and how pleased they were of the keeping quality of the berries picked.

I was dumbfounded when Mr. Laurence Washburn, who is doing such a good job of introducing Cranberry Cola, told me that he had harvested 44 acres with a Western Picker last year and had used only two men on the job. The 44 acres probably would not have been picked at all if the Western Picker were not available.

Everywhere I was continually running into people who could not believe that the Western Pickers was picking so cheaply (down to 20¢ per barrel in Mass.) Many thought that the Western Picker was the only solution to their staying in the Cranberry industry.

Another thing that astonished me at the Exhibit was that total strangers (evidently growers) would describe the Western Picker in detail to their companions—how and why the vine roller underneath takes the strain off the cranberry vine roots—how the rubber picking elements on the conveyor belt straightened out clumps of vines besides carrying the berries up to the box. They would then turn and ask me what changes were to be made this next year.

I would then try to tell them of the improvements in the new models which were the results of scores of pleased growers suggestions, such as our new shaped chromium teeth, about picking in sacks instead of boxes, etc., all of which seemed to meet with their approval.

Generally all of them would end up by saying that they thought the Western Picker was on the right track and could not help but be the solution of the cranberry picking problem.

It made me feel good, all over.

"RUDY" HILLSTROM,  
Mgr. Western Pickers, Inc.

## PROGRESS IN QUALITY CONTROL

(Third in Series)

by Russell A. Trufant

Many a grower whose berries are sent to the freezer will loudly proclaim that if his berries had been screened a couple weeks earlier, they would have qualified as fresh fruit. Looking into this matter more closely, the only leg the grower has to stand on is a set of B. C. (before cellophane) branding specifications which say fresh berries must be fit for two weeks time after shipping. Since such complaints usually concern Early Blacks, at least in Massachusetts, we will consider whether the Black requirements are stiff enough.

We used to have a "fresh round" shipment in September which served to "stock up" the dealers, and a good trade mostly with the speculators in October, before the real shipment rush in November. What actually happened was that the "first round" filled up the pipe line to the consumer; they went into wholesalers' warehouses, the back rooms of stores and various other storage places. One box went on display in each retail store in the hope that hot weather would end, so folks would buy cranberries. Some of these "first round" berries never reached the saucepan til Thanksgiving week.

The October speculator shipments went into some sort of storage to be put on the holiday market. Few of the October-shipped berries went into October consumption. And of course the big November shipments were all aimed at the Thanksgiving market. All this worked fairly well when we shipped in ventilated boxes, before Cellophane.

### Cellophane Altered Picture

Today the consumer picks up a cellophane bag in September, makes one batch of relish, and puts the rest of the bag in the vegetable bin. A couple weeks later she has to pick out so many rotten berries that her enthusiasm for cranberries wanes. The speculator who has tried to store one

car of cello is not likely to try another. So the Early Blacks, instead of filtering into the Thanksgiving market over a period of months, now have to be packed in a frantic November rush. The majority of the Blacks, as usual, reach the saucepan in the ten days before the holiday. And their condition will influence sales and prices up to the time (and even after) they start popping skins.

We seem to be struck with a package which will not stand storage. If retailers will not buy except in cello, and the consumer decides not to buy in cello, fresh market is gone. We have three choices. We can improve the berries (learn how to raise marbles). We can improve the package (try to find some pound package which will store). Or we can modify selling practices—as we have started to do—so as to feed dribble truck shipments out on a hand-to-mouth basis in September and October and then go into a mad rat-race in November trying to screen most of the early-berry crop in a couple weeks.

### Original Question

Now, the original question was, what about the grower whose berries might have gone fresh in September, but not in November. In the first place, those September berries should be the best we have, since they will get the worst treatment. Weak berries should be held for the holiday rush so as to cut the cello storage period. Rotten berries on the store counter in October injure the market and price for the whole season. The nub of the matter is that berries which will not keep for the Thanksgiving market are not good enough for fresh fruit.

Remember also that Blacks make about 55 percent of the New England crop. And that while a tenth of the berries are hopelessly canning stock, if we can over a fifth, the value of that canning stock shrinks badly and drags down our fresh market price (see second of

(Continued on Page 16)



# Cranberries

THE NATIONAL CRANBERRY MAGAZINE

Issue of May 1950—Vol. 15, No. 1

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## FRESH FROM THE FIELDS

Compiled by C. J. H.

### MASSACHUSETTS

#### April Backward Month

Past month for the first half was unusually cold. In fact there was the January in April, some days actually being colder than they were in the first month of the year. There were spits of snow on Easter Sunday in the Cape cranberry area and the 14th saw cold rain mixed with sleet. After the 15th the weather turned more seasonable, but the month as a whole was a little below normal and scarcely Spring-like with many dull days.

Rainfall was 3.26 up to the 28th which is less than normal. Generally speaking, water supplies for Spring frosts are fairly adequate, or better than it appeared they might be a few months ago. The area is still dry, however, and could use a lot more rainfall. Coldest day of the month was the 10th with 22, and the hottest was 76 on the 18th.

#### Much Late Water Holding

A god deal of water is being held late this Spring, as was anticipated, perhaps more than ever before, at least a lot more than is the usual practice. The bogs came out of the Winter looking pretty well.

#### More Winterkill

More winterkill has developed than was anticipated last month. Estimate is now made at the state bog this may run up towards five percent. There is a good deal on some bogs on the Cape.

No official frost warnings went out in April, as is the case some years, although inland bogs were notified by telephone of cold nights once or twice.

### WISCONSIN

#### Season is Late

April temperatures were below normal—frost came out of the ground very slowly. On the nights of April 4-5 there was a condition which could have caused Spring killing. However, most of the growers reflooded their marshes and there was probably no damage. Temperatures on those dates dropped rapidly and there was a heavy wind.

The season is late—growers estimate from two or three weeks. The budding, though, as reported last Fall looks very good and the vines appear to be healthy.

#### Rainfall off

Rainfall in the cranberry areas has been light, but most reservoirs are filled and it is believed there will be adequate water for Spring frosts, if there is normal rainfall during the coming months.

The Wisconsin Cranberry Growers' Frost Warning Service will be operated from Madison this year with headquarters at the United States Weather Bureau divisional office. Service was to start about May 5th.

Wisconsin Cranberry Sales Company is getting its regular active season program under way, plans for dusting, sprayer activities, etc. New Insect Chart was scheduled for May first.

#### Personals

"Del" Hammond attended a short management course at the University of Wisconsin, with some of the top economists in the country speakers. He was "guest speaker" at two classes on co-operative marketing where he gave

the general set-up of the Sales company.

Ralph Hammond, bookkeeper at the Sales Company has returned to his marsh at Three Lakes for the Summer.

### NEW JERSEY

#### Month—Cooler, Drier

Through April 26 the weather has been cooler than normal, drier than normal, and in general it has been a dark and disagreeable month in South Jersey. The average daily mean temperature was 4.5 degrees below normal of 51.7 degrees and the total rainfall was 1.70 inches below normal of 3.23 inches. With the small amount of sunshine and with precipitation occurring as snow, rain, drizzle, and mist, it is surprising that only 1.53 inches of precipitation was recorded. The variety was there, even if the quantity was not. The highest temperature during the month at Pemberton was 80 degrees on the 19th and the lowest was 21 degrees on the morning of the 1st and 10th.

Because of the cool, dark weather, even though many bogs were drawn during the first half of April, few bogs in New Jersey have developed to the point of having expanded fruit buds at the end of April, and up to the date of writing (April 26) there has been no frost hazard.

#### April Breather

New Jersey growers are increasing the practice of exposing their bogs for three weeks in April to green up the vines and kill algae. Whitesbog handled 150 acres this way in the past month. However, the shortage of water for replace-

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# CAPE COD SPRING EXHIBIT—MEETING

Attendance Views Equipment and Speakers Say Place Less Emphasis on "Off-Grade Berries", Look for By-Products and to "Cheer Up".

The production and marketing of quality fresh cranberries—and not flooding the market or creating surpluses made up of "off-grade" fruit, might be said to be the main theme of the speaking program of the third annual Spring meeting and exhibition of Cape Cod Cranberry Growers' Association, Memorial Town Hall, Wareham, April 21. As usual, interest in the equipment and supplies "show" was keen, so much, it was difficult to get attendances into the auditorium, even though exhibits were fewer in number and fewer growers were present.

New outlets for cranberries, particularly perhaps concentrated cranberry juice were mentioned, and several speakers said growers should not be down-hearted because of current unsatisfactory conditions. The program was conducted by Dr. H. J. Franklin. In charge of exhibits were Raymond Morse and Ferris Waite. Noon luncheon was buffet style by ladies of "Mom and Dad" club of East Wareham.

A slimly-attended business session at 11 a. m., voted not to assist NCA in sponsoring a harvest week and cranberry ball in conjunction with Plymouth Chamber of Commerce at Plymouth Town hall. Secretary G. T. Beaton read a communication from Miss Ellen Stillman of NCA, requesting this consideration. It was opposed by Edward L. Bartholomew, who said the founders of the association had inserted in the charter, its purpose was to further the cultivation of cranberries. He said he did not think sponsoring a ball came within that scope.

Cranberry Specialists "Dick" Beattie reported for the frost committee saying that although only 170 requests for frost warnings had been received as compared to 213 last year, this would provide \$1300 in revenue, sufficient to en-

able the frost committee to go ahead with the program as usual this Spring. Secretary G. T. Beaton gave his report and Miss R. Thelma Laukka the treasurer's.

## "Too Much Given to Fear"

Director Fred Seivers of Experiment Station, University of Massachusetts said that everyone today is too much given to fear. "You feel it everywhere, that there isn't much left to live for—that things are coming to a dismal end. I'm sorry to see that feeling. Life is too short to feel that way. It is not true. Neither is it true that the end of the cranberry industry is here. I have seen too many troubled times in my day when we felt this same way, only to later laugh at ourselves."

## "Off-Grade" vs Quality

President "Mel" Beaton declared against the practice of putting "off-grade" cranberries on the market with top quality. The future for this type of berries is slim, he continued, saying it is certain now, at least, the market does not want this type of fruit. "The best way out of our troubles is to offer the customer only top grade fruit.

"I think I can say we have spent millions to take care of our off grade fruit, that is floats, seconds, pies. Twenty-five years ago we harvested a crop, concentrated on marketing the top quality, and we did not intentionally allow the off grade berries to compete in the market with our good fruit."

Dr. Franklin, following, discussed rots and advised against screening the worst berries first and leaving the best until later. Some berries he said, already had rotted their worst early and these could be put aside for screening later, while the sound fruit was taken care of before it too became affected.

## New Insert Bulletin

He told of the studies of the late Dr. Neil E. Stevens on the forecasting of the keeping quality

of cranberries. He also advised the growers there would, within the year, be out a second volume of the insect bulletin.

Dr. H. F. Bergman talking of fungicides, Bordeaux and Fermate, told the growers they were more fortunate than the growers of some fruits as ordinarily rot losses were relatively light, but there came bad years, such as last season, and some bogs always had more than their share of rots. He mentioned water controls and fertilizers saying it was not wise to use fertilizers containing too much nitrate on peat bogs, and not to run bogs too wet to increase rot possibilities.

## Fertilize Bulletin

"I hope I can soon answer some of the questions about fertilizers in a brief bulletin," Dr. F. B. Chandler told growers. "It will not be complete, as it takes years to make fertilizers studies."

He explained this bulletin, he hoped, would settle such questions as the minimum amounts of fertilizers to use and the maximum, and the combinations of the elements might be mixed in flood waters, and this might cut the costs to as much as one quarter. Fertilizers also might be applied with spray materials. He said he was very anxious to make a more thorough study of peat, soils and sands. Adding to the difficulties of making definite findings about fertilizers he said he had never found two bogs which were exactly alike in their reaction.

## Also Weed Control Bulletin

In addition to another part of Dr. Franklin's insect bulletins, Dr. Chandler's new work on fertilizers, growers will soon have one on weeds by Dr. Chester E. Cross. Dr. Cross told that he had made a start on this, and while it would not cover all weeds, he has now progressed far enough in his weed experiments and studies to cover some classes of weeds.

## "In the Bag"

"The Future of the Cranberry Industry is in the Bag," was the subject of a spirited talk by Prof. Fred E. Cole, Marketing Division, Massachusetts Dept. of Agriculture. By that he developed he

meant the quality of the cranberries which the housewife finds in the cellophane package or other container when she gets the cranberries home and prepares them for use, tells whether she will make any future purchases, or not.

"Your time, your money, everything you put into cranberry growing is to her only a price tag, and she has got to be satisfied by the quality and value represented by that tag."

A. W. McKay of Washington, representing the Farm Credit Administration, assured the growers they were more fortunate than many others in at least two respects, one that there is a relatively limited acreage which can be put into cranberry property, at least not quickly, and there could be no such sudden increase as in oranges, for instance; and second that the growers were able to control the marketing of the crop within the industry. He discussed research, and said the cranberry situation would be given consideration.

#### "New Outlets"—Dr. Fellers

New outlets for cranberries were enlighteningly discussed by Dr. Carl R. Fellers, department of products research, University of Massachusetts. Dr. Fellers, who knows cranberry problems well, told how the growers might well think of concentrated fruit juice. A barrel of fruit will produce 9 gallons, he said. Concentrated fruit juices have virtually saved the Florida citrus fruit industry, and that 37 percent of Florida's last year's crop went into juice and a considerable percent in California.

Cranberries had an advantage over oranges in that fruit has too much water which has to be extracted, while cranberry juice is too strong "straight." Orange juice cannot be permitted to get above 80 degrees, while cranberries are not so bound by temperature. Apple juice is not as popular as it might be because it is too bland. Apple juice and cranberry juice, the latter giving tartness and red color, make a fine combination, and he suggested the possibilities of some sort of deal with apple growers.

"The battle for the stomach in this country is today simply tremendous," he pointed out. Competition between every food product is terrifically keen, anyone can obtain, usually, at reasonable prices, practically anything he chooses to eat. The grower of a fruit or vegetable must be alert to this spirit of competition."

#### Farm Bureau

Carleton Pickett, secretary Mass. Farm Bureau asserted he believed there were 138 growers in Massachusetts represented in the Farm Bureau, and the stronger the Bureau becomes the more weight it can produce in national affairs, including legislation.

#### Exhibits

While the weather, cloudy, chilly and with some rain, was unfavorable to the equipment displays and demonstrations outside the hall, interest seemed to center in the Western Picker, with "Rudy" Hillstrom, its promoter in the hall. Next was in the cellophane wrapper of the Hayden Separator Man-

ufacturing Company, with E. C. St. Jacques and son, Robert, demonstrating. Also crowded most of the day was the exhibit of the East Wareham Experiment Station which had the four new varieties of cranberries.

Other displays included, Eastern States Farmers Exchange, Plymouth County Electric Company, Niagara Sorayer and Chemical Co., Cranberry Cola, Boston Lighting Rod Company, J. M. Hackett, engines, Veg-Acre Farms, Power Lawn Mower Company, Somerville, H. F. Davis Tractor Company, J. Henry Engeman, "Headacres," Acton.

Growers George E. Short and Frank Crandon put in two of their own devices to stimulate interest in grower-produced ideas. Short had a brush clipper for use around bogs and also for heavy bog weeds and Crandon his vine cutter.

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## Fresh From The Fields

(Continued from Page 5)

ments has hampered the practice this Spring.

### Blueberry Bloom Late

The cool weather has also held blueberry bloom back. Warm weather early in the month started the buds vry quickly, e with all indications pointing to a repetition of another early season for New Jersey blubberies. There has been no for injury to the blueberries and with blossoming delayed until about the first of May, the chances of frost injury are lessened considerably.

### NEW FRUIT PRODUCED

"Pie-Ready" is a new product being put out by the Fruit Growers Cooperative of Sturgeon Bay, Wisconsin, of which Vernon Goldsworthy, so well known in the cranberry industry, became general manager sometime ago. The new idea to promote sales for the cherry growers of Door County, Wisconsin, is being placed in stores all over the country. The product appears quite similar in appearance to whole cranberry sauce, such as that of Ocean Spray.

The process is patented and the Fruit Grower Co-op has the exclusive rights to process in the U. S., it being patented by two Chicago chemists. The "beauty" of the product is said to be in its simplicity—simply the preparation of pie crust, opening the can and pouring in the contents, then baking. The pitted cherries are in heavy syrup and a vegetable gum. It is suitable for topping ice cream, shortcake, cobblers, as well as pie filler.

Goldsworthy is quoted as saying,

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### MORE FERTILIZER USED TODAY

World output of commercial fertilizers has reached totals never before attained and is still moving upwards, according to studies.

Much of this demand is found to be rooted in human needs and welfare. The growth in world population and a better appreciation of good nutrition practices have caused a world-wide and urgent demand for more food and for food of greater variety. Without commercial fertilizers supplementing non-commercial fertilizers, such as farm-produced manure and other organic materials, much of the arable land of the world could not be farmed.

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## EDAVILLE OPEN FOR 1950 SEASON

More than 50 bus excursions of school children from all parts of Massachusetts were scheduled to visit Edaville, South Carver in May. Starting May first the narrow-gauge is now operating daily. Throughout this month, Mr. and Mrs. Ellis D. Atwood will thus be hosts to thousands of school children. Once regarded as merely a day's outing this trip through "cranberry country," is now considered by educators as the most popular of educational tours for pupils.

More than a quarter of a million adults and children rode the narrow-gauge in 1949 and more are anticipated this year.

The "Tom Thumb" museum at Edaville, which is dedicated to two of the most famed people of the world, General and Mrs. Thumb has opened at Edaville for another season. The showing of the belongings of the late, little people has been enlarged for this season. Last year it was visited by 19,059 persons. The museum operated by the nephew of Mrs. Thumb. Included in the exhibit are many of the belongings of Dolly Dutton of Framingham, who was another midget.

## COUNCIL VOTES FOR "SECTION 32"

The Cranberry Growers' Council has met at New York and voted its approval of adoption of "Section 32," if this form of Federal aid for the cranberry surplus can be obtained. Under this the industry must develop a "non-food" use for the cranberries and sell them off the market, that is, not in competition with the consumer cranberries, before the assistance will be granted. The necessary briefs for the presentation of the plan were drawn up by Karl D. Loos, attorney for ACE and John Quales, attorney for NCA.

It is reported the committee appointed by the council has held a number of meetings to determine in what way the surplus may be used, other than food, but at this writing, with no solution announced.

Uses of cranberries in producing wax, pectin, ursalic acid and dyes have been rejected, but considered promising were, mixed with a cattle feed or a carrier for fertilizer. This committee consists of John F. Marriott, Russell Makepeace, Homer L. Gibbs and Charles L. Lewis.

## BANDON CO-OPERATIVE PLANS WAREHOUSE

Bandon Cranberry Growers' Co-operative plans a large warehouse for grading packing and handling its crop, the structure to be on highway 101 beyond 13th street at Bandon, Oregon.

Plans have been drawn for a 50 x 100 ft. frame to be completed in time to handle next Fall's co-op crop which markets under the brand "Bandon Cranberries."

## Election Of Officers Of N. E. Postponed

Annual Meeting of Membership Votes Deferment Until After Study and Report of Co-op by "Outside" Men—Record Attendance at Carver.

A record of 215 attended the annual meeting of New England Cranberry Sales Company at Carver Town Hall, Thursday, April 20. Much of the meeting was of the usual pattern of reports of officers of the co-op and of American Cranberry Exchange, but there was a distinct departure in that election of officers, N. E. directors to American Cranberry Exchange and the Grower's Council was postponed.

This is to be held June 1, (or earlier) at an adjourned meeting after a final report is made to the membership by Carl F. Wood, business engineer, 74 Federal Street, Boston and his associate, George W. Harbour of Milton who are studying the financial situation of the New England, and its relations to the First National Bank of Boston, which is its creditor.

The action came upon motion of Earle Boardway of Carver, who immediately after President George H. Cowen had opened the session, moved the usual election not be held until the study had been completed and a final report given by Messrs. Wood and Harbour. When the motion was first offered Mr. Cowen ruled it out of order at that time, but said it would be taken up after Mr. Wood had been given an opportunity to explain the financial status of the co-op as far as he had time, to ascertain it at present.

## Needed Outside Help

Mr. Wood began by saying a substantial amount was owed to the bank by the co-op, but added "we are interested in the industry, and in fact the whole of the Cape financially, and there is no hostility on the part of the bank. It's officers thought you might need outside help, which we are trying to give. He said he was not a representative of the bank. The investigators were recommended by the bank and retained by NECSCO.

The first interest of the bank, he continued, according to sound banking principals and to protect its investors is to find out the exact situation. He said first, it was hoped to find out just what actions had caused the financial difficulties, and then secondly, and more important, to right the

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troubles. There had not yet been time to get the "complete picture, but we already have a fairly clear picture."

He said there has been so much confusion, so many hostile feelings and "personalities" that the good of the industry may at times have been overlooked. The growers have an old industry, going back many generations. "You are not a business, which may go out of existence—the cranberry industry will go on. There will always be growers. It will not vanish."

He said the present difficulties would have arisen anyway, even "if your officers had had the wisdom of Solomon. He referred to the confusion of the war and to the period of getting out of the war, and to the "three banner crops in a row." To these difficulties had suddenly been added the universal demand of the consumer for cellophane in fruits and vegetables.

He said the growers years ago had formed the fresh co-ops and were very successful. "Then came processing and it grew rapidly. I think you growers may have made a mistake in thinking processing would take the place of the fresh berry, at least largely. He said fresh fruit men may have looked at processed cranberries as a "rival", which they are not.

#### To Much Rivalry

He went on to say that each co-op (the fresh and the processing groups) tried to get more berries than the other—to get more members. It is very easy to look back and see mistakes, he added. He then said it was not the true business of the co-ops to loan money for mortgages, yet "you co-ops loaned more and more."

He told of going into bog management for members and of providing bog services and supplies for members. This was with the best of intentions, he said, and legal, but it helped to lead to the present financial difficulties. He said in this business the co-ops didn't collect cash, but did it on an "open book" basis, hoping and expecting the proceeds for the growers' berries when sold, would cover the indebtedness, and found this did not work out.

Money he said was tied up in advances to the growers, and finally a situation arose where the growers couldn't pay the co-op for services and supplies and the co-op couldn't pay the growers for the berries it sold. It became a situation of, "I can't pay you until you pay me on both sides—with a good deal of justice on both sides."

#### To End Bog Management, Service, Mortgages

It was brought out that the New England directors have voted to discontinue these practices and there are to be no more bog managements, bog services or mortgage loans.

He said the New England cowed its members about the same amount the members owed it, and it would look as if this could be easily cancelled out. But this was not the case, because usually the co-op owed the most to a member who had paid the most.

#### "Vicious Circle"

Going into figures as they had been so far ascertained, he said the co-op was sound until 1946, but with the '47 crop troubles began and '48 and '49 added, until a vicious circle had started. Money put into new screenhouse, cellophane, mortgages and other things could not be used to pay growers with. He said the company's quick assets became very much frozen.

It was a very encouraging matter, he said, that the industry last Fall sold more berries than it produced, but there was still the trouble of surpluses. He said these must be gotten rid of. He said the bank wanted to help out, and he believed with the right spirit of the members, a way out could be found.

He said the members could do one of three things: (1) to continue to squabble, members drop out and have the New England "blow up". But if that were done he asked how long would the industry be prosperous? He said, secondly the members could assess themselves individually for the amount in debt, which he doubted they would or could do practically. Thirdly he said the full strength of the co-op could be used and the

over-all council could be strengthened, possibly with the addition of two outside men to give an outside view, and that he believed a solution would be to go to the Springfield Bank of Co-operatives for financial aid. He said it should be realized this is a Federal bank, purpose of which is to relieve such distresses.

#### To Consult Bank for Co-ops

He said he hoped the co-op would vote authority for himself and Mr. Harbour to consult the bank at Springfield and see what could be done. It was moved this be done, and it was also amended the president of the New England also be one of this committee to confer with the bank officials.

Manager A. D. Benson said he fully endorsed the plan of Mr. Wood, and that he felt it was the only way out and he said the "people" in Washington know of the cranberry situation and I am sure will be helpful."

The motion and amendment were voted.

Another action taken on motion of Chester Robbins, Onset, director, was that no more berries be given to any processor without a reasonable advance being allowed. Although opposed by Russell A. Trufant, the motion was carried.

#### "Other Fruits Worse Off"

C. M. Chaney in his report stated the Exchange, as of April 17 had sold a grand total of 375,705 barrels of cranberries fresh, or more than were sold by both ACE and NCA last year. An estimated 525,000 barrels were sold by the co-op and independents on the fresh market last year, he said, the largest quantity since World War II. The average gross F. O. B. to the Exchange for all areas was \$12,105. Costs, including advertising were 16.03 percent.

As discouraging as was the price situation for the '49 cranberry crop, he said, other fruits were worse as '49 was a generally declining market, and there was an attempt to bring down the price of cranberries to the level of competitive fruits. He mentioned peaches as being dumped, apples not harvested, "four times the

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## GET THEM EATEN

THE answer of what to do with the cranberries we raise can be easily answered. "Get them eaten". Which, of course, is not nearly as simple a thing as it sounds. In this, we are thinking as much, or more, of future crops than of the present troublesome surplus, which will be cleaned up.

And in this matter cranberries are no different from many another agricultural product. The farms, orchards, grain fields, vineyards, and cranberry bogs can produce so much, now they can run ahead of consumption. They have in many instances.

The swing of Mr. Urann and others of NCA staff through the West and other parts of the country to push sales of OCEAN SPRAY through meetings with customers and potential customers in various cities would seem to be a sound way of increasing consumption of processed cranberries. ACE has pointed out that EATMOR advertising was effective advertising. One survey by a research agency showed that EATMOR ranked fourth in readership among all national food ads appearing in Sunday magazine supplements. Good, constructive efforts are being made to get folks to "eat more cranberries."

But we are apparently going to raise more cranberries pretty regularly in the years to come. Farmers of every description are constantly improving upon Nature. Hybrid corn has increased the annual take of that staple by many millions, for instance. We read that scientists are at work on a "better bee". Better pollination will increase yields.

Science has so greatly and so rapidly come to the aid of agriculture that we are becoming much more proficient—perhaps we are getting far too proficient for our own good. Consider the interest shown in the equipment show of the Cape Cod Cranberry Growers' Association last month. Down in Jersey this month there was a dramatic one-day transformation of a 270-acre farm—with the aid of 15 tractors, ploughs, 30 men and 3 bulldozers. This job would have taken by old-style methods three to four years.

All the sciences have contributed so much recently to more efficient and increased production that the farmer almost automatically is a better farmer—or cran-

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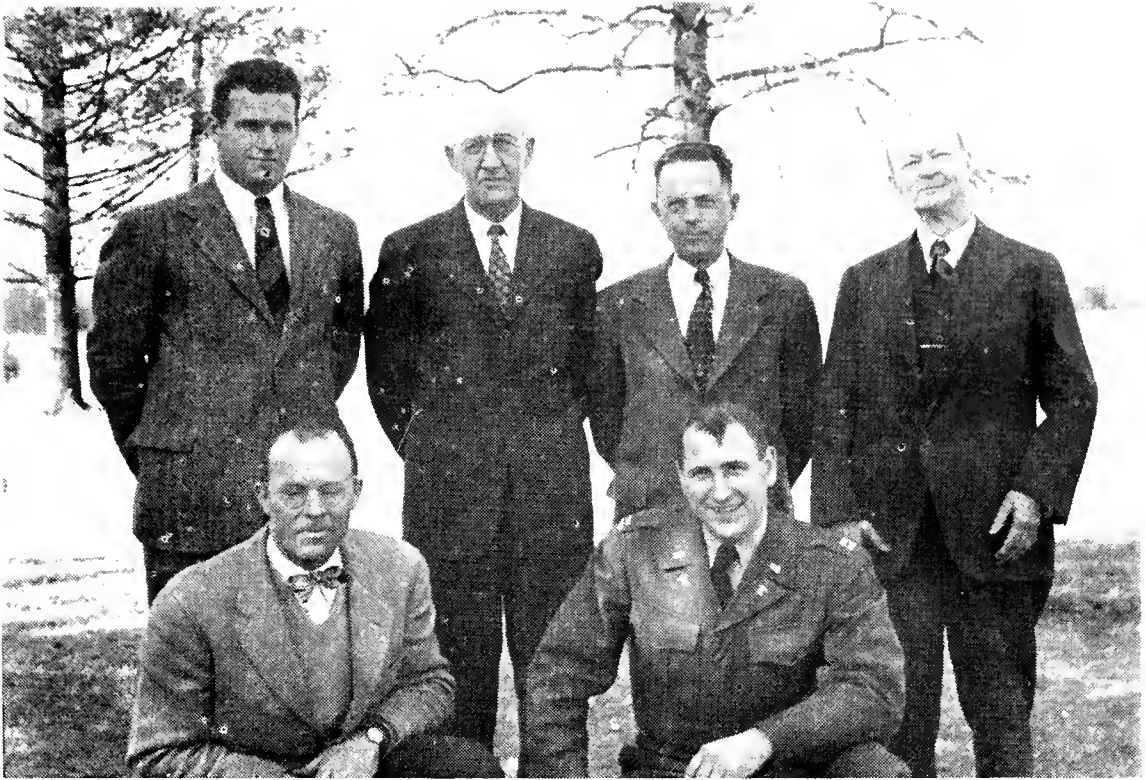
berry grower. The result is that there will be more cranberries. Cranberries are grown to be eaten. To avoid more surpluses some way, somehow, consumers must be induced to eat more cranberries.

THE consumption of fruit since 1936 has been upwards. It has risen from 170 pounds to about 220 per person per year in that period. But this increase has been almost entirely in the citrus fruits. How have the citrus producers accomplished this, while others have not?



CAPE COD CRANBERRY GROWERS' EXHIBIT: Top, solitary gent'eman receiving attention of the full staff of "Mom and Dad" club, which served cafeteria style luncheon, is "Bob" Knox, editor of ACE "Cranberry World". The "Moms", left to right, are: Mrs. Edwin Cole, Mrs. Jasper Balano, Mrs. Robert C. Hammond, Mrs. Harold Ferguson, Mrs. Henry Cannon, Mrs. J. Richard Beattie, Mrs. Gilbert Neal, Mrs. Edwin Ames, Mrs. James Eldridge. Bottom, Mrs. Jessie Ferguson tries a glass of Cranberry Cola, with Andrew L. Mahoney of the Cola company, Abington. (CRANBERRIES Photo)





UPPER—Some of the officers and members of the executive committee of the American Cranberry Growers' Association. N. J. Kneeling, left to right: D. M. Crabbe, Ex. Com., Vinton N. Thompson, President. Standing: William S. Haines, 1st V. P.; Archer Coddington, 2nd V. P.; C. A. Doehlert, secretary-treasurer; Ralph B. Clayberger, Ex. Com. (Photo Wm. B. Tomlinson, Jr.)

BOTTOM—Honored, Ellis D. Atwood (center) of Edaville Railroad fame receives replica of his engine No. 7, presentation by Lt. Gov. Norman McDonald in behalf of N. E. Kiwanians. George Whoreskey, secretary of the N. E. Association, is at left of Mr. Atwood. More than 200 attended the affair, which included a banquet, at the Atwood screenhouse. Mr. Atwood is a member of Plymouth Kiwanis. Many distinguished guests were present.

## New England Sales

(Continued from Page 10)

total amount of cranberries, pound for pound, being left on the trees," apricots, although a short crop, dumped because of the prices, plums and prunes in trouble.

As for advertising of cranberries this year, whereas \$500,000 was allocated last year by the council of which \$65,000 in late season newspaper space was cancelled, while he believed Exchange advertising had been very beneficial and money well spent, he did not feel that nearly that much should be spent unless all in the industry spend more than at present.

He said he did not feel pessimistic toward the immediate future of the industry, but would be more optimistic if the surpluses could be disposed of before the next crop. He said ACE was not to blame for the surplus, and ACE shouldn't be expected to pull the industry out of the hole in fresh fruit sales in a single year. NCA is doing a good job is attempting to spread the use of cranberries (processed) to off seasons, he thought.

### "General Frustration"—McGrew

E. C. McGrew asked what is the matter with the cranberry industry, the economy of the country, with the whole world in regard to peace and stability? He said there is post-war "frustration," but present problems could be worked out as they always had been in the past. He felt much encouraged, however, by the progress already

made—the trade is changing its mind toward the cranberry market, and is getting over its discouragement from the "dismal 1948 season."

He compared the ACE sales graph of 1923, which was five years after the first war and that of '49 which was also five years after the close of hostilities of the second. He said both showed similarity of uncertainty, and both might be due to postwar recovery conditions.

Walter E. Piper, of the Massachusetts Dept. of Agriculture added a cheery note for the growers. He said he had been in the agricultural business many years and had seen many, many kinds of problems which at times seemed insurmountable, but which had been overcome. He recalled when it was believed there was no hope for the entire vegetable greenhouse industry, yet it revived and increased 50 percent. The cranberry business, he added, is not alone in its troubles this year. He congratulated the members upon the spirit of cooperation he had seen and upon their large attendance. He said cranberries should be "glamorized" more in the state in which they are chiefly grown and there were many by-products which could be developed. He offered the help of the state bureau.

Lester Haines of the New York office also spoke as did R. J. Hillstrom of Oregon, "Western Pickers."

## URANN AND NCA STAFF MEMBERS AT CAPE CLUBS

### Explain Sales Promotions on Western Trips — Officers Are Elected

Final Winter meetings of Barnstable County Cranberry clubs were held, Upper Cape, April 10, Cotuit, and Lower Cape, Orleans, April 11. Principal speaker was M. L. Urann, who with others of National Cranberry Association, spoke on "The Cranberry Situation."

Chiefly, Mr. Urann told in graphic detail how the association has been campaigning for the inclusion of cranberries in menus the year around. The slogan in use is "chicken and cranberry is click-in" and the program was similar to meetings which the NCA officials have held at Western cranberry growers' meetings. The NCA group has just completed a tour principal cities of the Pacific coast and the Southwest where they promoted the chicken and cranberry campaign before brokers and other customers and potential customers.

### "Economy in Operation"

"Economy of Operation in the canning industry keeps prices



It's the only carbonated Cranberry drink and, blended with Cola, is a real treat. The children love it and it's a super mix for the grown-ups. One gallon of syrup makes 128 drinks. Send for it now.

**\$1.00 a Quart or \$3.50 a Gallon**

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fair," Mr. Urann said, and told the growers, improvements were being made constantly. He referred to the new cooling system which cools a can in five minutes rather than the previous 12 hours, and also using syrup in place of sugar. He stressed the importance of quality in the pack.

Miss Ellen Stillman, related the part she had played in the campaign as advertising manager. She stated the consumption of chicken is about 100 lbs. per family a year, and in this, the third year of the campaign, sales of chicken had risen greatly as well as cranberry sauce. She said it took ten years to put across such a major campaign and this one is now considered as showing much promise. She mentioned, with self-service stores, the consumer was the person to keep in mind, and advertising has been directed at the consumer through magazines, newspapers and the radio, as well as the direct mailing of recipe booklets by NCA.

The sum of \$500,000 has been appropriated for the 1950 advertising and promotional program, she said.

#### January to August Sales

Gordon Mann, sales manager told of his part in the project to aim at selling as much cranberry sauce through January to August as possible. Prospects look bright for accomplishing this goal in the ten years allocated for the campaign to be made completely successful. Mr. Proeb of the sales department called attention to the growing success in introducing frozen cranberry juice.

#### Slump Will End

President George Lamb of the Springfield Banks for Co-operatives spoke briefly on the financial aspects, saying he felt confident that the slump in the cranberry market of the past two years would improve if the growers would continue to work together. The outlook for the completion of processing and marketing the remainder of the '48 crop was early in October.

Question and answer periods followed the speakers.

#### Election of Officers

At Cotuit the group elected Ralph Thacher of Hyannis, grower and Cape field man for New England Cranberry Sales, Com-

pany, president, succeeding Robert S. Handy, who has served for the past two years. Vice-president is Harold Shepherd, secretary, Charles Savery, Alvin Crocker,



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Let your cranberries sell themselves in transparent cellophane packages by Munson, for 10 years one of the largest producers of plain and printed sales-boosting cellophane packages for the cranberry industry. Contact the Munson Bag representative nearest you. Offices in Boston, Chicago and Seattle.

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- Mr. Bud Hatch  
62 Evergreen Ave.  
Auburndale, Mass.
- Mr. J. T. Vlasick  
1755 Utah St.  
Seattle, Washington

MUNSON BAG COMPANY

DU PONT

Cellophane



Cleveland, Ohio 1366 West 117th St.

secretary. Mr. Handy was elected to the board of directors.

And, in this matter cranberries are no different from many another agricultural product. The farms, orchards, grain fields, vineyards, cranberry bogs can produce so much, now, they can run ahead of consumption. They have in many instances.

The swing of Mr. Urann and others of NCA staff through the West and other parts of the country to push sales of OCEAN customers and potential customers in various cities would seem to be a sound way of increasing consumption of processed cranberries. ACE has pointed out that EAT-

MOR advertising was effective advertising. One survey by a research agency showed that EAT-MOR ranked fourth in readership among all national food ads appearing in Sunday magazine supplements. Good, constructive efforts are being made to get folks to "eat more cranberries."

But we are apparently going to raise more cranberries pretty regularly in the years to come. Farmers of every description are constantly improving upon Nature. Hybrid corn has increased the annual staple by many millions, for instance. We read that scientists are at work on a "better bee." Better pollination will increase yields.

Science has so greatly and so rapidly come to the aid of agriculture that we are coming much more proficient—perhaps we are getting far to proficient for our own good. Consider the interest shown in the equipment show of the Cape Cod Cranberry Growers' Association last month. Down in Jersey this month there was a dramatic one-day transformation of a 270 acre farm—with the aid of 15 tractors, ploughs, 30 men and

3 bulldozers. This job would have taken by old-style methods three to four years.

All the sciences have contributed so much recently to more efficient and increased production that the farmer almost automatically is a better farmer—or cranberry grower. The results is that there will be more cranberries. Cranberries are grown to be eaten. To avoid more surpluses some way, somehow, consumers must be induced to eat more cranberries.

### Quality Control

(Continued from Page 4)

series, CRANBERRIES March. So take not over a fifth from the 55 percent is 44 percent. Then add the 25 percent of the crop which appears on the Thanksgiving market in the form of Howes and other varieties, and we find 69 percent of the crop concentrated in that one holiday market. Under cellophane that means that at least 50 percent of the crop has to be screened, packed, shipped, wholesaled, retailed and home-processed in about three weeks time. That is a strain on every facility involved.

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## Cranberry Growers, Inc.

### Wisconsin Rapids, Wisconsin

### Worst Strain In Earlies

The worst strain is on the quality of our early berries. We have too many poor Early Black

#### CRANBERRY MARSH FOR SALE

240 acres of land, abundance of pine timber and pulp, good water supply. Five acres bearing fruit, three more ready for planting. One modern home and one older type house, work shop. Bulldozer and other equipment.

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Box 93

cranberries. We can cross out one word there. We have too many cranberries, period. We might hope to replace some of our Black acreage with the newly selected varieties. But it will be ten years before commercially significant quantities of these berries reach the market. We might replant with Howes. Again a period of years. The best effect from either policy would be the elimination of the Blacks from areas replanted. Work is being done looking toward a better-storing package. But meanwhile, our best bet is to raise better cranberries.

## Marketing

by Ethel Kranick

Growers should take time to educate themselves not only in the ever changing culture problems, but widen their knowledge of problems involved in getting the product to the consumer.

Oregon State Department of Agriculture has devoted an entire issue of its Agriculture Bulletin to the discussion of Marketing of Agricultural commodities. The principles involved are just as applicable to the cranberry industry as any other product. Growers should be interested in a review of these basic principles.

Erwin L. Peterson, Director of the Oregon Department of Agriculture, in an article entitled: "Marketing—What is it?" points out that marketing is no longer a simple act of buying and selling at a place called a market but is now "much more". His final definition of marketing takes many words, to quote: "It is production, packaging, processing, transportation, handling, merchandising, eating habits, nutritional knowledge, trading, government policy. It is chemistry, biology, engineering—a host of science applied. It is a series of processes by which man exchanges with other men the product of his labor."

#### Have Know-How of Production

Cranberry growers without doubt have the "know how" of production. Very few cranberry growers are not well informed as to the newest methods in frost protection,

# RAIN BIRD

## Protects Cranguyma!



PHOTO COURTESY OF PORTLAND OREGON JOURNAL

**SPREADING** out in an impressive acreage in the great Northwest, Cranguyma Farms at Long Beach, Washington, represents an important part of our nation's cranberry production. Standing as dependable guardians against frost and drought 1000 Rainbird sprinklers provide the correct and necessary rainfall whenever it is needed. This outstanding installation is indicative of the dependability of Rainbird Sprinklers. The distributor or dealer listed below will be pleased to furnish additional information upon request.

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IRRIGATION SYSTEMS

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of late developments in irrigation, drainage and the use of fertilizers. Few that have not tried out the new weed eradicators, but the past few market years indicate that there is still need for a closer study of the more difficult phases of their industry.

#### Packaging Not New

The cranberry industry went full swing into cellophane packaging this past season, but how many individual growers realized that consumer packaging has been a definite trend for the past ten years? Its development came of the need

to increase efficiency all the way down the line to the consumer. Ask any groceryman if he likes cellophane packages and his answer is a definite "yes". He no longer loses time in weighing, and sacking, and in many more modern stores, of even picking up the package for the consumer. Mr. Leo Spada of the United Salad Company who has pioneered in packaging perishables made the following statement in a recent article: "The success with which this comparatively new field has met would indicate ultimate expansion in the quality market."

With pre-packaging comes the absolute need for quality. The consumer can see at a glance what she is purchasing, so if the package is of low quality it will be left at the store—next time the grocer does not order that item. If the grocer does not order from the wholesaler, then the wholesaler does not order from the broker—and the grower's market is gone. Price cutting usually results with the lowering of the whole price structure for that product. It is quite evident then that the study

## NOW IS THE TIME

### To Try Some Constructive Thinking And Planning For The Coming Season

What to budget for weed control, insect control, sanding, and other bog "musts". It is an excellent time to review those seldom-checked insurance policies. Are they up-to-date, are they adequate, are they written at the lowest possible cost?

Call on Eben A. Thacher for experienced assistance in making this review.

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of factors which make for superior quality is an absolute must in these days of pre-packaging.

Seasonal crops which are too large to market fresh must of necessity be handled in some other way. Processing has been developed to take care of that part of the crop that the market will not take in a season. Markets must be developed to absorb the processed produce throughout the year. A grower owes it to himself to make a study of the need for processing in relation to his own product.

#### Growers Should Understand Transportation

Transportation is another subject that growers should understand. How do cranberries reach the consumer and at what cost. Prices may vary from one locality to the other due to differences in freight rates. Leigh S. Martin of the Martin Distributing Co. of Portland, Oregon says that "Increases in railroad freight rates and slow time in transit have caused considerable volume of produce to move by truck. This truck movement has raised a great many problems one of which is the lack of a dispatch system whereby we would be advised of arrivals and departures at different points in transit."

Growers should acquaint themselves with the problems the brokers and wholesalers have to face in distributing their berries; freight rates, rules and regulations in Inter-State commerce, refrigeration, brands, inspection and diversions. Chemistry and engineering are now entering into the problems of transportation. Refrigerated air transportation is soon to be a com-

mon and accepted way of food distribution along with rail and motor freight, all of which increases the cost of distribution, making it ever more necessary to cut cost of production.

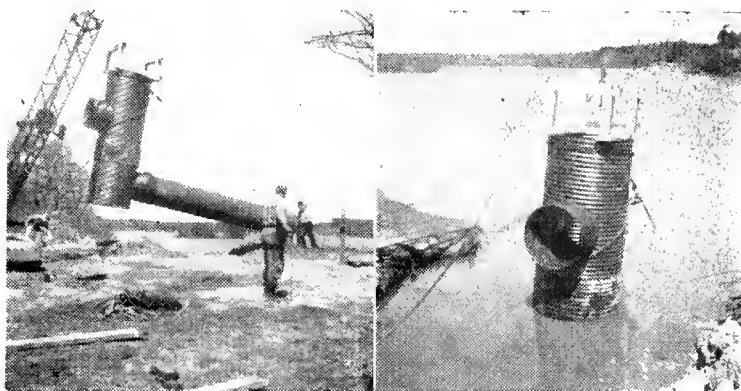
#### Advertising Shaping Eating Habits

Advertising costs money, but one cannot pick up a newspaper or magazine or listen to the radio without being confronted with advertising. Advertising is a part of our way of life and keeps the attention of the public focused on both agriculture and manufactured products. No manufacturer would expect to sell his goods on another manufacturer's advertising—competition is keen, nor should any grower expect to benefit by any

advertising in which he does not participate. But again, advertising is of little value unless the producer co-operates by producing a quality package that is worth advertising. The effect of advertising on the eating habits of the nation is hard to measure but studies in Home Economics show that the public is shaping its eating habits to recipes and pictures from magazines and radio programs as well as the daily newspaper.

If the cranberry can make an impact on the eating habits of the country through continued advertising, there is no doubt that there will be a sustained demand for cranberries in some form, fresh,

## THE EASY WAY to install a pump



1. Dig a hole. No cofferdamming, spiling, or pumping out. Just a hole full of water.
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canned, frozen or jams, jellies or juice, throughout the entire year.

#### Government Offer Assistance

The Federal Government is of service to all agriculture through its crop reporting service. Only through the co-operation of the individual grower can our government statistician get the correct figures and crop estimates. Mr. Niels I. Nielsen, Statistician in charge of Agricultural Estimates, U. S. D. A., Washington state, reports that the Federal Market News service was begun in 1915 with the purpose of collecting and distributing "regularly and promptly, accurate information concerning current market conditions to aid in the effective distribution and fair pricing of farm products. Because market news is available for free public use, it helps growers solve their marketing problems." It is a grower's privilege to acquaint himself with all facilities offered by the State and Federal Departments of Agriculture.

Bad years come to all lines of agriculture because man cannot control the elements. Drouth or

frost cannot always be combatted. Good growing conditions sometimes cause surpluses. Poor distri-

bution sometimes glut certain markets. Many, many factors enter into the problems of distribution

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## FOR MANY LONG YEARS—

Unity of purpose, striving together rather than working at cross purposes--in other words, co-operation has long been one of the means by which man has achieved the highest results.

It is in times of stress that you most need your co-operative--and your co-operative most needs your undivided support.

New England Cranberry Sales Company and the American Cranberry Exchange have worked for many a long year for the best interests of the growers within their membership and for the development of the entire industry.

## THE NEW ENGLAND CRANBERRY SALES COMPANY

9 Station Street

Middleboro, Mass.

TELEPHONE 200



and pricing. When the going gets a little rough growers often get dissatisfied and withdraw from their selling organization to market independently or try to join a new or different selling agency. Mr. F. L. Ballard, Associate Director of Extension at the Oregon State College states in an article on "Marketing Education—Some Fundamental Considerations":—"we tend to have the most inflexible opinions about the things of which we know the least." If growers would unite in seeking the cause of their troubles and stay united until their problems were solved there would be unification instead of disintegration.

Articles in newspapers and magazines, agricultural reports etc., point to the fact that all agriculture is taking a price beating because they are not fully organized to work together. Why does labor remain so high? Because it presents a united front. Ronald E. Jones, President of the Oregon Farmers Union, offers a suggestion that farmers belong to a Co-operative marketing organization. He also says, "The farm problem in this country will not be solved until the farmer takes as much interest in getting his product to the consumer fairly priced and premium quality, as he does in the actual production".

#### Conclusion

In conclusion, some of the most pertinent facts applicable to the cranberry industry are:

1. Pre-packaging is here to stay . . . making necessary quality production.
2. Processing is an important part of the producers business.
3. Advertising is a "must" in developing new markets and creating public taste for the product.
4. Understanding the problems of distribution as they relate to grower returns.
5. Seek information from all possible sources including Government Crop Reports and Marketing News.
6. Stay with your Co-operative when the going is bad . . . seek the cause of your trouble with an unbiased mind and help all Agriculture present a united front.

# 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.



**SOLVAY** PARA-DICHLOROBENZENE  
FOR TREATING CRANBERRY BOGS

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This Ocean Spray display with canned chicken was accompanied by a second display with fresh chicken in a Stop & Shop market in Cambridge, Mass. Both displays together sold 132 cases of Ocean Spray cranberry sauce in 10 days.

Cranberry growers, you can help in the chicken and cranberry promotion, too, by talking up the campaign to your grocer. Tip him off that

The Team That's Clickin'  
*IS*  
Ocean Spray and Chicken

**NATIONAL CRANBERRY ASSOCIATION**  
The Growers' Cooperative



Dr. G. FR. Phillips  
Mass State College  
Amherst, Mass.  
(x)

THE NATIONAL CRANBERRY ASSOCIATION



# CRANBERRY- BLUEBERRY EXPERIMENT STATION

CAPE COD  
NEW JERSEY  
WISCONSIN  
OREGON  
WASHINGTON



D. J. Crowley (center) and associates; left, Robert Wearne; right, Austin Goheen. Story Page (CRANBERRIES Phc

Simple Logic

# YOU

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The Joining of the MID-WEST CRANBERRY CO-OPERATIVE to the AMERICAN CRANBERRY EXCHANGE (also the A. D. Makepeace Co., and the Smith -Hammond Company of Massachusetts) as class "A" members brings additional strength to ACE.

We welcome this addition in membership, tonnage of cranberries and spirit of co-operation. The increased strength should enable us to do an even better job for the cranberry growers of Wisconsin and the industry as a whole. We gladly accept this challenge to promote ever increasing service.

### **Wisconsin Cranberry Sales Company**

(A Cooperative)

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Distributor of the Famous

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Cranberry  
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# Mass. Cranberry Station and Field Notes

by J. RICHARD BEATTIE  
Extension Cranberry Specialist



## Only Few May Frost Flows Necessary

While the threats of frost have kept growers near their pumps all Spring, only a few frost reports were sent out. A year ago, this date (May 31), we had released 41 frost warnings from the Cranberry Station as compared with 8 warnings covering the same period this year. With water supplies still low in Massachusetts, we have been fortunate that only a few frost flows were necessary. Dr. Franklin has had a terrific responsibility in deciding when frost warnings should be released. As usual, he has capably handled a difficult situation. There has been some frost damage to bogs not properly protected by water on the nights of May 20, 21 and 22, when temperatures were recorded as low as 20 degrees.

The aerial spray program for the control of gypsy moths in Plymouth County should be completed about June 15. Practically all of the county or approximately 385,000 acres will have been sprayed. Several other cranberry pests have been partially controlled by this program, such as blossom worms, false army worms, and weevils. The men at the Cranberry Station have been very much impressed by the effectiveness and efficiency of this project.

We have some timely notes from Dr. C. E. Cross on weed control. He tells us that broadcast spraying with kerosene on bearing bogs is over for this season. Kerosene may be used on new bogs that are still in the hill stage during the Summer months, but be sure to choose a cool, cloudy, or windy day in order to avoid as much damage to vines as possible. A few growers have used kerosene on new bogs

during the Summer in the cool of the evening and have been very much pleased with the results.

The knapsack sprayer is still an important tool in a weed control program. Spot treatments, using kerosene, may be continued throughout the Summer on mature bogs if the grower is careful to place the nozzle of the sprayer under the vines and at the base of the weeds.

Growers have found 2,4-D to be a useful weed killer, particularly in the control of **loosestrife**. One of the common methods of applying 2,4-D is to moisten the glove in a solution of this chemical and touch the tops of the loosestrife plant. This work should be done before the weed blossoms. Dr. Cross warns growers who use 2,4-D, to buy only the sodium, ammonium, or other salt of this chemical—not the ester form as it is highly volatile and will burn cranberry vines. In fact, 2,4-D in any form is death to cranberry vines and should be carefully applied just to the weeds.

This year, there is a new use for this chemical as listed in the Weed Chart. Several growers have found that repeated applications of 2,4-D to **3-square grass** gives reasonable control. Dr. Cross suggests that, as soon as 3-square grass has grown a few inches above the cranberry vines, it may be treated. One grower has found the following method of application to be effective: He tacks a wide band of cloth to a light frame of wood approximately a rod long. The cloth is moistened with a paint brush, soaked in an undiluted solution of 2,4-D. This should be done on the shore of the bog to prevent any dipping of the material on the vines. Then, two men carry the

frame over the hog, bringing the cloth in contact with the tops of the 3-square grass but never touching the vines. The application must be repeated two or three times during the Summer, but it appears to be an effective control for a very stubborn weed.

## Fertilizer Application Experiments

Dr. F. B. Chandler is carrying on some interesting experiments in various methods of applying fertilizers. He has made applications of fertilizer in frost flows and now plans on making application just before bloom—possibly at the time of a warm flow.

## Keeping Quality "Good"

Dr. H. J. Franklin has just completed his forecast of the probable keeping quality of cranberries, which is as follows: "It now seems sure that the general keeping quality of the 1950 Massachusetts cranberry crop will be **good**. This forecast solidly sustains the gambler's forecast made in April." Such a forecast is intended as a guide. We know that certain bogs produce poor quality fruit regardless of how favorable a general forecast may be. Special fungicidal treatments are in order for such bogs, as recommended by Dr. H. F. Bergman in the new charts. We hope growers will use this forecast wisely. Certainly our marketing organizations need the best quality fruit that we can produce.

## Barnstable County Insect Clinics

The Barnstable County cranberry clinics will be held again this year in June and July. County agricultural agent "Bert" Tomlinson has completed arrangements. Men from the Cranberry Experiment Station will be present to

**BEES** FOR  
POLINATION  
SERVICE  
IN WISCONSIN  
250 SWARMS

**F. E. McClintock**  
Glenwood City, Wisconsin  
Route No. 2

assist growers with their cranberry bog problems. The schedule arranged by "Bert" Tomlinson is as follows: Lower Cape Clinics will be held at the National Cranberry Association screenhouse in North Harwich:

June 7, 9:00 a. m.—12:00

June 21, 9:00 a. m.—12:00

July 12, 9:00 a. m.—12:00

July 19, 9:00 a. m.—12:00

Upper Cape clinics will be held at the New England Cranberry

Sales Company screenhouse, West Barnstable:

June 14, 9:00 a. m.—12:00

June 29, 9:00 a. m.—12:00

July 12, 1:30 p. m.—4:00

July 19, 1:30 p. m.—4:00

Request bog visits will be made in the afternoon following the morning clinics. We believe that growers have found this service helpful the past two seasons, and we hope these informal sessions will serve their purpose this year.

## WESTERN PICKERS

1172 Hemlock Avenue  
COOS BAY, OREGON

I would like to put in my 2 bits worth about expanding the Cranberry Market. In looking over the statistics of cranberry consumption I see that it was .7 of a pound per person in 1907 and only 1 pound in 1948, in spite of a lot of good money spent in advertising during those 40 years. Evidently we're missing the boat somewhere. Maybe it is because we are only trying to reach a cranberry eaters' market.

To me the real solution is in a cranberry drinkers' market. If the cranberry flavor in drinks could be popularized, not enough cranberries could be raised in the U. S. to fulfil the demand for eating and drinking. Picking out names for such a drink should fall into two classes—those describing the drink, such as Cranberry Cola, Cranberry Cocktail, etc., and those cranberry drinks whose flavor is a mystery, similar to Coca Cola, Root Beer, Squirt, etc. Various names now being used in various cranberry sections on a small scale for such a drink are: The Cape Codder (Mass.), Scarlet O'Hara (Wis.), and Pink Lady (Ore.).

But they are not specific drinks, not uniform, and not sufficiently tested, and certainly not nationally advertised. Why not turn this problem over to the professional bottlers of drinks? I've heard it said that cranberry drinks cannot be carbonated because of bleaching, etc., but after the professionals work on it a little while with emulsified oils, etc., you might be surprised. I had a hand in sending a 5-gal. sample of pure cranberry juice to one national bottler and I hope something will come of it. But there are dozens of other bottlers and all of them should get a try at concocting a new drink. It's good for them and it's the lifeblood of the Cranberry Industry. A hundred gallons of surplus cranberry juice shipped to all bottlers that will do some experimenting would be the cheapest sales effort that the Cranberry Industry could do.

Introducing new drinks is similar to Western Pickers introduction of sacks instead of boxes to use while picking this year. Mixed feelings and expressions greeted our announcement that we are using sacks on our 1950 Picker. But after trying it out on the Pacific Coast in 1949 I know it will be approved after use. Besides it eliminates one more man and is going to make picking with a Western Picker cheaper still. Just you wait and see.

Signed Rudy Hillstrom.  
(adv)

## Progress In Quality Control

(Fourth in series)  
RUSSELL A. TRUFANT

It would be well at this time to summarize briefly the season's work by the Committee on Keeping Quality of the New England Cranberry Sales Company. Two questionnaires were sent out to the Company members in an effort to relate quality to bog management practices. Also all the data available from other sources concerning the 1949 crop was assembled and studied. The most serious problem met was how to gauge the quality of individual lots of berries. In order to compare the results obtained by two different growers, it is necessary to be able to distinguish fairly small differences in quality.

In trying to work this out, we developed a new criterion of quality. This is the EATMOR rating. The percentage of a man's shipments which are accepted under the EATMOR label. This places floats, pies, seconds, pickouts and Bluebirds, plain heads, and all brands not EATMOR beyond the pale. This rating runs from too, too many 0% figures for the growers whose berries all went to canning, up to the rare 100% of the man whose berries were all first-class, and who ate all his pies and pickouts. The company-wide average was 71%.

It should be noted that this is not the same as the proportion of the crop shipped fresh. The Bluebird shipments, for instance, while fresh, are considered of inferior quality and not included in the EATMOR rating. On the other hand, some berries were accepted

at the cellophane plants as EATMOR, but were stored there too long and finally went to processors.

### Results of Relations Surprising

Having calculated the EATMOR rating for each individual member, we then attempted to find relations between quality and acreage, yield, barrelage and location. The results were somewhat surprising. Until they are confirmed or disproved by similar calculations for other crop years, they should be used with caution. Of course the Sales Company has records from which the EATMOR ratings for many crop years could be calculated, but time and money matters may prevent doing this. Even the figures for the 1949 crop are imperfect, since the Company data on location is sometimes vague, and acreage figures are missing or out of date on perhaps a third of the bogs. Many a new acre has been added to members' bogs without any corresponding change in the Company records.

Quality was better for large bogs than for small. Quality was better for large yields than for small. Quality was better for large barrelage than for small. Yields were better for large bogs than for small. For example, growers shipping 25 bbls. or less averaged but 19.4% EATMOR (growers in this bracket were either very poor or very good—no middle ground). Growers with larger shipments rated better and better, up to 84% for those shipping over 2,500 barrels.

### Are Large Growers Better Growers?

Growers with a yield under 5  
(Continued on page 8)



# Cranberries

THE NATIONAL CRANBERRY MAGAZINE

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## FRESH FROM THE FIELDS

Compiled by C. J. H.

### MASSACHUSETTS

#### May Cold, But Few Frosts

May was a month with temperatures running a little below normal, but frosts being fewer in number than in many Mays in Massachusetts. Five frost warnings were sent out and there were four frosts of general nature. Injury was put down as low, or at least moderate. More winterkill has developed than was at first expected, five percent now being the figure estimated at the State Bog.

#### Rainfall Heavy

Rainfall was unusually heavy, a total of 5.42 inches being recorded at East Wareham which is about two inches above the normal. Most of this fell in the last few days of the month, more than 3 inches on the 29th and 30th. This latter rain was especially heavy in the East Wareham area and may not have been so heavy over all the cranberry district.

#### Gypsy Spray Should Help

There is a belief that the spraying of the forest areas of the entire Plymouth County in the gypsy moth elimination program will have a considerable effect upon lessening many of the insect problems in that major county. This would apply to span worms, bud worms and others, although not much to the blackheaded fireworm except spraying which was done after June first, as it would have been too early. This belief is based upon what happened in Barnstable County last year as the result of the general air spray of that county, when the results in insect pests were definitely bene-

ficial to the cranberry growers in other insects than the gypsies, as well as the latter.

#### Crop Conditions Good

Generally speaking, with May gone by, and only slight frost injuries, adequate rainfall or at least adequate in the latter days, and the generally good condition of most bogs the present situation points toward a very favorable crop in Massachusetts. Of course, it is altogether too early to even suggest an estimate—but conditions are good.

### WISCONSIN

#### Early Conditions for Big Crop

Generally, conditions on the marshes are good—the budding is very good. All in all, signs point, as May ended, to another big crop in Wisconsin—provided, of course, conditions are favorable during the growing season.

#### May Easy in Frosts

Wisconsin Cranberry Growers' Frost Warning Service became active for the third season on May 8, with J. W. Milligan, U. S. Meteorologist, in charge. His present headquarters are in the offices of the Wisconsin Cranberry Sales Company. Up to the end of May, he had been sending out mostly general warnings and there was very little need of frost flooding. The weather was cool and the vines dormant. Toward the end of the month vines were beginning to show growth.

#### Insect Control

There was no insect trouble, naturally, in May, but there was expected to be some trouble with fireworm. Arrangements have been made by the Sales Company

for airplane dusting again this season, but the Company recommendation is that spraying be done wherever possible. Experiments have been made with several new insecticides, and these are continuing.

#### Little New Acreage

There is very little new acreage being planted, probably the least in several years. Considerable pruning has been in progress, however, mostly due to the fact that several young marshes are being pruned for the first time. Weed and grass controls are being used, but less than in past years.

#### Northern Meeting

In early May Jean Nash, president of Wisconsin Cranberry Sales Company, "Del" Hammond, general manager and the secretary, Miss Gloria Zastava went to the Hayward section in northern Wisconsin for the annual meeting of growers in that section. Reports were given of company activities for the past year and Miss Nash reported on the New York meetings of the Exchange and the Cranberry Growers' Council. The film "The Cranberry Story" was shown. Approximately 25 members attended.

#### No Serious Northern Snow Damage

For some time there has been apprehension on the part of a few of the growers as to the damage that might have been sustained on these Northern marshes due to the exceptionally heavy snow coverage. However, after the Winter floods were taken off it appeared to Hammond there was no serious injury.

#### Personals

Mr. and Mrs. Walter Lenock of  
(Continued on Page 18)

# New Cranberry-Blueberry Lab. At Long Beach, Washington Is Most Modern In The Industry

Radiant Heat, Glass Brick and Other Up-to-date Features  
Mark New Quarters—Crowley Now Has Associates in  
Research—Experiment Is Crossing the Cranberry and  
Blueberry—Director Also Has New Home Across Street.

by CLARENCE J. HALL

Oregon and Washington are pioneer country, as we have frequently said, yet these states go in for the ultra-modern, too. This to a much greater extent than in the East. Nothing in these states made by man is very old, as compared to Massachusetts or New Jersey. But what is strictly new is newer.

Consider the new (Washington State) cranberry-blueberry laboratory at Long Beach! We know of no other building in the cranberry industry which has radiant heat. This modern structure, one story high, on Pioneer road, Long Beach, 36x26, is heated radiantly. It is built of pumice block and the decor is white and pale green and a very considerable part of the outer walls is made of a big window, quite in the modern design.

This is where D. J. Crowley, director, now conducts his research work, the results of which aid all Washington and Oregon cranberry and blueberry growers. Mr. Crowley (CRANBERRIES, June 1940) has been director of this experiment station since 1923, but it was not until November of last year that his present "sumptuous" quarters replaced the rather makeshift building in which he had conducted his labors up to that time.

## Radiant Heat

Entrance is through a glassed-in affair on one side for protection, and the structure has a wide overhang against the rain and hot sun. There is a large main reception room which will have desk space for an office girl (when the wages for such a person is appropriated), and there are two office rooms, for the director and two associates,

a laboratory, and a room for a library. There is an asphalt tile floor, and the whole building has fluorescent lighting with cleverly-shaded fixtures to avoid glare. There are two toilet rooms and in the room for men there are showers so that workers may come in from the bog and "clean up" from any dirty work they may have been doing before they go home. There is a service room which contains the strictly modern heating equipment. Heat is furnished by steam and it goes through pipes in the concrete floor of the building. Mr. Crowley says this radiant heat is practically "perfect"; the floor is never warm to the feet, and all parts of the building are comfortable at all times.

In planning the building Mr. Crowley made up some rough sketches of the sort of quarters he wanted and the college architect at Pullman, Mr. Philip Keene, made up the blue prints for this most modern cranberry-blueberry research laboratory.

The property on which the station is located consists of about 15 acres, six of which are cranberry bog, the only state-owned experimental bog except that at East Worcham in Massachusetts. This is all under sprinklers, and it was here that experiments were worked out which led to the intensive use of sprinkler systems on the West Coast, which is now extending to other areas. The whole bog is now set to McFarlins.

"The State of Washington does not run this bog to make money", Mr. Crowley says. "Yet in spite of all the experimental work we do we get four or five hundred

barrels each year and sell up to \$1,000 worth of cultivated blueberries. Washington's research into cranberries and blueberries does not cost the tax-payer much money.

There are 1,000 to 1,200 blueberry plants of many varieties in plots. Crosses have been made and new strains are being developed. The main object of this crossing is to produce blueberries more desirable for taste, color, size, and disease-resistance. Among the more important crosses are the Eastern high-bush blueberry with the common Western blueberry, *Vaccinium Uliginosum*. This is the major function of the blueberry research.

There are also 1,200 cranberry seedlings in the cranberry breeding plots and Mr. Crowley plans to start cutting that number down in 1950, as the poorer ones get rogued out.

## Cranberry Blueberry Crossed

An amazing, or perhaps it might be said astounding attempt is being made to cross the blueberry with the cranberry. In this crosses have been made between the Evergreen blueberry and the McFarlin cranberry. This experiment has progressed as far as the seedling stage. It is extremely interesting and one plant has leaves like the leaf of a cranberry vine, another leaves like a blueberry, and one plant has developed thorns—a characteristic entirely foreign to either parent.

From this present cranberry-blueberry cross, it is expected fruit may be obtained in a year from the present time. "Of course", Mr. Crowley says, "we do not know what we will obtain from this experiment—perhaps nothing of any value. Yet science always demands that experiments be made. That is how progress comes about. Many times we do shoot into the dark. Something worth while may or may not result."

## Crowley Now Has Assistants

This particular experiment is chiefly the work of Robert Wearne, Mr. Wearne being a junior horticulturist, who has recently been assigned to be Mr. Crowley's associate in research. He is a full-



Modern, new Cranberry-Blueberry Experiment Station at Long Beach, Washington. Director D. J. Crowley, at entrance, chats with visitor. (CRANBERRIES Photo)

time associate at the station. After struggling alone as a solitary cranberry-blueberry research man at the Station Crowley was given recently not only the assistance of Mr. Wearne, but this past summer has had the help of a second research worker, Austin Goheen. Mr. Goheen is expected to become a second full-time research worker at the Long Beach Station as soon as he receives his Ph. D.

Wearne is a native of Butte, Montana, and obtained his B. S. in horticulture at Montana State. He obtained his master degree at Washington State, Pullman. He heads the horticultural research. Mr. Crowley himself, who may use the title "professor" if he wishes, majored in plant pathology and minored in entomology.

Goheen was born at Bellingham, Washington, and obtained his B. S. degree at the University of Washington and his master's degree at the State College at Pullman. He is now studying to get his Ph. degree, and expects to write his treatise on cranberries and blueberries from his practical experience at Long Beach this past summer. It is intended he will be back at Long Beach in the summer of 1950 and will pursue studies in diseases of cranberries and blueberries.

#### Crowley Has New Home

To sum up the "Long Beach Story", there have been decided changes and improvements since the writer's last visit in 1944. There is the new Station, ultra-modern, one full-time assistant to Director Crowley, and the second assured, and also the probability of a full-time secretary. Also, directly across the street from the Station Mr. Crowley has just had completed a new home for himself, Mrs. Crowley and three of his eight children who are now at home. This property has some 100 acres of land. The Crowleys raise a home garden and keep a poultry flock for home uses. They get all their firewood from their own place. There are no less than six bedrooms in this new house which, when needed, is considered sufficient to entertain all the children of the Crowleys and their

grandchildren.

Crowley is now close at hand to his work in the event of any emergency. He has provided a place where his children and grandchildren can feel at home, and has now begun to build up a staff of young assistants to take over eventually at the cranberry-blueberry station.

He says, with this establishment, he has a standing invitation to the staffs of the East Wareham, and New Jersey research staffs and to H. F. Bain of Wisconsin to visit him there and Long Beach.

This Pioneer Road "set-up" at Long Beach has now more than ever become a tower of strength to West Coast cranberry and blueberry culture.

#### GOHEEN TO FILL

R. B. WILCOX IN N. J.

Austin C. Goheen, since the writing of this article, has been appointed and the appointment confirmed to fill U. S. Department of Agriculture position as senior pathologist stationed in New Jersey. This position Dr. Wilcox held for many years and contributed greatly to the interests of the cranberry and blueberry industry.

Mr. Goheen is well trained and is an energetic young man, and it is forecast his appointment will prove very satisfactory. He is expected to report for duty towards the end of June.

#### QUALITY CONTROL

(Continued from Page 4)

bbls. per acre averaged 19% EATMOR rating. Quality increased with yield up to 83.2% for those with a yield of more than 60 bbls. per acre. This is contrary to our past belief that heavy crops meant poor keepers. Perhaps it means that large growers who are probably dependent on their crops for sole support have to be and are better growers than the men whose few acres are just a side line.

One of the most intriguing points is the relation between quality and location. Why should the 2500 bbls. of one Cape town rate 18.8% EATMOR while Rochester, with three times as many, rates 83.1%? Or why should Car-

ver with 79.8% be so much better than Plymouth with a 45% EATMOR rating? Is good, or poor management contagious? Is this or that locality "rotten" with infection? Is it micro-climate? Could we spray a whole town or county to eliminate rot as we do Gypsies?

It is interesting to note that Wisconsin seems to have found a good treatment for rot. Certain of the rot fungi tend to cause old leaves to drop off. Most of us New England "scissorbills" never saw a leaf two years old still on a vine. On treated Wisconsin bogs you find four-year-old leaves. Think of an upright a foot long with leaves all the way except at the fruiting gaps! The leaves are food factories and storehouses which we lose when they drop off.

#### How Much Do We Know About Quality?

We thought we knew a lot about quality. How much of what we knew was true? We received fifty usable replies on water-drawing from some 350 members. There was no decisive difference in quality between early-drawn and late-held bogs. Perhaps if these returns were studied again, giving due weight to yield and location, a difference might appear. In other words, compare each bog with a bog of similar size similarly located, since size, yield and location seem to rule quality.

The replies on sprinkling and high ditches should probably also be viewed with regard to size and location of bog. All that we can say so far is that there is no evidence that such practices hurt quality, and they presumably increased yield to the point of saving some entire crops. They must have helped weeds, too.

#### Conclusion—More Record Study

In conclusion, we have a set of figures half developed for one crop year. Figures for more years, and better analysis of figures should be well worth while. The possibilities are most interesting. Our stake in quality would seem to justify considerable record study. If you want it enough, and demand it enough, I think you will get it.

# WE ARE NOT LICKED YET—WISCONSIN

Revisit to the Badger State Vividly Brings Out Spirit of Growers, Large Increase in Acreage, Highest State Average, Per Acre

by CLARENCE J. HALL

I have just re-visited Wisconsin—for the first time in several years. On the way out I made myself a bet. The bet was that I would find the growers of the Badger State more cheerful about their cranberry future than many of those of the East. I won the bet, transferring an imaginary sum from one pocket to the other.

Talking with growers from both co-ops, The Indian Trail group, growers large and small, I made a point of asking each grower I met what he thought of the future of cranberry growing and of Wisconsin's future in particular. The answers varied in wording, but the response may be best summed up in the words "We are not licked yet." This was qualified by some, and this was more discernable in larger growers, by the statement, "But we wouldn't want to stand another year like last year."

Why should Wisconsin be cheerful? Some facts and figures given in a recent extremely informative and comprehensive survey of the industry by C. W. Estes and W. W. Morris, bulletin No. 299 of the Wisconsin State Department of Agriculture, and impressions I gathered, give some reasons for optimism.

## High Yield Per Acre

State acreage in 1949 (preliminary) is given as 3,100. Yield per acre last year is listed as 67.7, compared to 52.7 for Washington-Oregon, 34.4 Massachusetts, 8.4 New Jersey, average for the country being 31.7. The 1948 production for Wisconsin was 85 barrels to the acre and that is a lot of cranberries to grow on the average acre.

## 300,000 Barrel Crop

The second most vivid impression I got was that Wisconsin, as of the end of May, was in a position to produce up to 300,000 barrels this coming fall. This figure came from several, including the best informed and even those ordinarily conservative. This figure is not to be taken as an estimate of what Wisconsin may add this year to the already heavy burden of disposing of such large cranberry crops. It is merely considered as what could happen if conditions are perfect from now until the berries are harvested. I don't believe anyone really expects that will be the figure—it will probably be less.

Wisconsin's highest yield to date has been 238,000 in 1948. If estimates could be given now they might run 225,000-250,000, but Wisconsin's growing season is tricky and mighty important, and this is yet to be gone through.

However, this 300,000 figure, or somewhat less, may be put down as what Wisconsin may be expected to add to the cranberry supply of the nation in the near future, when all present new plantings are in full production, as they are not this year. Possibly one hundred to one hundred and fifty acres previously begun are going into vines this year. There is a little new marsh being put in, the amount of new acreage to be expected right away there is small, as it is elsewhere in the industry. But a lot was started in "the boom".

There is "food for thought", as the saying goes, comparing Wisconsin's present acreage and production with that of ten years ago, 1940—2,500 and 121,000 barrels. Average production was then 48.4 per acre. The trend is steadily up. How high will it go?

## Industry Is Spreading Out

Still another change to be noted is that the industry in Wisconsin is spreading out, widespread as it already is. The center is still Wisconsin Rapids and the leading producing town, Cranmoor, 15 miles to the west of the Rapids, retains the lead and is likely to for a long

time, at least. The shift is toward the general Mather-Warrens-Tomah area, an old area where much marsh has been rebuilt, and to the distant northern part of the State, up around Hayward and the new developments at the northern lakes, Three Lakes and Little Trout.

## Searls Have Averaged 99 Bbls. Per Acre

Although several varieties are grown in Wisconsin, as is well known, only a few contribute materially to the production, these being the Searls Jumbo, McFarlins, Natives and Howes, these accounting for more than 95 per cent of the crop. The largest factor in Wisconsin's high per acre production is the Searls. Searls are not such good keepers as McFarlins or Howes, and some feel they are not such a good variety for new plantings for that reason, although a larger share of the new bearing marshes is planted to Searls. In 1948 Searls averaged 99.4 bbls. to the acre; second was Howes with 90.2, McFarlins third with 76.3. Midwest Co-operative has a larger proportion of Searls than the Sales Company, which is strong on McFarlins. Searls have by far the greatest acreage—in 1948, 1,491, McFarlins 701, Natives 676, and Howes 143.

Just how many berries Wisconsin actually raised last year may never be known. There was a too considerable percentage of shrinkage and how many were actually dumped is a guess. Figures just completed, which will probably go in as final, are 166,000 sold fresh and 34,000 processed, this being for the state, including Midwest, Sales Company and independent.

## Wisconsin Groups

Wisconsin has the four groups, largest in membership being the Sales Company with a total of 126, of which 94 were productive members last year. Company production was 79,883 bbls., all of which went fresh except 5,342 barrels to NCA. Many Company members are smaller growers, in which Manager "Del" Hammond feels there is strength. Midwest has 44 members controlling 1,600 acres, and a number of the larger growers of the state are in this com-

ppany now combined, of course, as a second state unit of ACE. There is the Indian Trail or Cranberry Growers, Inc., B. C. Brazeau, president, which has 20 odd members and production capacity said to be up to 50,000 barrels. Then there are three producers who are entirely on the "outside", these independents producing about 17,000 barrels.

Are the Wisconsin growers in general pleased by the re-grouping of Midwest and the two Mass. companies? I would say "yes", for the most part, probably. Wisconsin growers were, before the historic "split", that is, the formation of the Midwest, rather an unusually close-knit and happy cranberry family. They are glad the battle is over and only hope the new set-up will bring permanent good results and an end to the undeniable feeling of hostility to each other on the part of many. Already it seems discernable some of the tenseness is wearing off. The Indian Trail group worries the co-operators, it is perfectly obvious. They wonder will Brazeau grow in strength, lose membership, or hold his own? They worry will the two big co-ops, ACE and NCA, be able to pull themselves out of their difficulties. They have worried about N. E. Sales. They, as do all others, hope the surplus problem is about to be solved and will never be allowed to develop again.

#### Want to Co-operate with Rest of Industry

Wisconsin does want to be part of a nation-wide co-op. I had heard, and perhaps was a little under the impression that Wisconsin, younger and lustier (average age, for instance, of directors of Sales Company, 39), had felt inclined to hook up as a state and go it alone. Wisconsin growers and fruit, all for Wisconsin, and let the other areas take care of themselves! I'm more than happy to say this does not seem to be at all true. They want the Exchange and National to make good on a nation-wide scale. The state could, however, with many advantages in cranberry growing, such as their central location for one, their high rate of production for another, get

together very easily. Members of ACE intend now and in the future to play a more important role in "say so".

Particularly pleased seemed to be most Wisconsin growers that there is to be the permanent year-round sales office in Wisconsin. They look for good results from Lester Haines, and he seems to be a mighty popular guy with the Wisconsinites.

#### The Stevens Variety

More on the subject of varieties. By the time this appears in print, Henry F. Bain, who has charge of the cross-breeding program, will have made distribution of the new Stevens hybrid. There were four original plantings of the Stevens, which will be kept. Cuttings will be distributed as evenly as possible to the two co-ops and to the independents. Wisconsin long ago, after tests, decided the Wilcox and the Beekwith did not offer good possibilities in Wisconsin and these were thrown out. Mr. Bain feels the Stevens may have a place in that state. However, there is as yet only an extremely small quantity to distribute, but 10 or 15 pounds of cuttings and these will obviously have to be spread out thinly, in any wide distribution.

#### State Assets

Finally a word as to why Wisconsin feels "We are not lied yet." This is speaking purely from the viewpoint of Wisconsin and not so much in consideration of the industry marketing future. Wisconsin can grow cranberries relatively cheaply, marsh is being put in especially easily and at low cost in the new northern areas; there is the high production per acre. There is the enthusiasm of the growers which has not waned too much in the present dismal period, there is their ability to use modern heavy equipment on a larger scale probably greater than elsewhere, their inventiveness in special machinery which one grower or group of growers may develop and then permit other growers to copy or improve upon. There is better understanding of insect problems, with the coming of Mr. Bain to the employ of three companies, Cranberry Lake Develop-

ment Company, the Charles Lewis interests, and that of the Biron Cranberry Company has been a great boon to the entire industry, most feel. There is now an efficient frost warning service in its third season of operation.

#### Conclusion

Many of these factors and some of the individual growers and their operations will be discussed in following articles. Again, as on past visits, your editor found the Wisconsin growers all but overwhelmed with hospitality and activity in keeping a visitor on the go to see all that can be seen (and a little more) in a limited time. The foregoing observations are admittedly drawn from a too short sojourn among the growers, and some of the conclusions and facts may be open to disagreement, but it does seem certain that Wisconsin is by no means defeated yet in the cranberry game and will become an increasingly important factor in the cranberry industry.

## Exchange Gets New Class A Members

Makepeace and Smith-Hammond Companies Join in Massachusetts, Midwest in Wisconsin—Lester Haines to Head Permanent Chicago Office, R. P. Russell New Office for Pacific Coast at Seattle—ACE Affairs in hands of New "Policy Committee".

Better unity within the industry, at least for the present, has been brought about by the changes agreed upon in New York since our last issue, after the many meetings which have been in progress for so long. Thirty-five to forty growers from all sections and affiliations within the industry took part in the final discussions. These developments are:

The direct affiliation agreements with American Cranberry Exchange as class "A" members of the Midwest Cranberry Cooperative of Wisconsin, formerly class "A" member of National Cranberry Association and of the A. D. Makepeace Company and the

(Continued on Page 12)

THE cranberry industry, it has been said "lulled itself to sleep," or perhaps it may be better expressed to say, hypnotised itself with the blissful feeling of the \$30.00 a barrel prices, the consequent soaring values of bogs, the over-expansion in every way. Growers really knew such things couldn't last, but the buggy ride was too much fun to "waste" time in worrying.

Then came the unpleasant awakening, and now we are in the struggle to get back out of the depths onto a normal plane. There is no wonder there is disgruntlement and ill-feeling throughout the industry. Somebody has to be blamed for what has happened to cranberry growing. In human nature it is much easier to blame somebody else than oneself.

But one group or one army can't win a war by fighting within itself, blows should be struck at the enemy. In this case the "enemy" would seem to be facts which must be recognized. These might be very simply put—that we are capable of raising so many cranberries that it is mighty hard to dispose of them all in competition with so many other fruit and other food products in the open market, at prices which bring satisfactory returns.

Speaking generally, the industry is writhing this way and that way in efforts to find the way out and up. One of the most constructive things is to end the "battle of the co-ops" for individual power and prestige and to really work together—as is now trying to be arranged for. The recent realignments are in this direction. How many "frills" and services should a co-op offer its members, that is, in at least one respect, how many can it afford to pay for? It is a good deal like government. Many socialistic ideas sound fine, and maybe are fine. But taxpayers, who think they are getting something for nothing from the government find the only way the money is obtainable is from themselves in taxes and the only way a co-op gets any money is from its members.

Co-operatives of every description may work out well in some countries—such as Sweden—and among some temperaments. But the American is an individual, and cranberry growers especially so. America has been made the greatest country in the world by Americans doing things for themselves. In recent years within the cranberry industry too many things have been done

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Pemberton, New Jersey

for the growers. Government and co-operation are fine up to the point where they do not take away all initiative from the ordinary man or the ordinary member.

A great majority of the cranberry growers want to co-operate and the truism has always existed that in unity there is strength. But not to the point where the individual loses his own power to think for himself. Now the growers are thinking and acting. This is not a time for the holding of grudges, trying to place the blame too much on certain individuals or groups. In a time of emergency teamwork is imperative.

We believe that in all the turnings the growers as a whole are taking now, they are trying to work together and find the right turning—and that it will be found.

## Join Ace. . . .

(Continued from Page 10)

Smith-Hammond Company of Massachusetts, formerly "C" or independent members of the Cranberry Growers Council. The units become class "B" members of the National for processing purposes. This change means an additional ACE cooperative in both Wisconsin and Massachusetts, that is, the New England Cranberry Sales Company will continue as before in Massachusetts, and the Wisconsin Cranberry Sales Company in Wisconsin.

An overall "Policy Committee" has been created to direct, as the

name implies, the policies to be followed by the American Cranberry Exchange. This committee has been meeting about every two weeks. Members of this powerful group are Charles L. Lewis of Midwest, Harold DeLong of Wisconsin Cranberry Sales Company, Homer Gibbs, New England Cranberry Sales Company, Russell Makepeace of the Makepeace group, with Theodore H. Budd, president of Growers' Cranberry Company, New Jersey, and of ACE as ex-officio member.

C. M. Chaney is general sales manager, E. Clyde McGrew Eastern sales manager, while a perma-

nent sales office is to be opened in Chicago with Lester Haines, for many years in the New York office, in charge. This Chicago office has previously been in operation only during the active selling season with Haines in charge. Mr. Haines with his family is to move to Chicago the last of this month. The office personnel, besides Mr. Haines, will be Miss Edna McKillip, who has been bookkeeper, Fred Gnad, who has been inspector, and it is expected to have one or two more salesmen under Haines and probably a secretary. This move is expected to be important in improving sales in the major market of the Central states, especially Wisconsin fruit. A new office is to be opened also on the Pacific Coast at Seattle, this being in charge of R. P. Russell of that city, who for many years has been a broker handling Exchange berries. Quantity of berries grown along the coast to be handled fresh may be about 25,000 barrels.



It's the only carbonated Cranberry drink and, blended with Cola, is a real treat. The children love it and it's a super mix for the grown-ups. One gallon of syrup makes 128 drinks. Send for it now.

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Phone Plymouth 1499

## Homer Gibbs New President of The N. E. Sales Company

Succeeds Geo. Cowen, who Declined Further Service—Arthur D. Benson Re-elected General Manager and Treasurer—Members Vote for Management Committee of Five.

At an adjourned meeting June 8 of the New England Cranberry Sales Company directors, Homer L. Gibbs of West Wareham was elected president to succeed George Cowen, who resigned, at an adjourned session of the membership body June 1. Mr. Gibbs had been first vice president. Arthur D. Benson was re-elected general manager. George R. Briggs of Plymouth is first vice-president, George E. Short of Plymouth remains second vice-president.

Executive committee is E. L. Bartholomew, Joseph L. Kelley, Robert Hammond, Ruel Gibbs, of Wareham; George R. Briggs, George Short, Paul Thompson, of Middleboro; Homer Weston, of Carver; William E. Crowell, Den-



nis; Homer Gibbs, ex-officio.

In the membership balloting there were but one or two changes in directors, although there were a couple of changes in districts due to changes in barreloges.

The annual meeting, which had been adjourned from April, was held as usual at Carver town hall. The usual meeting of directors, following this, was adjourned for a week because of the lateness of this session.

There was an unusually large attendance, and it was perfectly evident there was a good deal of unrest and ill-feeling on the part of many members directed at the generally unsatisfactory conditions. Most of this feeling however, was held in check most of the day and there were not the heated outbursts which many had anticipated for this postponed meeting.

#### Management Committee of 5

Principal actions taken were probably (1) the voting of the membership to instruct the directors and executive committee to proceed to have a management committee appointed. This is to consist of two members to be appointed by Arthur D. Benson, treasurer and two by George Cowen, retiring president, these four to name a fifth member the committee's actions to have the approval of Mr. Woods and the directors; and (2) the vote to have a letter sent to the First National Bank of Boston, setting forth the situation of the co-op and setting forth certain definite requests and assurances on the part of the New England. The form of this letter was suggested by Carl F. Woods, business engineer of Boston, who with his associate, George W. Harbour was appointed back on its feet. was appointed to assist in helping the company to get back on its feet.

#### Letter to Bank

This letter began by saying the New England fully appreciated that its loan to this bank must be paid but that this would take considerable time. The letter was to assure the bank that practices such as bog loans, bog managements and other activities which it was believed were the main reason for the financial difficulties of the com-

pany are discontinued.

To iron out the "injustice" to those members who had not been paid any advances as had others, it was requested allowances of funds might be made so that this situation could be cleaned up, placing all members on an equal basis. As some of these growers owe the company money for bog and other services, it was expected the actual amount owed by the company would be about halved. On the other hand the letter was to state studies would be made of mortgages and other debts owed the company by members and every effort made to get these co-operate in payments and on a sounder basis.

It would also request that members not in debt to the N. E. should not be held responsible for the debts of the company and that, as those in debt become clear, they should be released. That new members joining should not be responsible for the past debts.

The bank was to be requested to advance enough money to carry on the operating costs of the company for the coming harvest season.

What the bank really wants, Mr. Woods said is positive assurance the co-op would in the future be operated on sound financial practices, certain practices discontin-

ued and assurance that the indentness would eventually be paid. He said he thought the bank would appreciate the situation of the company and grant the requests. At the meeting in April, there was a suggestion to obtain a loan from the Springfield Bank for Co-operatives, but this did not materialize, it is understood.

#### Benson Approves Moves

Treasurer Benson said he was heartily in approval of Mr. Wood's suggested letter and said he was sure that if the proper steps are taken by the company the bank would "carry through for the N. E." He said he also approved of the management committee.

At another point in the program he told how the bog loan practice had begun, which was back in 1929, and the company with a surplus revolving fund loaned \$20,000. This went along as good business for the N. E. for years until the total sum loaned had grown to large proportions. Then the company being unable to make payments some months ago the bank with which it was doing business clamped down. He said some loans were completed by borrowers and the total number of loans now is 69.

Mr. Woods in a lengthy talk sketched in what had led to the difficulties of the company, much as he did at the April meeting. He

## —HUBBARD— Cranberry Fertilizer 5-10-5

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Established in 1878

told the members they all had very substantial interests in the company, and that the company owned a large sum of money it was unable to pay at present. The company had more assets than its debt, however, but these assets were not liquid, such as screen-houses and other equipment and could not be turned into ready cash. He said the company had been "lulled asleep by the good times of the boom," and was led into adopting unsound practices, "although these seemed sound at the time." He referred to the 'disastrous battle' between the N. E. and NCA for membership and in offering more and more services to the membership of each.

#### Crop In The Banking Business

He said the company had gone into the banking business which it had no business to do, and had not gone into this basis on a sound banking basis as a bank would have done whose business it is to loan money. Then came the troubles of the surpluses and the drastic slump in prices from the highs of the "boom."

The only salvation for the company he said was not to break up by mass resignations, but to keep together and with the aid of the bank pull itself eventually out of the hole it is in. He said it would do no good to deal in personalities now. He said possibly the board of directors (33) was too large a group to meet often enough and efficiently enough to handle all the details, and urged a smaller executive or management committee of not more than five.

Lothrop Withington, Boston attorney retained by the company spoke along the same line. He assured the members that Mr. Benson was in accord with the new plans, and like Mr. Woods recom-

mended a smaller controlling committee than the board of directors, to make quick decisions, although the directors have the ultimate authority.

At the opening of the session a sharply critical letter against practices and management from E. L. Bartholomew, was read by Nakum Morse, director. Speakers included Chester W. Robbins and Wm. Ernest Shaw, also directors, Isadore McFarlin, Earle W. Boardway and others.

After the usual lunch at Sons of Veterans hall, Miss Elizabeth McNalley, in charge of advertising from the New York office of ACE explained how much valuable publicity is obtained. She demonstrated the vast amount with clippings from magazine and other publications along the walls of the hall. She said this cranberry publicity was the result of years of advertising EATMOR. Last year something more than \$400,000 had been spent, she reported, but this year the amount would probably be less than half as much. One member asked if this expenditure couldn't be diverted to paying off what the state companies owned their own members, to better advantage.

#### Chancey Cheerful

Something on the cheerful side was added by C. M. Chaney, who said with the diversion project looking so hopeful and 225,000 barrels of surplus cranberries taken out of potential competition with the coming crop, he thought the situation for marketing both fresh and canned fruit looked better this Fall. He said with the possible exception of apples there would probably not be the excess of competing fresh fruits which did the cranberry market no good last season.

"We hit the absolute bottom last year, in my opinion," asserted E. C. McGrew. "I think now we are two or three rungs up the ladder back."

Lester Haines said he was going on the road shortly, to be gone 6 or 8 weeks, and he hoped to be able to bring in a good report of favorable marketing outlook in August.

#### Directors elected:

District 1, (Hanson, Duxbury, Kingston, Marshfield, Pembroke, Plympton)—Fred Bailey, Arthur H. Chandler, Paul E. Thompson; District 2, (Plymouth)—George R. Briggs, Ernest C. Ellis, Edward S. Griffith, Robert C. Hammond, George E. Short; District 3, (Middleboro)—Wales Andrews, John G. Howes, Albert A. Thomas; District 4, (Carver)—E. W. Burgess, Frank H. Cole, Homer L. Gibbs, Ruel S. Gibbs, Carroll D. Griffith, Jesse A. Holmes, Bernard E. Shaw, Russell A. Trufant, Herbert, J. Vaughan, Homer Weston; District 5, (Assonet, Freetown, Lakeville, Marion, Rochester and Taunton)—R. Harold Allen, Herbert E. Dustin, Nahum Morse with a tie between Kenneth Shaw and Arthur D. Benson; the later withdrawing; District 6 (Wareham)—E. L. Bartholomew, Joseph L. Kelley, Chester W. Robbins; District 7, (Barnstable County)—J. Foxcroft Carleton, Louis A. Crowell, W. Ernest Crowell, Fred S. Jenkins, Walter E. Rowley.

Miss Sue Pitman was elected clerk, succeeding Mr. Benson, who had felt the need of being relieved of his duty.

Elected as directors of the American Cranberry Exchange were: Homer Gibbs, Robert E. Hammond, George E. Short, George R. Briggs, A. D. Benson, Paul E. Thompson.

Directors of Cranberry Growers Council, Inc., Homer Gibbs and A. D. Benson.

## —CRANBERRY BOG— FOR SALE

Near Hayward, Wis., in the heart of resort country. One of the best producers in the State. Will pay off in 3 to 5 years. No weeds, no spraying or clipping. Grindstone Lake frontage 1300 feet. Reason for selling—old age and poor health.

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# PUBLISHING OF EASTWOOD MANUAL IN MID 50's THROWS FUEL TO FIRE

"The Cranberry and Its Culture", by Dennis Pastor Attempts To Sum Up Knowledge of That Day—Was Stimulus to Industry.

(This is the 12th in the series of Cranberry History articles).

by CLARENCE J. HALL

"Cranberry growers of Cape Cod have never received such enormous profits as this fall", the BARNSTABLE PATRIOT exhorted in its issue of September 21, 1855. "At this early part of the season a Boston merchant bought up what he could, at \$10.00 a barrel. . . . some accepted, others are holding back, hoping for \$14.00. Mr. Lothrop at Provincetown held his back, finally selling for \$20.00 a barrel in New York."

The Massachusetts Secretary of Agriculture, in his third annual report concerning cranberries, said: "Of late it (cranberry culture) has commanded adequate and remunerative prices and has become more appreciated as a market commodity and is receiving accordingly (as it deserves) more attention than it formerly did."

Yet for all this fanfare about cranberries in Barnstable County the total acreage was pitifully small compared to the acreages of today. The first state census listing cranberry properties gave Barnstable County a total of 197. Of this Dennis had 50, Barnstable 3, Falmouth 26, Provincetown 25, Brewster 21, Harwich (just beginning its boom, as stated in the last installment) 17, Orleans 8, Eastham, Yarmouth and Sandwich 5 each, and Wellfleet 2. Total value of Barnstable County sales was \$15,916.00.

## 15 Mass. Counties Listed in 1855

Moreover, 15 counties in all were listed as producing cranberries, and many of these had more acreage and some larger incomes from cranberry sales. These producing "bogs" must, though, have been practically all natural cranberry patches.

Middlesex County had 2,554½ acres, yielding in money \$29,274.00; Plymouth County, 361½, yielding \$12,098; (Carver, 70 acres), Plymouth township ½ acre, Middleboro 50, Wareham, none; Norfolk County, 897, value \$30,000; Essex, 370, yielding \$8,481.00; Bristol 380, yielding \$12,282.00; Worcester 641¼, yielding \$22,720.00; Nantucket 19¾, yielding \$1,140.00; Dukes 14, yielding \$1,247. The total of listed cranberry meadows in the state was 5,462½, producing in money value \$135,194.

A number of other counties, seemingly, had better prospects by nature for cranberry cultivation than Cape Cod, provided there were the proper combinations of sand and water supplies. They had two great drawbacks, however, one being lack of interest

and initiative which prevailed on the Cape and much of the necessary "know-how".

## The Crowell Brothers

Previous chapters have shown the starting of bogs in various other counties than Barnstable.

But it was in the mid-century decade that probably the first Cape men, armed with the superior Cape knowledge, went up into Plymouth county. Perhaps the very first were the Crowell brothers of Sandwich, Calvin and Hiram, and Hiram E. (the latter probably a nephew), who obtained title to property at White Island Pond near the boundaries of Wareham, Bourne (then Sandwich) and Plymouth. Calvin was considered one of the largest and most progressive growers of his day.

The bog they built differed from other bogs in that it had fewer cross ditches. In fact, all ditches, except a few, ran lengthwise of the bog—that is, with the drainage. The Crowells at the time were described as building flumes "as Caesar built bridges"—massively. The year was 1856. This was later the "Century Bog" of the late LeBaron R. Barker, now recently acquired by the A. D. Makepeace Company.

It was of the same year that the late Henry S. Griffith, in his "History of Carver", wrote: "Benjamin D. Phinney, who built a dyke for flooding a marsh in 1856, is claimed to have been the first to encourage the growth of cranberries (in Carver) by artificial means." Incidentally, this property in the "Darby" area of North

## NOW IS THE TIME

To Try Some Constructive Thinking And Planning  
For The Coming Season

What to budget for weed control, insect control, sanding, and other bog "musts". It is an excellent time to review those seldom-checked insurance policies. Are they up-to-date, are they adequate, are they written at the lowest possible cost?

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a cranberry meadow covered with scattered patches of unfruitful vines. For some years he had been accustomed to flowing it yearly, and had spread sand upon it, two coats, each in the proportion of one load to the rod, three years intervening between the coats.

The treatment rendered it pro-

ductive, and in 1857 the vines "flourished well, but he only obtained five bushels. The year '58 he found unfavorable, as "about one-third were destroyed by worms." He sold nine barrels at \$11.50 a barrel and 600 pounds of grass for \$3.00. His expenses were small and he figured his net profit as \$97.08.

Cranberry vines were becoming marketable and in 1854 THE NEW ENGLAND FARMER ran an ad from F. Trowbridge of East Haven, Connecticut, offering "Bell or Egg-shaped varieties, the best for cultivation, being hardy and prolific." Sometimes, he added, they produced more than 250 bushels to the acre after two years and required little cultivation.

(Continued in next issue)

What type of tool is best for pruning pine trees?

A saw having 8 points to the inch, of long-needle teeth, and with an overall length of 12 to 15 inches, curved and cutting on the back stroke Pruning shears usually leave short stubs on the tree

## OCEAN SPRAY SALES YEAR LENGTHENING

April Ocean Spray sales closed at 141,255 cases, a 70 percent increase over 1949, Cranberry Cooperative News has reported. This brought the total sale for the first four months of this year into a lead of 52 percent over last year.

It is pointed out, in taking a long view that Fall and Winter sales of Ocean Spray have increased 63 percent while Spring and Summer sales have risen 228 percent which means that the program of Mr. Urann to make cranberries a year round dish is being realized.

## FRESH FRUIT STILL BEING SOLD IN JUNE

Fresh cranberries were still being shipped on the first and second days of June, possibly the latest ever by the Exchange. These came from the New England Sales Company going to Boston, 100 barrels. Fred Hepburn screen-house manager said he had checked back and the latest previous shipment he could find (which was before the Sales Company was formed was for May 26, 1902.

**Robert W. Savary**

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# Eatmor Cranberries

Success in marketing a crop of cranberries consists in making careful plans for distribution.

A successful business can thus be built, based upon service to customers as well as growers and shippers; a business that shall make cranberries sought for by **consumers**, and the distribution of the crop direct and economical.

The New England Cranberry Sales Company operating co-operatively with other units through the American Cranberry Exchange, are important factors in determining the market price of cranberries.

The whole strength of the organization is directed towards stabilizing the business of packing, shipping and selling cranberries.

## THE NEW ENGLAND CRANBERRY SALES COMPANY

9 Station Street

Middleboro, Mass.

TELEPHONE 200

Sales were still being made during the Spring months, and Winter sales, those after January 11, were the second highest point in Exchange history. More than 376,000 barrels had been shipped.

**PLYMOUTH COUNTY  
INSECT-WEED MEETINGS**

Summer insect and weed meetings for Plymouth County growers were held June 5 and 6th with two the latter day. First was at the State Bog a twilight session, another the next afternoon at Archie McLellan's bog, Hanson, at 2:30, and finally the same evening at the L. B. Handy bog, East Taunton.

**Vernon Goldsworthy**

-Cranberry Specialist-

B. S. M. S. University of Wisconsin

936 Memorial Drive  
Sturgeon Bay, Wisconsin

Interested in sale or lease of Wisconsin cranberry properties. Searis Jumbo, McFarlin, Howes and other varieties for sale.

Speakers were members of the Station Staff with Cranberry Specialist Dick Beattie conducting. Dr. Franklin discussed insects, specimens in test tubes being passed about while enlarged drawings of the "animals" were shown. Dr. Cross explained certain weeds having samples in cans.

These are really refresher courses for the growers and by the distance some travel and the questions asked showed the grower are still cranberry growers in spite of low prices. Slogans this season are "You must dust or spray only when absolutely necessary this year," Richard Beattie; "Chemical weed control should give you the most for your money," Dr. Cross.

**PERSONAL**

Wilbur H. Thies, horticulturist at the University of Massachusetts is to spend three months in Germany this Summer under a U. S. State Department program. He prominent fruit specialist will assist Germans in the development of an effective agricultural extension program. This is under the exchange of persons program. Prof. Thies leaves by plane June

14. He is well known to Massachusetts growers having spoken at cranberry and blueberry programs.

**OREGON GROWERS  
GET LOWER TAXES**

The Coos county board of equalization has ordered assessments of cranberry bog land cut the same rate per acre as that for other similar agricultural land in the same area.

The action followed a hearing before the board, in which any owners of cranberry bog land appeared to protest the assessment of \$400 per acre for improving bog land and \$200 per acre for unimproved bog land. A board of equalization ruled the assessment was excessive.

Improved cranberry bog land is to be assessed at the same rate as other improved agricultural land, and unimproved bog land will be assessed at the same rate as other unimproved agricultural land.

(Western World, Bandon)

**Fresh From The Fields**

(Continued from Page 5)

Warrens, have been on an extensive vacation.

Miss Koral Rezin, daughter of Mr. and Mrs. L. N. Rezin, the former director of the Sales Company on the Board of the NCA was married on June 2 to Earl Lewis of Kenosha.

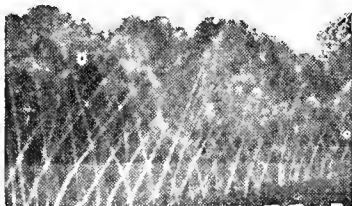
Guy Cole of the C. & H. Cranberry Company, Pittsville, is recovering from a recent serious illness and has been at work on his marsh again.

**NEW JERSEY**

May Temperatures Low

May weather was a fair duplicate of the cloudy, damp, disagreeable weather pattern that also prevailed during April in south Jersey. Temperatures averaged 2.4 degrees below the normal of 63.7 degrees. Rainfall was 0.76 inches above the normal of 3.15 inches. Sunshine was way below normal.

With the prevailing below normal temperatures and below normal sunshine the season was from two to three weeks later than normal. First instar nymphs of the blunt-nosed cranberry leafhoppers



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**LEOMINSTER, MASSACHUSETTS**

and small blossom worm larvae were collected during the closing days of the month, much later than their first normal appearance.

#### Lack of Frosts

There was almost a complete lack of frost during the month. Warnings were sent out on the 8th, 20th, and 21st. Very little, if any, damage was caused on any of the nights.

#### Probably Smaller Blueberry Crop

Because of the prolonged damp, cloudy weather that has prevailed during April and May, mummy berry has been extremely destructive in numerous blueberry fields in New Jersey. Because of the severe mummy berry infection and also because of extremely poor pollinating weather during bloom, what looked like another bumper blueberry crop will probably fall considerably below last year's all-time high of 12,000,000 pints.

### WASHINGTON

#### Crop May Be Lighter

The season into May has been late and cool. Barring unforeseen weather conditions this should mean a crop well below average, in the opinion of D. J. Crowley.

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- LAWRENCE Propellor Pumps
- DEMING Centrifugal Pumps

*Sales and Service*

### Growers Discouraged

There is very little new development, about the only work being done in the line of additional acreage is the planting of a few acres that had been partly ready before the market dropped. Growers in general are feeling rather discouraged over market conditions. Many blame last year's debacle upon the "fight between the two big co-ops". Some lay the blame on other factors causing the under consumption of cranberries.

### OREGON

#### Pink Lady

The soda fountains of Coos County are now dispensing a new soft drink which they call "Pink

Lady". This new drink was accidentally discovered by a salesman for soda fountain dispensing equipment. He happened to pour a bottle of straight cranberry juice into a dispensing tank that had previously held orange juice and lo and behold, out came a wonderful thirst quencher.... not exactly red, but pink.... and of a flavor that is new and intriguing... everyone who tries it says "ummm, isn't it good!" and ask for more.

The popularity of this new beverage was demonstrated at the May Day Festival and Style show sponsored by the Bandon Woman's Civic Club. By special request of the Club a booth was arranged to serve this drink to the ladies who attended. This booth was presided

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3. Backfill the hole; add the discharge pipe and pulley; belt on the power and
4. Pump.

For Pump settings as for flumes, see

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NORTH CARVER, MASS.

over by Mrs. Ethel Kranick. Mrs. Kranick reports that much enthusiasm was shown by everyone who tried the drink and there were many requests for seconds.

#### Early May Not Encouraging

Oregon weather conditions were anything but desirable in early May. Rain, mist, cold, with intermittent sunshine, and frost at night. In spite of weather the newer plantings are growing apace. Fields that have been sprinkled for frosts are growing faster than those on which no light sprinkling has been done. Indications are that frost, even light frosts, retard the growth of vines.

#### Club Meets

The Southwest Cranberry Club met May 4, at 8 p. m. daylight time at the Masonic Hall in Bandon to listen to Adin Steenland, Plant Disease Specialist with the Oregon Agricultural Extension Service.

This is the first visit of Mr. Steenland to the Club, so his talk was well received. He said plants suffered from many diseases, including Viris, bacterial, fungus, physiological and unknown. He warned against False Blossom,

stating that this disease was showing up in Oregon, but so far the insect which carries it had not been found. That growers who are alert could identify and check

any inroads of this disease before it would become a problem to the industry.

He was frank to admit that at the present time Oregon cranber-

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ries were quite free from injurious plant diseases, but he states that if Oregon is to remain free that growers must be on the alert to recognize and report any abnormalities which may show up.

Since weather conditions are such a big factor in the development of fungus diseases there is definitely a need for experimental work in Oregon to study weather in relation to spray programs for keeping quality. Mr. Steenland reports that weather conditions and their relation to all crops can be predicted and effects both the producer and buyers.

The Food and Drug Administration determine what type of sprays may be used on berries as well as other fruits and vegetables. Mr. Steenland predicts that there is a possibility that this Administration will clamp down on sprays containing DDT, possibly some other sprays now widely used.

He highly recommends bordeaux as a spray for keeping quality, but its effectiveness is due to the right time of application. It stays on the vines longer and is effective for a longer period of time.

#### **Cranberry Growers Being Recognized**

The Southwest Oregon Cranberry Club, through its representative on the Oregon Agricultural Research and Advisory Council, is beginning to get results. Mrs. Ethel Kranick, who represents the Cranberry Industry on the Council, has been called to Corvallis to present the needs of the growers to the Oregon Agricultural Experiment Station staff under R. S. Besse, Associate Director. This is the first time the cranberry industry has been given any recognition with the State Experiment Station. However, the State College Extension has begun to furnish speakers on technical subjects for the Cranberry Club and Dr. Powers of the soils department has put out trace element test plots on two of the Coos County bogs. All this means progress in developing a secure future for the infant industry.

Miss Vivian House, bookkeeper for the National Cranberry Association, is expected to return soon from her vacation in Wisconsin, where she is taking some special work in business, as well as visiting with relatives.

# CONTROL

## ★ **Cranberry Root Grubs**

★ **White Grubs**

★ **Poison Ivy**

★ **Chokeberry**

★ **Wild Bean**

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*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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# Whoever Heard Of Fresh Sales In June



This month Exchange members are scheduled to receive copies of their new Annual Report. In it they will find a brand new addition—an extended chart showing a record of Exchange prices and shipments from September 1949, **through the month of May, 1950.**

Never before in Exchange history have fresh cranberries been sold over so long a span of months. To top it off, small shipments went out the first week of June.

This has been an unusual season in many respects. In the end it was necessary to set new precedents in order to give cranberry growers the kind of service they expect from their fresh fruit cooperative.

What they expect is every possible and intelligent effort to provide them with a profitable market for all the fresh quality berries they grow. That calls for year-around salesmanship—and, if necessary, fresh sales as long as cranberries will keep fresh.

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DR. J. HAROLD CLARKE, Manager of "Cranguyma", Story Pg. 6  
(CRANBERRIES Photo)

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WISCONSIN RAPIDS

WISCONSIN

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# Mass. Cranberry Station and Field Notes

by J. RICHARD BEATTIE  
Extension Cranberry Specialist



The spring frost season gave Massachusetts growers a little delayed action activity on June 17 and 18. Temperatures were reported as low as 27°. Dr. Franklin remarked to the "frost gang", as we call them, that these late frosts are intended to keep growers interested in their business. The "frost gang" are a group of growers in Wareham and vicinity who sit in on the "heavy deliberations" when Dr. Franklin is figuring the possibility of frost. There is some good-natured bantering along with the business of figuring temperatures. However, these men give Dr. Franklin some very helpful information on bog temperatures which enables him to check the reliability of the frost warning service.

This season is somewhat retarded compared to last year. Bogs are just coming into bloom (June 30). Insect activity has been unusually light, for which we can be truly thankful. The aerial spray program for the control of gypsy moth caterpillars should be credited for a major portion of low insect count on our bogs. Joe Kelley and the writer haven't found a single gypsy moth caterpillar on bogs sprayed under this project. This brings us to the problem of summer insects -- a management factor within the grower's control. Fruit worms, leafhoppers, weevils, fireworms and spittle insects are always troublesome and require special attention on many bogs. A few suggestions as to control measures for these pests are outlined as follows.

We know of no more effective method of timing our applications of insecticides for the control of fruit worm than to use the hand lens. Materials are costly, and, un-

less growers have counts of approximately 5 fruit worm eggs per 100 berries, spraying or dusting is not recommended. We, at the Station, are only too glad to teach growers to identify fruit worm eggs, in order that they may determine when control measures are necessary. Special field meetings and clinics have been arranged for this purpose by your county agricultural agents. Let's give the old hand lens a real workout this fruit-worm season.

## Leafhoppers Too Plentiful

Leafhoppers are already plentiful (June 30) and many bogs should have been treated before this issue of "CRANBERRIES" is released. This insect, which spreads false blossom disease, is becoming uncomfortably common throughout the cranberry area. If there are 3 or 4 leafhoppers showing up in the insect net by approximately July 10, it would be well to consider the blanket control treatment outlined at the top of the insect chart under Section E. This blanket control is timed for about July 10 and is aimed at

fruit worms, leafhoppers and the second brood of black-headed fireworms. It consists of dusting with 4% rotenone at the rate of 60 pounds per acre. However, Dr. Franklin does not recommend any blanket control unless there is sufficient insect counts to warrant the expense. Before leaving this subject, your attention is called to the second treatment for fruit rot control. Dr. Bergman tells us that the second treatment should be made between July 12-18, or about the time the bogs are going out of bloom. Remember fruit rot control calls for two applications of a fungicide--one application is a waste of time and materials. Fermate is compatible with other insecticides. Bordeaux mixture is limited to combinations with DDT.

The second brood of weevils and the adults of the spittle insect will be found on our bogs about mid-July. Both insects can cause extensive damage, according to Dr. Franklin, and growers should check their bogs carefully with their insect net. Control measures are outlined on the insect chart.

## Summer Weed Control

Summer weed control comes in for its share of attention. Dr. Cross suggests that the Jari-type mower might be used on bogs to clip off the top of weeds. Several growers have used it successfully on a limited acreage. This equipment would require a careful operator. The treatment for 3-square grass, using 2,4-D as outlined in



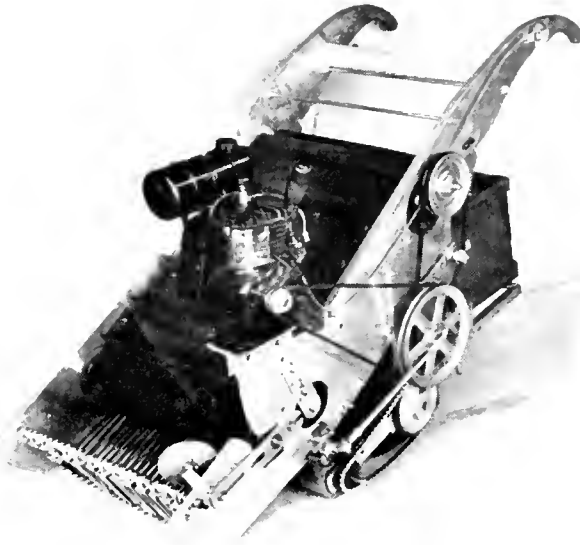
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When you own a Western Picker you are dependent on no one to get your picking done except yourself. You should worry if your labor costs mount to \$2.00 per hour. (You haven't got any.) You should if Uncle Sam again takes away all your good men. You should worry if the price of cranberries does not go up very much. You can still make a profit on your picking while your neighbor is still shelling out his good dough on the chance that he's going to get it back sometime in the future.

The Western Picker is now out of its experimental stage. Since 1946 many machines have been built and tested and changed and cussed and discussed. Now the 1950 Model comes out with all the changes suggested by critical growers and other interested persons, incorporated in one machine. It is flexible for all cranberry growing conditions and, after the first hard vine training year, will pick nearly every variety in nearly every condition that cranberries normally grow. It will do this with the least amount of damage to the berries or bogs of any method of picking now used.

So confident are we that this Picker is the answer to the Cranberry Growers dream that we have built extra machines over those already ordered so that a few Growers, at least, can still use a Western Picker without having had to make up his mind a half year ago. These extra Western Pickers will be available in the Grayland, Washington area by calling Norman Yoek or John O'Hagen at Grayland 2543. In Wisconsin you can get in touch with Gerold Brockman at Vesper. In Massachusetts you can visit Western Pickers shop in South Middleboro, or call 763-M-3.

All owners of earlier models of Western Pickers may have most of these improvements put on their machines at no charge whatever for labor. Your only cost will be the actual cost of the part installed.

The 1950 Western Picker will use a sack (not shown in cut) 24" x40" with the 40" side open. This is a standard size sack, only the sewing has been changed. Thirty of these sacks will be furnished with each new picker. A frame is attached to make the machine to carry 10 extra sacks at all times. This eliminates the need for the extra man keeping boxes in position all the time. It should reduce the expense of picking quite a bit.

The new two-speed clutch makes it possible to pick much faster in light vines and to dead-head the picker at high speed. The slow speed is slightly slower than last years model and gives more power in heavy going. It makes it easier to watch what is going on when the berries really roll in.

From now on you can't afford to be without a Western Picker.

the June issue of 'CRANBERRIES' has been given a trial by a number of growers. Dr. Cross suggests that a second treatment should be made about mid-July. Fireweed and wild bean are growing rapidly and can be a miserable problem during the harvesting season, particularly the wild bean. The salt treatment is recommended by Dr. Cross, as outlined on the weed chart. Sodium arsenate is also effective in burning off the foliage of wild bean. With limited cranberry budgets, many of the weed control practices will have to be curtailed. However, Dr. Cross firmly believes that if the bog uplands can be mowed, this will prevent seed from blowing over the bog and is money well spent.

### Seedlings Set Out

Dr. Chandler and a few "recruits" have succeeded in setting out the new cranberry seedlings. If the new seedlings don't flourish, it might be blamed on the experts who helped plant them. There are also those who believe that the competition with the rocks where they were set might be too keen. They are well anchored at any rate—ask George Rounsville at the State Bog.

### FRANK BUCKINGHAM

Frank Buckingham of Plymouth, for 40 years or more a manufacturer of cranberry equipment passed away June 23. He was 62 and death was due to a lung ailment.

Mr. Buckingham, although not owning bog, himself, was well known for his manufacture of cranberry scoops, pruners, wheelbarrows and other items.

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# Cranberries

THE NATIONAL CRANBERRY MAGAZINE

Issue of July 1950—Vol. 15, No. 3

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## FRESH FROM THE FIELDS

Compiled by C. J. H.

### MASSACHUSETTS

#### June Favorable

Generally speaking, the month of June was good to the prospective Massachusetts crop. Rainfall was 2.5 inches, or less than normal. Temperature was three degrees a day above normal (at Boston). The sunshine factor was favorable.

There was a minor flurry of borderline frost nights of June 20, 21, 22 and warnings were sent out. Temperatures reported were mostly in the low thirties, but there was one 29 in Middlesex County. Winds, however, blew in the Cape and Plymouth County districts and whatever damage occurred was trivial.

#### Insects Not Very Troublesome

Insect troubles have been at a minimum, the aerial spray covering all of Plymouth County with DDT in the gypsy moth program has aided the growers. However, growers have had to watch their individual bogs for other pests.

A good deal of acreage will be out of production this season because of floods being held for grub worm control. This includes the State Bog, which will be kept under, chiefly for this reason.

It may be safely said prospects to date for the crop are very definitely good, although a really bumper is not anticipated so far.

### WISCONSIN

#### Vines Catching Up

End of June saw vines rapidly coming up to normal in the development for the time of season. A late start was being overcome by above-normal temperatures and good growing weather.

Bloom was expected a little later than normal, but not as late as first anticipated.

Water supplies are very good. Rainfall has kept up the reservoirs and few frost nights made it possible to save water.

#### Fireworm Control

Fireworm damage is very light. Starting with a heavy investigation it was well controlled, spraying was the primary method. In the few cases where flooding was resorted to the results were exceptionally good. Approximately 75 acres were dusted by plane, considerably less than in the past few years. A new insecticide was used on the fireworm with good result. It was used on a controlled basis and is not yet ready for general recommendation, although results seemed to be faster and better than DDT dust.

Bordeaux Spray is being used a good deal for leaf drop and fruit rot. Very few marshes are not using this spray. Fertilizer applications have dropped off considerably.

#### Round-Up—

Round-up: Frost damage negligible, water supplies very good, growing conditions good, crop prospects good.

#### Personals

Charles Dempze of Wisconsin Rapids is confined to a hospital at Marshfield. His speedy recovery is wished for.

Raymond Treat, son of R. C. Treat and grandson of Clark Treat, is attending the Scout Jamboree at Valley Forge, Pa.

### NEW JERSEY

June Cool And Dry

In spite of a number of exceptionally hot days, the average daily temperature for June was 69.3 degrees, which is 2.7 degrees below the normal of 72 degrees. This was due to a cool spell in the middle of the month. There was only a little more than half the normal rainfall, namely 2.62 inches as compared with the normal June average of 4.63 inches.

#### Frost on June 18

The Spring season has been remarkably free of frost. The most dangerous night was that of June 17 when 28 degrees was predicted and the temperature on several bogs dropped as low as 27 degrees. The cold period, however, did not arrive until close to dawn and was so short that we have not learned of any serious damage.

#### Insects Active

Army worms were numerous in some early drawn bogs. Generally they were controlled with flooding or DDT. There have been no reports of serious fireworm infestations, with one exception. This condition is apt to put growers off their guard and permit some serious second and third brood infestations of yellow-headed fireworm and second brood of black-headed fireworm. Blunt-nosed leafhoppers were plentiful by June 15 on early bogs and probably are much more numerous throughout the State than normal. Girdler moths are conspicuously numerous this year and growers will do well to watch for opportunities for an August reflow or a week's flood in late September on bogs which are infested.

#### Abundant Bloom

The cranberry bloom is very  
(Continued on Page 10)

# "Cranguyma," At Long Beach Washington Is Cranberry Show Place Of West Coast

Property of Guy C. Myers—94 Acres Last Fall Produced 5,500 Bbls, Although Not Nearly in Full Bearing—Has Notable Rhododendron Program—Managed by Dr. J. Harold Clarke.

by  
CLARENCE J. HALL

Of the West Coast cranberry properties, "Cranguyma", near Long Beach, Washington, is the most famous. It approaches "Edaville", the bog estate of Ellis D. Atwood, South Carver, Massachusetts, in national recognition and publicity, the latter because of its cranberries and the Edaville narrow-gauge railroad, and "Cranguyma" because of its size, its modern thought in construction, and the experiments in cranberry and blueberry culture, other fruits, and more and more for its attention to rhododendrons.

"Cranguyma" is, as is well known, of course, the property of Guy C. Myers. Mr. Myers is primarily a fiscal agent. His occupation is unique in the United States. He is described as being the intermediary in bringing transactions to a close in which electric power companies or other privately owned utilities, mostly in the mid and far west, become publicly owned under control of the Public Utility Districts. The work of Mr. Myers has been mentioned a number of times in national news-week magazines. His name is frequently headlined in the western press. He maintains an office in Wall street, but his home, when he is not travelling (which is most of the time) or at Cranguyma, is the swank Hotel Olympic, Seattle, Washington.

"Cranguyma" is at once the hobby of Mr. Myers and a business investment. He expects this investment will amortize itself, as other successful business enterprises, in due course of time. The odd name of this big property comes from the first syllable of the word cranberries, the first name of Mr. Myers and a portion of the given name of Mrs. Myers.

## 94 Acres in Vines

The entire property, on beautiful Long Beach peninsula, consists of about 850 acres. Ninety-four acres are now in mature or newly-planted vines, all of the McFarlin variety. There are about 14 acres planted to blueberries, and the rhododendrons are a story in themselves.

The cranberry acres of "Cranguyma" were mostly hand set, although a few were planted by machine. This piece of property is composed mostly of good, heavy peat, from 2 to 6 or 7 feet thick, so the bogs are of this soil most favored in the East. About 200 more acres of cranberries can be put in. The present bog is all in one big piece.

At "Cranguyma" things are done on a big scale, and one of the most striking facts is the sprinkler system for irrigation and frost control. There are no less than 1100 rotary-type sprinkler heads, all Rainbirds. When in operation they are said to present an amazing spectacle and have been photographed many times, both from the ground and from the air.

There are several lakes on the property, one of which, Gile lake, serves as the main reservoir. There is a pump house, containing two turbine pumps which are capable of a combined capacity of close to 6,000 gallons per minute. The engines are two 225 horsepower Gray Marines. Water goes out to the bogs through an 18-inch transite main. The mains are of transite, down to 6 inch, but the laterals, from 3 inch down, are of galvanized steel. A pressure of 50 lbs. at the pumps will maintain a uniform pressure at the sprinklers throughout the bog of about 45 lbs.

## Mechanical Equipment

In the pumphouse there is a big mixing tank for soluble fertilizers.

This mixture is run out through the sprinkling system. This does not result in a perfectly uniform application, but it is very quick and there is a minimum of tramping on the vines. As needed, hand applications are made to touch up spots which seem to need special attention.

About 5 miles of standard gauge railroad runs over the bog for spray trucks. It is considered this trackage is more economical than would be truck roads which would be difficult to construct around the bogs or over dikes because of the deep, soft peat. The sprayer is a 600 gallon Hardie. The "trains" are pulled by so-called "speeders", which were used in logging operations, powered by V-8 and Model A engines.

The spray boom is 38 feet long, but will eventually be 75 feet, so that two trips will cover an entire section between the railroads, which are 150 ft. apart.

Clearing and planting were started at "Cranguyma" in 1943, but it was not all planted at one time. It has not yet reached maximum production in cranberries. Nineteen forty-seven brought the first real crop, 791 barrels. In 1948 there were 2,500 barrels, and last fall the production was 5,500. It is expected production will eventually be over 100 barrels to the acre.

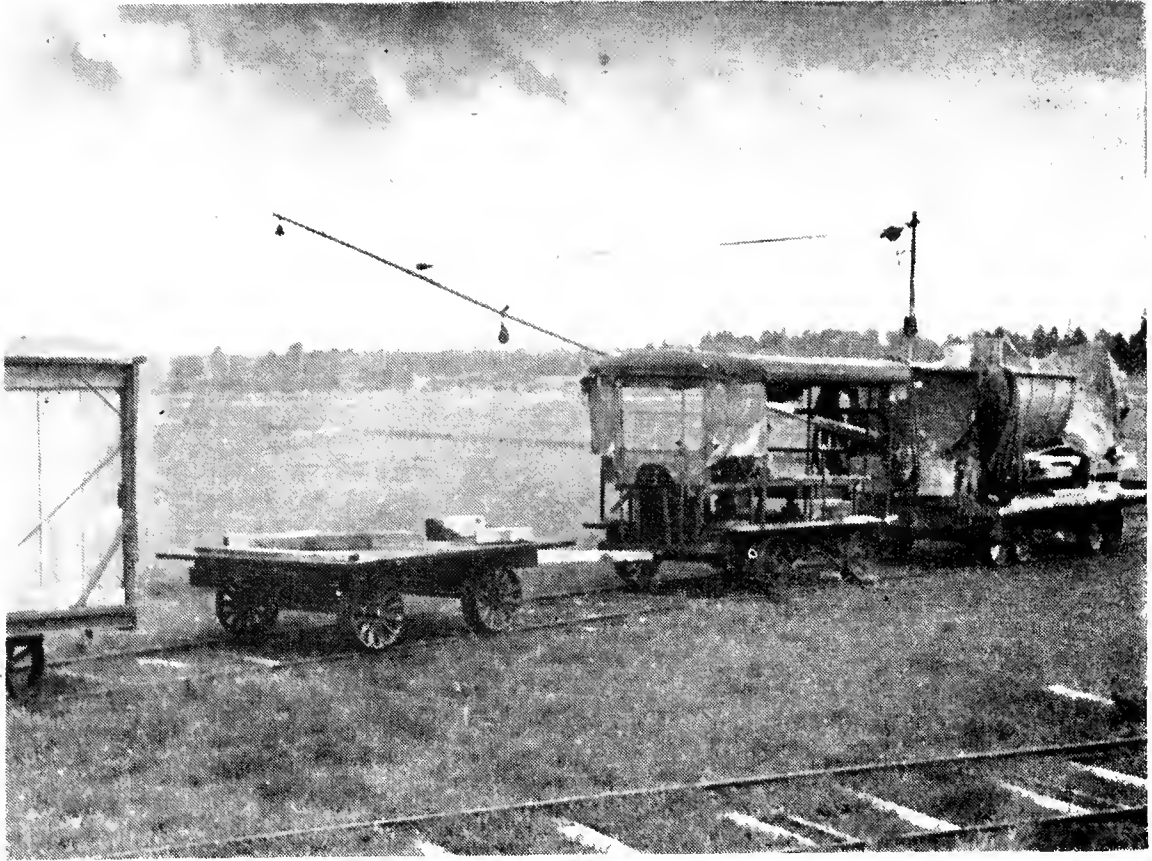
At first when the vines were young and berries brought good

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Spray and train at Cranguyma. (CRANBERRIES Photo)

money they were picked by hand. Next, a vacuum picker was tried. Now the berries for the fresh market are water scooped with Wisconsin rakes and dried in a wind tunnel. Berries for the cannery are harvested in the water with a Fish harvester, which is much cheaper than scooping. The vacuum picker is used occasionally to harvest berries produced in the railroad tracks.

#### Rhododendron Program

One of the most spectacular and important aspects of "Cranguyma" is the rhododendron program, the visible aspects including a vast lathe house, 240x90 feet, attendant sashhouses, and other buildings and the outdoor nursery blocks.

In these buildings are many thousands of the plants being grown. New varieties, mostly from England and Holland, are propagated by cuttings or by grafting. The various species from which these varieties were derived grow in the mountains and on the

hillsides of Tibet and western China. Certain species of rhododendron, also, incidentally are native to the Pacific Northwest.

Nine or ten thousand leaf cuttings are made each year, of which seven or eight thousand will survive. After two years a cutting has grown into a budded plant, large enough to sell, although there is a wide variation in the rapidity of the growth of the plants. The plants are grown in the sandy, peaty soil at the edge of the cranberry bog.

In addition to the rhododendrons, the sashhouses at "Cranguyma" house many beautiful plantings of tuberous begonias and other flowers.

Supervisor is Dr. Clarke

"Cranguyma" is under the direct supervision of J. Harold Clarke as general manager, Dr. Clarke having gone out to the West Coast from New Jersey in 1946. The rhododendron plants are of vital interest to Dr. Clarke. Last year he, with Mrs. Clarke, attended the

international Rhododendron conference in England, visiting Scotland, Wales and Holland in their studies before returning. This spring he was in Washington as a member of the deciduous fruit advisory committee of the U. S. D. A.

Clarke was born in Indiana. He was graduated from Purdue in 1921, majoring in horticulture. He taught for two years at the University of Delaware, where he obtained his master's degree. He received his Ph. D. at Columbia

## **-INTERESTED-**

**in buying or leasing  
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# '49 NCA Queen To Appear In Big Aquatennial

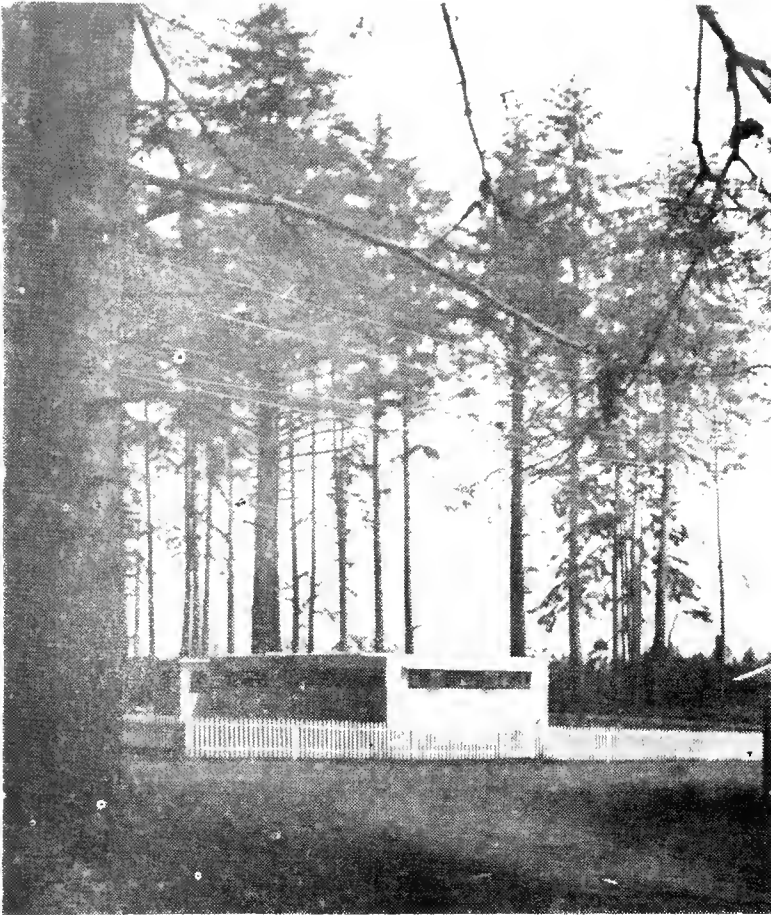
Betty Crooks, Wisconsin Rapids,  
Will Represent Cranberry In-  
dustry at Minneapolis in July.

National Cranberry Queen Betty Crook of Wisconsin Rapids, Wisconsin, will bring the Cranberry Industry into the limelight when she appears at the Minneapolis Aquatennial during the third week of July. The Aquatennial is one of the foremost regional celebrations in the country, attracting over a million people to its grand parade.

One of the features of the celebration is to be the appearance of approximately 20 invited "Visiting Queens". Each of the girls is provided with a big convertible, appropriately lettered, for her parade appearance, and transportation during her stay. Police Escorts are usually on hand. Friday, July 21, the girls are to watch the finish of the Paul Bunyan Canoe Derby which covers 450 miles on the Mississippi River. That evening there is a "Get-Together" Banquet and the next morning the group is received by the Mayor of Minneapolis, Eric Hoyer.

The million spectator parade takes all afternoon and then a big radio show includes the queens during the evening. Last year Bob Hope and Arthur Godfrey were the show headliners. Special church services are held in the beautiful setting of God's Outdoor Temple at Theodore Wirth Park. Many of the Queens remain all week to take part in the gala night parade, special banquets, and the Coronation of the Queen of the Lakes.

Prior to the Aquatennial there will be pictures and news-stories in many newspapers of the area affording the Cranberry Industry with a good plug in one of its best sales territories.



A modern house at "Cranguyma," showing height of trees at Long Beach, Washington. (CRANBERRIES Photo)

University in New York City. For 23 years he was professor of pomology at Rutgers University, New Brunswick, New Jersey. During the first war he was first in the merchant marine, then in the infantry R. O. T. C.

Dr. and Mrs. Clarke have a son, Paul, who is studying horticulture at Purdue, and a daughter, Jeanne. She is a trained social worker and went out to the Coast following the acceptance of the "Cranguyma" post by Dr. Clarke. She is now at Kelso, Washington.

Dr. Clarke is a member of the American Society for Horticultural Science, the Institute of Food Technologists, American Association for Advancement of Science, the American Rhododendron Society, and state and local organizations.

### Likes the West Coast

Dr. Clarke, as do apparently most "easterners" who have migrated to the West Coast to en-

gage in cranberry activities, says he likes life along the Pacific very much. He has become actively interested in many cranberry activities of the West Coast and civic affairs of the Long Beach district.

This big property of Mr. Myers, with its beautiful lakes, its stately evergreen trees, business-like and at the same time experimental atmosphere, with cranberries blueberries, other small fruits and plants, foremost the rhododendrons, would seem to be such a place as a scientist, or most anyone else, for that matter, would find enjoyable and absorbing.

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Cranberry Magazine



New Ditch Cleaner in Operation at Camp Douglas, Wisconsin. (CRANBERRIES Photo)

## New Endless Chain Ditch Cleaner In Wisconsin

A new development in Wisconsin cranberry growing this Summer is a ditch digger developed at the Guy Potter Marsh at Camp Douglas. This was thought out by Guy, his son Rollie and Roy Nelson, the marsh foreman.

This is a rather simple devise—endless chain of buckets operated from a D-4 tractor. There are 14 buckets weighing about 300 pounds. They are suspended from a winch which raises and lowers the back ends of the buckets. The whole thing can be raised and lowered and as it is swivel-mounted, the buckets can be made to turn corners while still operating without the slightest difficulty.

The buckets are not operated by the tractor, but by a separate 3 horsepower Briggs & Stratton (it

is planned to put on a 6 horsepower to give increased efficiency). The devise does not cut the sides but merely cleans the sludge out of the bottom.

With it one man has been doing a half mile of ditching an hour.

The Potters do not plan any patents, but as is often done in Wisconsin, other growers may feel free to copy the general idea and to make improvements if possible. The Potters are very enthusiastic in the savings in time being accomplished.

## Mass. Extension Director Gets U. S. Medal Award

Prof. Willard A. Munson, Well Known to Cape Cod Cranberry Industry.

Willard A. Munson, director of the Extension Service at the University of Massachusetts, well-

known by cranberry growers, received recently a superior service award from the U. S. Department of Agriculture.

Secretary of Agriculture Charles F. Brannan presented awards of a silver medal and certificate May 25th during ceremonies in Washington, D. C. The awards program was part of an annual event observing the creation of the Department of Agriculture under President Lincoln in 1862.

Extension Director Munson was the only New Englander to receive a U. S. D. A. award. Medals and certificates were presented to 118 employees from 20 states and Puerto Rico.

The citation honoring Munson's contribution to Massachusetts agriculture read as follows:

"For cultivating a fine sense of common purpose and cooperation, a true perception of the real nature of marketing problems, and a wholesome respect for the highest technical and professional standards among the agricultural population of a highly industrial-

ized area."

Munson entered cooperative extension work as the first county agent in Norfolk County in 1915. He served that position until 1920, when he joined the State Department of Agriculture as director of the Division of Markets.

In September 1926, Munson became director of Extension, and has served in that capacity ever since. Under his leadership, the rural population of this highly industrialized area has gained a real understanding of marketing problems.

More recently, Munson has been a guiding force in the development of a regional program of consumer marketing education in which all New England states are cooperating.

A co-worker has made the remark, "It is hard to find a development in New England Agriculture today in which Willard A. Munson has not had a part in molding the original concept and in outlining the opportunities ahead." Mr. Munson has appeared and spoken at many cranberry meetings in Massachusetts, particularly those of Cape Cod Cranberry Growers' Association, and taken an

active interest in the industry.

Prof. Munson is to retire as director February 1, 1951.

### Fresh From the Fields

(Continued from Page 5)

heavy and at the end of June the prospects seem to be for an excellent crop, if fruit rot and insects can be kept under control. Due to the heat damage of the last two Summers, growers who have sprinklers irrigation will be on the watch to sprinkle during any periods of excessively high temperature.

#### Blueberry Crop Below Normal

A blueberry crop at least 20 percent below last year is expected because of cold, wet weather during bloom, weak wood and buds caused by last year's drought, and considerable damage from mummy berry disease.

### OREGON

Southeastern Oregon growers were busy with sprays during the latter part of June when bogs were in the hook stage, with some showing a high percentage of bloom. Fungicides being used were Bordeaux of Berlate to which DDT or Methoxyehlor could be added as an insecticide.

D. J. Crowley of the Long Beach, Washington station has said that for the fresh fruit market two fungicide sprays should be applied, the first during the hook stage, the second when two-thirds of the blossoms have dropped.

## New Co-op Being Formed In Mass.

Name to be Cape Cod Cranberry Co-operative, Inc.— May Have 50 Members and Barrelage of 50,000— Headquarters at Plymouth Massachusetts now appears to

be definitely slated for an entirely new cranberry co-operative, this decision being taken at a meeting at Grange Hall, South Carver, June 6th. Meeting was called and presided over by Orrin G. Colley of Kingston. It was voted a committee of five, which consists of Kenneth E. Shaw, Robert Williams, both of Carver, Louis Sherman, William Sterns of Plymouth, and Colley prepare letters of agreement for prospective membership.

About 35 were present at the meeting, which was the second in two weeks. Mr. Colley said a membership of 50 might be expected and that the new unit would have from members about 50,000 barrels. The unit will be known as the Cape Cod Cranberry Co-operative, Inc. Papers are being drawn up by John M. Quarles, Boston attorney, who was present at the meeting and will be retained as permanent counsel. Mr. Quarles has been attorney for NCA for several years.

The fresh fruit of Cape Cod Cranberry Co-operative, Inc., will be marketed by its own efforts. As concerns the processing, Mr. Colley says that will be determined later, and maybe through NCA or an independent canner, whichever way seems more desirable. Members are to sign up for 100 per cent of their crop except for those having prior commitments. Headquarters will be in Plymouth, possibly at the office of the George A. Colley company. Officers will be elected at a meeting to be held in the near future after organization is completed.

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LOOKING back over the past few years it is not difficult to understand how the industry came to be beset with its present unsatisfactory condition. Let's ignore for the time being, at least, errors in judgment, errors of omission and commission, alleged or real shortcoming of anyone within the industry.

There were causes which were certainly contributory, more or less beyond the control of those who make the plans for our marketing.

World War II came along and increased demand for cranberries. The fruit was purchased in fresh, processed and dehydrated form for the armed forces. As the civilian consumption supply became short, the price jumped, and high, as we all remember. Too many of us thought these war boom prices would last.

Many growers must have thought so themselves, as they began increasing acreage. They paid higher prices for acreage than bogs were really worth, certainly in many instances. Those outside cranberry growing heard of the cranberry gold mine and either built bogs at increased costs or bought bog, paying too much. Poorer acreage was improved.

Growers should not wonder why we are having increased production. The war boom was responsible for a lot of it. Then we believe the growers are becoming more and more proficient. What with our experiment stations and our corps of first-class scientists and researchers, if growers aren't learning a little more about how to more efficiently grow the fruit somebody is being awfully kidded. (And we don't believe anybody is). We wonder how many of our grandfathers had and knew how to use the hand lens for fruitworm egg count?

The modern equipment makes new bog building, renovation and maintenance efficient and quick—even though costly, perhaps. The new insecticides and fungicides tend to increasing production.

Cellophane may be the delight of the housewife, but coming to the cranberry industry just at the time it did it added new problems, new expense and new techniques in shipments. The transformation necessary to put out cranberries in cello bags and the window boxes, with the at-present dead investment in shipping boxes, has cost the industry a good deal.

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We don't believe the problem of getting more people to eat more cranberries, in one form or another, is insurmountable. At least, out of the current situation has come one thing—growers themselves are more conscious of the marketing problems than in many years.

## STANLEY BENSON GOES TO ACE IN NEW YORK

Stanley Benson, son of Arthur D. Benson, who has been in the employ of New England Cranberry Sales Company at Middleboro in various capacities, has left for New York to become associated with American Cranberry Exchange in the sales department. Some of his duties will be along the same line as those of Orrin G. Colley, who was with ACE in selling last year. Young Mr. Benson has been in charge of service of the N. E., which is now discontinued.

## N. E. Management Committee Named

The management committee of New England Cranberry Sales Company has been named as W. Ernest Crowell, Dennis; Carroll Griffith, Carver; Robert Hammond, East Wareham; George R. Briggs, Plymouth, and Paul E. Thompson, Middleboro. The first named is chairman. This committee has been meeting once a week at the company offices, Middleboro.

Naming of this committee by the directors and executive committee came about as the request of the vote of the membership at the adjourned annual meeting June 1.

## NATIONAL EDITORS VISIT EDAVILLE

Mr. and Mrs. Ellis D. Atwood, South Carver, Mass., were hosts Sunday morning, June 25 to a group of 500 comprising the editors, their wives and families of the National Editorial Association. The NEA membership is made up of the weeklies and non-metropolitan newspapers of the country, the association having held its annual convention and outing in New England.

The group made a trip around the bogs via the Edaville railroad and it was difficult to tell which interested the editors more, the narrow gauge or the bogs. For editors, many very vague questions concerning cranberries and how they were grown were asked.

Following Edaville the group went to nearby Plymouth Rock, where ceremonies were held with a nation-wide radio hook-up program.

## S. W. OREGON SHOWS FASTEST U. S. CENSUS GAIN

The seven counties of Southwestern Oregon, which include most of the cranberry areas of that state have shown a greater percentage of increase in population over the 1940 census than any other portion of the country, pre-

liminary counts in the Federal census show. Every city, town and county in that part of the state showed more people. The City of Bandon now has a population of 1212. Coos County, where the bulk of the crop is grown, has 41,158.

What fire preventions should be taken in the vicinity of young pine forests?

Flowed fire trails should be kept free of any material that would aid a fire in spreading.

## HISTORY

by

CLARENCE J. HALL

(Continued from last month)

### Bringing Mud to Vines

This particular period, as Mr. Eastwood was to write in his book, was a time when many were attempting to get the cranberry out of its natural low environment and onto the uplands. One of these was J. S. Needham of Danvers in Essex County, who, with his father, was cultivating cranberries on a quarter acre in a valley between the sea and the Ipswich River, near the "old tollhouse on the Newburyport turnpike".

Mr. Needham's efforts were brought to light through his application for a premium for cranberry culture offered by the Essex County Agricultural Society. It seems he did grow cranberries, when the premium committee was "struck" by the dressing which was pulverized mud and which was around the plants and between the rows.

## NOW IS THE TIME

### To Try Some Constructive Thinking And Planning For The Coming Season

What to budget for weed control, insect control, sanding, and other bog "musts". It is an excellent time to review those seldom-checked insurance policies. Are they up-to-date, are they adequate, are they written at the lowest possible cost?

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Mr. Needham explained this was mud from a meadow, the mud being necessary to the growth of the vine—"the mud operates like a sponge, to retain the moisture necessary to support the plant", he said.

Whereupon, the committee recorded, "Nature made no mistake in growing the cranberries on level ground, and the question is, inasmuch as meadow mud is indispensable to their growth, whether it is better to grow on the upland, and bring the mud to them, or to continue to grow them in the meadow and keep the grasses free from them?"

As stated, it was in 1856 that Mr. Eastwood's slim, but invaluable and most interesting manual for prospective cranberry growers was published. As well as a "textbook", it is a brief cranberry history of cranberry knowledge up to that time. There will follow an attempt to review some of the highlights.

The Eastwood Cranberry Manual

Beginning with the premise, "Everyone connected with agriculture in this country must be aware that there exists at present considerable anxiety respecting the best modes of cultivating the cranberry. . . . I concluded to embody my own experience and that of others on the subject in the manual which is now before the reader. In it, any intelligent farmer will find all the knowledge he can require for raising the cranberry."

This Dennis pastor said his interest had been attracted to cranberry culture, as well it might have been, in that town at that period, and had made investigations and these had been made public in a series of letters in the NEW YORK TRIBUNE under the pen name "Septimus". These, he wrote, had aroused much interest and he had received many letters asking for more information. Through these letters and by his book, certain it is that Mr. Eastwood did much to promote cranberry cultivation.

He was minister of the Dennis church 1853-1858, and of the East Dennis church, 1861-1863.

A Reporter on the Scene

Mr. Eastwood, being an eye-

witness to this Cape Cod scene, has much to say which is still of interest to those connected with cranberries, and he writes with the authority of a reporter on the scene. This is a fascinating booklet of a century ago. It bears repeating, that this minister of the gospel might have been called the patron saint of the industry because of the boom his writings gave it. Chapter one opens with:

"If the traveller over Cape Cod will now and then turn his eye toward the borders of the many ponds which abound in that region, or occasionally examine the margin of swamp tracts, he will frequently perceive patches, as they are technically termed, of strange-looking, and at first sight, a seemingly stunted vegetation presenting a very different appearance to those exhibited by fields of stately Indian corn; or farmland, where the tall stalks of the rye wave, and ears of wheat look golden in the sunshine of summer.

"A certain preciseness of

planting and regularity of disposition convince even the most careless observer that these patches are by no means unproductive. And if he chooses to inquire of the next person he meets, he will learn that these, to him, singular-looking specimens of farming are cranberry grounds."

So it would appear that cranberry bogs were then objects of wonderment to visitors even as today.

Mr. Eastwood writes he chose Cape Cod "as the imaginary field of our illustration because the Cape had more cranberry yards" than any other area, and the reason, he says, is obvious enough. "Cape Cod, with its mixture of sand and soil, its peculiar climate making for exemption of early frosts, was favorable to the production. . . . indeed, this berry promises to share, with the codfish, a great local popularity."

Indians, Cranberries, and Turkey

The cranberry, he wrote, has

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long been known to naturalists as a berry possessing certain properties and peculiarities. . . . "long years ago it was used by the Indians. They gathered and roasted the unripe cranberries and used them as poultices, believing that when applied to wounds made by poison arrows they had the power of drawing the venom forth. Many a squaw of the Pequods on Cape Cod, if we may credit the statements of some of the early settlers, made a mess of cranberries to give a relish to the venison they killed and cooked; thus anticipating the more elaborate jelly of our own times or the cranberry sauce, without which a thanksgiving turkey is now considered shorn of half its glory."

**"American, Best of All Cranberries"**

He refers to the native cranberry of England, which he says is scarcely larger than a pea and of a pale red color, and he did not confuse it with the "American" cranberry, but gave its correct botanical name of *oxycoccus Macrocarpus*. The English housewife used the English "cousin" of the American fruit, being unfamiliar with that, "excepting that her master, on a return from London, brings with him a bottle of American cranberries, for which he has paid the not very moderate price of five shillings (or nearly a dollar

and a quarter) sterling."

He adds, that from all of his experience, the American berry, "large, some as deeply crimsoned as a dark-hued cherry", is superior to all others, and then he proceeds to divide the American cranberry into three classes. These are "shape" names: the "Bell", the "Bugle", and the "Cherry".

Speaking of the first growers, he stated there were many failures, and then embarked upon a discourse which sounds familiar today. He mentioned the 'individuals who suddenly determine upon quitting the city store and make a choice of a farmer's profession'. He said, "These, ignorant of agriculture, are almost certain to meet with discouragement and often disaster."

**Early Growers Drowned the Vines**

The difficulties of the first growers he dwelt upon, saying there was a general ignorance of the nature and habit of the vine. "Some vines are found on the edge of swamps and ponds, and their runners would seem to avoid the water and seek the dry land. This led to the opinion that a dry situation was best. . . the cranberry vine is likewise found away from the edges of the bogs and swamps, situated in the center of which are small mounds and tufts of soil. On these elevations the vine will throw

its runners down to the water. . . they gave them too much water and drowned them." (In this theory the Cahoons at Pleasant Lake in Harwich were pioneers—that is, that too much water was not good).

As to location, he went on, some tried in swamps, others in dry land, some chose a northerly aspect and others a southern one. Speaking with truth, he said, there was no rule or experience to guide them."

As most vegetation thrived in rich loamy soils, such soil was tried, but the cranberry ran to vine and little fruit; clay was tried, but in the Summer this caked and the plants were burned up. Peat, he asserted, was found to be "no better than clay," but he finally showed in his manual how this vegetable soil can be prepared to be a rival to beach sand. "Dead sand, water and air, are the elements upon which the cranberry feeds best. Beach sand stands first . . . meadow land which is low and moist affords an excellent location for the cranberry."

**The Healthy Vine**

He treated upon the "healthy" vine, which bore well, and the "unhealthy" which looked greener and stronger, but did not bear. The advice he gave to those wishing to buy vines would be good today, "go to those yards which have vines for sale . . . when the fruit is nearly ripe . . . see how they bear," or, "go to the grower in whom you have confidence."

Banks of ponds are good location, the manual went on, and they did prove to be, there are so-called margin bogs today Land otherwise suitable, but close to the seashore "stands high," provided it is diked off safely and left to freshen. Many such bogs did make good croppers for years, particularly at East Dennis. Mr. Eastwood spoke of "inclined" bogs—he favored a south slope . . . "if possible let it be sheltered from the cold and raw winds; give it the advantages of the warm breezes."

Of upland bogs he was not enthusiastic. In fact he ordered, "guard against the upland mania . . . the most experienced cultivators regard the experiment as hazardous."

**—HUBBARD—**

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He quoted the **Boston Telegram** as attempting to show cranberries could be grown out of the natural lowlands, this paper having cited the experience of "Mr. Roberts of Lakeville."

**The Rev. Austin J. Roberts**

This Mr. Roberts was the Rev. Austin J. Roberts, an English clergyman of great ability. He was one of the first of many men of the cloth, particularly in the past century and early years of this, who became cranberry growers. He was also one of the first in Middleboro as he began in 1847, and Lakeville was not set apart from that town until 1853.

There is another interesting fact concerning the Reverend Mr. Roberts, he honestly believed he was the first to discover that sand improved the growth of cranberry vine and berry. He wrote, in a statement for a premium at the Plymouth County Agricultural Fair in 1853:

... having noticed that the cranberries on a certain piece of low swampy soil, were much benefited by the sand washed down from an adjoining hill . . . . led me to the determination to ascertain how far the cultivation of cranberries on a sandy loam might profitably be carried on. In size the berries were larger and more abundant compared with the product of the vines farther in the swamp.

At that time Mr. Roberts was the owner of an estate on the shore of Great Quittacus, the grounds of which were laid out with care and patterned after the style of an English park.

Continuing his statement, he wrote he had, in November 1848, set out about an acre of vines, the piece "having a gentle slope to the west". The land was ploughed eight inches deep and harrowed in light furrows 3½ feet apart, running lengthwise. He cut cranberry sods of the "Bell" variety 8 to 10 inches square in the swamp, carted them to the "upland," where they were deposited in the furrows, three feet apart and kept clean for the next two years. In the third year he found the vines had so extended he could no longer use the cultivator, and "fingering," or

cleaning an acre by hand, "was out of the question", so that "weeds and cranberries were left to conflict for the mastery."

The agricultural committee found "the place not ill chosen upland."

Mr. Roberts died in 1864.

Although Mr. Roberts had planted "in sod," this practice was already on the way out, Mr. Eastwood wrote. A method which was superior was being used. This consisted of "placing the fingers beneath the roots and tearing them out as carefully as you can, being careful to leave two or three small spears or runners spread out and

buried in the soil, leaving the tips of the runners out of the earth."

**Planting from Cuttings**

Cuttings, 4 to 6 inches long, with one planted in the middle, leaving both ends out, producing two runners was "a good and safe method." Broadcasting of cuttings, 3 to 4 inches long over the surface "as was wheat and oats," then well harrowed into the soil, was approved. Also was planting two or three slips into the soil with a dibble. Raising vines from the seed was "uncertain and hazardous, and if you succeed you have a long time to wait for the fruit."

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**GLENDORA CALIFORNIA**

As to distance of planting, some growers set vines, 3 feet apart, some 18 inches "which is, of course the better plan, because they will be matted all the sooner." Advantage of the three-foot method was to give the cultivator a chance to work between the rows.

#### Favored Spring Planting

May and June he considered the best months for Spring planting and Spring was apparently favored over Fall; for one thing, "you have the Winter before you for preparation (of the bog) . . . you have more time on your hands and therefore you can afford to do your work better and more thoroughly."

In telling of the treatment of these young bogs, Mr. Eastwood wrote a truism; "their (the vines) development depends much upon the treatment they receive. In patches in which there is an abundance of weed, it will be necessary to destroy it, or keep it down in such a way that the young vine will have few obstacles to its spreading and matting . . . generally after the second or third year's careful cultivation, the vines will take care of themselves. . ." He wrote weeds might be pulled up, or, on

uplands gotten rid of by hoeing. About flooding, the practice "generally followed is, keep the water over the vines, till the middle of May or first of June. . ." And he noted, bogs which were flooded

during the Winter were apt to be more tender when the water was drawn off.

#### The "Vine" Worm

He gets down to worms. "There is the worm. We have not seen it,

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and have only met with one grower who has, and he describes it as about an eighth of an inch in length. "The worm begins its ravages from the point where the new growth has started. It does not descend down the old growth, but from the base of the new spring growth, it begins its operations working upward. This insect comes in swarms. When it is present it is known by the vine being webbed up and appearing as though it were suffering from the fire blight."

Then, he went on to the "fruit worm." This is different from the insect he called the "worm." This is "something like the apple worm, but smaller. It makes its appearance in the latter part of July or the beginning of August . . . it eats its way through the exterior skin and then enters the exterior of the fruit, which after that is of no value."

This may be fought by flooding he wrote, and bogs which are flooded are not so likely to be attacked, as those which are not covered with water during the Winter. "The rot," seemed to have been one more trouble of the growers, "although

not so common." He said it had appeared on the lower part of one bog which he cited, but not on the upper, so it was believed the damage was caused by too much wetness.

#### Harvested Later

Harvesting was later than today. "The cranberry is seldom ripe until the beginning or middle of October." There were two methods of picking, hand and by the rake. For the former, children were used on mang bogs, being paid 30 or 33 cents a bushel . . . "It is seldom that the best or quickest pickers gather more than three bushels in one day." The rake was not advised for bogs on which vines had become matted, but on the "yards on which the rake is used from the first . . . the vines are pulled in one direction, and it is always in the direction in which they lie that they are raked from year to year."

#### Cranberries—Luxury of the Rich

As to marketing—"In the immediate neighborhoods in which cranberries are grown, but few are consumed . . . people at a distance are willing to pay a higher price . . . there are those who are willing

to pay an almost fabulous price . . . it (the cranberry) has become, in many families, a necessary luxury . . . the wealthy would as soon part with the apple as the cranberry, it is the rage among the rich . . . which keeps it up to the price which puts it beyond reach of the poor."

Boston then was, Mr. Eastwood recorded, the "great market, the New York market is said to be good." Cranberries were shipped also to Philadelphia and other great cities from Boston. In 1855 growers received from \$10.00 to \$15.00 a barrel, he reported.

The American cranberry was coming into notice in Europe, especially England. . . Shipped in casks of water, they were sent abroad, and to California.

Concluding his manual on how to cultivate the fruit, Mr. Eastwood wrote:

"The cultivation of the cranberry is but in its infancy. Ten years more of hard and practical experience in its management will do much to establish or destroy the theories which have been set up by some cultivators."

(To Be Continued).

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Barnegat Light, New Jersey. see page 10

(Photo by Walt Fort)

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# Mass. Cranberry Station and Field Notes

by J. RICHARD BEATTIE  
Extension Cranberry Specialist



## Evidence of Dryness

Massachusetts bogs are beginning to show some evidence of drouth as of July 27. However, conditions are not as critical as they were a year ago this date. Growers well remembre last summer's drouth when we had only 1.67 inches of rain from May 30 to approximately August 1. This year we have received 1.22 inches from the 1st to the 27th of July, but this is still below normal. Many growers are running water wells up their ditches. Some have flash-flowed their properties. Those having overhead irrigation equipment have been giving it a real work-out. The drouths of the last few seasons have taught us that once a bog becomes really dry it is very difficult to properly irrigate it. Dr. Franklin believes that bogs should be irrigated before damage becomes apparent. Possibly a few suggestions on irrigation would be in order, based on the experience of the men at the Experiment Station and growers who have studied it closely.

It is a good plan to raise the water in the ditches up to approximately 10 inches from the top of the bog's surface during these dry periods. Of course, this would be difficult with many bogs that are out of grade, but, where water can be used in this manner, it is a good practice. Flash floods can be used but are confined to very limited acreages. Most bogs are too far out of grade to flash-flow safely. Those who use this system run water up into the vines during the night and then lower the water down into the ditches before sun up. Dr. Franklin reminds us that flash-flows tend to increase fruit rots. However, drastic measures are sometimes

necessary when a bog is suffering from lack of moisture. A few growers have portable irrigation equipment and move them over their bogs regardless of temperatures or sunlight. Our observations indicate very little damage to berries or vines where this technique is employed.

## Growers More Alert to Fruitworm

The fruit worm season so far has been about normal. A good percentage of bogs that had the water drained early have been treated for fruit worms. More and more growers are adopting Dr. Franklin's technique of counting fruit worm eggs in order to time their treatments. The second brood of black-headed fireworms have been somewhat spotty. The new brood of weevils have been plentiful where they were not checked in May or June. Blunt-nosed leafhoppers have been common—in fact, too common on many bogs. Grub flowed bogs are expected to have their usual problem with cutworms. Sometimes, this pest builds up in sufficient numbers

to cause extensive damage to the new growth. They are usually found in ten to twelve days after the grub flow has been removed. Damage by this pest is often detected by finding freshly cut tips of the new growth in the ditches, but the use of the insect net is still the most reliable method. DDT or arsenate of lead is effective in checking cutworms, as outlined on the insect chart.

## August Weed Control

Dr. Cross has a few suggestions for weed control for the month of August. Pitchforks, asters, wild bean, and fireweed can be checked using sodium arsenate at the rate of 1½ pounds per 100 gallons, sprayed lightly, 200 gallons per acre. It is not advisable to use this chemical after August 20 because of poisonous residues. Iron sulphate can still be used effectively in the control of ferns during this month. This chemical will also kill the Marsh St. John's Wart so why not apply it to this weed when treating ferns? Several growers have reported very satisfactory results in the control of small and coarse brambles using Stoddard Solvent. Dr. Cross suggests that growers who have a problem with these weeds try the Stoddard Solvent treatment during August, applying approximately one-half cup of this material to the crown of the bramble plant. This is a difficult weed control, and drastic measures are necessary to check its spread. Those who have a prob-



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lem with poison ivy realize that this weed also requires special attention. Dr. Cross has found that stripping the tops of the poison ivy plant prior to the P. D. B. and sand treatment helps materially in controlling this weed. Excellent results have been obtained with P. D. B. and sand applied in the Fall, from mid-September through October. Sand alone apparently anchors this weed and stimulates its growth. Dr. Cross tells us that careful hand weeding of poison ivy where it is confined to small areas is warranted. This is a difficult task, but, again, drastic measures are in order to check its development.

#### Annual Growers Meeting

The 63rd annual meeting of the Cape Cod Cranberry Growers' Association will be held Tuesday, August 22, at the State Bog in East Wareham, beginning promptly at 9:30 a. m. President Melville C. Beaton announces that all growers and their families are cordially invited to attend this important meeting. The morning session will deal with several important items of business. Dinner will be served by the ladies of the Wareham Methodist Church. In the afternoon, there will be a fine speaking program followed by the official crop estimate by C. D. Stevens, of the New England Crop Reporting Service. The officers and directors of the Cape Cod Cranberry Growers' Association are planning an excellent program. Your association deserves your support.

## Wisconsin Cranberry Report During The Month of June

The following is a sample report to Wisconsin growers from J. W. Milligan, meteorologist employed by growers of that state for the long Wisconsin frost season. (Editor's note—it is expected a story concerning Mr. Milligan will appear in the next, or following issue, as his work is proving of so much value to the growers of Wisconsin.)

#### Weather

Weather conditions were favorable for plant growth during the first part of the month, and somewhat unfavorable during the latter part. The first fifteen days were notable for the best growing period so far this season. Agriculturally, very timely and beneficial rains in the form of thunder showers fell on the 12th and 13th, amounting to 1-3" over the Southern half of the State and about ½-1" over the Northern sections. Statewide temperature average was above normal by several degrees. Precipitation was running somewhat above normal with ample rainfall. The topsoil is now well supplied with moisture in most Southern areas. Moderate to heavy rains fell on the 8th and 9th over the Northern-Central part of the State, while no rain of agriculture importance fell over the Northwest, Southwest, and extreme Eastern portion of the State from June 2 to June 12th and 13th.

For the last two weeks in June frequent cold spells were experienced with temperatures averaging several degrees below normal. Temperatures were especially below normal toward the end of June, extending into the first part of July. The Statewide average temperature was 63 degrees, or 6 degrees below normal during this period due to the masses of cool air moving Southward from the Hudson Bay region across Wisconsin. Frequent showers (locally heavy) occurred on the 23rd. By the 26th of June (in the Madison

(Continued on Page 16)

## Western Pickers Inc.

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August 1, 1950

The new 1950 Western Picker is now ready to show its stuff in the mechanical picking of cranberries, and we hope all growers will have, and take, the opportunity of seeing it in action on a bog that has previously been trained by picking for at least one year.

Reports coming in from all cranberry-growing sections show that bogs, or parts of bogs, picked with the Western Picker show increased yields over all other methods of picking.

Also that berries picked by the Western Picker last year stood up in storage better than the berries picked by any other method.

The new teeth being used this year is a revelation in shape, finish, and type of metal being used. It is a new alloy composed of silicon, aluminum, magnesium and chrome. They will not break, and are more slippery than any other metal or wood.

Most growers are intrigued with the idea of harvesting in sacks. They are not sure if they like the idea or not, but would like to see. Those growers out on the Pacific Coast who pioneered using sacks do not wish to go back to boxes.

The only fly in the ointment is this Korean War scare. Already it is getting hard to get materials. Since the Western Picker is built from the most critical materials, such as magnesium, steel, rubber and light metal alloys it may affect next year's production. We have a few machines on hand now for the open market, but when they are gone it might mean a great curtailment in production for the duration. Not only will it be hard to get labor, but it will be hard to get Western Pickers also.

In Massachusetts visit our Shop at South Middleboro or call 763-M3. In Wisconsin get in touch with Gerold Brockman at Vesper, or the Central Electric Service at Wisconsin Rapids. In Washington call Norman Yoek or John O'Hagan at Grayland 2543.

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# Cranberries

THE NATIONAL CRANBERRY MAGAZINE

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## FRESH FROM THE FIELDS

Compiled by C. J. H.

### MASSACHUSETTS

#### Crop Prospects Turn Downward?

There seems to be a wide variation in the opinions of growers as to the coming crop prospects. However, it is perhaps conceded that the outlook is not for as large a production as seemed possible a few weeks ago. Some call the situation "spotty". Many of the berries are on the top only. There are many pinheads. Blossoms have hung on late and not set too well in some instances. Prospects for late-water bogs may not be high unless there is rapid development between the first of August and picking time. Perhaps the most accurate picture at the moment is that the crop may be less than last year, or not above average. Any "guessimate" at the present is dangerous.

#### July Hot and Dry

The month of July was hot and dry, which obviously did not add to the size of the crop. The hottest days at the State bog were on July 18 with 90 and July 31 with 92. Rainfall was but 1.22 inches for the entire month. But on the afternoon and evening of August first there were thunder showers and good soaking rain for several hours. The total precipitation as recorded at the State bog for the day was 1.29 inches. This would be on the favorable side.

This was a drenching rain, general over much of New England and welcomed by all farmers. The storm brought in relief also in cooler weather. It reduced fire hazards also.

### WISCONSIN

#### Crop Prospects Decline

Offsetting factors to the expect-

ed really big crop in Wisconsin could be that the weather was not good for pollination and the season was late, which would indicate berries would not be too large. Full bloom came in to the northern marshes about July 20th, when it was going out around the Rapids.

Bees were not working very heavily. There was an abundance of white clover, and the insects seemed to prefer that to the cranberry blossoms. Setting was admittedly very slow and late.

10,000 to 12,000 Barrels at

#### Three Lakes

The marsh owned by Vernon Goldsworthy at Three Lakes in the northern district appeared very good toward the end of July, and with the other two marshes there which he managed he was expecting a total production of from 10 to 12 thousand barrels. Goldsworthy has planted another 15 acres on his property at Thunder Lake this spring, and has made ready to plant 15 more next spring. This makes this property now around 90 acres.

#### Hail Damage

On July 8 there was a severe hailstorm in the Cranmoor district. All of the marshes were damaged somewhat, but the most extensive injury was to the Central Cranberry Co. marsh. Loss there has been estimated from 60 to even 70 and 90 percent. Barney Brazeau himself has stated the damage was severe.

Hail has also struck the Hayward area twice, and the marshes around City Point. One marsh in the latter district suffered a 25 percent loss, it is estimated.

#### Insect Infestation Normal

Water supplies have in general been excellent. There has been only negligible frost damage. Insect infestations have been normal.

### NEW JERSEY

July was cooler and drier than normal at Pemberton. Temperatures averaged 73° or exactly 3° below the normal of 76°. Total rainfall at Pemberton was 3.98 inches, which is 0.24 inches below the normal for July. Almost all of the rainfall occurred from the 3rd through the 16th, which made for dry conditions during the closing days of the month. Areas near the shore were much drier than Pemberton because the heavy rain of July 9 and 10 missed them almost completely. In general, moisture conditions have not become dangerously low, but unless rainfall is near normal during August, cranberry bogs especially near the shore will be affected. Except on high, sandy land, there was sufficient moisture for maturing the blueberry crop.

#### Prospects Promising

New Jersey cranberry crop prospects look more promising this season than they have since 1946. The bloom was unusually heavy on most bogs and generally fruit has set and sized up well on early drawn bogs. Blossom blast and winter flooding injury has adversely affected the crop on some bogs. Fruit rots were appearing during the last part of the month, but it is still too early to know how serious they will be.

#### Insects Abundant

Insects have been abundant on both cranberries and blueberries, with some unusual records on both

(Continued on Page 16)

# Cranberry Flower and Fruit Production In Massachusetts

H. F. Bergman (1)

(1) Senior Pathologist, Bureau of Plant Industry, Soils, and Agricultural Engineering, Agricultural Research Administration, U. S. Dept. of Agriculture.

The profusion of blossoms often seen on cranberry bogs in Massachusetts may seem to indicate that a large crop is in prospect. However, heavy bloom does not necessarily mean a large crop, and the bloom is not always heavy. The amount of bloom and the percentage of flowers setting fruit vary greatly from year to year, and from bog to bog; but no data to show the extent of such variations have been available. Four papers (1, 2, 3, 7) have dealt with flower and fruit production under Wisconsin conditions. Data on flower and fruit production in relation to depth of winter flooding on Massachusetts bogs were published in 1947 and 1948 (5, 6), but these data were for those years only and mostly for one variety. Because of the value of the cranberry crop, a better knowledge of the conditions affecting the production of flowers and set of fruit seems important.

Cranberry flowers are borne on short vertical branches, called uprights, which arise from long creeping stems or runners extending in all directions to form an intertwining mat of stems over the surface of a bog. In Massachusetts, terminal buds begin to develop late in July or early in August, one at the tip of nearly every upright, unless insect or other injury prevents. Under favorable conditions, the percentage of injured uprights is relatively small. The flower buds for the succeeding year form within the terminal bud of each upright. Occasionally, flower buds develop within the terminal bud of a runner, but the number thus formed is negligible. The terminal bud continues to develop during August and part or all of September. The bud then becomes dormant and remains so until May when it again

resumes active growth. The new growth is a continuation of the old upright and adds from 3 to 3½ inches to its length. This new growth is completed in July, after which a new terminal bud is formed. This cycle is repeated annually with very infrequent branching unless the terminal bud is injured. The new leaves are borne in the upper part of the new growth of the upright. Most of the flowers are borne below the leaves, but some of the upper flowers may be located in the axils of the lower foliage leaves.

Uprights of three varieties, Early Black, Howes and McFarlin, on the State Bog at East Wareham, Massachusetts, were tagged each year from 1932 to 1940, in May before active growth began. Uprights of the first two varieties were selected in two locations, but McFarlin, usually, in only one location, since the area planted with McFarlin is very small. The uprights were divided into three groups according to their relative vigor, as judged by the size of the terminal bud. In August, after most of the berries had reached nearly mature size, the numbers both of flowers that had opened and of berries on each upright were recorded. The uprights counted were not from an area of any definite size but were selected within a small area, according to the size of the terminal buds, until a sufficient number of buds of each size was obtained. No record was made of buds killed at an early stage of development or any stage prior to blossoming; only flowers that blossomed were recorded.

Samples of uprights for counts of flower buds, flowers, and fruits were taken on the State Bog in 1941 and in 1946, and also on three other bogs in 1946, just before the crop was harvested. Any convenient location was chosen for sampling; but within that general location the sample was taken

among the vines that seemed most nearly to represent average vine and fruiting conditions in that vicinity. In 1941, flowering uprights only were counted, and as was done from 1932 to 1940, they were taken within a small area but one of no definite size. In 1946, the flowering and non-flowering old uprights within an area of one-fourth of a square foot for each sample were counted. The total number of flower buds formed as well as the number of blossoms and of berries on each upright was recorded; flower buds killed at any stage prior to blossoming were recorded as "buds killed".

The average number of flowers and of berries per upright was calculated on the basis of flowering uprights, and throughout this paper it is to be understood that averages "per upright" either of flowers or berries means "per flowering upright" unless otherwise stated. The average number of flowers and of berries per upright and the percentage of flowers setting fruit in each of the three varieties, from 1932 to 1941, are shown in Table 1.

Only average percentages for all uprights with specified numbers of flowers are given for most years, but the percentage for strong, medium, and weak uprights are given for 1932 and 1939; and similar data for Early Black on Section 14 of the State Bog (location 2, Table 1) for 1938 and 1939 are shown in Figures 1 and 2. The data for 1932 and 1939 in Table 2 and those presented in Figures 1 and 2 show that the percentages of uprights with specified numbers of flowers per upright, for any given year, was usually correlated with vigor. Strong uprights usually had greater percentages with 4 to 6 flowers than did medium ones, and medium uprights had greater percentages with 4 to 6 flowers than did the weak ones. However, in a few instances, there was little or no difference as between strong and medium uprights in the percentages of uprights with given numbers of flowers. The figures for Howes in location 1, in 1939, are an example of this.

**TABLE 1.**  
Average number of flowers and of berries per upright and per cent of flowers setting fruit for each of three varieties of cranberries on the State Bog, East Wareham, Massachusetts, from 1932 to 1941.

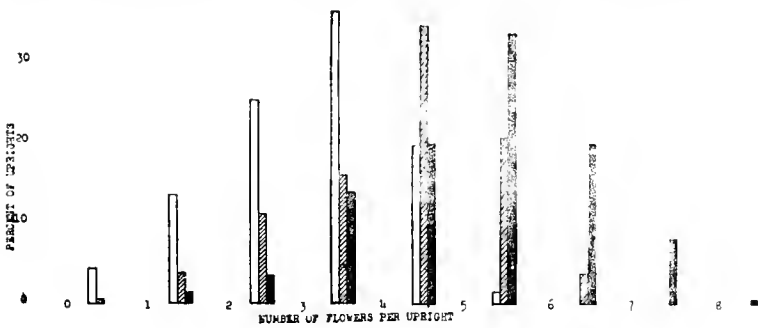
Year	EARLY BLACK						HOWES				McFARLIN					
	No. Uprights		Flowers		Berries per Upright	Total	No. Uprights		Flowers		Berries per Upright	Total	Flowers			
	Location No.	Total	Flowering	Per upright av'ge			Per cent set	Total	Flowering	Per upright av'ge			Per cent set	Total	Flowering	Per upright av'ge
1932	1	410	373	3.54	33.2	1.17	476	411	3.93	40.9	1.61					
	2	279	253	3.49	35.1	1.23	462	384	2.73	40.0	1.09					
1933	1	194	173	2.71	46.1	1.25	362	303	2.73	40.4	1.16					
1934	1	195	174	2.17	36.0	0.78	190	136	2.42	28.2	0.68					
	2	197	174	2.46	31.7	0.78	375	269	2.47	35.7	0.88					
1935	1	442	363	3.60	18.5	0.67	483	397	3.39	21.1	0.71	583	508	3.88	28.6	1.11
	2	417	357	3.69	21.7	0.80	478	427	3.76	27.5	1.03					
1936	1	436	366	3.48	31.5	1.10										
	2	493	418	3.13	11.5	0.36	478	445	3.13	18.8	0.59					
1937	1	792	735	3.64	33.6	1.20		500*	2.18*	54.8*	1.20*	500*		2.62*	60.7*	1.14
	2	785	738	3.58	26.1	0.93		500	3.47	32.2	1.12	500		3.35	34.0	1.59
1938	1	420	407	4.07	23.8	0.97		342	3.26	14.6	0.47	958	858	3.53	23.4	0.83
	2	450	373	3.73	10.7	0.40	531	483	4.09	17.2	0.70					
1939	1	468	365	2.52	12.6	0.32	478	383	2.28	13.2	0.30	977	849	2.98	18.6	0.55
	2	496	455	3.73	15.0	0.56	473	415	2.63	7.6	0.20					
	3	461	382*	3.32*	19.4*	0.64*										
1940	1	437	385	3.75	12.8	0.48	454	395	3.85	16.1	0.62	980	882	4.54	12.1	0.55
	2	467	360	4.14	15.5	0.64	480	405	4.18	11.2	0.46					
1941	1	1100		3.02	32.3	0.98	1000		2.80	43.2	1.22	1000		3.39	27.5	0.93
	2	683		3.65	31.1	1.13	700		3.37	53.5	1.81	500		3.70	32.7	1.21

\* From another bog near the State Bog.

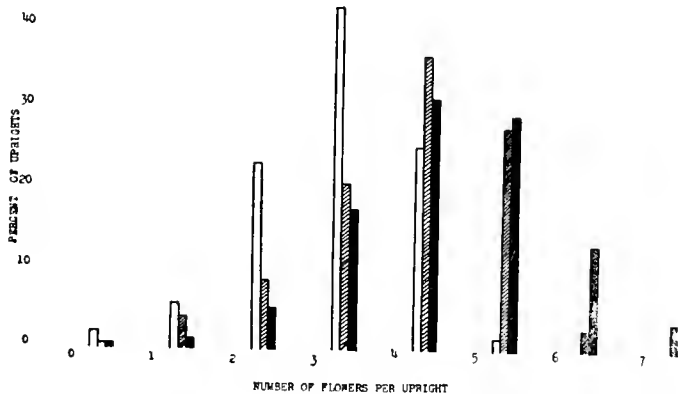
It is to be noted that there were only a few years during the period covered when the average number of flowers per upright was as great as 4 or closely

approaching it. In 1934, and in two locations in 1939, the average was as low as 2.0 to 2.5. The significance of the average number of flowers per upright

in terms of percentages of uprights with given numbers of flowers is shown in Table 2.



(Figure 1). Frequency distribution of uprights with 0 to 8 flowers respectively per upright in Early Black on the State Bog in 1948. Solid black columns represent strong uprights, diagonally hatched columns medium uprights, and unshaded columns weak uprights.



(Figure 2). Frequency distribution of uprights with 0 to 7 flowers respectively per upright in Early Black on the State Bog in 1949. Solid black columns represent strong uprights, diagonally hatched column medium uprights, and unshaded columns weak uprights.

The percentages of uprights with given numbers of flowers also varied much from year to year regardless of the vigor of the uprights. One of the more extreme variations is shown by the data for location 1, for both Early Black and Howes in 1932 and 1939. Although the percentages of uprights with 4 or 5 flowers were much less, in both varieties, in 1939 than in 1932, there was the usual difference in the percentages of uprights with given numbers of flowers for uprights of different vigor. It will be noted that when the average number of flowers per upright (Table 1) increases, greater percentage of uprights have 4 to 6 flowers (Table 2); or, stated differently, that when the average number of flowers per upright decreases, greater percentages of uprights have fewer flowers per upright.

The average number of berries per flowering upright, from 1932 to 1940, was 1.0 or greater in only a few instances, and often was considerably less than 1.0. The average percentage of uprights with 0, 1, and 2 berries, respectively, for three varieties on the State Bog, from 1932 to 1940, is shown in Table 3.

TABLE 2.

The percentages of old uprights with specified number offlowers in two locations for each of two varieties of cranberries on the State Bog from 1932 to 1940.

Year	Location No.	EARLY BLACK					HOWES						
		Percentage of uprights with flowers											
		0	1	2	3	4	5	6	1	2	3	4	5
1932	1 (a)	0.8	3.1	3.1	20.9	25.6	37.3	0.8	7.5	5.8	6.7	22.5	33.3*
		0.7	6.9	10.7	25.2	32.8	21.4	1.3	3.4	8.8	25.0	23.6	34.5
		5.0	11.6	24.8	35.5	19.8	3.3	2.0	6.0	11.4	24.8	32.2	22.1
1933	2	2.1	7.1	12.6	27.0	26.2	21.0	1.4	5.5	8.9	19.7	26.4	29.7
		6.3	8.2	15.2	24.5	23.3	15.9	9.0	16.3	25.1	25.8	17.3	5.5
		5.5	19.1	19.7	29.5	21.9	4.4						
1934	1	5.9	27.0	33.5	24.9	8.6	0.0	22.3	17.1	25.1	23.4	9.7	2.3
		7.5	15.9	33.0	30.8	12.8	0.0	16.9	10.6	25.6	27.5	16.2	3.1
		11.0	5.4	9.8	25.0	26.7	18.9	7.0	6.3	17.1	25.3	27.2	13.1
1935	2	8.2	4.1	11.6	24.2	28.0	17.0	6.2	4.2	11.9	20.9	27.9	24.2
		1.1	6.5	12.2	27.5	34.9	15.7						
		5.6	11.5	20.1	26.2	21.5	11.5	4.1	12.1	18.3	25.4	24.8	14.2
1936	1	2.3	5.8	14.5	29.5	28.7	17.5						
		0.9	5.8	12.4	27.4	31.2	18.8						
		0.0	2.1	7.4	18.6	36.9	24.8	2.3	9.7	15.4	28.0	30.0	13.7
1937	2	1.5	5.9	12.9	25.2	25.0	18.8	0.6	2.5	7.0	14.8	36.0	33.1
		6.9	15.9	22.2	30.5	17.3	6.2	10.2	23.2	22.6	27.3	14.3	2.0
		7.5	19.3	24.1	30.3	15.8	2.7	8.6	25.8	25.1	20.5	16.5	3.3
1938	1 (a)	19.8	23.9	28.8	19.0	8.2	0.0	15.5	28.1	26.6	18.5	8.8	2.2
		10.9	19.5	24.8	27.0	14.1	3.1	11.4	25.7	24.8	22.2	13.4	2.5
		0.8	3.4	11.7	26.3	31.0	20.0	7.3	18.0	27.0	26.1	14.5	6.2
1939	2	2.0	6.6	12.7	22.4	26.2	19.3	2.2	8.7	13.2	19.9	23.9	15.9
		1.9	6.0	9.0	16.6	25.6	24.2	2.2	6.0	9.2	16.7	22.7	23.7

\* In addition, 20.8 per cent of the uprights had 6 flowers each.

(a) Percentages for strong, medium, and weak uprights, and the average for all uprights are shown for this location. They appear in the table in the order named.

TABLE 3.

Average percentage of uprights with 0, 1, or 2 berries in three varieties of cranberries on the State Bog, from 1932 to 1940.

Year	EARLY BLACK			HOWES						McFARLIN					
	Sec. 4			Sec. 14		Sec. 7		Percentage of uprights with berries		Sec. 13		Sec. 13			
	None	One	Two	None	One	Two	None	One	Two	None	One	Two	None	One	Two
1932	18.1	54.3	22.8	28.9	37.7	24.4	8.1	41.7	36.0	26.8	50.0	20.6			
1933				20.8	48.6	24.6	27.9	37.2	33.1	25.6	58.9	14.3			
1934	33.5	59.4	7.0	40.9	46.2	12.2	40.0	41.9	17.5	50.8	38.2	10.9			
1935	51.5	39.0	8.6	47.0	35.7	14.6	52.2	32.1	12.9	32.7	43.3	18.9	15.9	60.3	21.6
1936	22.1	52.2	21.3	70.4	25.7	3.4				55.6	33.4	9.5			
1937										23.4	46.6	20.2	11.2	65.8	20.2
1938	22.6	59.8	15.9	63.2	24.9	6.8	59.4	34.3	5.6	52.0	30.2	13.8	35.0	50.9	13.0
1939	75.6	20.9	3.1	52.8	39.5	7.1	65.5	24.3	3.0	83.4	14.7	1.5	54.5	39.1	6.1
1940	55.7	41.5	2.8	46.6	45.2	7.4	54.5	31.7	11.2	64.0	27.8	7.0	52.2	41.5	6.0

The greatest percentage of uprights with two berries each, for any variety or location, ranged from 24.0 to 36.0; usually, the percentage was much less. The percentage of uprights with three or more berries each was very small, and in some years there were no uprights with three or more berries regardless of the number of flowers per upright. Yet half or more of the uprights, in all three varieties, had three to five flowers each year except in 1934.

The percentages of uprights with 1, 2, or 3 berries on uprights with different numbers of flowers are not shown in the table, but an example may be cited. In Howes, Section 7, in 1932, one of the best years, 29.7 percent of all uprights

had five flowers each (Table 2, location 1). Among these, only 6.2 percent (based on all uprights) had three, 14.4 percent had two, and 7.7 percent had one berry per upright. Among 26.4 percent of the uprights with four flowers, 10.1 percent had two berries, and 12.7 percent had one berry. Among 19.7 percent of uprights with three flowers, 6.5 percent had two berries, and 11.3 percent had one berry. This accounts for nearly 76 percent of all uprights; most of the 24.0 percent remaining had only one or two flowers per upright; 2 percent of these had two berries; 9.2 percent had one berry, and the remainder had none. In some other years, the percentages of uprights with one berry and those with no

berries were much larger.

Counts of flower buds formed, of buds killed, of blossoms, and of mature berries were made on a few bogs in 1946, for comparison with data obtained from 1932 to 1940. Data from these counts are presented in Table 4.

Table 4.

Average number of flower buds, flowers, and berries per upright, percent of total buds and of total flowers setting fruit, and percent of uprights with given numbers of flower buds and of berries on several bogs in 1946.

Table number four to go in this space

The average number of flowers per upright in the four locations on Bog 1 agrees well with the



TABLE 4.

Average number of flower buds, flowers, and berries per upright, per cent of total buds and of total flowers setting fruit, and per cent of uprights with given numbers of flower buds and of berries on several bogs in 1946.

Bog Number †	Berries				Percent of Fruit set		Percent of uprights with flower buds					Percent of uprights with berries				
	Flower buds per upr't av'ge	Flowers per upr't av'ge	per upr't av'ge	total buds	total flowers	3	4	5	6	7	0	1	2	3	4	5
1a	4.0	3.4	1.25	31.1	35.9	21.3	37.7	32.8			19.7	42.6	29.5			
1b	5.1	3.78	1.46	28.6	38.6		12.6	52.4	25.9		11.9	42.7	35.7	7.00		
1c	4.2	4.06	1.00	23.1	24.1	16.8	47.4	25.3	9.5		20.0	64.2	13.7			
1d	4.77	3.93	1.29	27.1	32.9	12.5	24.7	64.2	6.4		13.8	52.3	27.5			
2	4.68	2.31	0.86	18.4	37.2	5.0	26.7	58.1	7.6		33.1	50.9	14.5			
3	4.56	3.16	0.96	21.3	30.3		24.7	50.0	13.0		27.2	58.7	16.7			
4*	5.6	4.3	2.06	36.8	48.2		6.7	45.6	28.7	11.8	10.5	23.2	32.9	20.3	9.3	
4n	5.93	4.93	2.85	48.1	57.9		5.5	34.5	30.9	20.0	3.6	5.5	30.9	36.4	10.9	10.9

† A letter following a number indicates a different location on the bog. The varieties represented are: 1a, 1b, 4, 4a, Howes; 1c, 2, 3, Early Black; 1d, McFarlin. \* All figures on this line are averages of 4 samples from different locations on the bog; the figures in the line below (4a) are for one of these locations.

highest shown in Table 1. The average number of flower buds per upright, however, in three of the four locations was definitely greater than the average number of flowers in the same locations. In two locations (1a, 1c), the average number of flower buds per upright was as great as the highest average number of flowers per upright found in any location for either Early Black or Howes from 1932 to 1940; and in two other locations (1b, 1d) it was greater than the highest average number of flowers per upright found during those years (McFarlin, 1940, Table 1). The four locations on Bog 1 are the same four given in Table 2 of another paper (5). The range in the average number of buds per upright in all other bog locations but one given in that table was about the same as in the four locations on Bog 1. Similar data from other bogs might be given. The greatest average number of buds per upright in 1946 was found on Bog 4, where the average of four locations was 5.6, and in one of the locations (a) was 5.9.

All but a relatively small percentage of the uprights in all bog locations shown in Table 4 had three to six buds each, and, except in two locations, more than half of them had five or more buds. On Bog 4, 89 percent of the uprights, as an average of four locations, had 5 to 7 buds per upright.

The average number of berries per upright in the four locations on Bog 1 was no greater than some

of the higher averages shown in Table 1. The highest average was found on Bog 4. The average number of berries per upright, in most of the locations given in Table 4, however, was low, hardly more than one-fourth the average number of buds. Bog 4, with almost 2.1 berries per upright, as an average for four locations, and with nearly 2.9 berries in one location, is outstanding. Nearly 30 percent of the uprights, as an average for the four locations, and 58 percent in one of these locations, had three or more berries each. Such high percentages of uprights with three or more berries each are very seldom found.

Data obtained in 1946 showed that oxygen deficiency injury during the winter of 1945-46 was quite severe on flooded bogs for which data were given (5, 6), and that the severity of injury was related to the depth of flooding. Such injury was the cause of the lower average number of both flowers and berries per upright in locations shown in Table 4, other than those on Bog 4 which was not flooded during the winter of '45-46. About one-fourth of the flower buds on the uprights examined from this bog were killed during the winter, and a little more than a third of the flowers from surviving buds failed to set fruit. Death of buds and probably also the failure of flowers to set fruit were results of winterkilling. However, this bog had the highest average number of both buds and flowers per up-

right among the bogs studied and had the highest percentage of berries matured out of the total number of buds formed.

Evidence indicates that the average number of flower buds formed per upright is 5.0 to 6.0, and that this average number is formed regularly each year by a large majority of the uprights on bogs in Massachusetts. There appears to be no material difference among the three varieties studied in the number of buds formed, but more data are needed to verify this. Evidence also indicates that the average number of mature berries produced may be as high as 2.0 to 3.0 per upright. Data given for Bog 4 in Table 4 show that with this average number of buds, and of berries per upright, 70 to 90 percent of the uprights had 4.0 to 7.0 buds per upright, and 30 to 60 percent of the uprights had 3.0 to 5.0 berries per upright. This average both for the number of flowers and the number of berries per upright is considerably higher than that found in any of the three varieties in any location during the years from 1932 to 1941 (Table 1).

It is very probable that the lower average number of flowers and of berries per upright during those years was the result of oxygen deficiency injury during the winter flooding period preceding the respective crop years. Accordingly it may be expected that by maintaining winter flooding conditions that would prevent or greatly reduce the injury from oxygen defi-

ciency, more of the buds formed would reach the blossoming stage and a larger percentage of the flowers would develop into mature berries.

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**COVER DESIGN** — Barnegat Lighthouse in Ocean County, New Jersey is one of the major lights along the Atlantic Coast. Ocean County of New Jersey, this year is celebrating its 100th anniversary. This excellent photograph by Walter Z. Fort, general manager of Growers' Cranberry Company of New Jersey, who is a serious amateur student of photography, was only obtained after several trips and attempts to find just the lighting and cloud formation he wanted. It makes a fine mid-Summer cover for CRANBERRIES, as these beacons are familiar to growers in four of the cranberry states, Massachusetts, New Jersey, Oregon and Washington.

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# "We are Now Passing Out of the Depression," URANN Tells NCA

About 300 Attend Annual Meeting at Hanson, Mass., July 25—Announce Diversion Plan Lost, but Efforts will be Continued—Cranberry Harvest Celebration October 7—

"We are passing out of the depression we are in," Marcus L. Urann told about 300 attending the postponed annual meeting of National Cranberry Association at Hanson, Mass., July 25th. "The cranberry industry is just as strong and sound and its future is as good as it ever was." However, he added "When a ship is in distress it is up to everybody to work together, and that is what we must do."

He admitted that the conditions of some growers is "dismal", and they actually need money for such things as sickness. "But don't you go away from this meeting with any doubt, any fear as to the future. He said NCA with 1375 members and 31 well-trained workers at the main Hanson plant was doing everything it could to increase cranberry consumption the year around.

#### Diversion Out for Moment

At this meeting it was announced the much-hoped-for diversion plan for 200,000 barrels in cold storage through Government assistance "is now history." The war with Korea and "other factors," ended this hope at the last minute, when the help seemed almost certain.

"However, Mr. Urann said, "there will be other plans made to rid us of this surplus. We must find some way. Nobody has any 'pet' plan at the moment, but we will go on working with it. I hope we can find some plan good enough so that independents will cooperate with the cooperatives in disposing of this.

#### Year-Round Cranberry Promotion

The chief theme of the meeting was built around explaining to the membership the soundness and broadness of the NCA promotional marketing plans, particularly with the thought of year-round selling of cranberry sauce, and

especially the chicken and cranberry sauce angle. The National is working on a ten-year plan, started two years ago.

Mr. Urann said there are three campaigns a year. The first is the "Spring" campaign, the second the "Fall" campaign and the third, the one in effect at the time of the meeting, the campaign from January 1 to August 1. That campaign was to sell 1,000,000 cases of sauce in that period and Mr. Urann felt certain that by August 1, the million would be sold and probably more. Sales for this period increased this year by as much as 54 percent over any previous campaign.

First speaker on this program of impressing the completeness of the campaign, was Miss Ellen Stillman, in charge of advertising. She said that about \$112,000,000 is spent in food advertising and last year the National spent \$456,000. She explained how the "Cranberry sauce and chicken is the team that's clickin'" was a "natural," and so sound that it was accepted and found to be profitable by markets all over the country. She said the national advertising containing cranberry recipes had brought in orders for 62,000 recipe books at ten cents each. She said that surveys showed ads containing recipes had 18 percent greater readership than ads which did not.

She told how well the silver cranberry server campaign had gone over. More than 250,000 had been sold, these costing the housewife two labels from Ocean Spray sauce cans and 50 cents. This was a premium campaign with a meaning, she said, since it associated the server with cranberry sauce. This coming season, two servers will be offered, one for strained sauce and one for whole sauce, plus coupons, or either server singly.

## National Cranberry Week

Cranberry Week, this year will be held early in October, with the festival at Ellis D. Atwood's "Edaville," South Carver on October 7th, which is a Saturday. "We hope to move this cranberry week even earlier in the future to make consumers more cranberry conscious earlier in the season. It may be it will be held sometime in late September," she said.

This season the festival will feature around an enormous cranberry cake, big enough in size so that everyone attending will be given a slice. It is planned to have the most famous available individual, possibly a movie star cut the cake. This event is expected to obtain much cranberry publicity and particularly with recipes of how the cake was made.

Lawrence Proesch told of the active work on putting on the merchandizing campaigns. He said the 1949 campaign as a whole was an extreme success, with a 52 percent increase in sales over the preceding year. He said the year had proved that cooperative advertising does pay.

Gordon Mann, general sales manager, explained how the selling of cranberry sauce the year around was an entirely new idea to the brokers. "We had not only to change over the consumers' minds as to cranberries in the warm months, but the merchandisers and distributors as well. We have proved our point and now we are really ready to go all-out." He went on, that it is proven that the earlier sauce is gotten into the hand of the retailers and the consumers, repeat orders start coming in. He said the more berries that were sold from January to August and the more people are in the habit of eating cranberries, the better the Fall sales are. This is a proven fact.

### Ocean Spray Coverage

He continued that merchandisers were "hothered to death" with ideas for sales promotions, and that to get them interested in pushing a product the promotion must be a sound one, such as the "chicken and cranberry sauce." Ocean Spray promotions are now proven sound.

He introduced Tom Harkness, who covers the Atlantic States and west to Detroit, he told of his experiences, which were successful in getting big groceries to cooperate in sales promotions. Then came Al Titram, who covers the southern United States. He said it was difficult to sell cranberry sauce in quantity in the South in the summer, but it is being done. "Bill" Drury who has Chicago and the Mid-West, declared Americans are a habit forming people but the ice was definitely being broken to set them to eat cranberry sauce the year round. "Andy" Anderson, who covers a big hunk of the mountain and Pacific states was not present.

As each of these district salesmen spoke a big map of the U. S. was covered, the final result being the graphic showing of the fact Ocean Spray sales efforts virtually blanket the country. At the conclusion of this phase of the meeting, girls and men employes of Ocean Spray unrolled a display of some of the cooperative newspaper advertising in the press of the country, the roll being so long it reached completely around the hall. This was spectacular and brought much applause.

### Ocean Spray Products

Mr. Urann speaking again re-

ferred to whole cranberry sauce, and said sales of this had increased from 165,000 cases in 1948 to 493,000 in 1950, so far. Trouble with this type of sauce, he said, is that it tends to jell after being canned, and a research program is to be begun to try to overcome this, when he believes sales will be greatly increased. Cocktail sales have increased from 132,000 gallons in '48 to 286,000 so far this year. Much of this goes to hospitals in institution-sized containers, and is available only in certain areas of the country.

### Possible New Product

The frozen cranberry juice program is going over "pretty well," he continued but, as with any new product the introducing requires persistence and hard work. A new possible product was introduced to the growers present, who were given samples to taste. This is a frozen custard, or ice, cranberry-flavored. He said it was neither ice cream or custard, but a combination, and also had a sherbert flavor. A feature of this ice is that it is non-fattening, containing only two and a half percent of butter fat. It was served in cones, from a vending machine.

In speaking of the general cranberry situation, and particularly the canning end, Mr. Urann said Ocean Spray handled more than

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¾ of the cranberry pack for the country. Independents have not advertised their products. The independents are practically out of the canning picture, he said, which was one of the good factors of the forecoming improvement he saw. "We do not care how many canners there are," he went on, "but what we object is the lower prices they pay growers. He urged all growers that independents should pay \$10 or \$12 a barrel, "never sell less than \$10. Never to an independent for less than you sell to the National."

Referring to plant loans Mr. Urann said these had been reduced. He said that today NCA owned \$2,397,000 in plants, which could not be duplicated now for 6 million. NCA was ready, he said for the million-barrel crop which is now here, and which he was scoffed at for predicting a number of years ago.

#### Harriot, Assistant Treasurer

John F. Harriott, assistant treasurer read excerpts from the balance sheet. Final results showed, he said, that for the fiscal year ending May 31, net proceeds available for distribution were \$778,000, but that a sum had been borrowed to increase this distribution so that \$196,000 more was spent than was actually earned in the last fiscal year. Total value of sales for the year was \$10,460,653.00.

In opening the meeting Mr. Urann said blank sheets had been prepared for questions to be inserted in a question box or asked from the floor, and that "the sky was the limit as to what might be asked." He said the members of NCA "meet on the level and part on the square."

#### Advance on Fall Berries

In spite of this only a few questions were asked and two of these were if the National would make an advance next Fall when berries were delivered and how much would be advanced.

Mr. Harriott answered these by saying he had "no crystal ball," but he would guess there certainly would be an advance, but he did not know what the amount would be. He said this would probably be worked out by Labor Day, but

that any advance payment would have to be from borrowed money. He said, however, none of the requests for loans from the Springfield Bank for Cooperatives had been turned down so far.

Balloting for officials the membership elected 23 directors. These follow: Massachusetts, Ellis D. Atwood, Carlton H. Barrows, Frank Crandon, Ernest Crowell (American Cranberry Exchange representative), Kenneth Garside, Samuel R. Gurney, Robert S. Handy, John C. Makepeace, Russell Makepeace, Carl B. Urann, Marcus L. Urann; New Jersey, Enoch F. Bills, John E. Cutts, Isaac Harrison, Vinton Thompson (Exchange representative); Wisconsin, Albert L. Hedlar, Fred N. Lange, Charles L. Lewis, Guy N. Potter, Lloyd Rezin (Exchange representative); Oregon, Edward W. Hughes; Washington, J. Edwin Warness.

Directors, the following day elected officers.

President, Marcus L. Urann; secretary-treasurer, John C. Makepeace; assistant treasurer, John F. Harriott; vice-president, Carl B. Urann; in charge of sales, H. Gordon Mann; central division, Marcus M. Havey; western division, M. S. Jacobson; western sales, M. S. Anderson; growers' service, Ferris Waite; executive committee, Ellis D. Atwood, chairman (replacing Charles L. Lewis) John C. Makepeace, Marcus L. Urann, Kenneth Garside, Enoch Bills, Fred Lange, Russell Makepeace, Carl B. Urann.

A committee was also named to continue to study and present an alternate plan for the diversion of the surplus, this consisting of Charles L. Lewis, John C. Makepeace and Theodore Budd.

Attending the meeting were representatives from all of the cranberry states. Feature were the many graphs and charts and a typical store display of chicken and cranberry sauce which was illuminated by a flashing light. At noon a lobster salad lunch was served. Meeting adjourned at 2 p. m., when a meeting of the Cranberry Growers' Council was held with all present being invited to stay.

## CRANBERRY GROWERS' COUNCIL MEETS

Second annual meeting of the Cranberry Growers' Council formed last year was held at NCA headquarters, Hanson, Mass., immediately at the conclusion of the annual session of that co-op on July 25th. Members of the National and others were invited to stay and witness the Council in session.

Marcus L. Urann presided, and Arthur D. Benson, clerk and treasurer, read the records of previous meetings and actions. Election of directors was then held by ballot.

Class A members (American Cranberry Exchange) elected were: Massachusetts, Arthur D. Benson and Homer L. Gibbs; Wisconsin, Daniel C. Rezin and Craigie M. Scott; New Jersey, Theodore H. Budd; West Coast, Ray W. Bates; Class B members (National Cranberry Association): Massachusetts, Ellis D. Atwood, Marcus L. Urann; New Jersey, Isaac N. Harrison; West Coast, J. Edwin Warness. Also Class A (formerly Class C): Massachusetts, J. C. Makepeace, A. D. Makepeace Company, Smith-Hammond Company, Russell Makepeace; Wisconsin (Midwest Cranberry Cooperative), Charles L. Lewis, Clarence Searles.

After the result of the balloting had been announced the board went into private session and chose officers for the coming year. These were: president, J. C. Makepeace; vice presidents, Homer Gibbs and Charles L. Lewis; secretary-treasurer, Arthur D. Benson, chairman of the board Theodore H. Budd.

A special committee was organized which is to give further study to the disposition of the surplus in the freezers.

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## WE CAN HOPE FOR UPTURN

**B**OTH C. M. Chaney of the Exchange and Marcus L. Urann of the National have stated recently they feel certain things are about to take a turn for the better in the cranberry industry. Mr. Chaney, writing in July "Cranberry World", said competing fruits and vegetables will apparently not be in oversupply to the extent they were last year; our wholesalers are optimistic because they foresee normal profits from a more normally-supplied market, our marketing arrangements appear to be strong enough to enable us to stabilize prices. Mr. Urann said at the annual NCA meeting that we are passing out of the cranberry depression and for growers to have no doubts or fears of the future.

All concerned with the cranberry industry can only trust these two who have known the industry so intimately for so many years will prove to have been sound prophets. And, even at the worst, it is good to have some reassuring words. We can be too gloomy for our own good.

There is, quite simply and understandably, only one way out. That is to sell the cranberries we are now capable of producing at a price which is economically profitable to the grower. The primary and still honest reason a man invests his time and his money in a business is to make something on his investment. This spirit of venture is what has built the United States to what it is.

The ACE has taken intensive steps to re-organize its sales forces, to cover the markets of the country more thoroughly. The promotional programs of NCA to keep the consumer conscious of cranberry sauce the whole year around, and to push the team of "Cranberries 'n Chicken" seems to be soundly progressive and to be a well-thought-out plan to get more cranberries eaten. Of course the efforts of these two largest co-ops are not the only ones being made to get an ever-increasing amount of cranberries sold, to keep pace with increasing production. Other smaller co-ops and individuals are just as anxious to get rid of more of the fruit each year.

It is disappointing that the so-called diversion plan to dispose of or reduce the surplus with the assistance of Government

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aid has not gone through—partly at least because of the sudden developments in Korea. It looks as if this "old man" will continue to be a burden on the back of the industry for an indefinite period longer.

How the present world crisis will effect the cranberry industry, probably no one can say at this time. We can tell no more than how it will effect our whole country, our economy, our very existence. But we can hope that with more firmness and sounder planning there will come a way out of the discouraged, dangerous state of both.



Left, Pilot-Grower "Dan" Rezin, Jean Nash and "Del" Hammond, standing in front of Rezin plane. (CRANBERRIES Photo)

## Wisconsin Marshes From Air Notable For Regularity

Wisconsin cranberry growers are probably the flyingest group of cranberry growers anywhere—and that means mostly owning and piloting their own planes, and without much regard to the age they are. They fly east and west, north and south, sometimes on cranberry business, more often on pleasure.

One of the flyingest of all is big energetic Dan Rezin, director of the American Cranberry Exchange and a grower since 1930 when he started his own marsh near Warrens, without much to begin with except a pair of able hands and a wheelbarrow. Today he owns 45 acres.

He gave your reporter an invitation to go up in the air and look at the Mather-Warrens-Tomah marshes, or rather it was more a demand. Dan doesn't easily, take a polite, No, thank you, some other time, maybe, but I guess not today," Not, at least, when he wants to show off his marsh and the countryside around.

### Not Timid, of Course

We admit we were a little uneasy (not scared, of course), and we had been up in the air before—in more ways than one. But we usually decline with what grace we can, when invited aloft by an amateur sky man.

However, we decided, if Jean Nash, president of Wisconsin Cranberry Sales Company and "Del" Hammond, manager of the co-op thought the risk negligible, and were agreeable to fly. Who were we to fear about the value

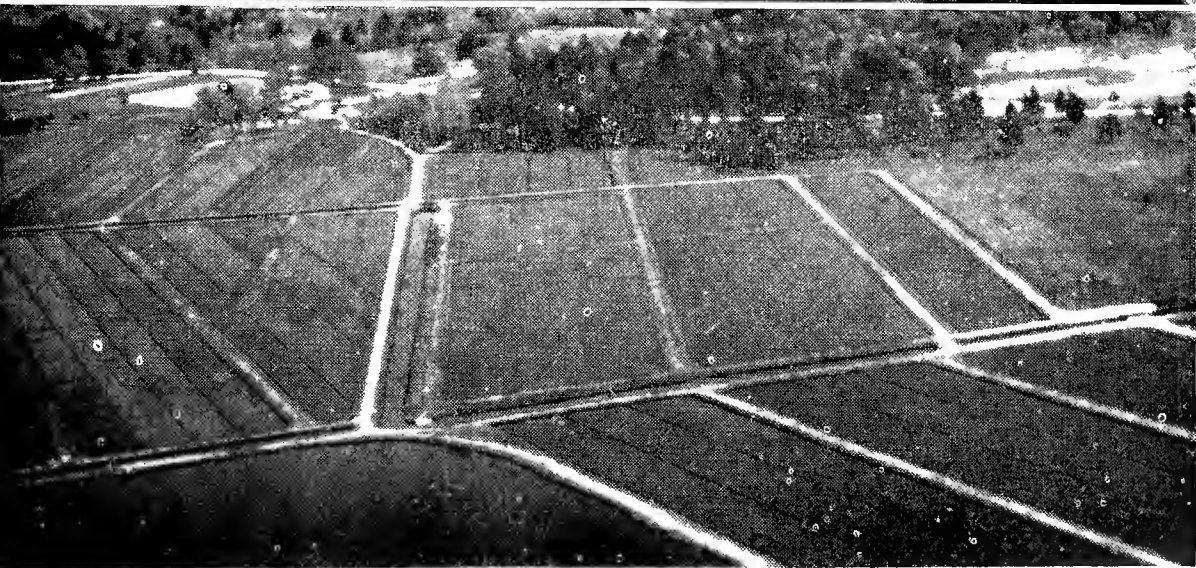
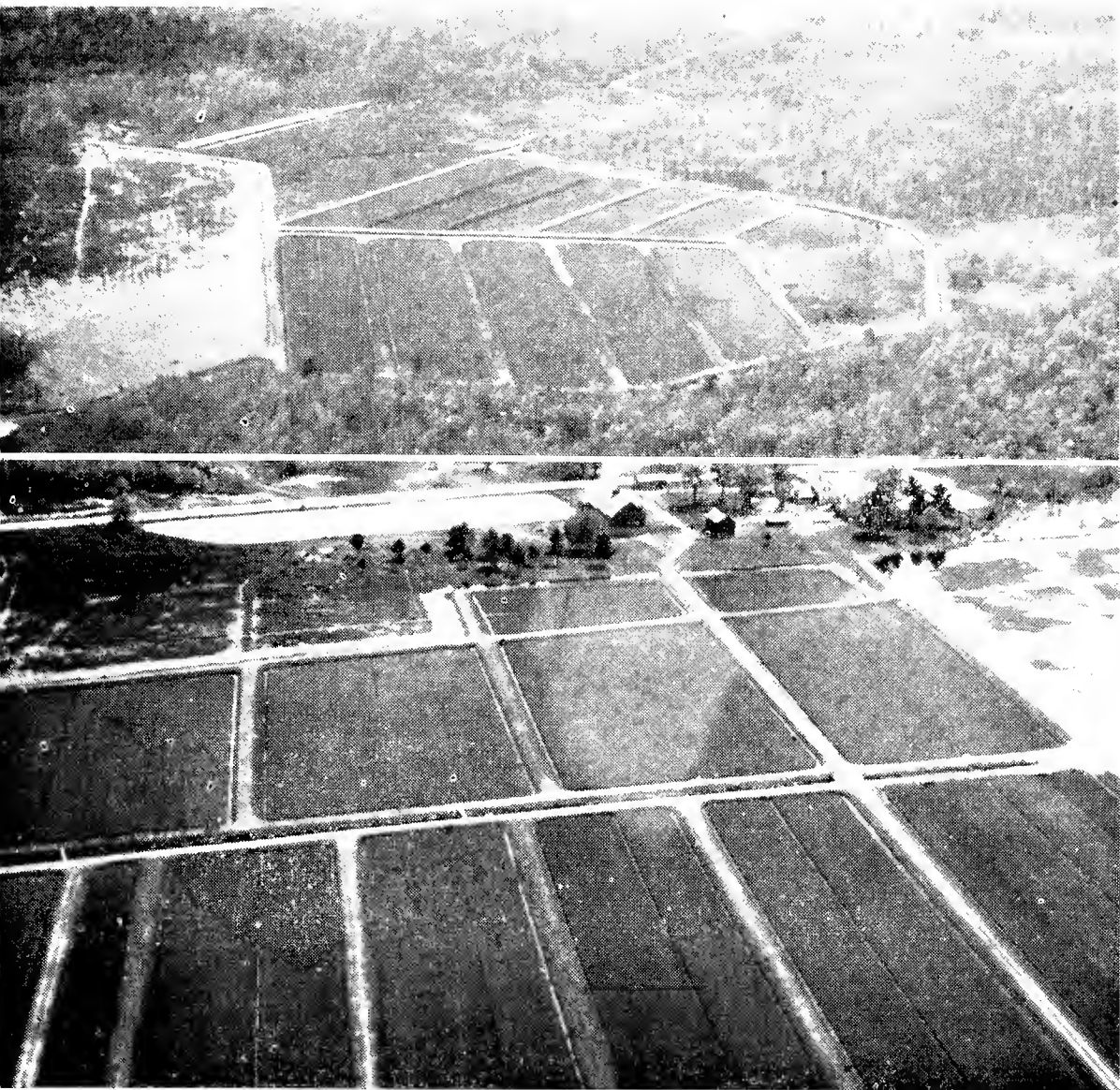
of our neck? Anyhow the plane looked safe, a four-seater Aeronica, even though Dan's runway was only a field. There is a hump in the middle which can throw you around on a take-off. Some day when Dan gets around to it he is going to bulldoze it off in a few minutes.

About an hour, or 100 miles later we had learned for ourselves there is a lot of cranberry acreage in that area, even though not many houses as compared to Cape Cod, for instance. You know that when you see a Wisconsin marsh

(Continued on Page 16)

Opposite page: Upper, John Sterk marsh, west of Warrens; marsh all new; center, east bog of Union Cranberry Company, once owned by Steve Warner, a Wisconsin pioneer; lower, West marsh of Union Cranberry Company, marsh being that of Richard Rezin until 1918.

(CRANBERRIES Photos)



## Wisconsin Marshes

from the ground that it is laid out in neat, usually uniform beds. The straight lines are greatly emphasized from the air in sharp contrast to the zig-zagging eastern bogs, with their coves and bays. In that low swampy country at the particular time of the flight there was an awful lot of reservoirs and lakes around, for the size of the bogs. This is not always true, as sometimes there is a water scarcity in the district.

### A Lot of Woods Below

There are an awful lot of woods around that part of Wisconsin, too, and there didn't seem to be many likely-looking landing places for a forced landing. We wished Dan had bulldozed off a few of the low buttes which stand up here and there from the level prairie country. They made bumps in the air. And, also, how would Dan ever find his little field among all those marshes and woods?

But, he did with a perfect landing. Then, they told that Dan had

## Fresh from the Fields

(Continued from Page 5)

crops. Armyworms appeared early and in damaging numbers on several bogs, but were discovered early enough so that little damage was caused by them. Fireworms

been flying since 1940, has flown many, many hours and has owned two ships. Then they told how he buzzes around the skyscrapers in Chicago, flies to the Twin Cities of Minnesota, and goes cross-country to join flying clubs for breakfast.

They told how he flies out to Northern Wisconsin, to Wyoming, up to Canada to hunt wolves from his plane. That is, while he pilots, having gotten down pretty low, a passenger shoots the fleeing animal and he zooms up again out of the woods. They have to put skis on the plane for take-off and landing in the snow on those trips.

Why don't these Wisconsin folks tell a fellow a pilot is that good, before inveigling him to go up, not after he gets down?

have not been troublesome except on two or three bogs. Cranberry scale is apparently on the increase and owners of Howes bogs that have not recently been held till July should be on the watch for it. Blister beetles were noted attacking a July held bog, a new host record for this insect with us.

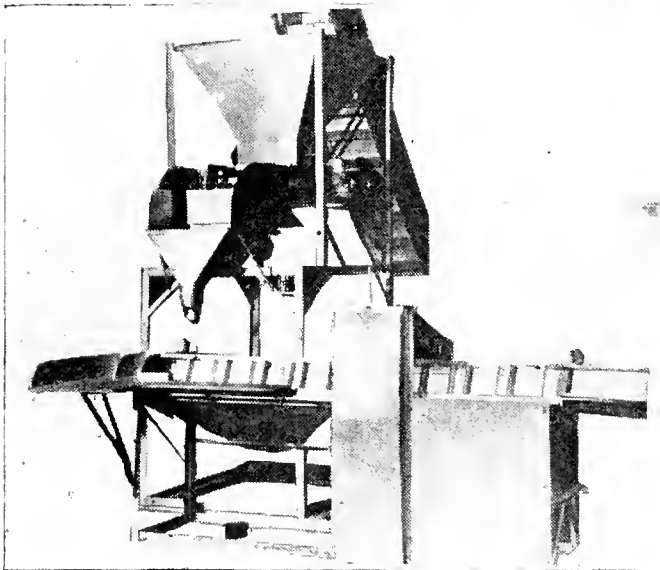
Both plum curculio and cherry fruitworm were abundant in cultivated blueberries this season, while cranberry fruitworms were very scarce in blueberries and have not appeared in any number on cranberries. The Pales weevil, which breeds in dead and dying pine, girdled much new growth on a recently planted blueberry field, a new host record for this pest.

## Wisconsin Cranberry Report

(Continued from Page 4)

area) from the 1st to the 26th rainfall was 6.90 degrees or 3.51 degrees above normal, while in the Green Bay area the total for a comparable period was 2.84 degrees or nearly ½ degree below normal. For the State as a whole, the av-

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erage precipitation for the month will average several inches above normal with Northern areas somewhat deficient, ranging from slightly below the average in the Northeastern part of the State to considerably below normal in the Northwestern area.

#### Frost Warnings

Seventeen frost warnings were issued for the cranberry growers from June 1 through the 30th. Numerous cold spells, although none approaching serious proportions, were the rule during the month. Invasions of cooler air from Canada and the Hudson Bay regions were spaced about a week apart, beginning on June 1, again on the 9th, 16th, and the 26th. Frost warnings were issued on the 1st, 2nd, 3rd, 9th, 10th, 11th, 16th, 17th, 18th, 19th, 20th, 21st, 27th, 28th, 29th, and 30th.

The coldest for the month occurred on the night of the 16th and the morning of the 17th with flooding general in all bogs. The coldest areas were in the Northern bogs with temperatures from 25-28, and from 27 to 32 in the Southern bogs.

#### Progress

During the first two weeks of June the crop continued to lag behind normal with full bloom likely to occur near the 15th. As early as June 15th some bloom was noticeable on ditch banks.

However, full bloom on the majority of the bogs will likely take place sometime after the 10th of July. Control of Fireworm began about the 10th, with spraying and dusting. Infestation does not seem as heavy and control measures as difficult as in former seasons. Frost damage so far has been negligible. There are ample water supplies in the reservoirs, and few growers complain of water shortages.

During the latter part of June some frost damage occurred to a few growers on the night of the 16th and 17th, although adequate frost warnings were issued during the morning and the afternoon. Damage likely occurred because of the rapid temperature drops before bogs could be adequately covered by water. On this night highland

temperatures ranged from 35-39 in the Wisconsin Rapids area, with some damage to vegetable gardens, and also adverse effects to the blueberry crop.

The cranberry growth during the latter two weeks of June was retarded by the numerous cold spells moving down from the Hudson Bay region. Little progress was reported by the growers during this period. Some bloom is evident, but

full bloom is not likely for another week or ten days. Most of the initial spraying and dusting for the first brood of Foreworm is over. Clipping of weeds has not started, with most of the weed control work being done with Stoddard Solvent. Rainfall continues to be adequate and reservoirs are high. This is the first time in many years that reservoirs have been as high at this time of the year.

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## NEW GROUP INCORPORATED

Papers of incorporation for the new Cape Cod Cranberry Co-operative, Inc., were drawn up on July 24th. A board of directors of three was named, this to be increased to seven later when the group expects to have a larger membership. Directors named were Orrin G. Colley, Kingston, George A. Crowell, Plymouth, and Robert Williams, South Carver.

Officers elected are: president, Mr. Colley; treasurer, Louis Sherman, Plymouth; clerk, William B. Stern, 3rd, Plymouth.

An open meeting was held July 28 at South Carver Grange hall. There was no prepared agenda for this gathering, but it was open to all growers and others interested in cranberries, to discuss any cranberry subjects.

## Cape Growers to Meet August 22

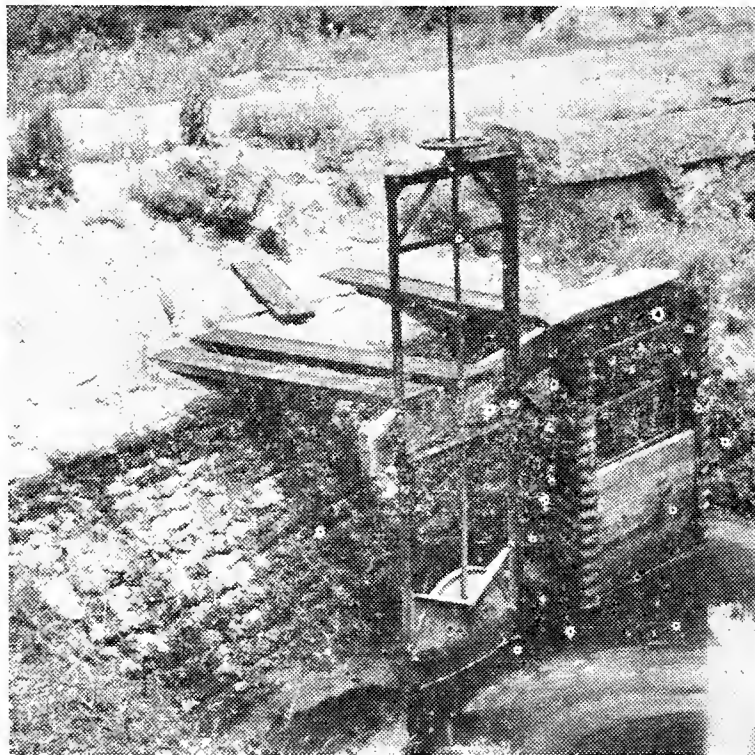
Annual meeting of the Cape Cod Cranberry Growers' Association, which is probably the most important gathering of growers within the year, set for Tuesday, Aug. 22, will have its usual array of features. For one thing, it is at this meeting that the first official estimate of the coming crop is released by New England Crop Reporting Service. Before this time all estimates are but unofficial guesses, and at the present moment it is being "guessed" that the Massachusetts production may not be as large as previously anticipated. The same may be true of Wisconsin.

A feature of this meeting which may or may not develop will be a report upon the success of a new plan for "diversion" of the surplus from previous years being held in the freezers. A committee of the Cranberry Growers' Council has gone to work on trying to find some other possibility. If he has any success, this will be reported to the industry at the meeting.

There will be the usual speakers, including Massachusetts Commissioner of Agriculture John Chandler, Fred Cole of the marketing division of University of Massachusetts, and Walter Piper, also of marketing, and others.

A distinct feature will be the first showing of a new "combination tractor" being developed. Although this is not completed, the machine, through various adjustments, may be able to dust, operate a mist-concentrate spray, fertilize, spread sand, and perhaps carry berries ashore. This machine, in short, with the addition of various special equipment, will be an "all-purpose" cranberry machine, built around a tractor. It may be able to make one trip across the entire bog, spanning ditches. It is being devised by Earle Cox and Herbert Stapleton of the University of Massachusetts. Federal funds assisted in the experimentation.

President Melville C. Beaton will preside, and there will be the annual election of officers. Meeting will begin promptly at 9.30 a. m., with a noon chicken pie dinner.



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## RALPH THACHER JOINS BEATON DISTRIBUTING

Ralph A. Thacher of Hyannis, who is well known in the Massachusetts cranberry industry, has been employed by Beaton's Distributing Agency, Wareham, his duties having begun August 1. Mr. Thacher had been engaged in service work with NECSO until this service was given up last spring. He is interested himself in several bog properties and is president of the Lower Cape Cod Cranberry Club.

## PROGRESS IN QUALITY CONTROL

R. A. TRUFANT

(Fifth in Series)

The average grower does not seem to be sufficiently alert to the importance of securing good keeping quality. As this is written, the diversion program may or may not go through. (Editor's note—it was refused). Without underestimating its value from a short range viewpoint, it seems quite doubtful that we could avoid the accumulation of another surplus.

It is all very well for the Council to vote to limit future crop-year carryovers to 50,000 barrels, but that is too much like a Board of Health voting to reduce the death rate.

The experience of the New England Cranberry Sales Company is a case in point. In 1946 and 1947, the proportion of its crop going to processing was less than 28 percent each year. Shipments were in wood, floats were taken, overall quality about average, and markets were undersupplied. Yet in 1948 processing percentage rose to 35 on the best quality crop in years. Shipments were largely cellophane, markets disorganized and certainly not undersupplied. The figures for 1949 are not strictly comparable, and floats were not taken, much shrinkage was taken, and quality rather poor. While 25 percent of the shipments went to processing, if floats had been taken and all tender berries processed, it is safe to say that at least 35 percent would have been processed.

### CRANBERRY MARSH FOR SALE

Approximately 265 acres of land, good water supply, 12 acres of old vines, 7 acres of new vines, all bearing, crop prospect looks very good. Two bedrooms, one-story modern home, barn 32' by 34', machine shed 34' by 16', woodshed 12' by 10'. Located 80 rods from Valley Junction and 9 miles from Tomah, Wisconsin on good road. This is an estate that must be settled. Possible to purchase one-third interest in partnership or the total. Ralph L. Hilger, Administrator, 704 Superior Avenue, Tomah, Wisconsin.

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### Low Processing Rate

Note this sudden jump from two 28 percent years to two 35 percent years, coinciding with the general adoption of cellophane. Buttress that with the fact that 67.5 percent of the NCA receipts went to processing, when both organizations were striving for 80 percent fresh sales. It would seem that even putting forth our best efforts, there will be 300,000 to 400,000 barrels going to processing each year, on the average, if past practices are continued. As noted in this series, that means a very low

price for processing berries, which in turn drags down the price of fresh fruit.

This is the well-known law of supply and demand. Simply stated, the more there is of anything, the less people will pay for it. Perhaps you remember what happened to the value your wife placed on her new hat when Mrs. Jones next door came out with one just like it! Attempts to "repel" this law have involved killing little pigs, plowing under crops, and building up carryovers. This year's booming sales of sauce were "planned that

way" when the case price was set last Summer, at a much lower figure than in past years which did not move enough sauce. That is the way to move it; price it lower.

But what happens to the growers return then? Assume that in a reasonably balanced year, half of the sauce price goes to the grower. Then a year comes along when much more sauce has to be sold, and the statisticians say that the price must be cut 30 percent to move it. Does that cut come out of sugar, cans, labels, cartons, power, labor, salaries, overhead, advertising etc? Not to any appreciable extent. It just darn near wipes out the grower's share, that's all.

### Dumping

We are told to dump floats, dump this, that and the other. But as long as these berries have an economic value, such moves will encourage in-and-out canners to pick them up and compete with the better berries we process. And as long as the Council is tied up with NCA, it is certainly not to our interest to encourage competition from lower-cost sauce. The dump-scavengers will not pay much.

However, if we assume that floats etc. no longer have an economic value, the picture brightens. That would happen if the Federal inspectors condemned floats wherever they found them. Are we ready for this? How many of you

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have screened up a lot of seconds and had the cannery reject them? Were you philosophical about it?

Of course the point in all this is that every barrel of berries which goes to the processors when it might have gone fresh (by better bog management, Fermate, etc.) lessens the chance of satisfactorily marketing your by-products—pies, seconds, floats, etc. If only the by-products went to canning, the returns would be excellent. Dilute them with a lot of plain, ordinary poor keepers as we have been doing and we will be a long time getting out of our mess. Eliminate the poor keepers right on the bog by making them good keepers. The Experiment Station will try to tell you how.

#### Larger Growers Excellent Record

Last year the larger growers in the Sales Company made an excellent record on quality. They tried harder. It was the small grower who shrugged and said his few berries did not count that made the poor record. And when over a quarter of the members could not pack a single box under the EATMOR label, the result was nat-

urally an excess of processing berries. Lowering the EATMOR standards to take in poor keepers would mean more rotten packages clogging the stores. The standards

should be raised. And we should have better methods of detecting poor keepers before they go into the bags. That might cost real money, but it would save more.

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# WE DON'T HAVE TO WAIT FOR ANOTHER GENERATION

A vegetable grower from Rockland County, N. Y., was quoted recently in the NEW YORK POST as saying:

"I don't know whether my generation of growers will be able to get together or not, but I am sure of one thing. Our youngsters who are witnessing our experiences won't take the lickings we have been taking."

This grower had taken a pretty bad licking. He had taken a truck load of sweet corn to the New York market. There he was offered what amounted to about a cent an ear for it. At the same time, corn was retailing for 8½ cents an ear. Rather than sell it at the price offered, this grower headed back home and dumped the corn in a field.

In the same newspaper article, another grower was quoted as saying: "I took a big load of cabbage and squash down to New York last week, and they offered me three cents a head for my cabbage, and 35 to 50 cents a crate for my squash. I brought the whole load back here and dumped it."

Maybe they will have it in this generation. Maybe not until another one comes along. But what these growers know they must have is some kind of cooperation among themselves.

Fortunately, cranberry growers don't have to wait for another generation. For 43 years the Exchange has protected growers' interests. And although some years have been more profitable than others, cranberry growers have never experienced the acute distress suffered by growers of so many other commodities.

It's easy to dismiss **what could happen** without cooperation. But it's just as easy to see **what is happening without it**.

**Eatmor  
Cranberries**

AMERICAN CRANBERRY EXCHANGE

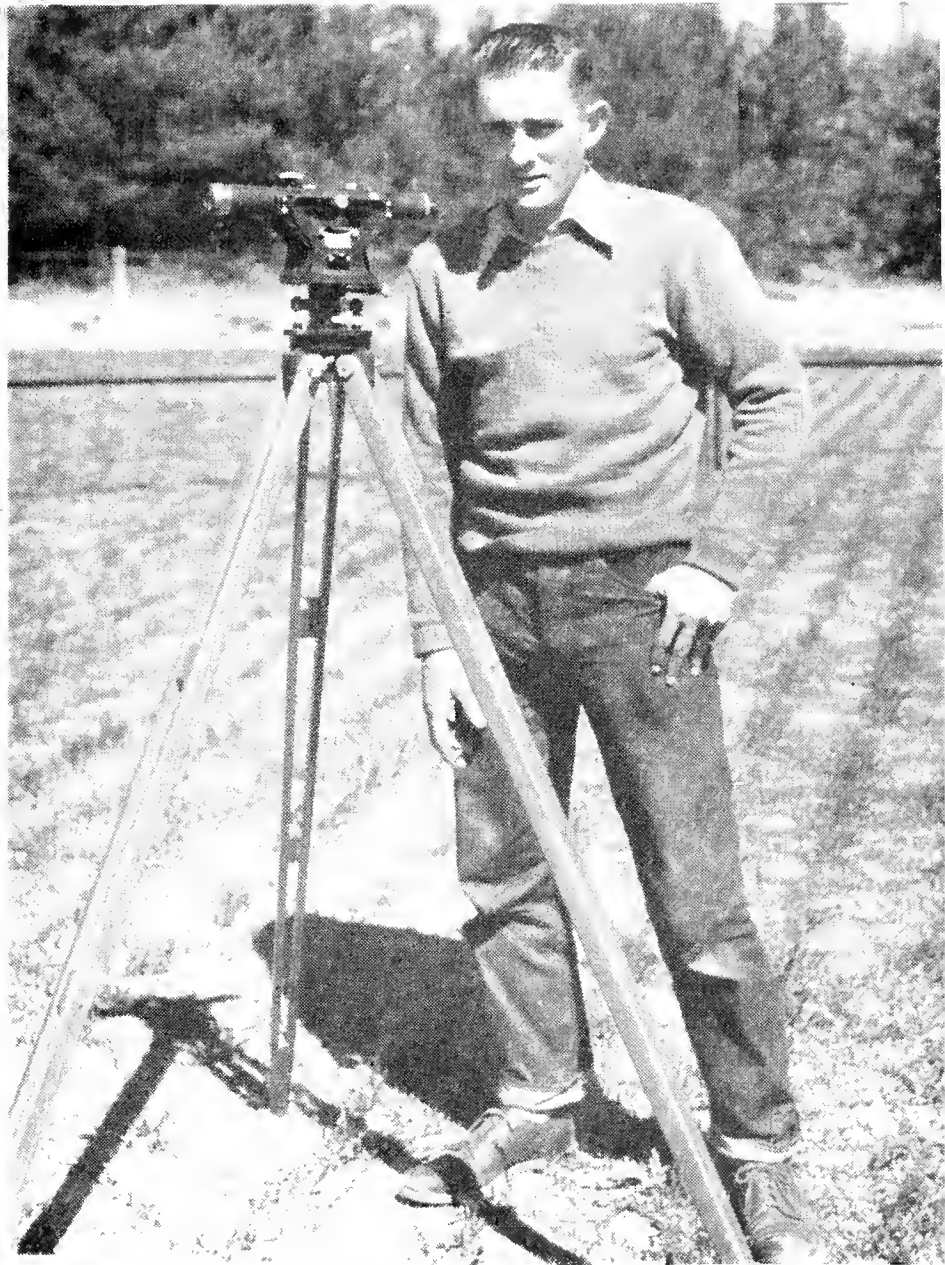
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Martin Kranick of Oregon. Story page 7.

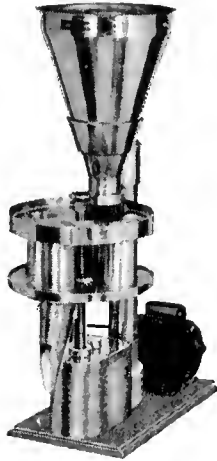
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**CRANBERRY GROWERS TAKE  
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**WE ARE CO-OPERATIVELY—MINDED**

The State of Wisconsin is proud of the position it has grown to in cranberry production in the United States.

We are sure every grower within our State wants to, and intends to, use our position to further the industry as a whole.

After all, there are comparatively few of us—that is cranberry growers, and we should be as closely-knit a unit as is possible. We must work with, and for each other. We must work within the framework of all other agriculture to make U. S. agriculture strong—to meet increasing populations, international stresses.

We of the Wisconsin Cranberry Sales Company are co-operatively-minded, fully believing in the proven theory that in co-operation lies strength.

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(A Cooperative)

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## Benson Resigns As Treasurer - Manager New England Sales

J. C. Makepeace Assumes Position of Treasurer—Miss Sue Pitman Elevated as Office Executive Vice President.

The resignation of Arthur D. Benson, general manager and treasurer of the New England Cranberry Sales Company was accepted at a meeting of the directors of that co-op on August 22. John C. Makepeace of Wareham, who some time ago withdrew from the company became treasurer and in effect executive officer. By-laws of the co-op do not provide the treasurer be a member. Miss Sue A. Pitman who for many years has been assistant to Mr. Benson and assistant treasurer and who was elected clerk also a few month ago, became executive vice-president in charge of office details.

Mr. Benson had been in the employ of the New England Sales, largest unit of the American Cranberry Exchange, for every year since it was incorporated in 1907 with the exception of the first year. For the past 35 years he has been general manager, treasurer and until this year, clerk, as well. Mr. Benson, who owns bogs of his own in Lakeville, was elected a director of the Exchange at the last annual meeting of the N. E. Cranberry Sales Co.

He was a major contributor to the plans in forming the Cranberry Growers' council about a year and a half ago and was elected its secretary-treasurer, which position he still holds. As it is desired to make the Council, the main duty of which last year was the allocation of the cooperative crop between fresh and processed berries, into a body with more power and increased duties the possibility was being discussed of making the post of secretary-treasurer into a paid full-time position with Mr. Benson continuing in that post under these conditions.

Mr. Makepeace, as is, of course,

well-known one of the largest cranberry operators in the country, and the Makepeace family has since the later part of the last century been a leading family in the industry. He is currently treasurer of NCA, president of the Growers' Council, president of the Wareham National Bank, chairman of the Board of the Hyannis Trust Company, a member of the investment committee of the Wareham Savings Bank, as well as many other similar positions of public trust.

The moves seemed to be intended to restore under the new set-up, the New England Company from its financial and other difficulties into which it has fallen in the past two or three years.

Theodore H. Budd, Sr., of New Jersey, is chairman of the executive board of the Growers' Council. Mr. Benson was one of the incorporators of this body, and is a member of the executive board or marketing council, the other members of which are Daniel C. Rezin, Charles L. Lewis, both of Wisconsin, Isaac Harrison, New Jersey and Russell Makepeace and Ellis D. Atwood of Massachusetts. Should there be created a paid secretary-treasurer position of the Council on a full-time basis and Mr. Benson assume this whether it would be located in New York or Massachusetts is also undecided.

## N. J. Growers Hold Summer Meeting

President Vinton N. Thompson, in his welcoming remarks at the annual August meeting of the American Cranberry Growers' Association, stressed the statement that cranberry growers need a way to sell each crop as it comes, regardless of a lowering price. A carry-over in excess of 100,000 barrels is dangerous, he says, and makes buyers afraid to purchase. He further pointed out that a small carry-over creates a better set-up for the canners.

Doehlert,

C. A. Doehlert, secretary of the Association, reviewed recorded figures on the efficiency of har-

vesters. In view of the encouraging development of picking machines Doehlert felt that it is very timely to recall that over a period of six years scoopers working under favorable conditions consistently left 19 percent on the bog.

He further stated that the records did not justify the notion that scooping unfavorably runs down the production of New Jersey bogs. Records show that even with good agitation floating has been known to bring up only one-third of the portion of the crop left on the bog by the scoopers. He urged growers to try following the scoopers very closely with a small portable sprinkling outfit.

Goheen

Austin C. Goheen, who has come to New Jersey from the University of Washington to take over the disease control investigations of cranberries and blueberries for the U. S. D. A., gave an interesting report on cranberry field rots. His field experiments just begun this summer have already shown the profitable benefit obtained by spraying for rot control. Goheen pointed out, however, that in many cases the eventual solution will probably be secured only through an understanding of the physiological requirements of the cranberry plant so that growers can help the plant to resist infection.

Tomlinson

William E. Tomlinson, Jr., Entomologist at the Cranberry and Blueberry Research Laboratory, showed colored slides of the cranberry scale which has become severe on some bogs during the past two years. This is an old pest which has not caused trouble for

(Continued on Page 4)

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# Mass. Cranberry Station and Field Notes

by J. RICHARD BEATTIE  
Extension Cranberry Specialist



Weather conditions plus a relatively light insect and disease year have favored another good crop in Massachusetts. The August drouth and high temperatures of the past few seasons didn't materialize this year. Rainfall has apparently been adequate for most bogs. Last year, we had a total of 4.31 inches of rain from June 1 to September 1, as compared with 6.7 inches for the same period this year. There have been times this summer when drouth conditions were uncomfortably close, but timely showers eased the situation before appreciable damage occurred. The harvesting season is expected to begin about September 11. There are some indications that pickers may be scarce. The United States Employment Offices of Brockton and New Bedford have set up local headquarters for cranberry growers throughout the area. If you need harvest labor, it would be well to place your orders as early as possible with your local office.

Water supplies are still critical as we enter harvest season. That brings up the matter of the fall frost warning service. The popular telephone frost warning service offered by the Cape Cod Cranberry Growers' Association will continue as usual. It will save time and money if growers will let their distributors know just as soon as they have finished picking. The radio schedule will be the same as in the spring with the exception of the cancellation of the Brockton Station WBKA. The time and schedule is as follows:

Station	Place	A M	Dial	Afternoon	Evening
			F M		
WBZ	Boston	1030 k.	92.9-46.7 mg.	2:30	9:00 weekdays 9:30 Sundays
WOCB	West Yarmouth	1240 k.	94.3 mg.	3:00	9:30
WNBH	New Bedford	1340 k.	98.1 mg.	3:30	9:00
WFMR	New Bedford			3:30	9:00

A few suggestions for the fall season are outlined for the growers' consideration. The cranberry girdler may need attention on some bogs at this time of year. Dr. Franklin recommends a fall flood if the 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 Howe variety should stand such a flood very satisfactorily and still be suitable for the fresh fruit market, while Early Blacks usually have to be sold to a processor. However, in most instances Early Blacks could be harvested prior to this treatment. Before leaving the subject of floods, growers are reminded of the importance of the fall clean-up flood. Not only does this flood give the vines a good drink of water after the tough picking operation but helps to rid the bog of much of the harmful trash that it accumulates each year. If water supplies are available, such a flood should be made immediately after harvest and held for approximately one week. A float boat, particularly the airplane-propeller type, run over the flooded bog does excellent work in bringing up the trash to the surface where it can be collected and hauled away to a nearby dump. The writer sincerely hopes that this dump will be large enough to accommodate the floats, pies, and seconds in order that our market agencies may concentrate on good quality fruit for both fresh fruit and processing

outlets.

Now is the time of year to be checking bogs for the fungous disease known as *fairy ring*. It is easily recognized as those unsightly circular areas of dead or dying vines. Dr. Bergman recommends the copper sulphate treatment, using 10 pounds of copper sulphate crystals in 100 gallons of water, applying 1 gallon to a square foot. Be sure to treat an area three feet outside the ring and two feet inside the circle. Application should be made from mid-September through October after the berries have been picked.

We have a few suggestions from Dr. Cross on fall weed control. *Pitchforks* or *beggar ticks* are a common weed that causes considerable trouble on many bogs. Dr. Cross has discovered a new method to prevent it from going to seed. He recommends the use of copper sulphate at the rate of 25 pounds of copper sulphate crystals in 100 gallons of water, 400 gallons per acre. Copper sulphate is very corrosive to equipment. Growers are urged to thoroughly wash out their sprayers with soap and water immediately after using this material.

*Loosetrife* is still one of the difficult weeds to control. Dr. Cross has found another method of treating it at this time of year. The treatment, however, is confined to *loosetrife* that grows in ditches. He recommends spraying this weed in the ditches with *Stoddard Solvent* or *sodium arsenite*. These chemicals kill the small plantlets of the *loosetrife* plant and in this way prevent them from floating onto the bog during the fall or winter flood and starting a new crop of weeds.

Dr. Franklin and Joe Kelley believe that it is a sound practice to postpone pruning, raking, and sanding operation on bogs that lack a proper winter flood until next spring. Apparently the injury makes them more subject to winterkilling.

A new cranberry marketing season is here. Real progress was made last year in establishing greater confidence on the part of the trade. This was accomplished

by furnishing them with a good pack at fair prices under relatively stable marketing conditions. Our marketing agencies must continue to improve the good will with trade. Shouldn't we, as growers, do our best to furnish the marketing agencies with a quality product that the trade will find profitable to handle? This would mean careful handling of our crop from harvest through the screening operations. In other words avoid unnecessary bruising of the berries, wholesalers, retailers, and Mrs. Consumer. Many of these shipment are made across the continent and must stand up in transit. Shouldn't we make every effort to see that these first shipments are our best fruit and maintain these high standards throughout the season?

### N. J. MEETING

(Continued from page 2 )

a good many years. Its reappearance may possibly be an effect of the common use of DDT, although that is not yet proved. Tonlinson is studying control measures as well as the nature of the parasites which normally hold the scale in check. He mentioned that Dr. Franklin has found the scale more troublesome in Massachusetts during the last two or three years, and that Walter Fort finds that it has occurred so far only on bogs that have been sprayed with DDT instead of being dusted.

About 90 persons were present at the meeting which was held in the new Fenwick Hall in Pemberton. After lunch the crowd drove to the bogs of Joseph J. White, Inc., and followed a tour arranged by President Thomas Darlington and Superintendent Isaiah Haines.

## MATHEWS CONVEYER and TRACK

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# WESTERN PICKERS, INC.

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This essay deals with the problems involved in pioneering a new invention under a Capitalistic System as against a Socialistic, or Communistic set-up.

For purposes of this discussion, a Capitalistic System means the providing of private capital (or money) owned by an individual whereby he invests it in the hope that he will be paid for its use. Because of this hoped for increase in value he is ready to spend a considerable amount of time, much thought, and take a lot of chances—to gain that certain experience which is necessary to get the special knowledge required for his devise, or idea that will set it apart from all others and make people, in general, desire his product.

Under a Socialistic System, this same man risks no personal wealth but joins with others in the planning and developing of the enterprise. Both his thoughts and efforts are divided, so that he takes no personal blame for its failure. He spends no great amount of time worrying because he has nothing personal to lose. In the face of direct criticism he will spend no great amount of effort to further the cause along and if faced with direct opposition will abandon his project altogether because the rewards for doubtful completion do not offset the direct personal unhappiness caused by direct personal criticism. And even the personal approbation of a successful completion is balanced by envy or prejudice.

These simple statements of a rather abstruse philosophy when applied to the Cranberry Industry works out about as follows:

Western Pickers, Inc., (a small Oregon Corporation) purchased the rights to the principles used in the Western Picker in 1946. It spent over \$26,000 in cash to produce 25 pickers in 1947. In 1948, another large sum was spent in building more pickers. Not a one of these pickers were sold or even offered for sale. By 1950, these pickers were junked and all the personal services, worries, sleepless nights, wages and salaries were charged up to that particular experience that is one of the outstanding points in a Capitalistic System.

By 1950, nearly \$100,000 had been spent for patent rights, research imperfect machines, wages and salaries. This in a rather small industry where nearly all the demand for mechanical pickers could be satisfied in a short space of 5 years or less.

In a large industry like Radio or Automotive, this money would be peanuts, but in a small industry like cranberries these costs have to be amortized on a relatively small amount of machines.

In a Socialistic System the amortization costs wouldn't necessarily be made up within the Industry. The government would simply add it with many similar projects and they would simply be a part of the National Debt, to be paid for in some manner sometime in the indeterminate future. But the project would go on and on till it died for lack of interest. And because of this lack of interest a perfected cranberry picker would never be developed.

Under a Capitalistic System it had to go on or all the money spent up to this time would be lost and the only chance of saving his first money was to spend more money after it. It was life or death to the machine.

This was true in the development of the Western Picker and is true in most advancements which change the course of our everyday habits and pursuits.

And now, having fought and solved the Cranberry Wars, Western Pickers is confronted with another War. Already the Korean situation has tightened up materials. In another month or two it will undoubtedly be worse. What about next years supply of Western Pickers?

Not being a large company with unlimited capital, Western can't stockpile any great amount of material against a threatened shortage. So if you are at all interested in cheaper picking and in avoiding manpower trouble, it is nearly mandatory that you look over the performance of your neighbors Western Picker and decide soon whether you are going to stay in the Cranberry Industry and place your order for one or more soon enough so that we can get the material to build them for you. (ADVT.)

# Cranberries

THE NATIONAL CRANBERRY MAGAZINE

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FRESH FROM THE FIELDS

Compiled by C. J. H.

## MASSACHUSETTS

### Harvesting Begins

Picking on small scale started the week of Sept. 4, or immediately after Labor Day. Large-size harvesting was to get under way the week of the 11th. Rainfall of .79 over the holiday week-end, with a cool night or two helped to size and color berries slightly.

### Size, Quality Good

Size was expected to be a little above average and quality was reported as good.

As this is written, no real picture of the labor situation was discernable, except that it would probably be considerable tighter than last year.

### All August Rain in Two Storms

Rainfall for the month of August totalled but 3.44 inches as recorded at the State Bog, East Wareham, although slightly lesser and greater precipitation was reported at other parts. Practically all of this rain fell in two storms, the first on August 1, when 1.29 inches was registered and the second on the week-end of August 19 and 20 when the Cape area was barely missed by the tropical hurricane which beat up the coast from off Florida. Rainfall was then 1.37 inches on the 19th in occasional torrential squalls and .07 inches on the 20th. Middleboro in that storm received 2 inches and Falmouth, on the Cape, also 2.

Both rains came at a most opportune time to benefit all crops, including, cranberries, to avert serious fire hazards and to save lawns. Both were preceded by extended, hot and dry spells, and so twice this season Massachusetts agriculture was saved from severe

## THE SITUATION

(As it appears the first week of September in this unusual year of the cranberry industry).

The 1950 crop is forecast by the U. S. Department of Agriculture as the largest ever, a grand total of 967,000 bbls. Just prior to harvest general Massachusetts opinion seemed to agree with the Govt. estimate of 600,000 for that state as not too high. There is some doubt if Wisconsin would achieve the 230,000 crop estimated, depending largely upon late season weather. It is thought Jersey might run a little over its estimated 85,000 bbls.

Of course, as every grower well knows, these are estimates, subject to revision either way, until the berries are actually harvested.

There is being considered the possibility of Government taking all or part of the surplus in some such program as a school lunch. Any such announcement would probably come directly from Washington. There are apparently no prospects of sizeable fresh fruit purchases by the Government for armed forces, at least in the immediate future.

There is the probability that harvest and other cranberry labor will tighten as industries go into increased war production because of the Korean situation.

There is little indication of what the market price may be.

A major development in Massachusetts is the resignation of Arthur D. Benson as general manager and treasurer of N. E. Cranberry Sales, the election of J. C. Makepeace as treasurer and executive officer, and elevation of Miss Sue A. Pitman as executive vice president to handle details of management.

There is consideration of the strengthening of the Cranberry Growers' Council, including the creation of a full-time paid secretary-treasurer post, this position now being held by Mr. Benson in unpaid capacity.

adverse effects just in the "nick of time."

### Cape Spared Hurricane

Growers and everybody else, recalling all too vividly the two previous hurricanes of '38 and '44, and realizing another 6-year interval had elapsed, were more than happy when the storm brought nothing more than the heavy rains and winds of no more than 45 miles per hour, as recorded at the Cape Cod Canal. The two days of the storm brought the sullen, sultry atmosphere pressure typical to hurricanes.

August was not a sunshiny month, but was one degree warmer than normal as reported at Boston. Degree departure from the normal

for the year as recorded was plus 377. Hottest day at the State Bog in the shelter was 87 on the 11th and 48, as the coldest, on the 12th.

## WISCONSIN

### Doubt of Crop Size

#### At End of August

As of the end of August there was still doubt in the minds of some that Wisconsin would reach the Government estimate—this was still qualified by what the first part of September turned out to be in regard to weather. In the opinion of "Del" Hammond, Wisconsin Cranberry Sales Company, berries up to that time were not sizing well, and size would be a

very important factor in determining the volume of the crop. Therefore if the growing weather was favorable up to harvest time the estimated volume might be reached.

#### More Insect Damage

There was considerably more damage by fruitworm than average, although in many cases control was very good. Fireworm damage cut into the crop extensively in some areas.

#### Hail Damage

The properties of Vernon Goldsworthy and Ralph Sampson in the Northern part of the state suffered hail damage on August 17th.

#### Water Diminishing

There was rather cool weather, with temperatures ranging as low as 22-24 degrees in the North. The weather was also extremely dry and at the beginning of September some of the water supplies were starting to diminish.

### NEW JERSEY

**Temperature**—The average daily mean temperatures for August were below normal, as they have been every month since last February. The average daily mean temperature for August at Pemberton, was 71.5 degrees which is 2.8 degrees below the normal of 74.3 degrees.

**Rainfall**—The average rainfall at Pemberton was almost exactly normal, but it was unevenly distributed with most of the rain falling during the last 10 days of

the month. Rather dry conditions prevailed throughout most of the month. There was no serious drought injury and the heavy rains on the closing days of the month replenished water supplies for the fall frost season.

**Cranberry crop**—The cool, dry weather that has prevailed most of the growing season, has evidently been favorable for the cranberry crop. The crop is better than average. Size of the berries is average due to the cool weather and rather dry conditions during the growing season. The quality of the fruit is above average due to cooler and drier growing conditions. The cool nights during August favored coloring of the crop. Harvesting of Early Blacks was started on some bogs during the last week of the month.

**Blueberry crop**—Though light picking of blueberries continued after the end of August, the total crop of cultivated blueberries in New Jersey was about 750,000 twelve-pint flats, or about 9,000,000 pints during 1950. This is about 150,000 flats less than the record 1947 crop.

The smaller crop season is due to the effects of the severe drought during the summer of 1949, a severe fungous blight during the late bloom season when it was unusually damp and cool, and the less than normal rainfall during the 1950 growing season. Berries averaged considerably smaller than

normal throughout the season because of the drought effects.

### WASHINGTON

The crop has come along slowly this season, and there was no make-up seen for the lateness. The prediction of D. J. Crowley in mid-August was for a crop slightly less than that of last year, which was 40,000.

The Long Beach Cranberry Club entered a float during a recent celebration at Long Beach and received honorable mention.

R. A. Wearne, horticulturist at the Long Beach Cranberry-Blueberry Station, has returned to his native state of Montana, where he is to go into greenhouse work. The Station regrets his loss.

### CRANBERRY JUICE MAKES "MIRACLE" CURE TO HICCOUGHING MAN

Here's a story we will quote verbatim from The Webster Times, Webster, Massachusetts.

"Six and a half years ago, Del Faford, widely known local man, was seized with an attack of hiccoughs.

They didn't stop, and throughout the half dozen years he has continued to be afflicted, although he has tried almost everything that medical science has to offer in his attempt to eliminate the trouble.

He was forced to give up his bicycle repair shop on High street, because of his affliction.

A few nights ago Del declares that he was awakened during the night by a "voice" which he declares was a Divine voice, and he was ordered to take cranberry juice and water in the proper mixture.

He followed the advice, and now says he is entirely cured. He's going to resume his business at the store, 203 High street.

'Just like a miracle, he says.'

In the same issue of the Times he inserted an ad "to former customers" that his shop was being re-opened.



It's the only carbonated Cranberry drink and, blended with Cola, is a real treat. The children love it and it's a super mix for the grown-ups. One gallon of syrup makes 128 drinks. Send for it now.

**\$1.00 a Quart or \$3.50 a Gallon**  
(POSTAGE PREPAID)

**CRANBERRY COLA CORPORATION**

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**NO C. O. D. s**

# THE KRANICKS TO MAKE OREGON "POINT OF INTEREST" IN NEW BOG

This West Coast Couple, Well Known in Industry, Have Taken Over Property Near Cape Blanco—Son Martin Will Operate Their Former "Kranberry Acres."

By CLARENCE J. HALL

Leslie and Ethel M. Kranick, who have been in the cranberry business since about 1926, and are ranked up and down the West Coast as among the important growers, plan to move their activities from the "old home place" to the Cape Blanco bog, originally built by M. L. Urann. Their son, Martin, returned from World War II, is to carry on their old property and will eventually live in their house there.

Mr. and Mrs. Kranick have owned the so-called Urann, or sometimes called the "Cape Blanco" bog, which is incidentally to be the name used by Ed Hughes for his new venture in the same area, about four years. It is there on U. S. Highway 101 that the Kranicks are to build their new home, and expect to develop the property into a cranberry "show place" of the West Coast. Route 101 is the main Oregon Coastal highway, running from Canada into Mexico, and during the years many thousands of motorists pass along it.

## To Make a "Point of Interest"

The intention of the Kranicks is to erect a modern home, put the bog into as excellent condition as possible, landscape area with Port Orford cedar and native shrubs. They hope to make of it a point of interest which will attract those unfamiliar with the cranberry industry, and thus, perhaps, indirectly boost the sales of cranberries to the general public.

From their experience already, the Kranicks when at this bog have been asked a question repeatedly by passing motorists who, seeing the bog, have halted and inquired:

"Pardon us, but our curiosity has gotten the best of us. What in the world, form of agriculture is this? What do you grow on such a farm or garden as this?"

The Kranicks hope, with a bog, eventually as nearly model as they can make it, to explain that the property is a cranberry bog, and then give some information about cranberries.

This bog, which is built on the "Bandon" type soil, has 7½ acres in vines, and two years ago the first crop was harvested. This past fall the production was 300 lbs. The property is set to McFarlins.

## No Ditches

There are no ditches at all on the bog, all irrigation being done

by an extensive sprinkler system. Water is pumped up by Jeep engines from Green Gulch, a mountain creek running deep in a gully far below the bog, to a large sump at the side of the bog. From there pipes carry the water out over the irrigation system.

The home the Kranicks plan to build will be in a grove facing the highway. They hope to make their home and bog an unofficial cranberry center of the West, and for this Mrs. Kranick, in particular, is as well qualified as anyone in Oregon or Washington. For years cranberries have been her intense interest. She has held positions in cranberry organizations, has written articles concerning the fruit for many publications, is a frequent contributor to CRANBERRIES.

The cranberry industry, as one of the smaller agricultural activities of Oregon, does not receive as much interest from the State as does the industry in the other cranberry districts. Mrs. Kranick is waging an active campaign in bringing about greater recognition, as she is a member of the Oregon Agricultural, Research and Advisory Council, which meets frequently at the State Agricultural College at Corvallis. She "talks up" the cranberry industry at every possible opportunity and says she enjoys the experience

greatly. As she is the only feminine member, she is listened to intently, and feels she is making those in authority in Oregon State agricultural affairs considerably more "cranberry conscious" than they have ever been before.

## Son Martin Enthusiastic

Martin, 30, only son of the Kranicks, returned to the "home place" bog after his discharge from service with the U. S. Air Corps in Europe. He is enthusiastic about seeing what he can do "on his own" in cranberries as soon as his parents relinquish full control of the property to him.

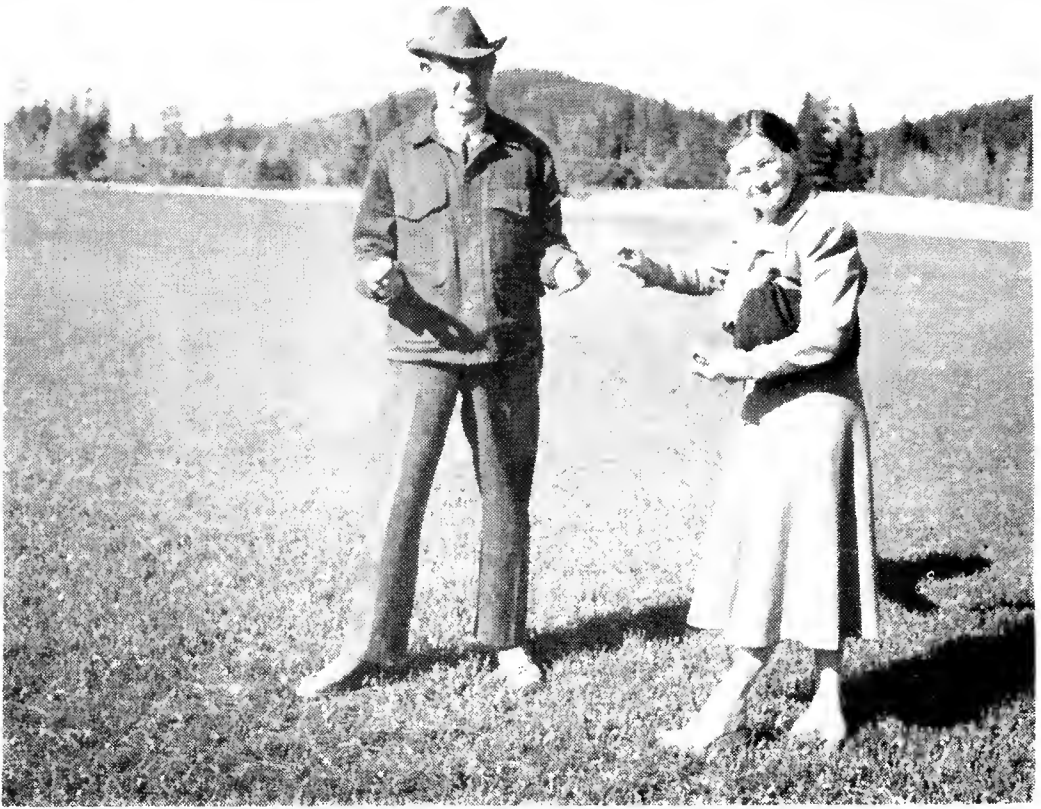
## Made 30 German Aid Raids

Martin is a civil engineer, a graduate of Oregon State College, Corvallis, 1940, with a B. S. degree. He is anxious to apply engineering methods and thoughts to cranberry growing. Plus his college training as an engineer he has had experience with the U. S. Bureau of Reclamation in Colorado and Nebraska. His army air service consisted of being stationed in England, where as navigator of a B-17 he made no less than 30 raids over Germany. His ships, he says, were shot at many times on these ferocious raids, but he was fortunate enough never to have been shot down.

With his parents such enthusiastic cranberry growers, Martin has always known more or less about the industry. After his discharge from service he came back to Bandon and did some bog work. Now he is hard at work learning the problem of a cranberry grower the hard way—by actually going after them. He is currently treasurer of the Southwestern Cranberry Growers' Association.

## His Hobby Is Maps

As an engineer and navigator in the air service he became interested in maps and the collecting of maps. This is his hobby. In an enclosed section of the Kranick warehouse, which is his present sleeping and recreation quarters, he has no less than 4,000 maps, all neatly filed away. These, with the cabinets in which they are placed, represent quite a little financial investment. He has maps of just about every place in the world. Many of these are contour



Mrs. Ethel Kranick hands a growing berry to her husband, Leslie, on their bog at Cape Blanco. (CRANBERRIES Photo)

maps.

He asked the writer just where his home was located in Massachusetts, and it was only a few moments before he had found the Wareham, Mass., U. S. topographical section, found the exact road, and the location of the house.

#### Can Locate Massachusetts Bogs

As a matter of fact, from his maps of Plymouth and Barnstable Counties he rather put the writer to shame by being able to determine the location, size and elevation of many a bog around Carver, Plymouth, Middleboro or on the Cape of which we knew the location or size only generally. It was obvious that he had done a lot of map study of the Massachusetts bog area and that this rather unique hobby of his is one at which he works a good deal. He said that from his maps he could locate almost "any hedge row in England."

The "old home place", which he will take over, with its beautiful long approach lined with rhodo-

## Large Attendance At Meeting of Wisconsin Growers August 8th

The annual summer meeting of the Wisconsin State Cranberry Growers' Association was held on August 8, at the DuBay Cranberry Company property, DuBay, Wis-

dendron plants, consists of 13 cranberry acres, this including certain areas which are now under construction. The Kranick marsh, mostly built on peat, Massachusetts fashion, is one of the most widely-known bogs in Oregon. It has averaged about 1,100 barrels in production. Martin, at present, is unmarried.

Regarding Martin's plans, it should perhaps be said these were his ambitions. As a Reserve officer, he is again uncertain because of the Korean situation. He does not know from day to day if he will be called back to service.

consin. One of the largest attendances in years was present, approximately 150.

President Newell Jasperson introduced the following speakers, Professor R. H. Roberts, University of Wisconsin, who spoke concerning weed control; Professor John Kross of the Department of Agricultural Economics, U. of W. (address expected to be printed in full in the next issue), Henry F. Bain, who talked upon keeping quality in relation to Bordeaux Mixture and Dr. Henry J. Franklin of Massachusetts, expressing his impression of the great changes for the better in the Wisconsin cranberry industry since his last visit there a number of years ago. He told, also, of insecticides which the East Wareham Experimental Station was working with, and made some general remarks as concerns the cranberry industry.

Cut lemons can be preserved by smearing the cut surface with the yolk or white of an egg, then setting it aside to dry.



# Cape Growers "Flabbergasted" at First Official Estimate Of Near A Million

**Announcement at Annual Association Meeting, East Wareham, August 22, Brings Immediate Impromptu Discussion Concerning Disposal, and of Leaving 20% on Vines—Group Interested in New "All-Purpose" Tractor and Other Equipment.**

Interest in hearing the first official estimate of the 1950 cranberry crop was probably never higher, in view of the present general cranberry industry situation, than at the annual meeting of the Cape Cod Cranberry Growers' Association, State Bog, East Wareham, Tuesday, August 22nd. And it was a rather "flabbergasted" attendance of about 200 who heard C. D. Stevens, statistician of the New England Crop Reporting Service, announce the Government estimate for the United States as 969,000 bbls., or for the largest production ever, exceeding the 1948 production of 967,000 by a slight margin.

This, if the preliminary estimate proves to be correct, will be 36 per cent above the average and compares to 840,000, revised figure for last year. Broken down by states, Massachusetts was accorded an even 600,000, 15 per cent above last year's revised figure of 530,000 and 29 per cent above average, and second only to 605,000 barrels in '48; Wisconsin, 230,000, second largest and 80 per cent above average; New Jersey, 85,000, 10 per cent above average; Oregon, 16,000 as compared to 13,400 last year; Washington 38,000, as compared to 40,000 last year.

## Leave 20% on Bogs?

President Melville C. Beaton of Wareham, following this report, said, "There it is. You can decide whether you like it or not." He then said that he, personally, felt growers should concentrate on marketing the good berries first. This led to an interesting impromptu discussion. Chester Robbins, Onset, suggested that if every

grower should refrain from picking 20 per cent of his crop, he for one was willing to do this. Marcus L. Urann, president of NCA, was called upon to see what he thought of such an idea and said he thought it might be good. He then said NCA has a big demand for canned sauce, which he said was not due to stocking up inventories against the future, but was due to replacement of sauce sold.

Mr. Beaton asked Mr. Urann if growers might not be able to devise some standard of grades, which would prevent the shipment of all undersized berries, such as pies and seconds, and if it was too late for anything like this to be done this year. Mr. Urann said he thought Mr. Beaton had a good point there and that it was not too late. He said a committee, of which he is chairman, was then working on plans for the coming marketing season.

He was subjected to a barrage of questions, during which his replies indicated that the NCA would have no surplus of berries by October 15; the price of \$1.50 a dozen cans would not be lowered (but he would not say whether it would or wouldn't be raised) or what NCA would pay this fall. He mentioned the plans of the cooperative were to can 4,000,000 cases or 400,000 barrels, and spoke of a price of \$12.00 net to the grower-members of NCA.

Lawrence Cole of Carver asked how large a crop a grower would have to pick it all to advantage, or how many barrels to the acre, which was not answered, although Mr. Urann said he thought the crop which could advantageously be sold this year might to 800 to 850 thousand, which the not picking of 20 per cent would just about make.

## Argues Growers Should Set Price

Lester W. Jenney of Massachusetts said the solution of the cranberry growers' problem was plain. That was that the growers should set the price they should receive,

and not NCA or ACE. He said consumers would pay any reasonable price asked if necessary, if the cost of production was explained to them. Mr. Urann disagreed with that.

Judge J. Arthur Baker, Bourne, asked Mr. Urann if he had any idea of how many berries the public would take at a price that would give the growers a reasonable return. Mr. Urann, speaking only for the canning side of the picture, said 400,000 barrels was a figure he considered about right.

It was an interesting rapid-fire debate, and probably the first time, at least in recent years, there has been such discussion of leaving fruit unpicked on the vines. No conclusion was reached.

In commenting on the figures he had just released, Statistician Stevens said that obviously a reason for the trouble within the industry was that four out of five of the last crops had been record crops. Discussing further the Massachusetts crop, he said estimates were for 54 per cent Blacks, Howes 41, and other varieties 5, approximately the same as last year. He said the Wisconsin estimate was possibly to be qualified by the fact that much would depend upon the growing conditions from then on, as the season was late in that state. In Massachusetts, he said there had been slight frost loss, a rather heavy flowering followed by a heavy set, and that rainfall had been deficient, but had been offset in sizing berries by the heavy rains of August 19 and 20.

## Opinions as to Price Differ

Opinions as to the general prospects as to price conditions this fall differed, as usual. Commissioner of Agriculture John Chandler asserted he thought there was a general firming of prices. "More people are working than a year ago, more money is being spent. At this time last year some agricultural markets had already bogged down. None have so far this year. There is more money being spent in department and grocery stores", he continued, and while undoubtedly some of this was "scare" purchasing because of the war in Korea, a great deal of it was not, and was healthy buy-

ing from expanding purchasing power.

A. F. Wolf, economist for Hills Brothers, New York, said he could not subscribe entirely to the expectation that returns would be better than in the past two years. He said prices had increased since the war in Korea, but that, from that advance, some were then retreating. He said growers said costs of production have increased, but that the consumer would take absolutely no account of this. He rather sharply criticized some matters of forecasting. He said growers did not give in accurate reports to estimators, and he didn't have much faith in long-range weather forecasting. He said that while there shouldn't be such a hot fall as last year, still, there could be. There are two things to do, he added; feed the fresh fruit market all the cellophane it will take, and secondly, get rid of any carry-over except what is needed, by January first; to "have any more than that is an economic absurdity."

#### Officers Elected

Officers of the association elected were: president, Melville C. Beaton, Wareham; 1st vice president, E. L. Bartholomew, Wareham; 2nd vice-president, Robert S. Handy, Cataumet; secretary, Gilbert T. Beaton, Wareham; treasurer, Miss R. Thelma Laukka, Wareham; directors, H. J. Franklin, George E. Short, John F. Harriott, Stanley D. Benson, Walcott Ames, George Briggs, Russell Makepeace, Raymond Syrellia, Ralph Thacher, and honorary, Chester A. Vose and Franklin E. Smith.

State Cranberry Specialist "Dick" Beattie, reporting for the frost committee, said this year there were 190 subscribers as against 213 last year, not much of a drop in view of the cranberry economic situation. Only 11 spring frost warnings had gone out in 1950, compared to 45 in the '49 season. Miss Laukka, in her report, said membership had dropped only from 249 in '49 to 214 currently. Russell Makepeace, speaking for the library and educational committee, said the cranberry library at the Middleboro Library was undoubtedly the greatest collection of

"Cranberryiana" in the world, and was instantly being added to, due chiefly to Dr. Franklin's untiring interest and efforts. Volumes of "Cranberry World", "Cooperative News", and "Cranberries" magazine were to be bound, two complete sets of each, and shelves were to replace the present cranberry boxes as containers for the volumes there.

Dr. Frederick B. Chandler of the East Wareham Experimental Staff told of the research being done on "liquid fertilizers." These new chemicals are put in flood waters at the reservoir, thus avoiding practically all of the cost of application, which often runs higher than the cost of the fertilizer materials themselves. He said that this method has very considerable promise for the cranberry growers in substantial savings.

A rather new subject for official attention of Massachusetts growers was broached by Winston Savilla of the Phillips' Wild-Life Laboratory at Upton, who said he wanted to get the growers' opinions upon a season for muskrats and upon muskrat control. Developments of this project will probably be reported later.

#### Sen. Stone Speaks

State Senator Edward C. Stone made an interesting contribution to the meeting by a discussion upon a community college in the South-eastern Massachusetts area. As chairman of the legislative agricultural committee, he said he had a keen interest in the affairs of farmers and of the cranberry growers of his district and would do anything he could to help the growers in any worthy project.

Louis Webster, state division of markets, in a brief talk said Senator Stone, in his position as chairman of the agricultural committee, had done more for the farmers than any other chairman, not excepting the late Calvin Coolidge, who once held that position. Commissioner Chandler in his remarks also highly praised the Cape Cod senator. Mr. Webster made the suggestion that some very worthwhile local cranberry publicity could be obtained very likely from a visit of a bus load of radio commentators and farm editors to the

cranberry district during the coming harvest season. He said that last year 19 of such persons had visited apple orchards and the attendant later broadcasts and newspaper articles concerning apples couldn't have been duplicated for several thousands of dollars. "Radio audiences will listen attentively to such broadcasts", he declared, "if they feel the broadcast is not a paid one."

#### Radio Commentator

As a matter of fact a very famous radio broadcaster was present at the meeting in Jesse A. Buffum of Boston's Columbia WEEI. He has frequently mentioned cranberries in his early morning talks. Asked to say a few words at the meeting he said he had written a carefully prepared speech and would give it. The speech consisted of "Howdy."

Walter A. Piper of the division of markets told the growers that his past experience had shown him many times that when things seemed worse this was often a presage for the better, provided the product concerned was fundamentally good, and cranberries were certainly a good product. He said there were so many good angles to the publicizing and selling of cranberries that the growers, by keeping on with the increased accent on advertising of the last few years, in time were bound to reap the benefits. He said new products should be stressed and geographically wider markets sold.

James W. Dayton, Massachusetts leader of county agents, put in a strong word for a strong Cape Cod Cranberry Growers' Association. He said this old association should not be lost sight of because of the cranberry clubs and other groups active in the cranberry industry. "I like to attend these meetings, to lend my support to your organizations. It is the one over-all association of cranberry growers in the State. It includes those who believe in various types of marketing and it should never be abandoned."

Another interesting demonstration was for a new type pump, developed by Russell A. Trufant of North Carver. This pump, of the propellor type, had been rigged up

in a temporary set-up at the reservoir of the State bog in the middle of the dike. The propellor is driven by bevel gears running in oil. The job throws 1800 gallons of water a minute with a 6½ ft. head of water. Operated by a 7½ hp, electric motor with a fluctuating valve it can put water on or off, and is expected to be offered at a very low price to the industry. As always when shown at meetings the Western Picker had a crowd around it as "Rudy" Hillstrom of Coos Bay, Oregon, its developer and manufacturer, explained the new features of this year's model, which has burlap bags to hold the harvested berries instead of picking boxes, if desired.

Other exhibits included the new "Spee-Dee" filler to be used in filling cellophane bags, put on the cranberry market by the Paul L. Karstrom Company of Chicago, manufacturers of packaging equipment, the well-known Jari Power Seythe, presented by Elwood E. Holmes of Carver, and representation of its products for cranberry growers by the Frost Insecticide Company of Arlington.

#### Weather Good

The meeting began promptly at 10 in the morning. A chicken dinner was served by ladies of the Wareham M. E. church at noon, for which 180 tickets were sold, and closed at about 3 o'clock. The usual good weather which favors these meetings almost every year prevailed, although at times the weather was a little threatening.

#### Visitors

Charles A. Doehlert of the New

Jersey Blueberry-Cranberry Laboratory was the only visitor from that state and he said briefly he was always glad to have the privilege of attending the Cape Association meetings, where he invariably learned something more about cranberries. C. D. Hammond, Jr., general manager of Wisconsin Cranberry Sales Company, also said he was gratified to be able to attend the meeting.

#### "All-Purpose" Tractor

As usual a good deal of interest centered around mechanical exhibits at the meeting. Chief among these was a new "all-purpose" tractor developed by Prof. Earle Cox, who was present at the meeting, and Prof. Herbert Stapleton of the agricultural department, University of Massachusetts, Amherst, working almost exclusively with Federal funds. This machine gave two demonstrations during the day, being operated by Philip Handy. The first was to show how

it could cross ditches on a bog, and second, on the shore, spreading a DDT dust.

The machine is primarily a wheel-type tractor (Allis-Chambers, Model G.) which had been rigged with a tandem drive. This one piece of apparatus can clean ditches, spread sand, fertilize, spread a spray mist concentrate in a 20 foot swath with a 20 foot boom, and also dust. It is the expectation to develop a harvester from it also. With various attachments it is expected to do all these various bog operations at a saving to growers in lessening of the cost in equipment. Working on the machine to prepare it in preliminary form for the meeting were the Hayden Separator Company, Emile C. St. Jacques of Wareham in dusting and spraying equipment, and the Brackett & Shaw company of Somersworth, N. H., in adapting the drive.

## PRE-FABRICATED FLUMES

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Dog-leg Reservoir Flumes—for Oxygen Enrichment.

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# McGrew Tells N. E. Meeting Outlook is Better

New England Cranberry Sales Company, with a good attendance, held its summer meeting September 2, at Carver town hall, heard its own estimate of the size of Cape Cod's cranberry crop, which agreed approximately with Gov. estimate of 600,000 bbls. for Massachusetts and the pre-season report of E. Clyde McGrew as to probable marketing conditions, which in the main seemed a favorable outlook, at least better than the past two or three years. The membership voted to "co-operate" with other sales companies, making up ACE in the 1950 fresh fruit advertising program. No definite sum or percentage per barrel was designated.

As regards the N. E. crop estimate, arrived at from 132 members who filled outright, although there was a difference in varieties as to quantity. The New England estimate for Howes is but 33 percent, less than Gov. estimate for Massachusetts, while Blacks went up to 61 and other varieties 5 percent.

In opening the meeting President Homer L. Gibbs greeted members and friends and told of the resignation of Arthur D. Benson as general manager and treasurer after 42 years of service to the company and of the appointment of J. C. Makepeace to the treasurer-ship and "executive officer," and the naming of Miss Sue A. Pitman as executive vice-president in charge of the office details. **Hopes Benson's Services Not Lost**

In his brief president's address, Mr. Gibbs said he hoped Mr. Benson's services would not be lost to the industry and he hoped he would go on with his work in the Cranberry Growers' Council, of which currently he was unpaid secretary-treasurer.

### McGrew Feels Outlook Better

As regards market potential Mr. McGrew said his travels over the country had showed him the atmosphere of the trade had been

good in June, but of last August was not so good, due in part to the unsettled condition of "everything."

"I can't help but feel that the outlook for cranberries this coming market season is exceptionally good, that is good compared to the past two or three years, but not as it was during the boom of the war years, of course," he said.

He said the Exchange had received inquiries already about how soon berries could be received by the trade, particularly mentioning one "chain" which said it was ready to handle cranberries already so early in the season. This was something which had never happened before, he added.

Buttressing his opinion of an improved market this fall, he declared most fruits which might be competitive were lesser in quantity than last year, and in fact the only two fruits which were estimated as in increased supply were cranberries and Florida citrus. He mentioned an increasing demand of the trade for fresh cranberries in the window box package as compared to cellophane bags, and said 25 percent of the ACE pack might be marketed in that form.

He referred to a long-range weather forecast as for a warm September but a cool October and November, so that last fall's unprecedented heat during the height of marketing season might not develop this fall again.

He was followed on the program by Stanley Benson, recently affiliated with the ACE New York office, saying he had contacted different markets than Mr. McGrew, and had also found good reception as concerns this fall's marketing of cranberries by the trade.

Mr. McGrew also referred to loss in membership in the co-operative field in Massachusetts to independent distributors and to a new co-op (Cape Cod Cranberry Co-operative, Inc.) and said competition was not a thing to be feared, but to be met fairly in the markets with good, honest competition in the American way. But, he added, "If we have to fight fire with fire we will fight it with fire."

### Makepeace Not Down-Hearted

Mr. Makepeace asserted that only good quality berries should be put on the market this year, as fresh fruit. He said he was not down-hearted in the least as to the future of the New England Sales Co. He urged members not to look behind, but to look ahead and to "pump efficiency into the organization."

Harvest labor situation was discussed at some length. Tudor Bradley of the Massachusetts Division of Employment Security, of Taunton, said he feared the supply might be considerably tighter than last year, due to increasing employment in industry, because of the Korean war. He said, however, he thought sufficient labor would be found, and that his agency (an affiliation of the U. S. Employment Service) had listed 300 scoopers. He told of 6 recruiting centers of service which had been set up in the cranberry area and asked the cooperation of the growers in filling their needs, and particularly to supply transportation of workers to and from bogs.

Dr. H. J. Franklin asserted he thought the keeping quality of the Massachusetts crop would prove to be good. (Incubator keeping quality tests of N. E. Sales had not been completed at the date of the meeting.) He declined any comment on the crop estimate, saying simply "it has been made."

The meeting lasted only until noon, with no luncheon served.

## OUR COOPERATIVES AND THE CRANBERRY BUSINESS

### They Have Failed the Industry! Are They Going to Continue To?

(Editor's Note: The following is a "guest" editorial, expressing the views of the writer, Laurence Cole, of North Carver, Massachusetts, a cranberry grower. This letter from Mr. Cole was received too late for insertion in last month's issue. CRANBERRIES welcomes expressions of opinion of members of the industry).

As the cooperatives go, so goes the industry. I think most growers will draw this same conclusion as they look back through the past.

(Continued on Page 17)

## ONE MILLION BARRELS

WHAT has been forecast as the all-time record crop of cranberries, to all practical intents and purposes the long-expected "million-barrel" crop, certainly sets up an all-time challenge to the selling co-ops and also to the independent distributors. This expected huge crop comes just at the time when the industry could undoubtedly have done very nicely with a considerably smaller one.

This is something, as one grower said, which the selling agents can "really put their teeth into", that is the job of making the consuming public put its teeth into either fresh or processed cranberries, to clean up the crop at a price which returns reasonable profit to the growers.

It is obviously no cinch to sell a million barrels of cranberries. In this deal the Council has its opportunity to play its part. In a way at the present moment we would liken the Council to the United Nations organization—that both can be of the most vital importance, the one to the world, the other to the cranberry industry. The chance to do something is there, but although they have taken some actions, both are really unproved in their worth so far.

We need a lot of peace in the world, and we read in an agricultural paper that with the world increases in population "we are getting to a place where a lot of food is important. A surplus in food is a comfortable thought to the consumer." And then the article went on: "It is not so comfortable to the producer who may suffer serious loss for his efforts. When a tiller of the land produces at a loss for a long time, he does not shut down his factory or go on a strike. . . ."

That seems to us to be an important point for the cranberry grower—he cannot very well shut down his factory, which, of course, is his bog. The only way he can shut down is to abandon the fruits of many years of labor. That he does not want to do.

But, for one thing, certainly, the cranberry grower has proven that he can produce cranberries in large quantities—in such large quantities that they have not been sold for the past two or three years at a price which brings him an adequate

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return. It would seem that somehow within the industry—or outside, if necessary—the leadership to dispose of all these cranberries at a price which is fair to the grower and the consumer alike should come about.

Maybe this will develop this year. Certainly the industry is more conscious of the selling problems than it was a few years ago when everything was rosy. Let's hope so. After all, it is a long lane which has no turning, and perhaps we have reached that turning.



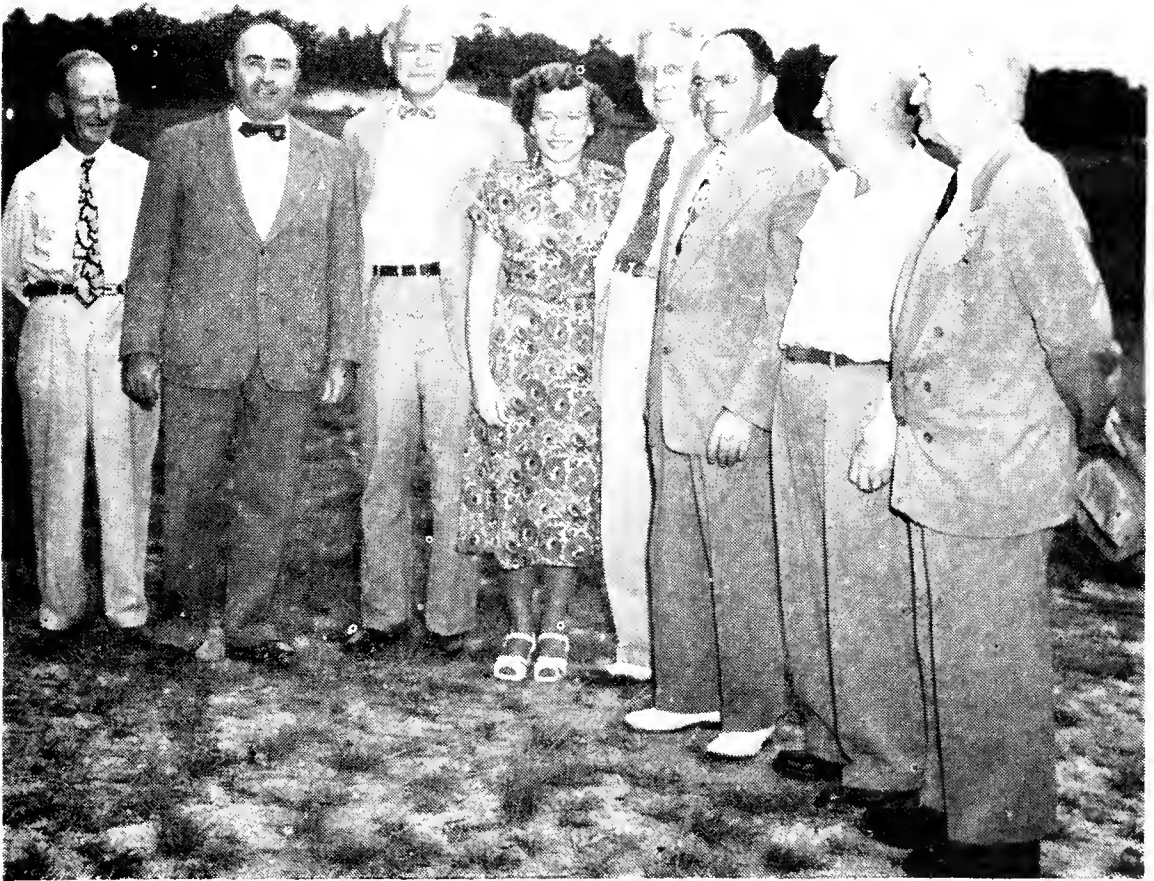
Above:—Philip Handy demonstrates the "all purpose" tractor in crossing a ditch, at the annual meeting of Cape Cod Cranberry Growers' Association, East Warcham, Mass.

Left:—Russell A. Trufant is shown with his new bog pump, temporarily set up at the State Bog.

Opposite page: Upper—General view of the Cape Cod growers holding annual meeting under the trees at the State Bog; the speaker (with officers behind him) facing audience is A. F. Wolf of Hills Brothers Company, New York.

Opposite page: Lower—Officers of, and two of the speakers at the Cape Cod meeting; left to right, Robert S. Handy, 2nd vice-president; Melville C. Beaton, president; Mass. Commissioner of Agriculture John Chandler; Miss R. Thelma Laukka, treasurer; Mass. Senator Edward C. Stone; Gilbert T. Beaton, secretary; E. L. Bartholomew, 1st vice-president; Louis Webster, Mass. Division of Markets. (CRANBERRIES Photos)





## Oregon Growers To Protest Tax Ruling On Bog Properties

Cranberry growers will ask the state tax commission for a hearing so they can present the growers' arguments on the cranberry bog land assessment question in the near future, it has been announced by Ray Bates, a member of the Southwest Oregon Cranberry Club tax committee.

The committee, backed by a large majority of Coos county growers, is spearheading an effort to get cranberry land assessment policies established along somewhat the same lines as those used in the assessment of other comparable agricultural land.

### Cannot Appeal

Bates said the committee has learned that there is no legal provision for appealing a state tax

commission ruling.

The committee had first been instructed to investigate the possibility of appealing to the circuit court against a state tax commission ruling which reversed the county board of equalization decision and therefore left cranberry land assessed valuation at \$500 per acre for producing bogs and \$250 per acre for unimproved bog land.

The committee has been advised that the state tax commission's authority is supreme, and therefore cannot be appealed in a circuit court.

### Will Grant Hearing

However, the tax commission has informed a spokesman for the committee that it will grant a hearing so that growers can present their case.

The committee is now assembling data to be presented at the hearing. As soon as the material is prepared, the committee

will ask the tax commission to schedule a hearing.

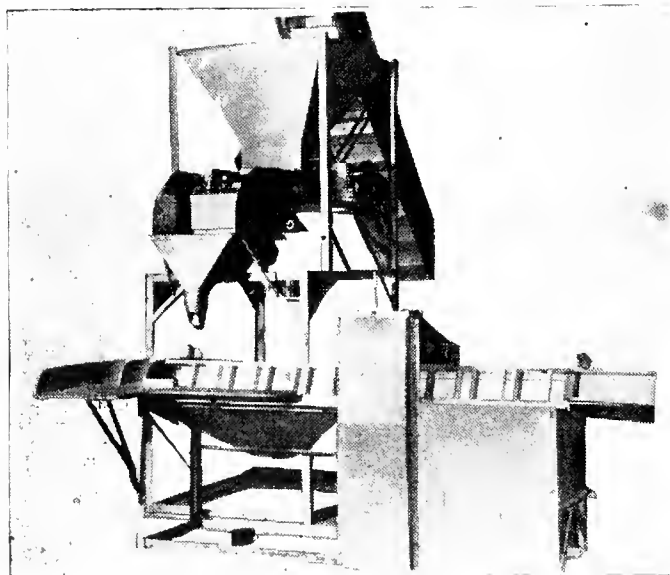
### Support Voted

Full support of the tax committee's actions was voted at meetings of all three local marketing organizations, the National Cranberry association members, the Coos Cranberry co-op and the Bandon Cranberry Growers co-op.

The three held separate meetings as a result of a request for the aid of all owners of cranberry land issued by the Southwest Oregon Cranberry Club at its meeting August 4.

The club voted to ask bog land owners to subscribe \$5 per acre toward defraying expenses of presenting an appeal to the tax commission ruling. Bates said that costs involved in preparing a case for the hearing are expected to be considerably less than the amount that would have been required to take an appeal into court.

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R. H. ST. JACQUES



## OUR COOPERATIVES

(Continued from Page 12)

Whether it is a "boom" or a "bust" or a pleasant, profitable business it is our cooperatives that set the pattern that the industry follows.

Our leaders are appealing to us growers for our continued support. They recognize the need of cooperation among growers. They have got the right idea, but altogether the wrong approach. As they tell us the virtues of true cooperation and what can be gained by working together, they fail to practice what they preach. It is a lack of cooperation among our cooperative leaders that is responsible for our present predicament. And not until our leaders do a much better job of working together than they are at the present time, can they expect a satisfactory amount of cooperation from we growers. As essential as grower cooperation is, it cannot be obtained without first having cooperation among our leaders. Our leaders are not giv-

ing us this necessary cooperation.

The past year or so I have often noticed full page color ads by the Florida citrus industry, where fresh and canned fruit were adver-

tised together equally. Due to photography difficulties I was unable to have a reproduction of one of these ads printed in this magazine. However, I hope most grow-

## BAD NEWS

Can turn into

## GOOD NEWS

IF when disaster strikes insurance pays promptly in cash for your loss!

With the harvest on you will be storing berries in isolated locations without protection. Be sure you don't suffer a loss in these critical times. Insure as advised by Eben A. Thacher—your sleep will be more peaceful.

## Brewer & Lord

INSURANCE

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Telephone: Hancock 60830

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PLYMOUTH

Tel. 740

YARMOUTH

Tel. Barnstable 107

Distributor of Cape Cod Cranberries

ers are not only aware of the ads I am referring to, but that they are also aware of how essential it is that this important lesson these ads carry be applied to the cranberry industry.

Our cranberry leaders have stacked one method of marketing against the other which boils down to just the same as stacking one grower against another. Instead of our fruit going through the cooperative channels our leaders tell about, actually it is going through highly competitive channels. And it is the worst kind of competition, for it is hard, bitter, destructive competition based on an attitude of "dog eat dog" instead of a "live and let live" competitive feeling. Our leaders have forgotten that our co-ops were formed to serve the industry; instead, they have endeavored to make the industry serve their particular cooperative or method of marketing. Our leaders have been Fresh Fruit Brokers and Cannerymen to a greater extent than they have been cranberry growers.

These citrus ads are based on consumer preference and not grower preference. These fruit grow-

ers consider it good business and are apparently satisfied to sell what they produce in whatever form the consumer prefers to buy it in. Are you cranberry leaders? No! If our berries don't go fresh fruit many of the leaders of the Exchange and Sales Companies aren't satisfied, and if they don't go in cans many of the leaders of the National aren't satisfied. You leaders have got to recognize that by and large it is all one market; not a fresh fruit market or a canning market, but a consumer market. The consumer goes into the same store to buy her cranberries, whether it be fresh fruit or canned sauce, and she prepares this fruit along with the same meals. It is her choice and not our preference that should make we growers think in terms of a consumer market and not in terms of a fresh fruit market or a canning market. When will we growers see the day that Eatmor and Ocean Spray are advertised and marketed in conjunction with each other instead of against each other? It looks very doubtful as long as you same growers remain in power.

I hope to see the time when we

can enjoy the benefits of one strong cooperative which will stabilize our industry. However, I have had enough of two strong cooperatives fighting for the same growers, the same berries, and actually the same market. These two strong cooperatives have made our industry very unstable by encouraging three damaging extremes: (1) The prices from unreasonably high to unrea-

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## CAPE COD CRANBERRIES



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sonably low. (2) The volume from no berries on hand and a big demand to a whale of a surplus. (3) The quality and amount of berries accepted by all canners, from accepting floats, exceptionally poor berries to refusing and partially rejecting berries good enough for fresh fruit shipments in normal years. These three extremes have paved the way for an even more damaging fourth extreme which is in the making—that of over-supplying the “independents”. They can become glutted with cranberries also; and if, and when, they

do we will not have to worry about the freezers being packed, although fresh fruit prices will be even more depressing. The best cushion against this extreme is in the hands of our cooperative leaders. They way they work together among themselves will determine how well we growers will cooperate with them. However, the time has arrived when many growers feel unable to think in terms of what is best for the industry, but only as to how they can get more money for their berries in an endeavor to at least make both ends

meet.

In both co-ops our lawyers have stated that after we have suffered enough adversity we will form one consolidated cooperative. How much adversity have we got to suffer? Certainly all of us growers, including our leaders, have suffered enough; but apparently on both sides there are some people who are awful gluttons for punishment. Our bankers have also advised us to form one organization. Our leaders, however, are only half-heartedly endeavoring to bring this about. The annual meetings this summer have confirmed this feeling that our leaders think more of their National and more of their Sales Companies and Exchange than they do of one consolidated cooperative. Our Cranberry Growers Council, Inc., is a sadly neglected organization which, instead of bringing about one cooperative, is leaving a vacuum. Many disturbed growers are looking elsewhere to market their cranberries; others would like to. Some are forming a new co-op. However, what the industry needs is one co-op, not several of them; we need more unity, not less. It is up to you leaders; if you cannot work together to the extent of forming one consolidated cooperative, you had better not plan on too much cooperation among growers.

The confidence we growers ought to be having in our leaders has been slipping away. Our leaders

# RAIN BIRD

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PHOTO COURTESY OF PORTLAND OREGON JOURNAL

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are putting forth a tremendous amount of effort and are taking a terrible beating in endeavoring to straighten out this unhealthy situation. Certainly they must feel that growers such as myself are not very appreciative. However, regardless of all this, their efforts will be futile indeed over a period of time if they do not pull together. After spending a good part of their lives squabbling among themselves, I feel pessimistic as to their ability to work together to the extent the industry needs their cooperation.

In the spring of 1949 when our two co-ops were considering ways of getting together some leaders of the National advocated the formation of our national cooperative. Other leaders within the New England Cranberry Sales Co. felt that the best that could be brought about at that time was a plan of working together which would automatically revolve the two co-ops at the end of five years. Accordingly, our present Cranberry Growers Council, Inc., was formed. However, there are not any by-laws in the charter of the Council that describes how or assures us of our two co-ops developing into one. Wishful thinking will get us nowhere. If our Cranberry Growers Council, Inc., is going to amount to anything there has got to be some "teeth" inserted in the by-laws and you leaders have got to make much more use of this organization than you have in the past. I realize that each of our co-ops have financial difficulties to overcome. However, it is going to be money from the sales of our berries that will pay our debts. One cooperative organization will serve us more efficiently and harmoniously and tend to bring about more stabilized marketing conditions. This will mean greater returns from our berries, which will enable us to pay off our indebtedness sooner.

To assure as large a membership as possible and to help to bring the cooperative endeavor within our industry to a higher level, I should like to make the following suggestions:

(1) That by-laws be included in the charter of the Cranberry Growers Council, Inc., to bring about the

consolidation of the two co-ops into one cooperative before the 1951 crop is harvested.

(2) To hire an outside marketing man who has had experience in marketing perishable fruit according to consumer preference entirely, and who will have to answer to no one other than the one board of directors.

(3) That 10% of each member's 1950 crop, in the form of pies and seconds, be set one side with the

thought of throwing them away in the rotten heap if this year's market cannot absorb them at a profit to we growers. That no floats of the 1950 crop be harvested.

(4) A reduction of all salaries until the average cranberry grower shows a profit. And a salary schedule set up so that when the average grower's net return is below expenses for two years in succession, all salaries will be reconsidered and lowered.

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(5) To have just one cooperative publication with the aim of bringing the growers and the methods of marketing together. This to replace the Cranberry World and the Ocean Spray Cranberry Co-op News which tends to keep our industry separated.

To a very large extent it is this same group of leaders who I am so critical of now who has done so much good for the industry in years gone by. Often during the hard depression years of the 1930s when many other businesses were failing, I heard my father remark what a pleasant, profitable business the cranberry business was. And it was pretty much you same leaders that the growers should have thanked for such a well stabilized industry. Certainly for the most part you leaders have got the ability. But now at a time when real cooperation is so badly needed, are you going to let the industry deteriorate even more, due to the fact that you cannot work along together? Or are you going to bring about what you leaders have openly recognized as being necessary—the formation of one consolidated

cooperative out of the N. C. A. and the A. C. E. and its affiliated Sales Companies? You leaders will do the deciding, but do not let this present increased war boom busi-

ness hide the true answer.

Sincerely yours,

Lawrence Cole,  
North Carver.

# HARVEST—

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## HELPS EASE THE LOAD ON YOUR BOG — IN YOUR HOME

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# Eatmor Cranberries

Success in marketing a crop of cranberries consists in making careful plans for distribution.

A successful business is thus built upon service to customers, as well as growers and shippers; a business that shall make cranberries sought for by consumers, and the distribution of the crop direct and economical.

The Eatmor trademark has a high degree of trade and consumer acceptance. It is an invaluable asset, earning dividends which every member grower shares.

The whole strength of the organization is directed toward stabilizing the business of packing, shipping and selling cranberries.

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Last January, Ocean Spray set for itself a goal of 1,000,000 cases to sell from January 1 to August 31, 1950. Considering that sales for 1949 during that period were 797,697 cases, this looked like a hefty increase.

But "cranberry 'n chicken" began clickin' even better than expected. Month after month showed a higher and higher gain. . . .

January—60% gain over January, 1949

February—80% gain over February, 1949

March—24% gain over March, 1949

August 31 wound up the spring and summer campaign with 1,440,224 cases of Ocean Spray sold. . . . a gain of 44% over our quota. . . a gain of 54% over sales of January to August, 1949.

There's a big crop now being harvested, but Ocean Spray is swinging into a new season with heavy buying by customers. . . heavy advertising and heavy promotion by our Sales and Advertising Departments.

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IS TO BUILD A BIGGER CONSUMER DEMAND.**

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Meteorologist James W. Milligan checks thermometer on bog of Biron Cranberry Company, Wisconsin. (Story page 7). (CRANBERRIES Photo)

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**TO THE CRANBERRY GROWER—**

the harvest season is a time of fulfillment, it is the fruition of his year of labor, and generally of many years of previous planning and work.

It is an even more glorious time when his berries are sold and the check is in his hands.

To help the grower, cooperatively, to produce the largest quantity and highest quality possible, and as a unit of American Cranberry Exchange, to obtain a fair price has ever been our aim.

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# Mass. Cranberry Station and Field Notes

by J. RICHARD BEATTIE  
Extension Cranberry Specialist



## Frosts Too Frequent

The cranberry harvest in Massachusetts didn't begin generally until about September 14. The delay in picking was due primarily to lack of color in the berries, plus unfavorable weather conditions. Cape growers experienced a storm of near hurricane strength on September 11 and 12. Fortunately, very little damage occurred in the cranberry area. The delayed harvest, shortage of labor, and frost activity has resulted in a rather hectic season so far, at least. Water supplies are still critically low. We hope that frost activity doesn't continue at its present pace. Eight warnings have been released as of October 9. There was only one warning for the entire harvest season in 1949. September was an unusually cold month, averaging about 2° below normal. A temperature of 16° was recorded on one bog September 25. Dr. Franklin estimates the frost damage to be about 4% as of October 9. Speaking of frost, the telephone distributors would appreciate knowing when growers have finished picking. It will save the telephone distributors considerable time and the Cape Cod Cranberry Growers' Association unnecessary telephone bills. We would appreciate your help in this matter.

## Quality Fruit

While growers are experiencing an unusually hectic harvest season, there are some brighter sides to the picture. The quality of the berries appears to be excellent. The trade seems to be pleased with our fruit. Cranberries are moving, even though we would like to see them move faster and at better prices. It is still early in the marketing season for fresh berries, and we understand orders are

a little ahead of last year. Let's continue to furnish our marketing agencies and Mrs. Consumer with high quality fruit.

## Late Fall Reminders

Now for a few reminders on late fall management. They have been given before, but are briefly outlined again for growers' consideration. Dr. Franklin reminds us of the importance of the fall clean-up flood where water is available. This flood rids the bog of much of the harmful trash that accumulates each year. Fairy rings should be treated after harvest. Dr. Bergman's recommendations for control of this fungous disease are carefully outlined on your insect and disease chart. Fall fertilization is practiced by many growers. Dr. Chandler suggests a high phosphorus fertilizer, such as the 1-2-1 ratio. Amounts might vary between 200 to 500 pounds per acre, depending upon the condition of the bog. Dr. Chandler is available to discuss fertilizer requirements with growers. Where a bog can't be flooded for the winter, pruning, raking, and sanding should definitely be postponed until next spring, according to Dr. Franklin and Joe Kelley. Apparently, this mechanical injury to the vines makes them more subject to winterkilling.

## Dr. Cross Suggests—

Dr. Cross tells us that this is a good time of year to stake off those areas on bogs where loose-strife, poison ivy, and small brambles are now a problem. Growers can confine their treatments for these particular weeds early next spring before they make excessive

growth. P. D. B. crystals can be used this fall as late as November 1, under sand, for controlling hardhack, poison ivy, and wild bean. Dr. Cross also suggests the pulling of woody plants, such as asters, hardhack, and meadow sweet after harvest. Stoddard Solvent can be used now as a spot treatment for grasses, sedges and rushes. It still isn't too late to pull out beggar ticks before they go to seed. We realize that the above practices cost money and that budgets are limited, to put it mildly. A grower makes his own decisions, of course, as to the practices he should adopt. We are merely pointing out the proper timing and effectiveness of these recommendations.

The Cranberry Festival, held October 7, was a huge success. The writer was particularly impressed by the excellent demonstration of cooperation between the poultry and cranberry industries in their handling of the "super chicken barbecue". More cooperation among our various agricultural groups would seem to be in order. This was a real beginning. We hope the good work will be continued.

The annual Production and Marketing Conference will be held November 29-30, at the University of Massachusetts. The problems of our industry are carefully considered at this state-wide meeting. Recommendations are prepared and submitted to the proper authorities. We hope to have another large delegation of cranberry growers present this year.

## KILL WEEDS AT LESS COST WITH AMSCO STODDARD SOLVENT

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## BE A SUBSCRIBER TO CRANBERRIES

# Mid-Years of 1850's Finds Growers Troubled With Insects And "The Rot"

These Troubles Temporarily Discouraged Some, as They Sought Possible Remedies—"eashore" Bogs of Josiah Freeman and Braley Jenkins.

(This is the 13th installment of the History of the Cranberry Industry)

by  
CLARENCE J. HALL

The "experiments in developing recognized bog practices," as referred to by Mr. Eastwood in the last installment, were working out rather well in the latter half of the 1850's. There were, naturally, however, developments which did not please the growers. These were in particular, insects and rot. The very earliest of cultivators paid little, or no regard to bugs, and it has been said there were few to seriously ravage cranberry vines until man began to make bogs—to take the vines out of their low, natural environments.

Mr. Eastwood mentioned but two insects, compared to the many now known. Referring again to the invaluable 1883 paper of O. M. Holmes, Mr. Holmes said; "Insects first made their appearance in the shape of the 'vine worm' in 1856. Up to this date (the growers) never had a berry rot on the vines. The vines were perfectly healthy, and it was a great satisfaction to gather the crop in such good, sound condition. . . . in the year 1858 the berry rot on the vines commenced, at an alarming extent, which caused the growers to be somewhat despondent as to the success of the business." Insects, had, however, been noticed and caused concern to some growers much earlier, as has been mentioned in previous chapters. Captain Zebina H. Small noted that "about 1854-55" the vine or "fireworm," as he designated it, had taken "almost full possession of all the cranberry yards on the Cape." He tried various experiments, such as sprinkling the vines with ashes, lime, pepper, tobacco, without result. He finally concluded to try the experiment of keeping the water on over the vines, later than usual, and found relief.

## Rot Appears in Jersey

The rot appeared in New Jersey, as Barclay White (mentioned previously as having started cultivating in 1851) wrote of his experiences in August 1854, when he found his vines "most luxurious and there appeared to be 25 to 30 bushels of sound fruit." But they commenced rotting and, when picked, he obtained but ten bushels. "Such has been my experience," he added, "in the cultivation of the cranberry that unless I can find a remedy for this rotting of the berry, I must abandon the berry as unprofitable."

So, thus early, the cranberry grower found out the truism, that

agriculture is a battle against insects.

## Barclay White

With this mention of Barclay White and New Jersey it might here be told that his small beginning at Sim Place was successful although he was shortly after appointed superintendent of Indian affairs in Omaha, where he remained for about 12 years, not returning to the cranberry business again. Before he left, however, he had organized the Penn Fruit Company, and this bog he started is now part of the bogs of the Penn Producing Company, operated by Isaac Harrison. Mr. White was the father of Joseph J. White and grandfather of Miss Elizabeth C. White of Whitesbog fame.

## James E. Fenwick

It was in 1857 that James A. Fenwick, the to-be father-in-law of J. J. White set out the fruit unit of Whitesbog. He had previously experimented in a small way, beginning in 1854 at the "Colman Farm," in a swamp depression called "Skunk's Misery," about a mile east of Pemberton.

As is so well known, Whitesbog,

now operated as J. J. White, Inc., has long been one of the most famous of cranberry properties in the entire country. Those associated with the enterprise, from Barclay White, and Fenwick, to Joseph and Miss Elizabeth White, the late Franklin S. Chambers, Joseph White's son-in-law, Isaiah Haines and others have been among the leaders in Jersey. For years Whitesbog was the largest producing unit. Whitesbog is the only bog in existence which has its own United States post office, this being due to the amount of mail Miss White sent and received when she began her famed experiments and cultivation of blueberries. A portion of the property has been used for years in the United States Department of Agriculture experiments in the cranberry breeding program. J. J. White was the author of the second book upon cranberry culture published, first edition, in 1870 after he had begun growing cranberries in 1866.

## "Cranberry Run"

The first unit by Mr. Fenwick was not far from the present home of Isaiah Haines on the property. This was a natural cranberry meadow and the stream which ran through it was called "Cranberry Run." Long before Mr. Fenwick acquired it, berries were picked there by "all comers," and these pickers often came by horse and wagon and camped there for the harvesting. When he bought the property, Mr. Fenwick as a protection against these pickers (who naturally were not pleased by the private ownership of property so long considered as public) built a fence of cedar rails around what has come to be called "old bog". Miss White in telling of these days in August, 1941 said when she first began to help in 1893, remnants of the fence were still standing nearly intact, and there were two loading platforms which Fenwick had built for sanding scows.

Cranberry Run, Miss White said, turned out to be inadequate as a water supply, going dry in even moderate droughts. About 1880, Fenwick bought, of George Upton, an adjoining 700 acres, including Canal Pond, an undeveloped area on both the south and north sides

## WESTERN PICKERS, INC.

1172 HEMLOCK AVENUE

COOS BAY, OREGON

of the present road from Browns Mills to Lakeport for \$3.00 an acre. Mr. Fenwick died in 1882. (A detailed story of Whitesbog and the noted White family appeared in CRANBERRIES January, 1939. 6. Author's Note—It might be well to say at this point that subjects which have been well covered in previous issues of CRANBERRIES will not be repeated in detail in this series of historical articles. Only the highlights or main facts of the articles will be used in their chronological order as nearly as possible. This seems necessary, as otherwise the series would be prolonged even beyond the extended length in which they will be printed to cover the scope of the whole industry.

### Early Growers Built Cheaply

Mr. White, in his book, referring briefly to the efforts of the very first experiments in New Jersey, mentioning only "Peg-Leg" John Webb, and Barelay White, as of the very first cultivators said: "It was not until near the year 1860 that the cranberry industry was commenced in New Jersey." He had previously stated that it was estimated; "until towards the year 1860, 910 of those who undertook it failed." Although the Jersey-men had heard something about the success of cranberry culture in New England, "they knew little, or nothing of the methods of cultivation by which this was achieved."

It was possible to set out large acreage in New Jersey with small capital. The process was simple. One method was to build a dam, hold water over the selected site for two years to drown out vegetation and burn trash. Some tree trunks were removed, more were not. A bog might be four or five feet out of level. Weeding was given but the scantiest of attention. Little regard was paid to drainage or for a fast reflow in times of frost. Good, coarse sand was not as easily available as on Cape Cod. Sanding was not the general rule. The objective and tradition was to put in as many acres as possible and to get good crops without sanding—and they did get heavy production inexpen-

(Continued on Page 11)

It is interesting to observe how few Americans know (or have thought of) the difference between Fascism, Nazism, Communism or Socialism, as distinguished from Americanism.

These forms of "closed" societies are something that they have in Europe and is just something that does not concern us.

But is this exactly true?

Under our present American way of life, labor unions are getting stronger. They are being helped by Government rulings which greatly further their operations, such as the "check-in" system, where Union dues are taken out of your salary. This is only one of the very big helps to Unions.

A Union can now strike with or without cause, and be assured of a place at the bargaining table. It is not even necessary to tell what you are striking for.

The Union leaders are now so strong that it is more desirable to be a Union President than President of the United States. They hold their positions for life and can name their own salary and cannot be replaced. Because the Government has placed these Unions on such a strong position, the next logical step is to regulate these Unions more closely so that these Unions cannot control our National economy such as Lewis has been doing with his coal miners. The next step would then be to see what becomes of all the Union money and to oust those entrenched Union leaders and take over the management of the Union.

This is Fascism. The Government controls the Unions and the Unions control the Government. This is what happened in Italy under Mussolini and can very easily happen in the United States. Then the working man loses his right to strike because he cannot strike against the Government. He loses the right to change jobs because his Union tells him what to do. He loses his initiative because there is no recompense and he becomes a poor workman because he cannot be paid according to his ability to produce.

How close are we Americans to this Fascist way of life? Do your own meditating.

This next year Social Security benefits are to be extended to include Agricultural labor.

This means that employers of cranberry workers will have to register—they will have to report how much money every man received from him. He will have to withhold a certain amount to be sure that his workmen pay their income tax. It can mean that you do not pick your own pickers, but get them apportioned to you by your Employment Agency, and you will have to take bookkeeping lessons so that the Government Auditors can check up on you.

One way for a small Grower to avoid much of this bother is to do your own work with a Western Picker.

To get a Western Picker, you are going to have to place your order soon, because after the Elections are over no one can be sure about getting anything.

Because Western Pickers Inc. is a small corporation, working capital is a very important item. To get this working capital a great reduction in price for early orders is made. Early ordering also assures you of a Western Picker, because all orders will be filled numerically, and after a while a point will be reached where we can no longer fill your order.

Not only do you get your picker cheaper, but you get it sooner so that you can train your vines in the Spring so that you can pick much better in the Fall.

There are two methods of purchasing a Western Picker. The first way is all cash in advance and you save \$160.00. The other way is \$150.00 down and the balance on delivery. This way you save \$50.00 and are still assured of delivery of a Western Picker.

The cash and time payment prices for each month are as follows:

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# Cranberries

THE NATIONAL CRANBERRY MAGAZINE

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## FRESH FROM THE FIELDS

Compiled by C. J. H.

### MASSACHUSETTS

#### Rainfall Continues Down

Rainfall, so badly needed by the growers, was deficient for the month of September, the total being 2.21 inches at the State Bog. This included the rains of the tail end of the tropical hurricane which swept over Southeastern Massachusetts the 11th and 12th, this being only 1.06. During that storm over Cranberry Land high winds roared for about 36 hours, trees were felled, power and telephone lines were disrupted, and there was some damage to small craft along the shore.

There was no injury to bogs as there was in the huge wave which accompanied the hurricane of 1938, when the wind was from the southeast, the September hurricane of this year being from the opposite quarter. Some growers, however, hastened to put flashboards in their outlets where near salt water to prevent salt water in the creeks from backing up and going onto the bogs. Greatest loss to the cranberry men was in the waste of time during the two-day rain, as many had planned to start picking on the 11th on a rather large scale.

Total at Boston gave a minus for the month of 2.25, while the total for the year to October 1 was only 21.17 inches or a deficiency since January 1 of 9.04 from normal.

#### Month Cooler Than Normal

The month was colder than normal, about a degree and a half a day less than normal, although the temperatures for the year are a total of 332 degree units.

Southeastern Massachusetts, as did much of the East, experienced a "week of gloom" the latter part of September, due to drifting smoke

### THE SITUATION

In Massachusetts, as of the first week in October, harvest was away behind usual, the worst in many years. This was due to days too wet to pick, but more importantly the acute shortage of harvest labor. With October beginning some of the growers, mainly the larger ones did not have a quarter of their crop in. Harvest is expected to continue until the end of October and probably into November. Labor is much scarce in other areas, too.

Car shipments through Middleboro as of end of September were 186 as compared to 256 last year. However, this is not true picture as more and more berries each year are going out over the road, perhaps half as many have gone by trucks this year as by rail.

Eastern Early Blacks were opened by American Cranberry Exchange on September 12th as follows: \$3.00 a quarter, or \$12.00 a bbl., (cellophane bags) which is \$1.00 less than last year. "window boxes \$3.15 a quarter, while what small part of the crop went in the loose, or the old wooden box were set at \$2.75 a quarter.

Prices held and early demand was good. There was a slowing up about October 1, as first demands were filled and warmer weather set in.

Quality was called "very good," and color good. There was some frost in the berries at the end of Sept. Some felt the 600,000 bbl. estimate would be reached. Others were not so sure.

From Wisconsin it was reported berries were expected to be not quite as small as first expected, with quality very good in most cases. This may raise Wisconsin's revised lower estimate. Jersey reports little rot and quality better than '49 which was better than average.

Cranberry Growers Council has made a tentative allocation of the cooperative part of the crop it controls (NCA, ACE) as 50 per cent for fresh markets, 30 for processing, and 20 unallocated, or left flexible.

NCA has set its sight to handle 300,000 bbls., and according to Cooperative News it expects to dehydrate 20,000 bbls. which it hopes will be bought for the Armed Forces which will be provided with a large amount of turkey for Thanksgiving. It also is selling sauce in gallon sizes in limited quantity to Army-Navy for domestic use.

from the huge forest fires in Canada. The sun was partially obscured at times, and cast a yellowish, gloomy light. The pall was very noticeable.

#### October Predicted Cooler

While September was slightly colder than normal, the U. S. Weather Bureau had predicted that October will be a warmer month than normal in the Eastern part of the country, but cooler than usual in the Western half.

#### Frost Losses

Colder weather moved in with a bang on Saturday, Sept. 23, with the first real frost of the year occurring. Temperatures on the cranberry bogs ranged about an

average of 23. Sunday was a cold day, the coldest on record for that date, according to the Boston weather bureau. There were snow flurries in northern New England.

Sunday night gave every indication of an extremely severe frost, although late in the afternoon the sky clouded up and there was wind. This continued until about three o'clock when the clouds disappeared and the wind stopped. The temperature then dropped precipitously. Bog temperatures locally ranged from 27 to 18 at two bogs in Carver. At a bog in East Wareham there was a low of 18½. The bog of the Lowell Cranberry Com-

pany at Carlisle in Middlesex county also recorded 18.

Monday night brought the third in the series, with temperatures in Southeastern Massachusetts averaging 22-23. A low of 16 was reached at the Green, Rhode Island bog.

Frost losses up to that point had been negligible. An estimate at the State bog of losses on Sunday night ran as rather high, one of the most severe in several years. Cause was probably mainly water scarcities, either complete lack of water or an attempt to save what little there was for future emergencies.

Losses for the month were written off by Dr. Franklin as an "outside" three per cent. October was still ahead, picking was extremely delayed, and water supplies continued to dwindle as of the first part of October.

First frost warning of the season went out Sunday, the 17th. Average low was 25, with a few 23-24. There was a frost the previous evening, but no warning, and a few green berries were picked.

## **NEW JERSEY**

### **September Cool, Dry**

September was another cool, cloudy month in New Jersey, with a deficiency of heat, sunshine and rainfall. The average daily mean temperature for the month was 63.5 degrees, compared to the normal of 68.2 degrees. In spite of excess of cloudy weather, the rainfall for the month was only 2.10 inches, compared to the normal of 4.17 inches. For good measure, there was an almost complete obscuring of the sun, caused by smoke from the Canadian forest fires from the 24th through the 27th. This haze was unusual because ice crystals were combined with the smoke particles. The combination, apparently, made a screen that was effective in moderating the frosts of the mornings of the 24th, 25th, and 26th. Bog temperatures of 26° to 28° were general the first two of these mornings. So far, no grower has reported any injury of importance. Information from the authorities is that smoke alone will not check radiation of heat enough to moderate a frost condition.

### **Cranberry Harvest Late**

Cranberry harvesting is behind schedule because of poor weather and scarcity of scoopers this season. The quality of the New Jersey crop is well above average this season, with even less rot than in the 1949 crop which was also above average in quality.

### **Fruitworm Damage**

Very heavy flights of Sparganothis fruitworm moths have occurred on numerous properties this season during September. Considerable damage to the crop has occurred on a few bogs, but by and large, it has not been very serious. The reason for the sudden appearance of this pest, which had heretofore been localized on a few bogs, throughout the cranberry growing area is not known. With such a heavy moth flight this fall, the big question is, of course, what will the infestation be like next season?

## **WISCONSIN**

### **Berries Not as Small as Feared**

Harvesting started about September 18, and operations were in full swing a week later. The berries were, at early harvest, at least not quite as small as first expected, and the color should be good, the quality very good in most cases. Wisconsin Cranberry Sales Company shipped its first order on September 22, three days earlier than last year. The order was Jumbo Searles.

### **Labor Scarce**

Labor situation is rather acute; most marshes had sizeable crews,

but none to spare.

### **Personals**

Prof. Earle Cox, University of Massachusetts, spent a few days around the marshes in the Wisconsin Rapids area, being especially interested in the marsh lay-outs, the raking machines and cellophane equipment and machinery.

Two new members of Wisconsin Cranberry Sales are Thomas Drevon, Chicago, and Arthur Nelson, Three Lakes. Both own new developments at Three Lakes.

## **OREGON**

### **Harvest Delayed**

Berries were late and uneven in ripening, as harvesting started off during the week of Sept. 23, which was interrupted by three days of heavy rain. On Oct. 3, harvest was still being delayed by a down-pour of rain.

### **Early Frosts**

Unprecedented frosts began on Sept. 29 to Oct. 2; lows were around 25. Over-confidence in Oregon weather caused some loss due to lack of protection. Most growers used sprinkler systems, however.

D. J. Crowley of Washington Cranberry-Blueberry Lab was scheduled to visit Oregon marshes Oct. 5-6, and meetings were planned at North Bend and Bandon to give growers a chance to confer with him. At the same time D. A. Steenland, plant disease specialist, and Ralph Clark of Oregon State College paid official visits.



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# A Reason For Wisconsin's Growing Production—Good Frost Forecasting

Since James W. Milligan, Meteorologist, Took Over Three Seasons Ago. Losses have been Negligible, where Formerly Heavy.—Been in Weather Service Since 1930.

by  
Clarence J. Hall

One possible reason why Wisconsin is steadily gaining in production per acre is the Wisconsin Cranberry Frost Warning Service, now in its third season. James W. Milligan, Meteorologist, who is in charge during the long frost season, won't say as much, but some value of the service may be determined from the few frost losses since the service was organized. During the past two years, losses have been negligible, probably less than one percent. Before, losses in some years were extremely heavy. Take the year 1947, when 40,000 barrels were lost in a single night, roughly 20 percent of the crop.

Wisconsin, as far as its cranberry marshes are concerned, is one of the most difficult and hazardous areas for frosts. Frosts are likely to occur frequently from early May (when vine growth starts) until late in June when blossoming begins, occasionally in July and August, and with increasing frequency in September. Any frost could cause partial to total failure of the crop. Occasional summers are too cold for the berries to develop normal size. Other weather troubles are the local hail storms or torrential rains which occur every summer over some section of the state, also adding to the crop reduction.

## "To Near The Arctic Circle"

The state has its special problems in regard to frosts, as Meteorologist Milligan has found out by experience. "Roughly speaking," he says, "we are too close to the Arctic Circle, i. e., too near the origin of the cold air masses. The Great Lakes to the northeast and east add more complications to the forecast problem. Out here the weather can change rapidly in the matter of a few hours. In many respects the meteorologists' job is to interpret the impending weather changes as it may affect the growers' operations for the night or succeeding nights, with no intention of supplanting the growers' old reliable method of making frequent temperature checks during the night."

Part of the difficulty of the frost situation in Wisconsin is the widespread area of the industry. From north to south, the marshes are spread about 300 miles, south to the Berlin area in the Fox River Valley, north to the Lewis Cranberry Company marsh at Lake Minong. This is equal to the distance between the Massachusetts

bogs to those of New Jersey. By way of comparison, Dr. Franklin would have to send out a warning which would cover New Jersey as well as Massachusetts. From the East to West the distance of the marshes is about 200 miles. Forecasting accurately enough to give protective warning for such an area, on cranberry marshes (which vary widely in their own local locations as to frost susceptibility) has its limitations as can readily be understood.

In addition to cutting frost losses, the service has saved water for the growers on many a night, and that is a valuable feature in any cranberry district. Not only in the saving of the water itself, but in water injury.

## Milligan "On Loan"

This service to the cranberry grower is the only one of its type in the country. In a way it might be said that Milligan is "on loan" to the Wisconsin cranberry industry for a five-year experimental basis, with the possibility of this type of service being extended to other crops, if it works out satisfactorily. Still on the Governemnt

payroll in the U. S. Department of Commerce, Weather Bureau, the project is in co-operation with the Wisconsin Cranberry Sales Company, the Mid-west Cranberry Cooperative, and independent growers. The Frost Warning Service is truly a cooperative project, with the Weather Bureau and the Wisconsin cranberry growers sharing expenses equally. All growers benefit from his service. His headquarters this year are in the office of the Sales Company, with a teletype installation in the basement of the local Western Union office. The past two years he maintained an office at the new Mid-west Building.

Milligan has had 20 years of experience in weather forecasting and came to the Badger State with a lot of valuable background.

He was born in Durant, Oklahoma, when his section of that state was still Indian Territory. So, Mr. Milligan says jokingly, "I really don't know whether I'm even a citizen of the United States, or not."

He attended the University of Oklahoma from 1926-1930, having majored in geology and meteorology. He had intended to be a geologist, but the depression feeling of the early 1930's was not conducive to good jobs in that field, so he turned to meteorology.

## In Hurricane Service

Although always with the U. S. Weather Bureau, much of his work prior to the specialized frost service has been at airports. His first position was at the Pan-American International Airport at Brownsville, Texas, in 1930, on the Mexican border. After that he was transferred to the Airport at Greensboro, North Carolina. When the Hurricane Warning Service was established in 1935, he was sent back to Texas and served at Corpus Christi. Subsequently he moved to Jacksonville, Fla., as an observer in the District Forecast Office. In April 1936, he was again transferred to Key West, Fla., and remained there until the Fall of 1938, at which time he was assigned to the Fruit-Frost work in Lakeland. He alternated between Florida frost work in the winter

to summer hurricane warning service along the Texas coast. Except for one year in the Forecast Division of the Central Office in Washington during 1941 when he was in charge of the Washington Weather Map, he has remained connected with frost work during the last twelve years.

Currently he winters at Lakeland, Fla., as a field meteorologist in the Lake Okeechobee vegetable section and spends his summers and early fall in Wisconsin. Milligan says, "It sounds better on paper than it really is." He is married, has two children, a boy and a girl.

"My job in Wisconsin certainly offers a challenge to any weather forecaster," he adds. Forecasting of Wisconsin weather is in a class of its own since a great number of the frost threats are borderline cases and constant vigilance must be maintained throughout the season. It is seldom that there are periods of more than a few days when a potential threat is not in the offing.

"In addition to the daily forecast problem, there are periods during the season when long range forecasts are desirable. In this insect control is important. It depends upon the forecaster's initiative to keep growers informed of synoptic conditions which are favorable for no rain or frost for several days.

#### Complete Forecasts

"Wording of the forecasts must be given careful consideration so as to fully inform growers of definite frost threats, or if borderline cases, to give the grower a definite measuring stick to gauge his activities."

Here is a typical forecast, if any may be called typical. It was sent out May 27th of this year.

"Mostly clear tonight with light frost northern and possibly southern bogs. Not quite so cold northwestern bogs and scattered areas southern bogs. Lowest bog temperatures northeastern 26 to 31 northwestern. Southern bogs coldest areas 28 to warmest bogs 32. Light variable winds. Future outlook no frost danger Sunday night. Low-

est last night Shell Lake 28, Rapids 27-30, Cranberry Lake 26.

A perfect condition for frost on the Wisconsin marshes exists when a high pressure system from the northwest (with cool dry air) moves eastward over Lake Superior, sending cold north winds down over Wisconsin, or when the high settles directly over the state.

Individual areas within the spread-out Wisconsin cranberry belt vary, of course, as do individual marshes. Features of the topography, amount of water in, and size of reservoirs, conditions and developments of bogs themselves all call for knowledge of both general and localized conditions—and experience which is being built up. The weather forecaster must have a thorough knowledge of marsh conditions and operations in order to evaluate every frost threat in terms which will give sufficient warning to the many different areas.

Contacts with the growers and officials connected with the industry take up a goodly portion of the forecaster's time and a sympathetic attitude to their individual problems is maintained. Naturally, many of the growers who have been in business for many years have long experience and decided ideas on the Wisconsin weather picture. The majority have sound and logical weather patterns in mind, gained from this practical experience which is valuable in supplementing the forecaster's interpretations and his warnings.

#### The Forecaster's Day

The Wisconsin forecaster's day is from 8:30 to 4:30, except Saturdays and Sundays when he is on the job from 8:30 to 11 a. m. That is, these are the hours unless the situation seems especially fraught with danger. Then he works at night, if it is necessary to draw later maps.

Starting the day, Mr. Milligan collects minimum and maximum temperatures from marsh owners. He also has five observers who report daily, one of these having been on the job more than 30 years observing the weather. This is

Alex Grimshaw of Mather. He has the general weather reports and maps from the Chicago weather Bureau. He also draws daily synoptic maps in order to project various movements, and interpret what they mean to the growers.

#### Distribution

After the daily morning synoptic weather map has been drawn and analyzed, the forecast is prepared and after consulting with the forecaster at Chicago, (an invaluable aid in preparing a master forecast) it is then distributed. Distribution begins via Western Union wire to the Weather Bureau at Milwaukee which then phones to United Press and Associated Press. The two press agencies send the forecast out to more than 20 radio stations over the Wisconsin split at 11:30 a. m. The radio stations generally broadcast the warnings several times during the day. In addition to the radio, a daily CND service is distributed by Western Union for a small monthly fee for those growers who desire the cranberry bulletins by wire. For local distribution both cranberry cooperatives receive daily advice, and the Rapids station a copy of the forecast on Sunday. When frost warnings are involved a warning goes out by telephone to the Cranmoor operator and to the City Point operator who redistributes to the growers in that area. For late night advices all the CND list growers, as well as Cranmoor and City Point operators are called for redistribution to other growers.

The Massachusetts's formula, so called, is not used, as it is considered too "set" for the varying Wisconsin conditions, although a hygrometric formula is used as a guide 20 to 30 percent of the time.

"There is so much area involved, there are so many frost pockets, wooded areas, reservoirs and the vines vary so in the state of development and condition that a set formula is out of question much of the time," Mr. Milligan declares. The forecasts are more general when the season starts, becoming detailed as the it progresses.

#### Check Scoring System

Due to many variable problems



in the exact verification of the forecasts, a scoring system is used, patterned upon similar items of experimental workers. It is an arbitrary system of evaluation based on variable factors not normal to true weather conditions and beyond the exact measurement due to the employment of standard cranberry protection practices. The score is (0) warnings not justified (minimum bog temperatures 38 or above recorded); (1) reasonable doubt (minimum bog temperatures 35-37 recorded). (2) fully justified (minimum bog temperatures 32-34 recorded) (3) within temperature range indicated minimum bog temperatures 32 or lower recorded.

In the 1949 season there was a total of 20 days in May and the score given was 50½, with only one zero score, all the rest being two and two and one-half and threes; in June there were three days with a score of 8; in July none, in September 7 days a score of 18 and in September 20 days with the score of 58, again only one zero twos and two and a half and mostly threes.

There were definite frost warnings issued from May 2 to October 2 on 50 days and the percentage of verification based upon the scoring system was 87. On two days frost warnings were issued and not justified and on three days cautionary warnings were issued and not justified.

**1949 Score of 87**

The percentage of 87 would seem to be pretty satisfactory. Yet meteorologists, like journalists and those of some other occupations, live in glass houses. The writer happened to be in Wisconsin on a morning when a warning had been issued the night before. It seems, although nothing serious resulted, Meteorologist Milligan had not hit some localities quite low enough. He was receiving a good-natured ribbing from growers—and taking it good naturedly.

Now is the county fair season, the only time of year when a live fat hog can get favorable attention.



Wisconsin's Queen Donna Rakes Cranberries

**"Cranboree" Of Wisconsin Draws Biggest Crowd Ever**

Estimated 20,000 See Festivities at Wisconsin Rapids, 15,000 Eat Cranberry Pie. Queen is Crowned and is to Visit Minneapolis Aquatennial in 1951.

Wisconsin went all out for its 1950 "Cranboree", September 28, with 20,000 reported jamming the city of Wisconsin Rapids, which, incidentally, was hailed by U. S. Senator Alexander Wiley who placed the crown on the head of the new queen, Donna Schelvan, as "the Nation's Cranberry Center". Program included the biggest and longest parade in the history of the Rapids, an afternoon fireworks set piece program which spelled out

"Welcome to Cranberry Land", evening fireworks, Indian powwow, the coronation ceremony and coronation ball. Fifteen thousand pieces of cranberry pie, baked by women of the city, were eaten—with more in demand.

A feature of the program was the appearance of Miss Del-Fin Poaha, the 1950 "Queen of Hawaii", who gave a couple of dances of the islands. The affair was presented by the Wisconsin Rapids Chamber of Commerce, which had spent weeks in preparation.

**Queen**

The current cranberry queen is a 20-year-old brunette, the daughter of Mr. and Mrs. Ralph Shelvan, of Wisconsin Rapids. It was her second coronation, as she reigned as queen of junior prom in her high school career. She is employed in the Rapids Western Union office.

As awards she will receive com-

plete new outfit, an all-expense paid trip to the 1951 Minneapolis Aquatennial, and was offered a scholarship by the Patricia Vance school of modeling. Miss Betty Crook, Wisconsin's '49 queen, who was present at the Rapids ceremonies, was so honored last year at the Minneapolis affair, which was visited by an estimated million.

No less than 16 bands paced the parade. Included in the marchers were the Iron Mountain (Michigan) drill team, the Indian drum and bugle corps from Bowler, Wisconsin, with the majorette literally doing an Indian war dance as she led many extremely elaborate floats and huge balloons.

Two local National Guard batteries, officers from the sheriff's office and police from the neighboring cities of Wausan, Stevens Point and Marshfield, aided Wisconsin officials in keeping order among the throngs, which were orderly in nature.

Most of the festivities took place before a sparkling white shell at Lincoln fieldhouse, where the evening ball was also held.

Cranberry pie-eating contest was won by David Twin, Wisconsin Rapids, who polished off half a cranberry pie in 40 seconds flat. Amusing incidents of the celebration were when Miss Hawaii de-

clared she had never "seen where 'raspberries' were grown before"; Senator Wiley called his gift of a cranberry pie a "peach", and a barbershop quartette, which was one of the hits, sang "Down in the Old Cherry Orchard". Cranberry corsages were worn by many of the women attending.

Weather was perfect for the event—a warm, sunny autumn day.

## Bandon Cranberry Festival, Queen Contest Nov. 4, 5

The 1950 Bandon (Oregon) Cranberry Festival is to be held Friday and Saturday, November 4th and 5th. Nine candidates for the title of cranberry queen were entered by various organizations of the cranberry area of southwestern Oregon.

Queen contestant supervisor is Mrs. C. G. Girard, who is arranging for photographs and gowns, which are provided the girls by the Bandon Cranberry Festival Committee.

Harry F. Jensen is chairman of the festival parade which this year will be in four sections. Every organization and business in Coos and northern Curry counties has been invited to take part

in the parade. Entries may be anything from floats to trucks and machinery to individuals in cars.

The nine queen entries so far are: Norma Tully, sponsored by Randolph Community Club, Treva Palmer, Bandon Riding Club, Joyce Van Eaton, Bandon Woman's Civic Club, Glenda Gant, Southwest Oregon Cranberry Club, Jo Anne Chapman, Bandon Business and Professional Woman's Club Barbara Richert, Military Order of Cooties, Velma Roland, Bandon Odd Fellows and Rebekahs, Marjorie Davidson, Bandon Post, American Legion.

## Wareham Cranberry Festival Nov. 11

American Legion Staging Fifth Annual Affair with Football Game, Parade, Queen Selection and Coronation Ball.

The Sixth "Original" Cranberry Queen Coronation Festival and Dance, sponsored by Wareham (Mass.) Post American Legion and Auxiliary takes place Saturday, November 11, Armistice Day. In the afternoon there will be the "Cranberry Bowl" football game between last year's contestants, Wareham and Foxboro high school elevens. At the evening dance the Queen will be chosen and crowned.

There will be a big stage show and dancing, plus prizes, including the popular cranberry guessing contest, in which the number of berries in a glass jar is estimated.

State Representative Alton H. Worrall has assumed the responsibilities of the general chairmanship. Henry Hawes, cranberry grower and past commander of the post is first vice chairman, Post Commander Harrison Bailey, second vice chairman and Past Commander William L. Ross, Jr., third vice chairman. Mrs. Henry Hawes is secretary with Mrs. Geraldine Holmes, assistant secretary; Francis F. Reed is treasurer. John Maddigan is chairman of publicity.

Tentative plans call for a col-

6th ORIGINAL

# CRANBERRY QUEEN CORONATION FESTIVAL and DANCE

Sponsored by

WAREHAM POST No 220, AMERICAN LEGION  
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Memorial Town Hall, Wareham, Mass.

SATURDAY EVENING — NOVEMBER 11, 8 p. m.

CRANBERRY BOWL  
FOOTBALL GAME  
2 P. M.

Foxboro High—Wareham High

Massachusetts'  
CRANBERRY QUEEN  
will be chosen and crowned.  
PARADE 12 NOON

\$25.00 Door Prize—\$25.00 Cranberry Guessing Contest  
Big Stage Show and Dancing

ADMISSION \$1.50, Tax Included

DON'T MISS THIS GALA HARVEST EVENT!

orful parade preceding the football game.

### Cranberry History

(Continued from Page 4)

sively grown. As will be shown they, also apparently had great ability and fondness for organization, and before long were to forge ahead of Massachusetts in the business in nearly every way; that is for time.

On this matter of sanding there was considerable division of opinion. Barelay White, writing in 1870, had come to at least four very definite conclusions of necessary requisities. These were: "a peat or muck soil, free from loam or clay; clean beach sand for covering the peat; a dam and water, to overflow the vines when necessary; thorough drainage."

#### Daniel H. Shreve

Daniel H. Shreve, one of the earliest of large Jersey growers, also believed in sand and thorough drainage. He wrote it was necessary to find a peat or muck bottom and the peat should be without any mixture of loam or mud. "In our swamps it rests generally upon a coarse white sand, and is

mostly found of the best quality in cedar swamps". A second step in good bog building he had learned, was thorough drainage. After the swamp had been cleared of turf and vegetation, the surface smoothed, "thoroughly ditched and drained, it is then ready for the sand."

As to sand he wanted this material, "clean, coarse, and entirely free from any mixture of loam. . . Without the sand, vines planted upon peat will grow luxuriously, and may bear one or two crops. . . The presence of sand is absolutely necessary in the growth of the healthful and fruitful vine. . . In addition to checking the too luxuriously growth of the vine . . . prevents the growth of weeds. The depth of the sand upon the peat should not be less than 6 inches."

(To be continued)

#### CRITICALLY DRY

Massachusetts cranberry area had its first rain on October 10th, although even this wasn't much, .53 inches (State Bog), since Sept. 22, when there was but .08. The last real rain was during the tail end of the hurricane. Weather has

been dangerously dry over all New England during October and fire hazard was extreme. Some areas got a much heavier soaking than did Southeastern Massachusetts. Reservoirs and ponds are critically low throughout the cranberry district. Weather first ten days of October was warm and sunny, good harvest days.

#### VISIT BANDON

C. M. Chaney, executive vice-president, ACE, with R. P. Russell, Seattle, in charge of ACE western sales, visited Bandon, Oregon, meeting with West Coast ACE members in late September.

Mr. Chaney reported he expected quality berries were to be found in every producing area. He said size of the crop was large, but unexpected factors might enter in to reduce final figures slightly, such as size of berries, and unusual weather conditions, for instance, early frosts.

Mr. Russell told the growers that most of the sales were made after October 15th, and that the greatest demand now is for the cellophane bag.

Peter A. L. Sage

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# 5000 Attend 3rd Annual Cranberry Harvest And Festival of NCA at Edaville, Mass.

Miss Beverly Richards of Massachusetts is Selected National Queen by Photograph Contest—Charlton Heston, New Movie Star, is Cranberry King—2,000 Served at Chicken 'n Cranberry Barbecue.

An estimated 5,000 persons saw Miss Beverly Richards, 21, of Foxboro, Massachusetts, crowned queen of the National Cranberry Association, third annual Cranberry Festival at "Edaville," South Carver, Saturday, October 7th. Miss Richards, who was first selected at the Wareham American Legion Post, 220, last November as its queen, won through submitted photographs over contestants from New Jersey, Wisconsin, Oregon and Washington, the other cranberry growing areas of the country.

Judging was by Jack Hilty, star of the musical, "Oklahoma," Ray Rogers, director of the Rogers Model Agency, Boston, and Julius Fabian Bachrach, famous photographer of women.

Miss Richards is the third to receive the crown, scepter and emblem at the Festival featured each year at "Edaville" by the National. The first was Miss Marcia Williams, South Carver, Mass., 1948, the 1949 queen was Miss Betty Crook of Wisconsin Rapids, Wisconsin. Miss Williams and Miss Theresa Guertin of Middleboro, Mass., winners of the '48 Wareham Legion contest were ladies in waiting to Queen Beverley in the ceremonies at South Carver.

## Urann Crowns the Queen

"Cranberry King" who sat at the right hand side of Miss Richards through the ceremony, was Charlton Heston, television actor who has now been signed up as a Hollywood movie star. Actual coronation of Miss Richards was by Marcus L. Urann, president of National Cranberry Association.

Immediately preceding the coronation ceremony, there was the proclamation of Governor Paul E. Dever of Massachusetts proclaiming "National Cranberry

Week from October 18th through the 25th. The Governor suggested that all within the state give the fullest observation possible. In the absence of the Governor at "Edaville", the Proclamation was read by his military aid, Lt. Col. Andrew W. LeQuoy.

The day's festivities began with a parade at Plymouth, sponsored the Plymouth Chamber of Commerce, this with a band at the head and a number of decorated floats, proceeded from North Plymouth to Plymouth center. In the parade in a gaily-decorated car rode the Cranberry Queen and her ladies in waiting.

At Edaville, the famous narrow-gauge, the only two-foot one in America, began making runs around the six miles of track, circling the bog, giving visitors the chance to see cranberry harvest in operation and other sights. The trains were long and crowded, with passenger cars, open gondolas and the parlor car bringing up at the rear.

## Amateur Photo Contest

As an extra novelty the Edaville Harvest Festival sponsored a photography contest open to any amateur, with the National to award prizes to those submitting prints not later than October 17th.

With the wealth of photographic subjects available from cranberry queens, the railroad, the throngs, to the harvesting and handling of berries, including screening and packing there were many hundreds of cameras in evidence of every style and price range. The Festival must have boosted the photographic business considerably, including the makers of color film and flashlights. About everybody seemed to have a camera and to be shooting like crazy, even the professionals, which included such notables as Arthur Griffin, Boston,

fanred New England cameraman of both black and white color.

There were four classes for the amateurs to pop away in (1) harvest scenes and landscapes, (2) Cranberry Queen pictures, (3) cranberry screening, (4) subject open to be judged on originality in depicting atmosphere of Cranberry Harvest Festival.

Three prizes, plus honorable mention of \$1.00 will be offered in each class. First prize \$25.00; second, \$10.00; third \$5.00.

## 2000 Eat Chicken 'n

### Cranberry Sauce

A big feature of the proceedings was the chicken barbecue with cranberry sauce, as the main feature. This is a combination which National Cranberry Association has now been pushing through extensive advertising programs and in other ways to increase the use of cranberry sauce throughout the year, rather than just in the winter months.

Some 6,000 pounds of freshly-killed chicken were used in the barbecue, which was conducted by Professor Ray E. Jones of the University of Connecticut. With outdoor pits, charcoal fires and scores of white-clad assistants this section of the festival drew hundreds of spectators who watched the proceedings and sniffed the smell of cooking chicken long before the time for the barbecue to be served (12:30 to 1:30) had arrived. Provisions were made for 2,000 (\$1.50 a serving) and the entire 2,000 dinners were served.

## Paris Gown

An unusual gift to the Queen was an afternoon gown of black, designed especially for Miss Richards by Alwynn, who was described as one of the leading younger dress designers of Paris, currently in Boston with the Puritan Dress Company. Before the official presentation she was attired in this for a number of publicity photographs.

The Cranberry King, Charlton Heston flew up from New York that day for the occasion. Heston is 6 ft. 2 inches tall, weighs 205 pounds and has gray blue eyes and light brown curly hair. His favorite sport is fencing. He is

(Continued on Page 14)

## LESSENER PER CAPITA CONSUMPTION

AS of the present—early October—the battle of the cranberry harvest is in full swing, and the situation, as they say of the military, is “fluid”. What sort of a year 1950 will have turned out to be is as yet no means certain.

Some Eastern growers are not too pleased by the opening price of ACE for Early Blacks. They assert they can make no money at that figure, with present-day costs. Other growers and some areas perhaps can make a margin of profit. A small profit on a large volume is something.

However, it is certain the cranberry industry, like every other business, is going into a period of increasing costs for labor and other items, plus more taxes, and for certain forms of workers, coverage under Social Security. The growers can also look for growing scarcity of labor, as the draft of men expands and more workers are drawn into the vital defense plants. Whatever the final outcome may be in Korea, it seems positive that we must remain geared to maintaining a much larger military force and the production of large amounts of war supplies.

The spearhead of the cranberry industry's fight to get back to more normal conditions must be to sell more cranberries, and particularly fresh cranberries. It is simple to type out such a statement, but how it is to be done is another matter, but the industry must decide it somehow. We feel, however, that with the more carefully-planned promotional campaigns for both fresh and processed fruit we are on the right track.

To turn to the talk of Prof. Kross, reported elsewhere in this issue, there are two mighty interesting points he brings out. One is that production of cranberries has not kept pace with the increase in population. That would be encouraging, that we have not out-run the country's population by over-expansion. On the other side of this is the statement that the trend of fresh fruit per capita has declined from the 1910-17 years of .54 lb. to just half that, .27 lb., in the 1940-49 period.

That shows that while we haven't out-run the potential market, we have gone over the actual market as it has existed. The consumption of canned sauce has in-

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Editor and Publisher  
CLARENCE J. HALL  
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creased, but a can of sauce contains usually only a little more than one-third of cranberries, the rest being sugar and water. So the increase in processed berries, as necessary and desirable as it is, does not immediately help the grower to the extent that increased sales of fresh fruit would. Of course if every family in the land would stock up with several cans that would be fine. But we doubt if that will be brought about, at least right away.

As everybody is aware, we need both outlets. What the cranberry industry is up against, it bears repeating, is the necessity of selling more cranberries. We can raise 'em. We've got to sell 'em. Maybe this year we will.

AS with cranberries there seems no end—  
so with “Cranberry Queens”.



Opposite Page—Top: President M. L. Urann hands the new National Cranberry Association Queen, Miss Beverly Richards, the silver cup, after placing the crown on her head and giving her the royal sceptre. At the left is "Terry" Guertin, former queen and lady in waiting, and at right Miss Marcia Williams, also former queen and lady in waiting. Lower: Chefs barbecue vast quantities of chickens, while fragrant smoke arises. Second cook from right, with head partially turned is "Joe" Brown, director Plymouth County Extension Bureau.

This page, to the left: Miss Richards is assisting in cutting the cranberry cake by Movie Star Charlton Heston, right, and Alwynn, Par's stylist of women's gowns.

(CRANBERRIES Photos)

and stage shows.

Final event on the program was a performance by the noted Warren (R. I.) Indian Band. This is made up of a group of entertainers none more than 21 and included individual dances, songs and other acts, plus a snappy drill led by a drum majorette on the lawn in front of the platform. This act included music by the band, one a tune called "The Cranberry Doxology." The entire group was dressed in colorful Indian costume.

#### Cuts Cranberry Cake

After the coronation ceremony Miss Richards, assisted by Heston and Alwynn cut a huge cranberry cake, and at the conclusion of the program there was cake (cup cakes) and coffee for all attending, without charge.

Many food editors of magazines and newspapers from all over the country attended.

#### Noted Guests

Among the noted guests present were State Commissioner of Agriculture John Chandler and Mrs. Chandler, State Senator Edward C. Stone and Mrs. Stone, Congressman D. Nicholson and Mrs. Nicholson, Kenneth and Ruth Wakefield of the Toll House, Miss Marjorie Mills of radio fame and the extremely popular Jesse H. Buffum of WEEI's "New England Almanac of the Air," the early morning broadcast listened to by many cranberry growers and others. Mr. and Mrs. Edward Lawless of Wisconsin Rapids represented the growers of Wisconsin.

Master of Ceremonies was Ken Dalton of Brockton, radio broadcaster and newspaper columnist of the Brockton Enterprise.

## National Queen

(Continued from Page 12)

under contract by producer Hal Wallis, who discovered Burt Lancaster, Elizabeth Scott, Wendell Corey and others. His performance in "Jane Eyre," and a series of other topflight television production on CBS's program in New York brought him national notice. He has appeared in a number of plays. His first movie will be "Dark City", released next month by Paramount.

Although he calls Evanston, Illinois, a suburb of Chicago, his home he was born in Michigan. Talking with CRANBERRIES Editor he was surprised to learn there are two cranberry bogs in Michigan. He said he likes cranberries and has eaten them "incessantly," but only in the jellied sauce form, not in whole fruit sauce as was served at the Edaville barbecue.

His wife was born in a small

town north of Madison, Wisconsin, which is not far from the Wisconsin Rapids cranberry area, which connection, he humorously said, he hoped might help give him some sort of claim to the title of Cranberry King."

Preferring to wear sports clothes, he was so attired for the coronation, his outfit including a blue four-in-hand. Noting this Mr. Urann whipped off a special special "cranberry 'n chicken" necktie, which he and other officials wore, from himself and exchanged this with Heston. Alwynn also spotted a cranberry tie.

#### Queen Goes to New York

Miss Richards, last year after her selection as Legion Queen completed a modeling course in New York. Following this recent selection as the National Cranberry Association "national" queen she will be sent to New York for a three-day whirl. This will include radio, television, model agencies



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OF CRANBERRIES. The National Cranberry Magazine, published monthly at Wareham, Massachusetts, for October 1950.

1. The names and addresses of the publisher, editor, managing editor, and business managers are:

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Plymouth, ss.

Sworn to and subscribed before me this 4th day of October, 1950.

(Seal)

BARTLETT E. CUSHING.

(My commission expires April 6, 1956)

## WISCONSIN SALES CO. SUMMER MEETING

Wisconsin Cranberry Sales Company held its annual summer meeting September first at the Bulls Eye Country Club, Wisconsin Rapids. Lester Haines, C. M. Chaney and George Weston of the American Cranberry Exchange were present, each giving a report. There was the usual business session and the reports of the president, Miss Jean Nash and general manager, D. C. Hammond, Jr. There was excellent attendance.

Should pine trees planted for sawtimber be pruned artificially?

Yes, the trees should be pruned. Artificial pruning will remove the limbs long before Nature might do it, thereby assuring you of more lumber free knots from each tree.

## Talk On Cranberry Marketing Problems

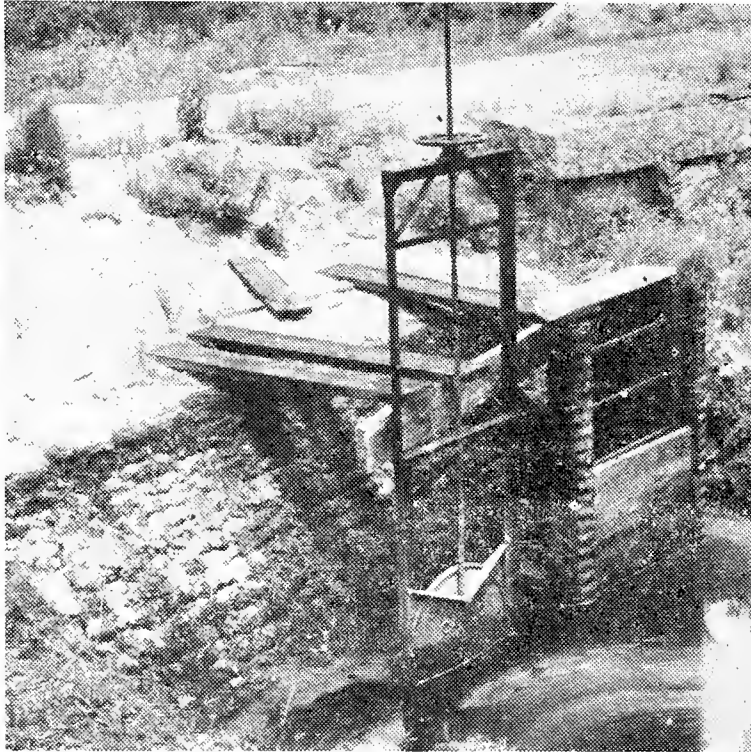
(Editor's Note: The following is the address of Prof. John I. Kross of the University of Wisconsin before the annual meeting of Wisconsin State Cranberry Growers' Association, Wisconsin Rapids, August 8. It is printed because we believe any light thrown upon cranberry marketing conditions is worthwhile information for cranberry growers to study).

My interest in the cranberry industry is a rather recent one, and I would like to state, that I am neither fully acquainted with all of its operations nor with the many problems involved.

Upon reviewing the available literature, reports, statistical information and through discussions and correspondence with leading cranberry experts I feel like the proverbial fifth string quarterback playing in a tough league. However, there is one gratifying aspect of my relationship with the quarterback and that is that I don't have to carry the ball or execute the blocking assignments.

Now what are some of the areas in which future decisions for the cranberry industry seem apparent.

1. The correction of the national cranberry supply situation brought about by technological improvements in production.
2. Broadening demand thereby changing consumers' eating and spending habits.
3. Emphasis in the field of sell-



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ing and merchandising.

4. Reducing unit marketing costs involving consolidation of harvesting, assembling, packaging and selling operations.

5. Minimizing price cutting or competition among cranberry growers.

6. Improvements in quality involving varieties, grading and packaging.

7. Industry wide approach in handling present supply problems on a national basis.

#### Production Not Kept Pace With Population

In my discussion today I will make reference to some of these problem areas, particularly those dealing with marketing. The cranberry production in the United States during 1925-39 period, on a five year basis, averaged about 600,000 barrels; during 1940-44 it averaged 634,000 barrels and during 1945-49 production averaged around 865,000 barrels. Upon checking this data we find that from 1925-39, production for all practical purposes has not kept up with the increase in population. Some adjustment was made in 1940-44 but in 1945-49 we find an increase of 27 percent in production over the previous five year period. This drastic increase has had repercussions on the whole cranberry industry creating serious marketing and other problems.

Whenever a manufacturing or other industry finds that its going plant and inventories are producing more units than can be sold, an immediate decision is made to reduce production and to launch a program to step-up sales. If this doesn't work the engineer and other technicians are called in to find ways of cutting production

unit costs; likewise the sales department is given the responsibility of reducing unit costs of selling without losing sales. In this particular example we are making reference to a very important fact and that is the complete control of making decisions is performed by only a few people who have the authority to see that these decisions are carried out, otherwise somebody is given a "pink slip" in his next pay envelope. Unfortunately, it is not possible to obtain the same degree of control in the production and selling of agricultural products as can be obtained in the manufacturing industries. Cranberry growers are in a much better position than other segments of agriculture with reference to controlling its own affairs because you are organized.

At this stage of my talk I would like to interject the following information.

Year	Production Barrels	Price Per Barrel
1944	375,700	\$24.60
1948	967,700	\$10.10

Farm Value	Consumer Disposable Income	Purchasing Power of Dollar
\$9,237,000	146 billion	\$0.80
\$9,753,000	195 billion	\$.58

The knowledge of consumer preference for cranberries is of particular significance as an indi-

cation in the total value of sales accompanying a change in price. From the growers standpoint, in the statement just mentioned, lies the crux of determining the amount of cranberries that should be sold each marketing season. Additional research in price forecasting is necessary—the University might be in a position to help you obtain this information.

The main problem facing cranberry growers is to determine the kind of programs needed to bring about the so-called supply-consumption adjustments as well as determining a program to dispose of the large carry-overs from previous crop years.

#### The Matter of Carry-Overs

The following is an estimate of the carry-over in the hands of all processors as of March 31st:

1949	368,094 barrels
1948	447,500 "
1947	484,700 "
1946	591,200 "
1945	314,800 "
1944	143,000 "
1943	270,000 "
1942	381,200 "
1941	282,000 "
1940	178,000 "

These estimates were made available by Mr. C. M. Chaney of the American Cranberry Exchange.

Whenever a surplus crop confronts the cranberry industry, there are about three steps that become necessary in handling the situation. (1) To determine the

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volume which must be kept off the market by states on a prorated basis. (2) To apply the volume to be sold in terms of grades—measured in terms of barrels per farm. (3) To regulate and allocate supplies to various markets in the United States which must be sold on a fresh and processed basis.

The big question is how are you going to carry out these steps. The choices you have are: (1) on a voluntary basis by the cranberry industry, (2) through a federal marketing order.

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### Do Not Need Federal Marketing Order

In my opinion you do not need a federal marketing order, unless you find that the attempts to regulate the cranberry industry on a voluntary basis have not been successful. The Federal Marketing Order would set up an additional organization within your present industry with federal compliance powers to see that the regulations (controlling and allocating supplies through time and market area) are carried out. The decisions now entrusted and made by your respective industry organizations would be relegated to the administrative body established by the Order. The costs of the new administrative body should be considered as an additional expenditure to the industry. I feel that the expenditure of administrating the Order might be more productive to the industry if these funds were spent in broadening consumer demand.

I would like to make a few comments concerning the problem area relative to reducing unit marketing costs. There has been a rising

trend in the marketing and distribution costs as a percentage of prices paid by consumers for food products. This means that growers are getting a smaller proportion of the consumers' dollar spent for food. Growers must find methods to balance this situation, otherwise marketing agencies will continue to obtain more of the consumers' dollar.

What can you do to prevent this trend from continuing to rise? There are two things: (1) reduce your production costs, (2) reduce your marketing costs—in other words become more efficient. Apparently, in Wisconsin perhaps some progress has been made to reduce production costs. During the 1945-49 period yield per acre in Wisconsin averaged around 60 barrels or 50 percent more than the 1940-44 average and three times the average yield per acre for the 1925-29 period.

Unfortunately, I do not have any information which measures whether the selling of cranberries has become more efficient or inefficient during the past 25 years. However, if I might generalize

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from an accepted doctrine among marketing people, I might be on sound ground by stating that the marketing of fresh produce under existing conditions is a costly operation. The marketing system that we should strive for should be simplicity—the more simple and direct the route to the consumer the less costly. The principles of integration, consolidation, elimination of duplicating selling services and other wasteful efforts should be adopted. Manufactures and other businesses are continually putting these principles into prac-

tice because they find them profitable.

Earlier, I mentioned there are two remedies business firms employ when they find themselves producing more goods than can be sold; either (1) reduce production or (2) step-up sales—sometimes both actions become necessary. Let's assume for the moment that you have determined to launch a sales program because it will cure the industry's ills. In my opinion the cranberry industry will have to do both, that is to reduce production and to adopt a more vigorous sales program. In

considering the problem area of broadening consumer demand for cranberries what are some of the facts that we already know about consumer spending and eating habits?

#### Percent of Income Spent For Food

(1) In 1948 an American city family spent an average of \$25.57 a week for food or 32 percent of the total income. In 1942 an urban family averaged \$14.23 for food or 26 percent of their income. In the first quarter of 1950 urban families spent about 25 percent of their income for food. Food selling is becoming more complicated, competition is growing intense, shoppers are becoming more fussy.

Frozen fruit and vegetable purchases showed the influence of income more than any other groups of foods. The larger size of the higher income families would account in part for bigger food purchases, but families with incomes of \$7,500 or more used 10 times as many frozen fruits and vegetables as did those with incomes under \$2,000.

Over \$7,500 families used 17.8 pounds of fresh fruit per week compared with 5.8 pounds used by under \$1,000 families.

#### Cranberry Per Capita Consumption

##### Declining

(2) The trend in per capita consumption of fresh cranberries since 1910 has been steadily declining.

1940-49 consumer	.27 lb.
1930-39 consumer	.38 lb.
1920-29 consumer	.47 lb.
1910-19 consumer	.54 lb.

(3) The trend in per capita consumption of canned cranberries has increased in the past 15 years.

1935	.2 of a pound
1936	.3 " " "
1937	.3 " " "
1938	.4 " " "
1939	.5 " " "
1940	.5 " " "
1941	.5 " " "
1942	.6 " " "
1943	.3 " " "
1944	.3 " " "
1945	.5 " " "
1946	.8 " " "
1947	.8 " " "
1948	.5 " " "
1949	.5 " " "

Figures on canned cranberries are on a product weight basis, that is, cranberries plus sugar. One pound of canned cranberries requires about .379 pounds of fresh cranberries.

(4) Location of the market—the Mid-west is believed to be the best single regional market for cranberries for two main reasons because (1) the percentage of

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home cooking, (2) German and Scandinavian descent are numerous—in native countries where they used lingonberries which are similarly flavored.

(5) Variation between sales in New York and Chicago.

New York City and Environs			
Year	Number of Barrels Sold	% of ACE	% of Total Sales
1941	18,054		6.7
1942	21,719		7.3
1943	21,417		7.5

Chicago and Environs			
Year	Number of Barrels Sold	% of ACE	% of Total Sales
1941	18,308		6.8
1942	23,048		7.8
1943	21,989		7.7

In spite of having only half the population Chicago sales have been substantially equal to those of New York or roughly double those of New York on a per capita basis.

(6) Size of market.

	1943		1944		
	% Sales	ACE	% Sales	ACE	
North Central	shrd	19	vbgkqj	srhdl	u
North Central	29.1				28.0
Missouri River	19.5				21.5
Mountain States	4.0				4.0
Total	52.6				53.5

How can we induce old customers to buy more and how can we get new customers to join the class of being cranberry connoisseurs.

1. Consumer education on food menus, method of meal preparation and recipes. This can be done through working with food editors—this means preparing newspaper articles and stories for them—this probably is the cheapest form of advertising that I know of.

2. Working with professional nutritionists and homemakers.

3. National advertising along the same lines as the sour cherry industry—not individual brands but cranberries in general—in my opinion consumers do not pay much attention to brand names—cranberry advertising should be tied in with the meat industry publicity.

4. Working with institutional dieticians, factories, school lunch, hotels and restaurants.

5. Retailers—Are mostly interested in selling volume commodities that have a rapid turnover and high profit. Cranberries are looked upon by retailers as a necessity item therefore they do not display them properly or devote much individual attention to this commodity.

—Every effort should be made to get retailers to devote more display space to cranberries.

—Prepackaging makes displaying,

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handling and selling easier and more attractive. Effort should be made to get retailers to handle cranberries over a long period, if the retailer doesn't handle this commodity consumers have no opportunity to buy them. Retailer is a very important link between the farmer and the consumer.

—Importance of tie-in sales should be pointed out to him.

6. Wholesalers and jobber could be an important factor in getting retailers to handle more cranberries—brokers needs servicing to induce wholesalers to handle larger quantities of berries.

7. Quality is the basis of successful merchandising—controlling quality is the foundation of repeat orders and sales. Good merchandising means making it easy and convenient for shoppers to buy quality products.

#### Wisconsin Varieties

8. Varieties of cranberries now grown in Wisconsin present marketing problems—quote from recent study on Wisconsin Cranberry Production and Marketing—“(the) grower is faced with a

choice in his future plantings between a variety which has yielded higher but keeps less well, employ cultural practices which will render

it a better keeper, or choose varieties that yield less but keep longer and sell over a more extended period on the fresh market.”

## OCTOBER

Sees the completion of another cranberry harvest.

## ELECTRICITY

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---

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# FRESH CRANBERRIES Are On The Move Again

This month a new crop of fresh cranberries is on the move into consumer markets. Growers in Massachusetts, in Wisconsin, New Jersey, Washington and Oregon have been going about the age-old business harvesting another crop.

In some respects, the harvests of today are not unlike those of a quarter-century ago. Fundamentally, we go about the business of removing berries from the vine in the same old way.

But many new devices and techniques have been developed through the years. Growers find these machines and methods more efficient, more effective than methods outdated.

The same thing holds true for the methods and techniques used by the Exchange in our sales work. Basically, the principles of good salesmanship never change. But *methods* do. This year, for example, for the first time, television is being used to take the story of cranberries to the U. S. public.

During the fall of 1950, thousands of persons in 24 metropolitan areas will see "The Cranberry Story" on major television stations. Like a new mower or pick-or any other improved device for harvesting, it's another new sales tool needed to move our crop to market.

**Eatmor  
Cranberries**

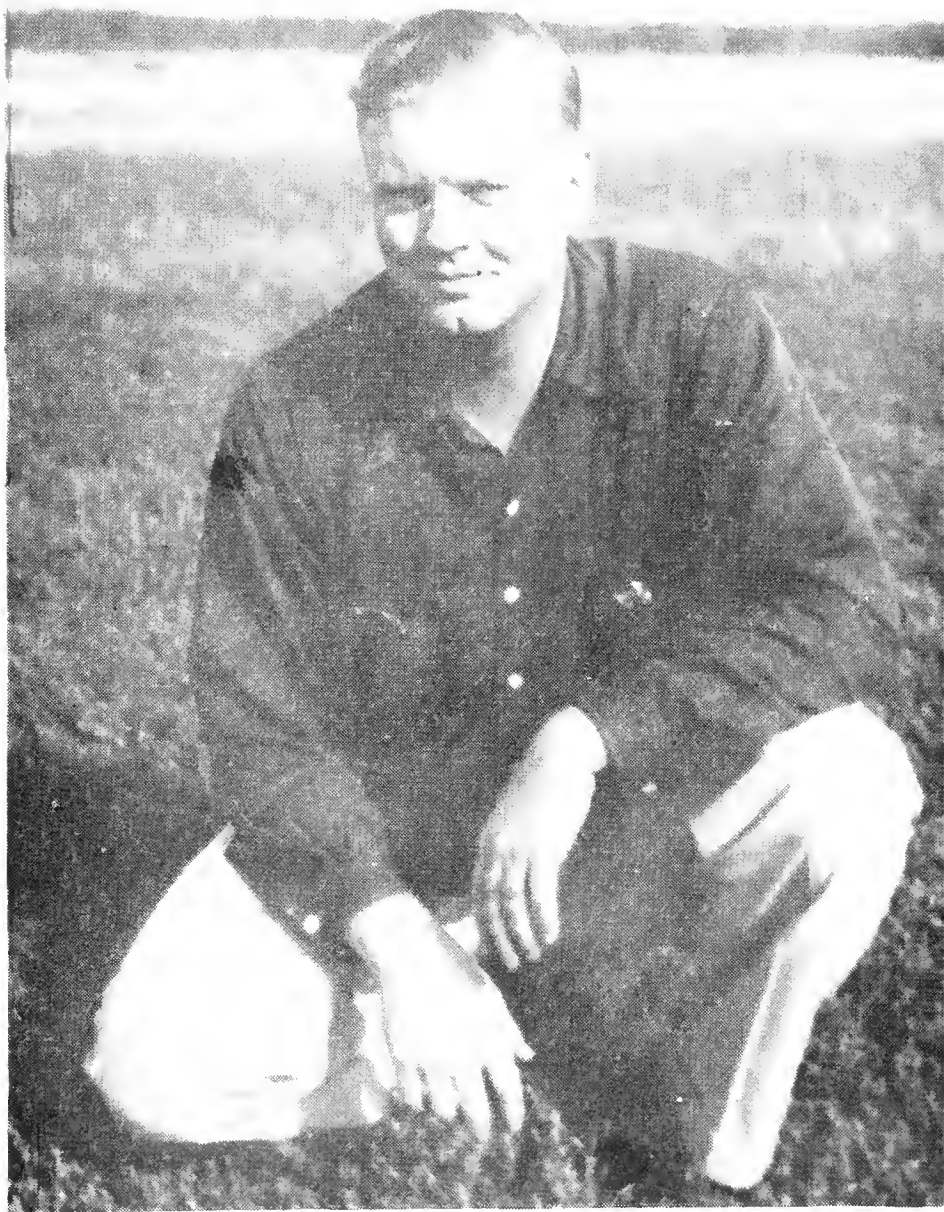
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Leo. A. Sorenson, Gen. Mgr. Wisconsin's Midwest  
(CRANBERRIES Photo)

## Two More Queens

As this goes to press the Cranberry Queen of the Wareham, (Mass.) American Legion Post is about to have the selection coronation, and harvest ball, with a football game in the afternoon and a parade of floats. The winner of this contest will be the one sent to New York by New England Cranberry Sales. Bandon area (Oregon) has also held its similar event.

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We expect to have some photographs and accounts in the next issue.

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# Mass. Cranberry Station and Field Notes

by J. RICHARD BEATTIE  
Extension Cranberry Specialist



Director Fred J. Sievers, Head of the Massachusetts Agricultural Experiment Station since 1928, retired November 1, 1950. His many duties included the supervision of the Cranberry Experiment Station. Under his able administration, the work and facilities of the Cranberry Experiment Station were considerably expanded. He has cooperated closely with the Cape Cod Cranberry Growers' Association and its many activities. Cranberry growers have found Director Sievers to be a real friend of the industry. We all wish him well.

## Hectic Harvest

Massachusetts cranberry growers have produced another fine crop. The harvest was completed by late October, after a hectic fall. Not only was there a large crop, but labor was scarce, and frost warnings were plentiful. Incidentally, on the evening of October 26, temperatures of 10° were recorded. Fortunately, or unfortunately, depending upon one's point of view, frost damage is reported to be only 4%. This is rather remarkable, since water supplies were critically low, and still are for that matter. Twenty-four frost warnings were released, as compared with a single warning last fall. It is understood, of course, that these frost warnings act merely as a guide, indicating the temperatures the cooler-than-average bogs may realize on a particular night.

## Expansion of Warning Service

The responsibility of deciding when a warning should be released is really terrific. Dr. Franklin has handled this tremendous task with remarkable success for many years, as most growers know. However, unless a grower has "sat in" on one of the frost sessions at the State bog, it would be difficult for

him to appreciate the time and effort involved. It is a seven-day week job for at least two months in the spring and another two months in the fall.

The work had its beginning in 1910, when weather instruments were purchased and Dr. Franklin began collecting data. By 1915, he had collected sufficient data to make certain preliminary forecasts. In 1920, a regular frost warning service was established. Several men helped organize the telephone frost warning relay system, but Chester Vose was the leader. "Chet" Vose made a very real contribution to the industry during the many years that he supervised the telephone warning service, sponsored by the Cape Cod Cranberry Growers' Association. Dr. Franklin, however, is still the man behind the scenes upon whose judgment the forecast is based. His weather studies, compiled after years of study, are available in bulletin form to all growers and are invaluable to the industry.

## Flooding Reminder

Growers are reminded that it is nearly time to flood new bogs for the winter. Let's hope that water supplies are considerably more plentiful by late November than at present (November 3). Dr. Franklin recommends that new bogs be flooded for the winter as soon as the ground begins to freeze in order to avoid heaving of the newly-set vines. The following caution on surplus water is quoted from Bulletin 447:

"The surplus water must be let off at times of thaws or heavy rains in winter or early spring. If this is neglected with vines frozen into the ice, the raising of the ice will pull them out of the ground. The first three years the

water should be let off about May 5. Earlier removal exposes the plants to possible frost heaving."

Mature or bearing bogs are usually flowed about December 1, or as soon as the sand surface remains frozen all day. To quote again from the above bulletin:

"The water should be held just deep enough to cover the vines. It is often best to let the highest points stick out a little where the bog is much out of level."

## Pre-cooling of Cranberries

Prof. Earle Cox, of the Agricultural Engineering Department, and Dr. F. B. Chandler are carrying on a very interesting experiment on pre-cooling of cranberries. The purpose of this experiment is to learn how the removal of field heat of cranberries may affect the keeping quality. The berries taken from the bog are placed in bins, and air is forced through them by means of large fans. Temperature of the fruit was taken as it was brought in from the bogs. Readings as high as 114° were recorded. The results in this work may be very enlightening in future handling of our crop.

Growers will also be interested in another experiment supervised by Dr. Chandler. A comparison of hand scooping versus mechanical pickers is being made to determine the damage to the fruit. We have had many inquiries concerning this question.

County Agents "Lew" Norwood and Oscar Johnson and the writer attended a three-day Marketing School held in Amherst in early October. This was the third annual Marketing School held for Extension people. The school this year featured the retailer and his problems. It was an excellent program, and we believe the time was well spent.

Just a final reminder: The annual Production and Marketing Outlook Conference will be held November 29-30 at the University of Massachusetts. The cranberry industry needs the support of its growers at this important conference.

## Director of Mass. Extension Service Retires

A brief resume of the years of service of Dr. F. J. Sievers, who retires as director of Massachusetts Agricultural Experiment Station.

When F. J. Sievers was invited in 1928 by President Thatcher of the University of Massachusetts to become Director of the Agricultural Experiment Station, he was Head of the Department of Soils at the State College of Washington where he had established himself as an authority on the management of arid and irrigated soils.

It was through his findings that a consistent and logical relationship was recognized between soil nitrogen and soil organic matter, and this fundamental truth is now accepted in all practical efforts to maintain the organic matter of our soils, a significant objective in dealing with one of our greatest natural resources. Also, he was credited with producing convincing evidence that soil nitrogen and not moisture, contrary to the former belief, was the immediate limiting factor in crop production in the great grain-producing areas of the country. What primarily aroused only skepticism is now universally adopted, due to the strong support in his numerous research publications. His critical and analytical attitude, so essential to progress in research, expressed itself also in his attitude toward educational progress in general, and it was because of this broad interest in education that he was requested soon after his arrival to serve also as Dean of the School of Agriculture. In that dual capacity he continued

until the retirement of Dr. Fernald from the directorship of the Graduate School when he was invited to take on that responsibility and to relinquish the deanship of the School of Agriculture.

Since 1932 he has served as both Director of the Agricultural Experiment Station and of the Graduate School. In both of these fields of educational endeavor he found plenty of opportunities to break with tradition, and this he has been especially eager and ready to do when, in his judgment, tradition came in conflict with progress. His firm belief that education stopped when complacency or smugness appeared, and that a teacher is not recognized or even interesting because of only what he knows, but rather for what he thinks, and that a sense of humor is the best evidence that the teacher or investigator possesses the imagination necessary for effective service were a few of the principles to which he ardently adhered.

Before going to the State College of Washington, he had for eight years served public education in Wisconsin, his native state, both in the public schools and also at the University and from the latter he holds a Bachelor's and a Master's degree.

Mrs. Sievers is also a native of Wisconsin, and there are three children: Jeanette, director of personnel work with a mercantile establishment at Greensboro, North Carolina; Howard, in charge of sales for the northeastern region of the Lederle Laboratories at Boston; and Frederick, representative of the Highway Users Association for the Washington area at Washington, D. C.

Mr. Sievers has always been interested and active in community and civic affairs. At present he is Vice-President of the Board of Directors of the Cooley-Dickinson Hospital. He was active in establishing the Community Chest organization in Amherst, and was organizer and director of its first self-conducted financial campaign. He served as chairman of the committee appointed by the Amherst Selectmen that made the final and effective recommendation for the

(Continued on Page 13)

## WESTERN PICKERS, INC.

Coos Bay, Oregon

1172 Hemlock Avenue

The Government reports show that there is now less than 2,000,000 unemployed in the United States. We soon will have over 2,000,000 in the Army. Where is next years labor coming from?

Common labor wages in Coos Bay, Oregon, have tripled to \$1.85 per hour in five years. Wage increases are on order all over the United States. Unless cranberry prices raise in proportion, how can you produce cranberries at a profit unless you cut labor costs?

The war effort with its rationing of scarce materials is rushing down upon us.

Now that the Western Picker has proved that it is the only mechanical cranberry picker that will pick in all the producing areas, and just as we were preparing to expand our production, we are threatened with being unable to produce our picker because we use too many war critical materials.

Even if we get priorities on agricultural machinery, it will be too late for Government allocation boards to be set up and be smoothly operating, in time for Western Pickers to get anywhere when the big squeeze is on.

The only way out is to get these materials now while we still can. To do this, we need money.

To get money we are allowing a \$160.00 discount from our finished price of \$1050.00, making a price of \$890.00 if ordered before December 1, 1950. This is the last year that we are going to make such a price reduction (and may have to raise it later.)

For a complete price list showing partial payment of \$150.00 down and later monthly discounts, see the October issue of "CRANBERRIES".

The most important thing for you to decide now is what are your chances of remaining in the Cranberry Industry during the next few years. You can't do it by paying high wages to non-existent help!!

Without a Western Picker to cut your costs to the bone, your chances of coming out even will be less and less. Your best bet will be to order one or more pickers now while there is a good chance of getting them. (ADVT)

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# Cranberries

THE NATIONAL CRANBERRY MAGAZINE

ISSUE OF NOV. 1950—VOL. 15 NO. 7

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## FRESH FROM THE FIELDS

Compiled by C. J. H.

### MASSACHUSETTS

#### Harvest Over

Massachusetts cranberry crop was still being estimated at about 600,000 barrels, both by the New England Crop Reporting Service in the release issued October 12th and by growers in the cranberry area at the end of harvest. By October 1 Early Blacks had been largely picked and growers were starting on the Lates.

A frost was indicated on October 25th and a check by the Frost Warning Service revealed that all but about half a dozen growers had completed harvest and of these few, they had only a few hours or a day or so of picking remaining. Some growers ran over their estimates, and general opinion was that the preliminary August estimate would be just about reached. October brought many good picking days and the harvest was speeded up more than was anticipated early in the season when damp weather was hindering.

The estimate of 600,000 barrels, which is 15 per cent larger than the 1949 production and 29 per cent above the 10-year average, was not expected to have decreased because of frost losses, which were still standing at 4 per cent, or 24,000 barrels. Over-runs by some growers made up the difference.

#### Frost

The most severe frost of the season was on the morning of the 16th when the uplands were whitened, but there was probably but slight loss. A 19 was recorded at the State Bog, 14 at the Greene, Rhode Island bog, and from 17 to 22 at various other points in the Southeastern cranberry area.

#### Rainfall Slight

The rainfall for the entire month of October as recorded at the State Bog, East Wareham, was but .129 inches. Growers are becoming apprehensive about their winter floods. However, there were 2.01 inches on Nov. 4, 5, which certainly helped that much.

The temperature of the month was definitely above normal.

### WISCONSIN

The harvest was over in Wisconsin by October 30th with an estimate by "Del" C. Hammond that the crop would run about 200,000 barrels. The size of berries is below average, and the quality was fairly good. Color excellent.

Budding on such marshes as Mr. Hammond had seen did not seem to be too good or next year's crop. The prospect looked below average.

The weather was very dry, with scarcely any rain in the past six weeks.

### NEW JERSEY

October 1950

**Weather**—October was the first month since December, 1929, showing an average daily mean temperature above the normal at Pemberton. The temperature averaged 58.1 degrees compared to the normal of 56.2°.

Rainfall was below the average for the fifth consecutive month, with 2.82 inches recorded, instead of the normal 3.46 inches for October at Pemberton.

With this cooler and drier than normal weather throughout the growing season, it is not surprising that the quality of the New Jersey cranberry crop is the best of many seasons, because this combination

of weather conditions no doubt suppressed field rots to a marked degree.

#### Crop Above Average

Not only is the quality of the crop better than average, but the size of the crop is above average. This is due to several factors such as an almost complete absence of damaging spring or fall frosts, less loss from rot fungi, and to the rest which the bogs had been getting because of smaller-than-average crops during the two previous seasons.

**Frost**—Fall frost damage has been negligible. Of the eight warnings that were sent out during the fall, none proved to be severe for the time that they occurred, with the exception of the frost on the night of September 24, when a few unprotected Early Blacks were frozen, and the night of October 26 when most of the crop was harvested.

Harvesting operations were about 95% completed at the close of October. A scarcity of scoopers and an unusual number of cloudy, damp mornings hampered scooping throughout the season.

#### Blueberry Prospects

Blueberry crop prospects for 1951 look good, if fruit bud formation is a good criterion. There was enough moisture during the summer and fall to allow maturing of the crop and vigorous new growth with plenty of good fruit buds.

Limited observations of cranberry fruit bud formation are that they are about average.

#### Personals

W. E. (Bill) Tomlinson, Jr., of the N. J. Cranberry and Blueberry

(Continued on Page 12)

# Leo Sorenson, Wisconsin's Mid-West Manager Has Widespread Area To Cover

His Group is Spread Over 700-Mile Circuit—Mostly larger Growers, with Strong Percentage of Searls Jumbo—He Was Marine Officer in Last War—Hopes to Own Bog Eventually.

By CLARENCE J. HALL

A trip around the circuit to visit all the members of the Midwest Cranberry Cooperative in Wisconsin entails a journey of about 700 miles for Leo A. Sorenson, general manager of the group. This is because the 44 members of Midwest are spread out pretty much over the entire cranberry-growing area of the state.

And from the first of May until the first of September, Mr. Sorenson is busy much of the time in field work for the membership, covering this wide-spread territory. But Mr. Sorenson's shoulders are broad (he is 6 ft., 2 inches tall, weighing an athletic 210 lbs.) and he finds the work "extremely interesting". When he isn't on the road he is at the Midwest headquarters, which is one of the most modern and handsome structures in the Cranberry Industry.

This Midwest group is made up mostly of the larger growers of Wisconsin, so many of the marshes are among the biggest. The total acreage is now about 1300 acres. This year Midwest expected a production of about 120,000 barrels. Highest to date was in 1948, when the group harvested 120,000 on about 1200 acres, or approximately at the rate of 100 barrels to the acre.

## Midwest Strong on Searls

Sixty per cent of this acreage is in the Searls Jumbo variety, which is the native Wisconsin fruit that has chiefly so upped the production per acre in that state. McFarlins, Howes and Natives make up the balance of the acreage. Sorenson feels that Searls when well managed can be improved a good deal in keeping quality, that they can be made to stand up well. He has shipped Searls in February that were harvested in September. He advocates the intelligent use of fungicides, recommending the use of Bordeaux exclusively and fertilized to push up the rate of production.

Sorenson came into the Wisconsin picture in the summer of 1946 when he did apprenticeship work under Henry F. Bain, learning the scientific—and the practical side, too, of cranberry growing.

But he was no complete stranger to the cranberry industry. He was

a short distance south of Wisconsin Rapids and on the edge of the born in Necedah, which is a town main cranberry district. His father he describes as a "small town banker" there. He was graduated from Necedah high school in 1938 and then entered the University of Wisconsin at Madison, majoring in entomology with his minor work in soils, being graduated in 1942. Both of these interests provided excellent background knowledge for the business of cranberry culture.

## Marine Officer in Last War

The war took up his time between then and 1946. He enlisted in the United States Marine Corps. He served in three invasions, including Okinawa. He has two letters of commendation and three battle stars. His outfit was the 4th Marine regiment and it was the initial troops to land in Japan. He left the service with the rating of first lieutenant and is a member of the Marine Corps reserve.

He had been interested in the possibilities of a cranberry career before the war, and after his discharge from service decided to make it his business. After his preliminary training under Mr. Bain he went back to the University for a refresher and then came to the full-time employ of the Midwest. Sorenson makes his home in Wisconsin Rapids, with Mrs. Sor-

enson, whom he married in December 1946. She was the former Bonnie Wesley of Birmingham, Ala. The two met at Guam in the Pacific during the war, where Mrs. Sorenson was serving in the Navy Nursing Corps.

In 1946 the Midwest Cranberry Association, then a new organization, last spring becoming a class "A" member of the American Cranberry Exchange) decided it had to have a suitable headquarters for its activities and proceeded to build a handsome brick and glass structure at 321-12th Ave. So. in the Rapids. About one-third of its membership is in Wood County, of which Wisconsin Rapids is county seat.

## Handsome Midwest Building

This building is 120 feet long by 50 feet deep, one story. At one end is a greenhouse 20 feet long for experimental purposes. There are three offices, one for the general manager, one for Mr. Bain, and a third which was used the last two years by the Wisconsin frost forecaster during the frost season. There is a meeting, or conference room with a seating capacity for 100 and a big storage room. The office-laboratory and the greenhouse has given Mr. Bain much needed quarters and equipment for his studies and tests. The lawns are well kept and are planted with beds of flowers.

Sorenson manages all the office executive work as well as his field trips. He is assisted by Royal Roberts, bookkeeper, who came with the company in July, 1949.

Wisconsin has made tremendous strides in production, as the industry is well aware. Sorenson believes the first reason for the increase in Wisconsin's production per acre is due to better methods of water handling; growers in general do not hold the winter flood so late; secondly, to better fertilizer uses; third, to the effective use of weed killers; fourth, to better control with modern insecticides and fungicides in both ground and air work; and fifth to the use of tame honey bees to aid in pollination.

He also points to satisfactory insect control, when needed, with DDT and the sprays applied with

the long booms which many Wisconsin growers have applied to their ground sprayers. Midwest also published the first insect and fertilizer chart ever put out in Wisconsin, this being revised and kept up to date.

#### Hopes to be Grower Himself

One reason for Sorenson going into cranberry work is that he likes the outdoors. His hobbies are hunting and fishing and there is plenty of opportunity for both in that sportsmen's state, provided he can find the time. Sorenson's job with Midwest is a full-time occupation, but "in time", he says, "it is my ambition to have a marsh of my own."

#### "JOE" STANKAVICH

Cranberry growers of the Pacific Coast were saddened by the sudden death of "Joe" A. Stankavich of Langlois, Oregon. They will miss his friendly interest in all that pertains to cranberry growing. His father J. F. Stankavich was once a grower at Three Lakes, Wisconsin and the interest of the father was readily acquired by the three sons, Mike, Matt and Joe.

The three sons together invented the basic ideas for the Western Picker. It was their father who did the test work which developed the Stankavich variety of cranberry.

Joe attended the Bandon schools. Between 1915 and 1920 he drove a stage coach between Gold Beach and Coos Bay. Later he engaged in fishing off the coast with his brothers who owned their own boats. During the early part of World War II he was associated with engineers in mineral research work. He was the first manager of the Ocean Spray cannery at Coquille, but resigned to take over the construction of the Cape Blanco bog for M. L. Urann which was later sold to the Kranicks. The past year he has been acting as Fire Warden for the Forestry Service.

He was born at Three Lakes, Oct. 16, 1894 and was brought to the West Coast by his parents in 1922. They moved to Bandon in 1905. He was married to Alice M. Fish in 1922.

## Distributing Fertilizer By Airplane

C. A. DOEHLERT\*

N. J. Agricultural Experiment Station

Cranberry growers are especially interested in fertilizing by airplane because this method prevents damage caused by walking or driving upon the cranberry vines. Several growers have already fertilized by air to their own satisfaction. The purpose of this paper is to report an experiment designed to obtain information on the uniformity, or lack of uniformity, of spread and the "sorting out" effect on the nitrogen, phosphorus, and potash as the material drops through the air.

Observation during the past two seasons demonstrated clearly that the larger particles fell near the center of the plane's swath, while the smaller particles travelled farther laterally. This suggested the possibility that one ingredient such as nitrogen or potash might fall more abundantly in one part of the swath and less abundantly in another part. It was also felt that a study of this would enable us to compute the widest practical swath that can be covered with satisfactory uniformity by one trip of the airplane across a field.

It seemed advisable also not to confine the tests to one fertilizer formulation. Accordingly the fertilizers used were 7-7-7, 5-10-10, 5-10-5, and 3-12-6.

#### Cooperation by Fertilizer

##### Manufacturers and the Aviator

The fertilizers used were obtained from five different manufacturers. It was proposed by the author that the results of this experiment should be made public in a general way but that the names of the manufacturers would not be reported in this first preliminary test. Each manufacturer, however, was to get the specific results obtained with his own fertilizer. This arrangement was deemed desirable by the author solely because the method of experimentation is new, our techniques will need improvement, and the experiment will need to be repeated several times before we know how reliable the data are. What appears to be true in this preliminary report will undoubtedly have to be somewhat altered when the experiment has been repeated a number of times.

The author wishes to take this opportunity to express his appreciation for the manufacturers' cooperation. It should also be mentioned that the Cherry Brothers' Flying Service at Pemberton, N. J., contributed their services without charge.

Paper of the Journal Series, New Jersey Agricultural Experiment Station, Rutgers University—the State University of New Jersey, Department of Horticulture.

#### Methods

Four brands of 7-7-7 fertilizer, two brands of 5-10-10, two brands of 5-10-5, and one brand of 3-12-6 were used. Of the above nine mixtures, two were pelletized and seven were regular commercial fertilizers.

Squares of shade cloth 6 feet by 6 feet were made into frames with light wooden cleats  $\frac{1}{4}$  inch thick on each side of the fabric. On two opposite sides of the square the cleats were fastened by bolts and wing nuts. This was a convenience that made it possible to roll up the frames for transportation. More important still, the frame could be unclamped on one side of the square and the collected fertilizer could be jostled down upon a piece of cardboard, which greatly expedited the procedure of collecting the fertilizer from a considerable number of frames in a short time.

To conduct the test on any one particular fertilizer, two rows of 8 of these frames, placed in close contact, were set up at right angles to the line of the airplane's travel. These two rows were roughly 100 feet apart (see figure 1). The frames were supported by 8-inch flower pots turned upside down so that the plants growing underneath did not affect the level surface of the shade cloth. The fertilizer was loaded into a commercial dusting plane, and the pilot made a single trip across the field, releasing about 200 pounds

of the fertilizer per acre and endeavoring to pass directly over the central point of each line of frames. Observers estimated that the plane generally flew 12 to 20 feet above the ground.

As soon as the application was made, the fertilizer from each frame was carefully removed and placed in an individually labelled container. The frames were then reassembled and ready for the next test. All tests reported here were made in one afternoon when the weather was calm.

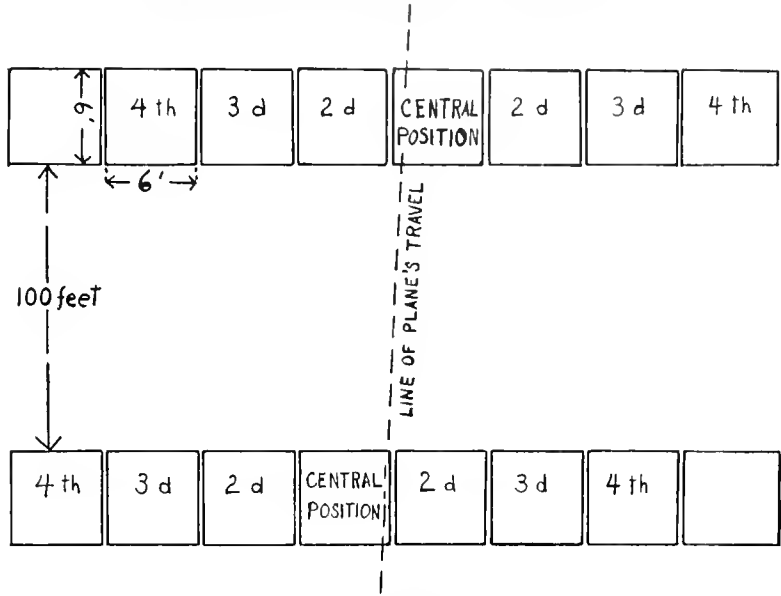
**Quality of Fertilizer Distributed Per Unit of Area**

In all the tests, one of the two middle frames received the heaviest deposit of material. This frame we have designated as the "central position". The frame to the left and that to the right of the central position we have designated "2nd position". The next adjacent frames left and right we have designated "3rd position", and the next two frames left and right "4th position". Thus we have one frame for the central position, two frames for the 2nd position, two frames for the 3rd position, and two frames for the 4th position. The one remaining frame is discarded. (See fig. 1)

Table 1 shows the amount of fertilizer deposited per frame for each position.

Table 2. Since for a single trip or flight it is impossible for the pilot to adjust his hopper to produce an exact distribution per acre, we have for every test considered the deposit on the central frame as a satisfactory amount per acre and have called it "100." The amount deposited in each of the other positions has been calculated in terms of 100 for the central position. These figures are given in table 2. It will be seen from table 2 that the first 8 tests exhibit a generally uniform behavior with an average of 100 units deposited in the central position and 60, 17 and 6 units in the second, third, and fourth positions respectively. In test 9, the amounts deposited on each side of the central frame dropped off less sharply. Here is a distribution pattern that is much more desirable. It seems probable that the explanation for this dif-

**FIGURE 1. Arrangement of Fabric Squares for Sampling Fertilizer Dropped by Airplane, with Designation of "Positions".**



Note that the central position was actually determined by the heaviest deposit. This may shift because of deviation in the plane's travel, as shown above, or because of air movements.

**TABLE 1**  
Average Amount of Fertilizer Deposited per Frame in Grams

Material tested	Central	2nd Position	3rd Position	4th Position
1	157	77.5	25	7.75
1	123	73	20.5	8.0
3	182	90.75	14	7.25
4	199	120.25	38.25	12.0
5	209.5	141.25	45.5	13.25
6	83.5	53.25	14.75	5.25
7	101	69	18	6.5
8	67.5	42.5	14.25	5
9	133.5	101.5	50.75	20.5

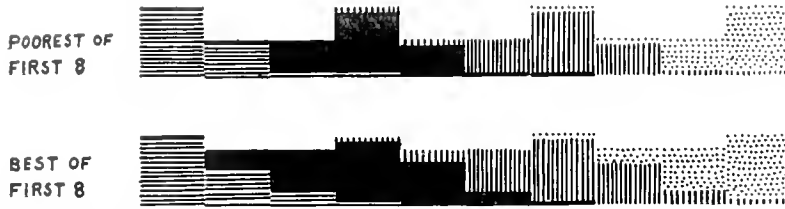
**TABLE 2**  
Relative Deposits Per Frame When Central Frame is Considered 100

Material tested	Central	2nd Position	3rd Position	4th Position	Notes
1	100	49	16	5	
2	100	60	17	7	
3	100	50	8	4	Poorest of 1st 8
4	100	60	19	6	
5	100	67	22	6	Best of 1st 8
6	100	64	18		
7	100	69	18	6	
8	100	63	21	1	
Average of first 8	100	60	17	6	Much better than any of the 1st 8.
9	100	76	38	15	

ference can be determined Figure 2 illustrates graphically the least desirable distribution (test 3) and the most desirable distribution (No. 5) of the first 8 tests. These distributions are calculated on the basis of a flight across the bog every 18 feet. Figure 3 illustrates the unusually good distribution obtained in test

No. 9. It shows the pattern of combined deposits with material No. 9, if the plane were making a trip only every 24 feet. Even at this wider spacing of airplane trips or runs, material No. 9 produces a more even coverage than the best of the first 8 materials with runs 18 feet apart. This would mean that with material No. 9 the air-

FIGURE 2. Theoretical Combination of Fertilizer Coverages due to Overlapping which would occur if Plane Flights were 18 Feet apart. Based on Tests 1 to 8 Only.



Columns indicate the amounts of fertilizer dropped upon bands 6 feet wide as if viewed in cross section. All blocks shaded the same way are deposits from one flight across the bog. Observe that in the upper graph there are two shallow total coverages for every full coverage, whereas in the lower graph there is relatively little difference between the various total coverages.

FIGURE 3. Theoretical Combination of Fertilizer Coverages due to Overlapping with Material No. 9, which would occur if the Plane Flights were 24 feet apart.



Note that coverages are more uniform than with the better of the two materials shown in Figure 2, even though the plane flights here are spaced 6 feet farther apart.

TABLE 3  
Analyses of Fertilizer Deposited in the Central, Second and Third Positions (figures in 2nd decimal place omitted)

Material No.	Pc. Nitrogen			Percent Phosphorus			Percent Potash		
	Cent.	2nd.	3rd.	Cent.	2nd.	3rd.	Cent.	2nd.	3rd.
1	**7.6	7.0	8.4	7.8	7.5	7.9	7.3	7.5	6.5
2	7.0	7.2	7.5	8.1	8.0	8.0	6.0	6.3	7.0
3	**6.0	6.5	6.6	8.0	8.4	7.6	*7.7	8.4	7.5
4	**9.8	8.3	6.6	**6.2	5.7	4.7	5.6	6.0	7.4
5	5.0	5.0	5.0	9.1	9.1	9.1	**10.0	10.6	9.7
6	5.1	4.8	5.4	**12.3	11.7	10.9	**8.3	9.0	10.1
7	5.9	5.8	5.7	12.3	12.0	12.3	8.1	8.3	8.3
8	5.2	5.2	5.4	12.5	12.3	11.8	4.4	4.6	5.2
9	3.2	2.9	2.9	13.3	13.2	13.3	6.5	6.5	6.8

\*\* Deposits so marked are considered to show a serious "sorting-out" effect.

plane would cover in 30 trips an area which would require 40 trips with a fertilizer represented by the first 8 samples. Before adopting any practical conclusion of this sort, we want to see whether repeated tests produce the same result and whether the material produces any unfavorable effect on the cranberry foliage.

#### Composition of Fertilizer Deposited

The second important objective was to learn whether the composition of fertilizer deposited directly under the plane was any different from that deposited to one side. The samples collected from the central, second, and third positions were analyzed for nitrogen (N), phosphorus (P), and potash (K). No analyses were made for collections in the fourth position because the quantity deposited there was usually too small to be of significance.

Table 3 shows the complete analytical data. In comparing these

data let us assume for the present that a difference of less than 0.5 for the second position, compared to the central position, is not of practical importance. We will consider as important, therefore, only those differences between central and second position amounting to 0.5 or more. We may also assume that a variation in the third position is of much less importance than in the second position, simply because of the smaller quantity deposited, in the third position.

According to the standards just mentioned, it will be seen from table 3 that four materials performed satisfactorily as to the composition of the fertilizer deposited in different positions. They are materials 2, 7, 8, and 9.

For the five that did show a serious "sorting-out" effect, the variations are marked with a double asterisk in table 2 and they are as follows:

Material 1, variation of N con-

tent.

Material 3, variation of N and K content.

Material 5, variation of K content.

Material 6, variation of P and K content.

Material 9, which was outstanding for the uniform quantity deposited in all positions, is also outstanding for uniform composition of material deposited.

Since four of the nine materials performed satisfactorily in regard to any "sorting-out" effect, the problem of change of composition of fertilizer deposited on the bog is not nearly so serious as that of the uniformity of quantity deposited.

#### Summary

Nine fertilizer formulations distributed by airplane were tested for uniformity of distribution to each side of the line of travel of the airplane.

The investigation was planned to determine (1) the quantity of total fertilizer mixture deposited per unit of area and (2) changes of proportion of each ingredient, i. e., did the proportion of N, P, and K vary when the deposit under the plane was compared to the deposit 6 or 12 feet to either side?

The fertilizer dropped from the plane was collected on two rows of frames, each frame 6 feet square. There were 8 frames in each row. The rows were 100 feet apart, and the flight of the plane crossed the central point of each row.

Materials 1 to 8, inclusive, had a generally similar pattern of distribution as to quantity deposited per unit area. To obtain a satisfactory fertilizer application with these materials, the airplane trips would have to be spaced 18 feet apart.

There were definite "sorting out" effects with 5 of the 9 materials.

Material 9, which was outstanding for uniformity of quantity deposited, was also outstanding for uniformity of composition of the material deposited.

With material 9, the quantity deposited per unit area decreased less rapidly with the distance to the right or left of the line of travel. With this material the plane could make its trips 24 feet apart and still produce a satisfac-

(Continued on Page 12)



## THERE'S LIFE IN THE OLD DOG, YET

THE final results of this season's harvest, which means returns to the growers, still hangs in the balance. As this goes to press, the balance, we understand, is more favorable. But we are very much encouraged by the fact that, insofar as we know, most of the growers are hanging on to their bogs, except those who were forced to give up to keep body and soul together.

In other words, we feel that the industry continues to have fortitude and to be confident that even though 1950 will probably not be too good a year there remains life in the old dog yet, and by that we mean the cranberry industry as a total.

## IN DEFENSE OF QUEENS

WE have heard many a comment that the cranberry industry is nutty to pay so much emphasis to the selections and coronations of "cranberry queens" and the fall harvest festivals. One argument has been that the same amount of money and effort put into straight selling work would be of more benefit to the cranberry growers. We have kind of thought so ourselves, at times.

Then again, to think a little further—this is quite definitely a form of sales effort. It certainly makes a good many people conscious of cranberries. This must have been true, for instance, at that mammoth "Cranboree" out in Wisconsin, with 20,000 people witnessing the festivities. Some of these buy cranberries, whereas otherwise they probably would not, and some never had before, so if our fruit is as good as we believe it is they will continue to eat cranberries.

At any rate, these festivals are harmless, pleasant affairs, possible in a free country. Each is of interest to the community and group which sponsors it. If we have one gripe, it is that there is never one queen who is really undisputed queen of the entire industry. Long live the Queens!

AN interesting paper was read at a meeting of the National Academy of Science in Schenectady, which stated that evidence had been presented that systematic silver iodine seeding in New Mexico since last

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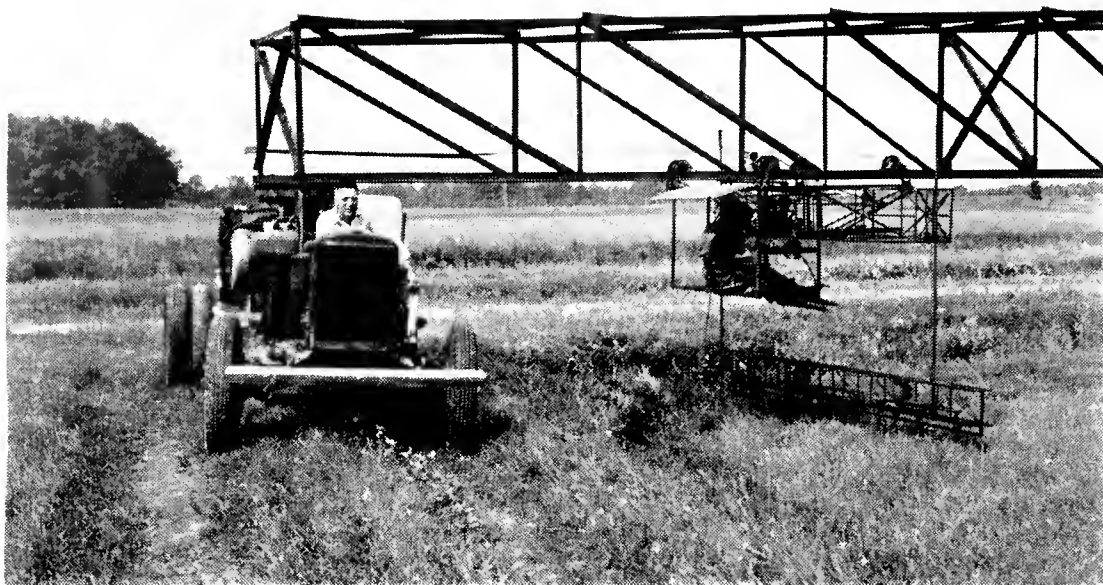
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CHARLES A. DOEHLERT,  
WM. E. TOMLINSON, JR.  
New Jersey Cranberry and Blueberry Station  
Pemberton, New Jersey

December has caused marked differences of the large-scale weather pattern throughout the Eastern United States. Dr. Irving Langmuir of the General Electric Company said that seeding of the clouds in attempts to cause rain had brought about reports in eastward regions showing regular rainfalls in the early part of each week (when the seeding was done) which were not in the normal pattern.

The seeding takes place from ground generators and the silver iodine rises high into the atmosphere and the particles then may travel eastward with the prevailing winds until right conditions are encountered to induce rain, when the rainfall is "triggered" off and a storm begins. Then a chain reaction may follow and the rain spreads by itself. Truly we live in a wonderful age.



Above—Showing how end of boom is operated from truck on a dike. Opposite page, top, showing entire boom and trucks, moving over a bed of Cutler Cranberry Company; lower, operator of clipper, moving across section as he mows swath.

## “Brooklyn Bridge,” Wisconsin’s Unique Contribution To Industry

Probably the biggest piece of equipment within the cranberry industry—at least a movable piece, also one of the most ingenious—is the so-called “Brooklyn Bridge”, this past summer in operation for its second season at the Cutler Cranberry Company, Camp Douglas, Wisconsin. This is the marsh of Guy N. Potter, operated with his son, Roland.

The past season brought continued complete satisfaction in performance, 157 acres having been clipped five times.

“The Brooklyn Bridge” is really nothing more than a grass clipper, designed for nothing more than the lowly task of keeping down the grass which is still, however, a matter of much importance in Wisconsin. But listen to the description of it.

Primarily it is a steel boom, 168 feet long, 5 feet wide and 8 feet high. It weighs five tons. This behemoth of a cranberry boom is mounted on two 1½ ton trucks—that is, one end rests on one truck and the other end on the other. These trucks run the length of opposite dikes which enclose the bed to be clipped. Under the boom,

as it stretches across the bed, is the clipper itself, which is 17 feet wide, but could be 24.

The clipper is operated like a suspension car, suspended from tracks which run along the bottom of the boom. Power comes from a 20 h. p. generator on one of the trucks. The generator puts out 7500 watts of electricity and this power goes out on a copper cable, reaching the clipper by a trolley, just like the trolley on a trolley car. The clipper has eleven electrically-operated blades.

An operator, riding in seated comfort, controls the clippers by a number of handles, like the motor-man on a trolley car. The operator sits above and a little behind, to see the clipping frame. This he can raise or lower. The clipper can be raised sufficiently to clear a dike between beds. The boom never changes from the trucks except when being placed in position for a new operation. It will travel from the barest creep up to 6 miles an hour, the speed depending upon the toughness of the grass being clipped, or bushes, if any.

The changing of the position of the boom is done by having the

trucks move uniformly ahead, another 17 feet, to where the operator can cut his next swath. Each truck may be turned without any difficulty, as the boom ends are mounted on swivels. One of the trucks carries its end on rollers to take care of wider or narrower sections. Either end of the clipper can be raised individually to take care of any differences in level.

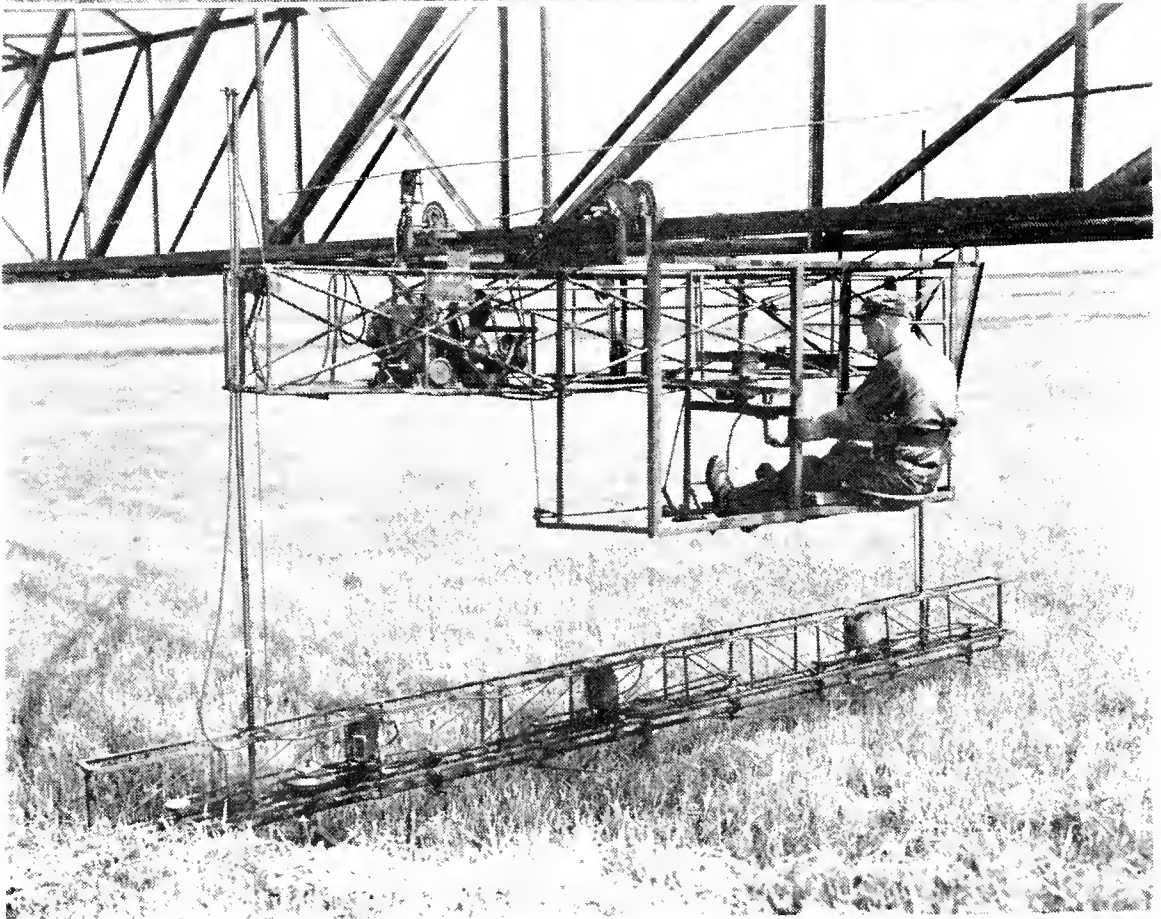
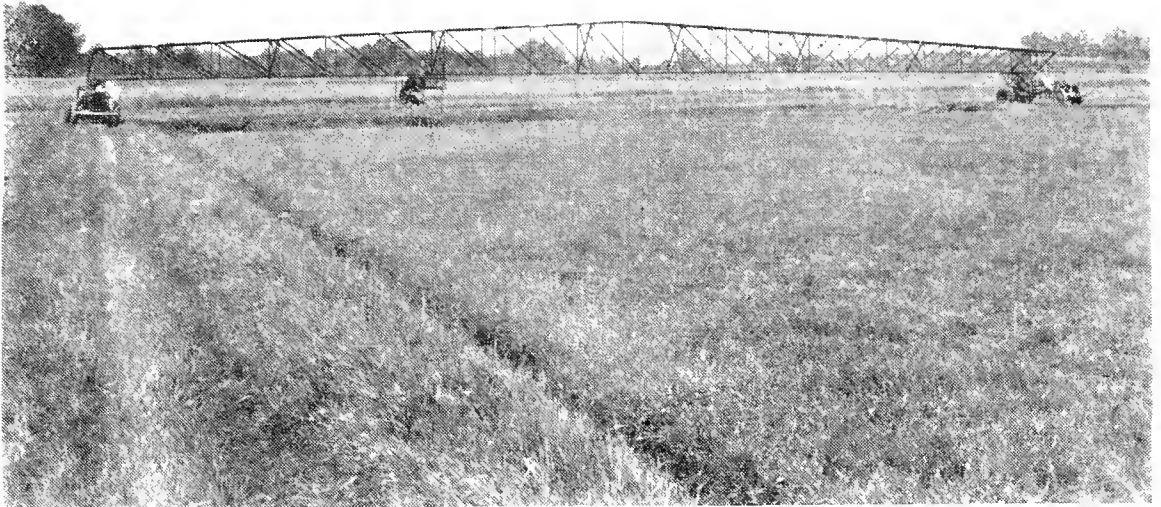
Three men make up the crew handling the clipping operation, one on each truck, one riding back and forth on the clipper.

Three to four acres an hour may be clipped.

“Brooklyn Bridge” was designed by Guy and Roland Potter, and A. R. Dent of the Consolidated Water Power & Paper Co. Wisconsin Rapids Engineering Dept. designed the steel span.

Does the State Forestry Department furnish tree seedlings to landowners?

Yes, landowners having 10 or more acres can secure trees for forest plantings at a very reasonable price from the Department of Conservation and Economic Development, Trenton.



Fertilizer by Airplane  
(Continued from Page 8)  
tory fertilizer application.

Tests will be continued in spring to see whether this result can be duplicated and whether there are any adverse effects on the cranberry foliage.

If reasons for the uniformity of material No. 9 can be proved, it may become possible to improve the nature of the mixture so that the airplane can cover a still wider swath at each trip across the bog.

**Fresh from the Fields**  
(Continued from Page 4)  
Research Laboratory, became a

proud father for the fifth time with the birth of a son, Richard Curtis, on October 9th.

## OREGON

### Rains Delay Oregon Harvest

Heavy rains have greatly delayed the harvest in Southwestern Oregon. Many growers have been forced to resort to water raking, which some do to a certain extent anyway. The ending of harvesting is expected to be abnormally late.

### Crop Shorter

Some local estimates place the crop as slightly shorter than last year. October estimate of U. S.

Crop Reporting Service gave it as 16,000 barrels or 3,000 more than last year.

## WASHINGTON

As of November 1, according to D. J. Crowley of the Cranberry-Blueberry Laboratory at Long Beach, Washington, there is at least a 25 percent drop in the first crop estimates, in both Washington and Oregon. This was because of the unusually late season, the shortage of labor and much continued bad weather.

### RALPH THACHER NAMED CAPE SOIL SUPERVISOR

Ralph Thacher, Cape cranberry grower has been elected supervisor of the Barnstable (County) Soil Conservation district. The term is for three years. Chairman of the Board of Supervisors, Benjamin D. Fleet, East Sandwich, presided at the meeting at East Falmouth, which made the election.

Darrell R. Shepherd, South Yarmouth outlined the activities of the unit since its formation. A total of 34 applications for assistance have been received during the past year and 191 since the district was formed. Farm plans completed during the past year total 62. Average size of the farms planned was 43 acres.

Conservation practices installed on the Cape include cover cropping, crop residue management, contour farming, crop rotation, terraces and diversions, mulching,

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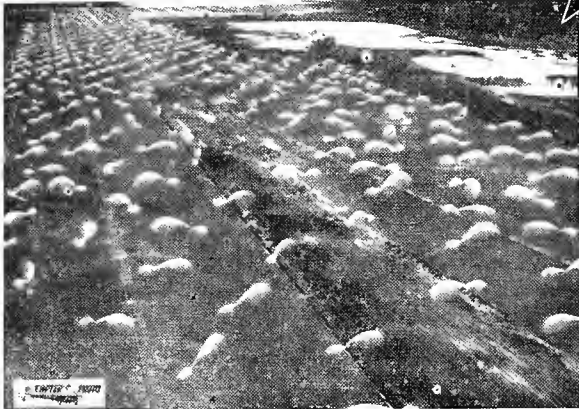


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irrigation, farm ponds, land clearing and tree planting.

A lecture on Cape farms was given by P. R. Sims, Rockland, district conservationist; talks by A. C. McIntyre, Philadelphia, region forester Dr. A. B. Beaumont, Amherst, State Conservation, and State Senator Edward C. Stone discussed conservation.

#### A. D. BENSON GIVING FULL TIME TO WORK FOR CRANBERRY COUNCIL

Arthur D. Benson, former general manager of the New England Cranberry Sales Company is giving his full time to his position as Secretary-Treasurer of the Cranberry Growers' Council. The Council is assuming more responsibility within the industry, and the directors of the Council felt there should be a full-time

man to handle details of Council work.

#### SIEVERS

(Continued from Page 3)  
purchase of the present water system for the town of Amherst, and has actively participated in many campaigns which solicited funds and were dependent upon public support.

#### WORD OF HONOR

Fred Sievers, in his long service as Director of the Massachusetts Agricultural Experiment Station, exercised rare qualities of many kinds. In my relations with him, as Head of the Cranberry Station throughout this period, I have had ample opportunity to come to know that he is an informed able leader, sound in his thinking, just in his judgements, and kind in his human relations.

We shall all miss him at the Cranberry Station and will never ask for a finer guide. He has served the cranberry industry well.

Henry J. Franklin

## 1850's Find Growers Troubled With "The Rot" And Insects

(A Continuation of the Cranberry History  
from Last Month)

#### Theodore Budd

On the other hand, Theodore Budd one of the greatest of cranberry growers said he had as good success with sanding as without. He wrote this in 1870, then having been growing cranberries for about 12 years, as he said, or since about 1859. Speaking seemingly, of about the time he began, he put down:

The articles that were written then on the culture of cranberries were detrimental to their growth, and calculated to lead the beginner from the laws of nature and success in the culture of the fruit. All advocated beach sand—so poor that nothing else would grow—and the ground well saturated with water in the summer season, and flowed in the months of June and July to kill the berry worm. All of which is at variance with the proper growth of the cranberry. I have found, by experience, that they will not grow, to produce much fruit on poor sand, unless it is underlaid with muck or peat, so near the surface, that the vines will have the benefit of it. And they will make but poor



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growth, and can produce but small crops, unless well drained in summer.

Though this was the opinion of Mr. Budd, for long years he was one of the most successful of the Jerseymen and an inspired leader. In this belief he was in the company of many others of the larger growers of the state for many decades. Jersey, in general just didn't believe in sanding.

Mr. Budd's first bog was at the so-called "Sheep Penn Hill," which is about five miles east of "Retreat," where the bogs of the present Theodore H. Budd are, near Pemberton.

Later, in 1887 this powerful figure of the Jersey industry and his son, Clifford Edmund built the 400 acres, which with those of Theodore's brother, Isaac, of 100 acres made up the property of Theodore Budds & Son. Story of the Budds appeared in CRANBERRIES, January, 1946).

But, while Jersey was largely disregarding sanding at this period and later, the Cape Codders kept on modestly building their "handkerchief" sized bogs, that is, most of them. They built soundly, clearing the land of brush and trees, turfing and spreading the beds of white sand. They followed the area of peat, whether it curved or zigzagged, giving to some of the bogs their odd outlines. They tried to keep their bogs as clean from weeds as possible. And still "cranberry fever" spread.

The Cape Codders went through the great northeast gale of 1857 which caused tremendous damage, as they had weathered the huge storm of 1851. The "Great Panic of '57," with a year of extreme distress over most of the country, with money scarce and banks closing down, did not stop them from their bog building.

#### "A Marine Plant"

First bog builder in the town of Orleans was probably Josiah Freeman, who was assessed for a bog in that outer Cape town in 1854.

His assessment was for house and buildings, 20 acres of land and meadow, 15 rods of peat swamp, 2,563 feet of salt works, and one acre of cranberry swamp. His en-

tire tax bill was \$11.20.

The listing of the item "peat swamp" was no whim on the part of the Orleans assessors, as peat was vital for fuel in that region, there being very few trees and hence little easily-available wood. In that section the Cape inhabitants dug and dried the peat for their stoves—for heating and cooking. A few living today can recall the dark colored smoke coming from the chimney and have not forgotten its peculiar "marshy" smell.

The greater part of the soil of Orleans, which was originally a part of "Ancient Eastham," (set off in 1797, was light and sandy, even though great quantities of corn were raised and many hundreds of bushels sent to Boston. But the greatest wealth of that town had always come from the sea. As early as 1802 a thousand bushels of clams were being gathered annually.

#### Large Salt Manufacturers

Mr. Freeman did not gather and sell shellfish, nor was he one of the majority of Orleans men of that day, who from the age of 10 to 45 were engaged in the codfishery, but it was from the sea that he obtained his greatest revenue, prior to growing cranberries. This revenue, as was that of so many

others, was the salt from the sea.

He continued to manufacture salt, in fact, after he became a grower and, long after most of the Cape men had given up solar evaporation of the water as unprofitable. Besides making the comon salt for table use, he was one of those who carried the process father and made Epsom Salts, as well. He is believed to have carried on his salt manufactory until after the close of the Civil and the lumber sold to go into buildings, as so much of this old "salt wood" did go into the construction of Cape barns and other buildings.

Mr. Freeman, at first planted wild vines, which were reputed to have produced abundantly and with berries of good color and keeping quality. He later planted Early Blacks and Matthews. For soil he wrote to Mr. Eastwood that he preferred "a wet, sandy soil, the whiter the better. My reasons are, there will be less grass to grow to choke the cranberry vines and the berry will grow larger. As a matter of fact he included in his letter:

"I consider them (cranberries) rather a marine plant, and therefore should prefer them as near salt water as possible and not have them overflowed with salt

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water."

His home bogs and saltworks were in the Skaket section on the Cape Cod Bay shore of Orleans. He had a number of small bogs, at least half a dozen, the nearest one to the ocean not more than 100 feet from high water. Besides these shore pieces he had one on higher ground, which he called "The Mud Swamp."

There were no ponds or streams in that sandy section but Mr. Freeman could, after a fashion, put on some water from his "Mud Swamp." This he did through wooden spouts, which he himself had ingeniously hollowed out. He has a proper place."

#### Shipped by Packet

To get his salt and his berries to market he shipped them to Boston by packet, the last of that type of vessel from Orleans being the Bay Queen, her skipper Ben Gould. As were many of his day forced to be, Mr. Freeman was an industrious individual, rising with the sun to attend to his salt making and cranberries.

A slender, clean-shaven man, Mr. Freeman was interested in

politics as well as salt and cranberries. He was an eloquent talker in Orleans town meeting and his political bent eventually carried him to State Legislature as Representative.

After his death, about 1883, his son Josiah Andrew Freeman, locally known in the often bewildering Cape fashion as simply Josiah Andrew, who had gone to California some year previously returned to operate the bogs. One of the pieces was yielding abundantly and it was believed if all could be reduced to the same level as this piece would increase the crop. Accordingly, he put three small pieces into one large area, spending considerable money but unfortunately the yield did not improve. Josiah Andrew operated the bogs until 1909 when he sold them. Ancient Eastham's First Growers

"Ancient" Eastham, scene of the "First Encounter" between the Pilgrims and the Indianus, from which Orleans had been set apart in 1797 and, Wellfleet previously in 1762 is chiefly a plain, from which forests were imprudently cut down very early. As in Or-

leans, perhaps even more so, peat was the chief fuel. Many such peat bogs and meadows were taxed.

There came a change of Board of Assessors in 1858 and with this change many of the peat bogs and meadows were put down as cranberry swamps and taxed as such. There were no less than 15 listed as cranberry properties. Those

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taxed were: Joshua Cole, who was probably Eastham's leading early cranberry man, Knowles Doane, Roland Doane, John Hopkins, Joshua Higgins, Josiah Higgins, Edith Higgins, Ruben Nickerson, Joshua Paine, James Rogers, Louis Smith, Nathan Smith, Amos Sherman, Jonathan Sherman and William Wareham.

#### Braleley Jenkins

Another grower who worked close to the sea as did Josiah Freeman, but in Barnstable, was Braleley Jenkins, one of the greatest of that period. His bogs were upon Sandy Neck, where there was a surplus of sand, as the name implies. He did not need to import vines. They had "always" been there on this famous natural cranberry ground.

Jenkins was the first to be assessed for cranberry property in the big, sprawling shire town of Barnstable, reaching clear across the Cape. This assessment was in 1852, when his name appeared on the books for "cleared land, woodland and Cran. Bog." Five years later he is taxed for "woodland and Cranberry Ground at Sandy Neck, value \$1,799. He seems to have improved his cranberry holdings in his first decade of bog work, for, in 1861, his property is valued at \$4,500 and there is a notation of 50 acres. This is about the amount of bog acreage his estate showed at the time of his death.

Unmarried, a carpenter by trade, stout in figure, slow in movement, thorough in workmanship, scrupulous in all transactions and statements.

That was the description of this cranberry grower found in "Descendents of John Jenkins," by Samuel B. Jenkins, 1929. Braleley was born in Barnstable, May 12, 1812, the son of Deacon Braleley Jenkins and a direct descendant of John Jenkins who migrated to this country from London in 1635.

#### Noted Orchardist

In addition to being a carpenter and cranberry grower, Jenkins was an arden orchardist. His orchards at the Braleley homestead were famed for and wide. His apples and his pears won prices at agricultural fairs and his products were mentioned in the Cape

papers.

The thought of cultivating and improving the wild cranberry vines doubtless came to Jenkins as a very obvious thing. On this wildly fantastic "cape upon a cape," as previously mentioned in earlier chapters, the wild cranberry had "always" grown and been gathered, first by the Indians and then by white men. He had to do some ditching and to clear and keep clear the stunted pines, the bayberry bushes and the poison ivy. This he did conscientiously, or probably had most of it done for him, as his ponderous bulk prevented him from doing too much physical labor.

But, the "quiet" acquisition of some of the natural cranberries areas on Sandy, by quit claim deed "or otherwise," caused "no little feeling, friction and litigation," the BARNSTABLE PATRIOT said at the time of his death, March 27, 1894. "But Mr. Braleley successfully stemmed the tide of public opinion, came out ahead and for years has ben undisputed in possession."

Since these cranberries had so long been held as common property, it was small wonder those who had been wont to gather the fruit for generations were loath to see the beds pass into private hands. Yet, beginning as early as

he did, he assisted greatly in introducing fine cranberries to the general public and the first on Sandy Neck had always possessed a reputation for quality.

#### Famed Sandy Neck Harvestings

Famous as his Sandy Neck cranberries were, the harvestings at his "Duck Pond" bog, "Goose Pond" bog, his "Grapevine" bog, his "Crotch Hill" bog and other holdings were even more noted locally. There were the trips in his schooners to and from the mainland, for no practical roads traversed the piled sands of the neck. There was the "camping out" at "Braleley's House," when the pickers were harvesting. The name of his first schooner seems to have passed into oblivion, but not his second, and larger one. This was aptly named "Pomona." She could bring back as many as 40 barrels of berries on a trip.

Going back and forth from the Neck each day was too much of a chore, so Braleley erected a comfortable house of considerable size. Here, he provided quarters for those fortunate enough to be favored by him as hire for harvesting. The men were bunked downstairs, the women upstairs, and Braleley, himself, slept in a little room under the stairs.

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fall festivals when he marshalled his pickers, men, women and children to the number of 25 or so. He hired a good cook and sometimes two. He liked his food and all "fed" well. He is said to have not only "fed" them well, but worked them well.

#### Harvested in Early Snows

It was Braley's custom to pick up to Thanksgiving time. Some still remember as children, seeing the Pomona ghosting into Town Wharf at the foot of Navigation street through thick-flying snow. She came in sometimes when the spray was frozen fast.

Nature provided these bogs and sometimes she whimsically took them away. Now and then the winds shifted the sand dunes and blotted out bogs. Jenkins in some instances built dams at the mouth of some of the coves to keep out the salt water. The bogs were all dry on this peninsula of sand, but their proximity to salt water kept the frost away in most instances.

Through the years Braley Jenkins became a prosperous grower, his bogs with their fine berries were frequently mentioned in the

Cape press. Sometimes he shipped a part of his crop long distances in hogsheds filled with water. He was a man, who properly prized his

fruit trees, his pears, apples and quinces, and his cranberries, placing his name high up in the ranks of past century growers.

(To be continued)

## THANKSGIVING

truly gives much to be thankful for . . . there is turkey and cranberry sauce for instance; the traditional feast on that day, electricity to serve you, the privilege of living in the greatest country on earth.

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## THE PILGRIMS HAD FAITH

This is the month when the thoughts of the Nation turn to the Pilgrims, stepping ashore at Plymouth Rock. These Founding Fathers of the United States had their inherent purposes of integrity, their *faith in the future*.

So too, we of the New England Cranberry Sales Company, have *faith* in the future for our cranberry industry. Through co-operation it will be the sound industry it has been noted as being.

---

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## REPORT TO GROWERS

---

The only way to judge a selling campaign is by results. Ocean Spray has been working aggressively to increase cranberry sales. Here is a month-by-month record of results. . .

	<b>1948</b>	<b>1949</b>	<b>1950</b>
	<b>Cases</b>	<b>Cases</b>	<b>Cases</b>
January	39,843	44,622	71,229
February	59,986	46,193	83,184
March	104,078	117,351	145,793
April	71,555	83,152	141,255
May	64,249	102,886	165,086
June	80,761	103,309	150,071
July	86,001	91,178	162,967
August	130,740	209,006	520,639
September	313,393	420,517	801,186
October	529,794	577,108	669,055
November	626,332	809,077	
December	349,013	441,412	

## NATIONAL CRANBERRY ASSOCIATION

The Growers' Cooperative

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Wishing Merry Christmas  
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New Year

to

All our members, and all cranberry growers.  
Continued good will and cooperation among every-  
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# Mass. Cranberry Station and Field Notes

by J. RICHARD BEATTIE  
Extension Cranberry Specialist



The cranberry industry has lost one of its ablest and most respected leaders in the passing of Ellis D. Atwood. I do not believe that any of us fully comprehend the tremendous contribution that he made to this business. Mr. Atwood will never be forgotten for his many acts of kindness and thoughtfulness of others. I consider it a distinct privilege to have known and worked with him even a few short years.

The production and Marketing Outlook Conference held at the University of Massachusetts November 29 and 30 was well represented by cranberry growers. The cranberry committee submitted the following report to the conference:

## The Situation

Massachusetts cranberry production for 1950 is estimated to be 620,000 barrels. The present crop is the largest on record. The quality has been excellent and the fruit about average in size. According to a recent survey there are approximately 1200 growers in Massachusetts who cultivate 15,000 acres of bog. We wish to endorse a statement made at the conference a year ago, namely, that the cranberry industry work closely with other farmers in developing agricultural programs in the Commonwealth.

While returns have been discouragingly low to growers the last few seasons, progress has been made in the field of marketing. It has been several years since the nation's entire crop has been marketed through its usual fresh and processed channels. This situation has resulted in an ever increasing carryover that has plagued the industry since 1946. Last year the equivalent of the nation's crop was

marketed. If the present carryover can be appreciably reduced by September 1, 1951, which now seems probable, the cranberry industry can look forward to a more normal movement of its crop.

## Future Prospects

There is a trend toward larger cranberry acreage per operator which appears to be comparable with trends in other agricultural enterprises. Yields per acre have been increasing, but a decline in the near future is conceivable since many bog operations have been curtailed because of lack of operating capital.

We neither anticipate nor do we recommend any increase in the cranberry acreage under present conditions. Production costs are exceedingly high and must be reduced to meet the competition from other cranberry-producing areas.

We recognize that some of our bog practices such as sanding, ditch cleaning and weeding may be postponed temporarily on certain properties. However, we believe that essential bog practices cannot be neglected or postponed indefinitely without a resultant decline in both yields and quality. Therefore, it is the opinion of the committee that growers continue to control insects and diseases and that they should also evaluate all bog operations in order to maintain their properties in a state of high production.

## Production Problems and Recommendations

In view of indicated shortages of supplies and equipment during the present emergency, we recommend that growers anticipate their requirements and place their orders accordingly.

The cost of production for our

highly specialized crop continues to be a major problem. Cost studies undertaken by the Farm Management Department at the University two years ago at the request of this committee have shown excellent progress. We recommend that this work be continued. It is apparent from these studies that increased mechanization is necessary in order to cut production costs. At the request of this committee last year, the Agricultural Engineering Department initiated a special research project to assist us with this problem. The committee believes this work to be valuable and that real progress was made. Unfortunately, funds are now lacking to continue this research. Therefore, we recommend that the necessary appropriations be secured to continue the work of reducing production, harvesting, sorting and storage costs through improved and newly developed mechanization.

## Insects

Results of the gypsy moth aerial spray program carried out in Barnstable and Plymouth counties the last two years were highly successful. We recommend that a similar program be developed in Bristol County the coming year and that spot checks be made of the work already performed in Barnstable and Plymouth counties.

The Root Grub is still our No. 1 pest, followed closely by the Blunt-Nosed Leaf Hopper that transmits false blossom disease. This insect requires special attention since it is becoming more prevalent on cranberry bogs. Other major pests include girdlers, fire worms, fruit worms and weevils. We would like to express our appreciation at this time for the splendid work carried on by Dr. H. J. Franklin in the field of insect control as well as other important research under his supervision. The cranberry committee recommends that his research be continued.

## Quality Forecasts

We recognize the importance of raising quality fruit. The committee believes that Dr. H. J. Franklin's "Keeping Quality Forecasts" have proved an effective guide as to steps necessary early in the sea-

son to produce quality fruit. We recommend that the Extension Service continue to acquaint growers with these forecasts.

#### Weeds

We recognize the value of chemical weed control as a means of cutting production costs. We recommend that the research of Dr. C. E. Cross be continued.

#### Diseases

In order to produce high quality fruit, cranberry diseases must be controlled. We recommend the continuance of Dr. H. F. Bergman's work in the control of fruit rots. The committee further suggests that Dr. Bergman receive assistance during the summer months similar to arrangements developed the past season.

#### Improved Varieties

Since our meeting a year ago, we are pleased to report that three new cranberry varieties have been named. They are the Wilcox, Stevens, and Beckwith cranberries. We recommend that research on improved varieties be continued by the U. S. Department of Agriculture.

#### Fertilizers

The proper use of fertilizers is an important subject. New methods of application are being developed. We recommend the continuance of Dr. F. B. Chandler's work.

#### Forestry

Cranberry growers own a large percentage of forestry holdings in southeastern Massachusetts. This natural resource must be preserved. Therefore, we recommend the continued study of outlets for our forestry products by state, district and county foresters and the adoption of sound forestry practices. We would also suggest that cranberry growers use the services of trained personnel of the soil conservation districts in the cranberry counties in their general engineering problems.

#### Labor Supplies

We appreciate the service rendered the cranberry industry by the Massachusetts Division of Employment Security in locating sources of labor. We recommend that this service be continued.

### Marketing Problems and Recommendations

It is recognized that the industry has not changed its sorting and grading methods for many decades. Our committee feels that these methods tend to injure the fruit. Therefore, we recommend that increased efforts be directed to the utilization of new and perhaps revolutionary techniques of sorting and grading. We further recommend that the work of the Food Technology and Agricultural Engineering Departments be continued in the field of packaging.

#### Distribution

The full responsibility of placing high quality fruit in the consumer's hands rests squarely with the grower. He is equally responsible for (1) making every possible effort to raise cranberries of good quality, (2) for packing his product carefully and well, (3) for making certain that his marketing agents effect an orderly flow of cranberries through channels of distribution.

#### Advertising

We believe that close coordination of the cranberry industry's advertising programs for both fresh and processed fruit should be a primary goal. We further believe that serious consideration be given to leveling more advertising at the youngsters of our nation.

#### New Products

The committee recommends that endeavors be made to secure favorable classification of new cranberry products as they are developed so that general distribution may be realized.

Richard Beattie, Secretary  
Ralph Thatcher, chairman

### TOMLINSON OF N. J. RETURNING TO MASS.

William E. Tomlinson, Jr., who has been associated with the New Jersey Cranberry-Blueberry Station at Pemberton, for some years has resigned. He is to take a position at the Waltham, Massachusetts field station. Mr. Tomlinson has contributed many notes and articles to CRANBERRIES. He was a former resident of Massachusetts. This magazine expects to have a more detailed article about Mr. Tomlinson next month.

## WESTERN PICKERS, INC.

Coos Bay, Oregon  
1172 Hemlock Avenue

It is a time for hard decisions in the Cranberry industry. To be—or not to be—a grower in the next few years. Some Growers did not pick this year—did no work on their bogs—just hoped that the next year would somehow be better than the last. But it wasn't.

How about next year? Can you make any money when labor gets scarcer and scarcer and wages go up and up? Will you be forever trading dollars while you pay out cash for labor and take your chances on getting yours later?

During World War II cranberry prices did not reach their peak until the war was over. Will it be the same in this newer war? Will you pick or let your berries and bog ride?

You cannot afford to do either. Part of the answer lies in the Western Picker, with picking costs in Mass. ranging from 20c to \$1.00 per bbl. In Wisconsin these costs vary from 16c to 70c, and on the Pacific Coast from 12c to 70c. But even at these prices the small Grower pays himself because he can do all his picking himself.

How much does your flooding cost you? How much does your raking and pruning cost? You probably don't know because they are indefinite. White price do you put on the worrying of picking? Why do you start picking before your berries are ripe enough to keep well? Because, with hand-scooping, your picking season is too short.

The answer to all the above points lies with the Western Picker.

Because we don't know about our future production problems, let us suggest that you order your Picker now when the price is lower than it will be during this next picking season.

For cash, or for \$150.00 down and \$830.00 upon delivery, if ordered before Jan. 1, 1951, you can still get a Western Picker to do your picking this next year.

(ADVT)

# Cranberries

THE NATIONAL CRANBERRY MAGAZINE

ISSUE OF DEC. 1950—VOL. NO. 8

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.

### Largest Crop in History

The cranberry industry exceeded all previous records for production this year, apparently, with the November estimate of U. S. Crop Reporting Service that production seems to have been 968,500 bbls. This exceeds slightly the 1948 harvest of 967,700. The 5-state ten-year average is 714,580. Some final slight revision of the figure, however, may be expected, either up or down.

Breakdown of the crop is, Massachusetts, 620,000; Wisconsin, 212,000, 12,000 more than last year, but less than was anticipated by some earlier, quality good, size of berries rather small. New Jersey, 89,000, 10-year average, 77,500, quality better than usual; Washington, 33,000, last year 40,000, harvest delayed by wet and unfavorable conditions (harvest not completed at time of estimate, still going on in Mid-November); Oregon, 14,500, last year, 13,400, harvesting in Coos County not turning out as well as expected.

### MASSACHUSETTS

Many Massachusetts growers were surprised when the November estimate of the Crop Reporting Services came out that the Bay State is expected to have harvested 620,000 bbls. However, at least there was one who was not. That was Dr. Chester E. Cross of the East Wareham Experiment Station. In August, in his estimate he had hit it right on the button. Reasons given for the production, which exceeded 1949 by exactly 100,000 bbls. and the previous high of '48 by 15,000 were "Light frost damage in the Spring,

good growing conditions through the Summer, and relatively warm October weather have all contributed. Frost damage during harvest was larger than usual, (Dr. Franklin estimated 4 percent). Berries are larger in size than usual, color is considered excellent and keeping quality is considered better than average."

### Terminal Bud Good

It might be added that prospects for next year seem good, due to the terminal budding.

### Rainfall Heavy

The storm of the week-end of Nov. 25-26, which proved so devastating in 22 eastern states did little damage in the Southeastern Massachusetts cranberry area. It brought a rainfall of 2.75, and gusts up to 80 miles an hour were recorded at the Cape Cod Canal. There was minor damage to buildings and trees, with electricity off in many points up to 12 hours duration. The rainfall, needed as badly as it is, was to the good and the total November 29 was 6.91 inches, the highest in a long, long time. Temperatures for the month as a whole were unusually high, 6 degrees a day above at Boston, at least a near record.

Late Howes opened at \$3.25 a quarter for the cellophane package. This price is \$1.00 a barrel more than Blacks. Prices did not hold, but shipments were heavy especially in mid-November, but less than 1949. There were 601 cars on November 27, as compared to 653 last year.

### WISCONSIN

In the opinion of D. C. Hammond, Jr., Wisconsin Cranberry

Sales Company as of the end of November the crop will turn out to be about 200-210 bbls. when final figures are in.

### Lack of Winter Water

Marshes were beginning to feel the lack of water for winter purposes. Rainfall has been slight and reservoirs were dropping. In a few instances the growers were having trouble in flooding.

### Many Like Western

A number of growers have tried out the Western Picker on their entire crop and were well-satisfied and enthusiastic according to Hammond. The growers feel that after the vines are trained, this method of picking will become more popular and less expensive and the percentage of loss in berries will decrease. On the marsh, in particular, damage to vines seemed very low. Also the keeping quality of the berries did not seem effected. A definite clean-up of the marsh was observed, that is grass, debris and runners. In several cases where the machine had been run through the vines in the spring to train them, the uprights were so lifted that the berries seemed to ripen more evenly than before. There is certainly great interest in the Western machine, and also in several others that have been developed.

### 'Cello Bag Studies

There has been considerable study by Wisconsin Cranberry Sales in condensation of the fruit in 'cello bags, especially in early shipments. It is the hope of the company that something of a solution has been arrived at. More was hoped to be learned as the shipping season continued, both in



this matter of condensation and the different types of adhesives and films for the bags.

#### Hybrid Vines

Cuttings of the new Stevens variety have been observed and the vines look well. These are at the Tony Jonjak marsh at Hayward in the northern part of the state.

#### Personal

Walter Stebbins, son of Mr. and Mrs. Quinn Stebbins is improving after an attack of polio. He is in Madison General Hospital, Madison.

#### Correction

Last month in the article concerning Leo Sorenson, general manager of Midwest, it was stated that the co-op was the first organization in Wisconsin to put out an Insect Control Chart. The Midwest did put out the first (and only) Fertilizer Chart. However, the Wisconsin Sales worked with the Midwest on the Insect Chart, and both groups put them out simultaneously.

## NEW JERSEY

#### Weather

Both temperature and rainfall were above average at Pemberton during November. The average daily mean temperature was 47.4 degrees compared to the 46.4 degree average. Rainfall for the month was 3.45 inches compared to the normal of 3.23 inches. Two and a quarter inches of the total amount fell during the gale in the 25th. Some snow fell during the month on the night of the 27th, but because of warm ground and air temperatures it melted without accumulating. Severe property damage to buildings and trees was experienced in south Jersey during the gale and considerable inconvenience due to disruption of electric and telephone service was experienced by almost everyone to some extent. The cranberry and blueberry plantings were not injured, in fact, they probably benefitted from the storm by having the depleted water supply replenished.

#### Harvest Late

Cranberry Harvesting was more prolonged than usual this season,

with several growers not finishing operations until early November.

Blueberry pruning got under way during November. Enough leaves were off the bushes by the last two weeks of the month to allow for pruning operations. Demonstrations of the latest in pruning technique were given by Charles Doehlert of the N. J. Cranberry and Blueberry Research Laboratory in conjunction with John Brockett, the Atlantic County Agent at Hammonton, on November 14 and in conjunction with Dick Hartman, Ocean County Agent at Toms River, on Nov. 28.

#### Association Meeting in January

The American Cranberry Growers' Association Annual Meeting will again be held in Fenwick Hall, Pemberton, the last Saturday in January, and will be unusual because of the subject matter and the speakers. The customary papers on cranberry production will be given at the beginning of the meeting. From then on until the business meeting the program will be concentrated on the general subject of preserving the south Jersey water supplies.

The speakers will be Dr. John Cantlon of the Botany Department of George Washington University, Dr. Thurlow C. Nelson, President of the N. J. Council for Water Policy and Supply, and Dr. Henry Barksdale, in charge of research in this area for the U. S. Geological Survey.

Following luncheon the subject will be continued as a panel discussion, including the speakers, growers, and a number of others in various fields of research.

## Massachusetts Man Wins National Recognition

Joseph T. Brown, county agent manager of Plymouth County, Mass., was presented the distinguished service certificate Nov. 27 by the National Association of County Agricultural Agents at its annual convention in Chicago.

Mr. Brown and Lucien Paquette, county agent for Addison County, Vermont, were the two agents chosen to receive the award by

their fellow members of the New England County Agents Association.

Brown has been county agent in Plymouth County since 1939. He has developed strong agricultural programs in the country and has been an active leader in statewide Extension affairs. His work at first took in cranberry work, now under direct charge of "Lew" Norwood. The county agent organized the Plymouth County Agricultural Council which encourages all county agricultural agencies and organizations to plan and carry out their programs in a coordinated manner.

The organization of the Mass. Selective Breeding Association was due in part to Agent Brown's active leadership in the Extension education program of artificial insemination. He has organized commodity committees made up of county farmers to plan yearly programs and attacked the problems dealing with major commodities grown in the area.

Other accomplishments which make Brown well-qualified for the distinguished service certificate include: arranged tours for Mass. poultrymen to other states to gather information on the methods and problems of poultrymen in competing areas; new and convenient office facilities arranged for his county Extension staff; a movement which he led to secure new salary classifications for all Extension workers; and a professional improvement program he has presented to his staff encouraging them to attend college summer schools.





ELLIS D. ATWOOD

Ellis D. Atwood of South Carver, Massachusetts has passed away. The cranberry industry has lost one of its most distinguished members. The country has lost the originator and owner of one of its more famous places of interest, "Edaville."

He died at 7:05 a. m., Thursday morning, November 30th at Tobey Hospital, Wareham, of injuries sustained Sunday, November 26th about 1:30 p. m., at his administration building-screenhouse, while lighting a fire in an oil furnace. He was 61. He died

without regaining consciousness.

Exact details of the accident are not known. He had left his home to go to his bogs. When a considerable time had passed and he had not returned his wife, Mrs. Elthea Atwood became alarmed and went to the bogs to investigate why he did not return. She found him unconscious on the furnace room floor. He had been severely injured about the head, apparently having been struck by the furnace door in an explosion. He was taken to the Wareham hospital, where it was

found his skull had been fractured in two places. Leading brain specialists were called in and he underwent a four-hour head operation.

Mrs. Atwood had been in constant vigil from the time of the accident and was at his bedside when he passed away. He died at a time when there was hope for his recovery, by the fact that his struggle for life, although he was unconscious, had continued for more than three days.

Mr. and Mrs. Atwood, who was the former Elthea Eldredge of Wareham were married, February 22, 1919.

Despite the passing of Mr. Atwood the holiday display at Edaville is being continued. It opened December 7th and will continue through January 1. Mr. and Mrs. Atwood had planned it last fall. It was to represent "Peacedale," with a replica of the village by the same name they formerly set up at the Atwood home on Sampson pond.

Mr. Atwood was the son of the late Stephen Dexter Atwood and Lydia C. (Morse) Atwood. His mother, who is 90 years of age, now resides in Plymouth. His mother and wife are his only survivors. Mr. and Mrs. Atwood had no children.

Mr. Atwood's father was a cranberry grower, as was his grandfather. The latter began cultivating about 1880. The Atwoods are one of the most respected families in this area. The founder of the Atwood family came to America from England in 1634 and settled at Plymouth. Then, however, his name was not Atwood, but Wood. This immigrant ancestor had a son, named John, who moved into heavily-wooded Carver. He came to be known as "John Wood at the Wood," hence in time the name became Atwood. But even so, way back in England the name also had been Atwood.

#### Largest Individual Bogs

Mr. Atwood began his career as a cranberry grower by buying three acres from his father. When his father died in 1915 he took over all the interests. Today his holdings have been increased to

about 210 acres, the largest privately-owned bog in the world. Mr. Atwood had a distinguished career in the cranberry industry. He had been president and director of New England Cranberry Sales Company, a unit of American Cranberry Exchange, and a director of the Exchange. He later became active in the processing cooperative, now National Cranberry Association, then Cranberry Cannery, Inc. He was a director of CCI, president of the so-called "Council of 8," which met frequently in New York to attempt to iron out problems which were besetting the industry throughout the country. He was currently a director of NCA and a member of the executive committee. He had been a director of Cape Cod Cranberry Growers' Association. He was a member of the Southeastern Massachusetts and the South Shore Cranberry Club. He had served upon a number of committees for cranberry activities, and had been called to the State House for consultation concerning agriculture.

#### Civic Minded

He was interested in civic affairs in Carver, having served as member of the Board of Selectmen, school committee and the park commission. He was a former director of the National Bank of Wareham and a trustee of the Wareham Savings Bank. He was a member of the Plymouth Kiwanis Club, of Social Harmony Lodge, Wareham, and Agawam Chapter, O. E. S. of Carver Post, American Legion. He was a charter member of the South Carver Grange, and Sippican Pomona Grange, he was trustee of Union Church, South Carver, and treasurer of the Union Cemetery Corporation.

Mr. Atwood was most widely known because of his "Edaville" Railroad and his Christmas-New Year displays. These had attracted many hundreds of thousands of people from all over the country and he had visitors from foreign nations, also. The railway is the only two-foot gauge left in America, running over a course of about six miles.

He had many years been a railroad "fans", reading railroad publications and collecting odd railroad items. In about 1941 he conceived the idea of building a line over his property. In that year he began buying up narrow gauge track, cars, locomotives and other equipment in Maine, where these small lines were being abandoned. Of course he was beset by wartime troubles. But he accomplished a notable contribution of this "miniature" era of railroad history. He did much of the surveying for the "Cranberry Belt Line", as he named it. Surveying was another of his accomplishments and achievements.

#### Acquired Rolling Stock

He has had as many as seven of the small locomotives, some however, being gasoline driven. He had even the diminutive parlor car which was used for special visitors. There were at least 15 passenger cars, 14 flatcars, 4 "excursion" cars (open), two tank cars, cabooses, snow ploughs, dump cars, all up to a total of 80 or more rolling stock.

He not only used the "Cranberry Belt Line" to carry passengers, but also in his cranberry work. His cars carried pickers to the far ends of the bogs. They carried the harvested berries back to his screenhouse, and they hauled the sand for bog sanding. Of course there was nothing like this anywhere in the world.

#### Magnificent Screenhouse

The Atwood combined screenhouse and administration building is of three-story Georgian Colonial type, looking more like a college building than the usual conception of a cranberry bog structure.

He built the present railroad station, which has everything conceivable that a station should have, and is often as jam-tight with passengers as ever New York Central Station is. There was a lunch room, cranberry souvenirs were sold, post cards, and cranberries in cans and in cellophane in more recent years. He employed real ex-railroad men to run the line, including conductors, engineers, and mechanics for repairs in

the "round house".

Then he developed his "Tom Thumb" museum with relics from this famous Middleboro Midget and his wife, General and Mrs. "Thumb."

He began his Christmas-New Year displays in 1933 these taking place at the home of Mr. and Mrs. Atwood at first. He called these displays of light and often animated images, "Peacedale". Christmas chimes rang and Christmas carols were heard. Thousands came to these. On occasion Mr. Atwood himself would don a Santa Claus suit to entertain visiting youngsters.

#### Funeral

The funeral service for Mr. Atwood was held Sunday afternoon, December 3, at the screenhouse at "Edaville." At least 2,000 attended. There were untold amounts of flowers. Only a few of his more close relatives and friends were seated in his office, where the casket was. The rest outside, or in other rooms listened to the service over amplifiers. Those who wished, later filed through the office for a last look at Mr. Atwood. The miniature railroad train stood immobile at the station.

Service was opened with readings from the scriptures by the Rev. Lester Moore of Carver.

The second part of the service was conducted by the Rev. Oscar L. Olsen of Wareham and included the singing of "The Old Rugged Cross," by Raymond Morse of Wareham, accompanied by Mrs. Morse.

The Rev. M. Walker Coe, former pastor of the Union Church in Carver, spoke in praise of the qualities of Mr. Atwood which had made him so highly respected.

Interment was at the Union Cemetery in Carver.

On the morning of December 4, Jesse H. Buffum, the famed "Buff," of WEEI, Boston, devoted much of his broadcast to Mr. Atwood and his career.

#### Active Pall Bearers

Active pallbearers were: Dr. Leroy Lincoln Eldredge, Jr., and David Eldredge, both nephews of Mrs. Atwood; Homer L. Gibbs, president of New England Cran-

berry Sales Company; Walter Haskell, representing the Plymouth Kiwanis Club; Carl Harju, an employee; Carol D. Griffith, representing the Grange.

Honorary bearers included: Marcus L. Urann, Cyrus Hosmer, Jr., and William Leavens, the two latter narrow-gauge railroad enthusiasts; John C. Makepeace, Russell Makepeace and Ruel S. Gibbs, Ferris C. Waite of NCA, Professor Carleton E. Tucker of Massachusetts Institute of Technology, Thomas Dutton, Carver Selectman Jesse A. Holmes and Bernard E. Shaw, Carver grower.

## TRIBUTES

Another old friend and fine influence in the cranberry industry is gone. His strangely unfortunate and early passing is cause for deep regret not only in the township of Carver where his family have been leading citizens for generations, but also in a much larger part of our state and wherever cranberries are grown. His interests were varied and of such a high order that they marked him as an outstanding citizen, sincerely devoted to the public interest and the welfare of mankind. His unique developments at his bog properties had attracted the attention of people everywhere to such an extent that he was fast becoming a national figure.

Lovable he was in his personality, blameless in his life. We attend him with respect and affection.

Henry J. Franklin.

The tragic and untimely loss of Ellis Atwood is deplored by all members of the cranberry industry, and by his host of friends who loved and admired him for his generous contribution to the happiness of so many.

Charles L. Lewis  
Shell Lake, Wisconsin

The grief which we know at Ellis Atwood's passing makes it difficult to speak of the dismal void which he has left among us.

We cannot all, through words, do justice to the glory of his full,

rich, and generous life.

To speak of his friendship is but an empty echo from one of the thousands who felt the warmth of his personality. His public spirit was known far beyond the reach of this poor pen. His thoughtfulness, his generosity, his contribution to the comfort and happiness of others were all a part of Ellis himself. They were so beautiful an example of his living that the mere writing of them makes these words seem idle and meaningless.

To me, knowing him and working with him has made my life richer and fuller. There flowed from him to me wise counsel, sound advice, sympathetic understanding, and encouragement.

My monument to him will be an earnest endeavor to help realize the ideals for which he worked.

Marcus L. Urann

Ellis D. Atwood was the kind of man who in every respect was a "builder"—a builder of ideas, of human values and of the finer concepts of tradition.

The cranberry industry, as well as those of us who were his personal friends and neighbors, will deeply feel his loss.

American Cranberry Exchange  
Theodore H. Budd, Sr.  
President

It was a rewarding experience to have known and been closely associated with Ellis Atwood over a period of many years. During all of the time I can only regard his thoughts and actions as having been motivated by a desire to constructively serve the interest of the industry to which he contributed so much, and the people with whom he worked.

American Cranberry Exchange  
C. M. Chaney  
Executive Vice-President

Ellis D. Atwood served the New England Cranberry Sales Company as a Director for a continuous term of thirty years, from April 1916 to April 1946. During the season of 1945 he held the office of President of the Company.

His untimely death on November 30th has shocked his hosts of friends in the cranberry industry.

The loss of his personality will be keenly felt by all who have been so closely associated with him during these many years.

Arthur D. Benson

The Cape Cod Cranberry Growers' Association sincerely mourns the death of Ellis D. Atwood. He was a faithful member, giving of his time and energy to the fullest extent to further the endeavors of the Association.

Melville C. Beaton,  
President.

I remember Mr. Atwood best, as beaming with happiness at the pleasure he was providing for others in his "Peacedale" and "Edaville" Christmas-New-Year displays. I remember Mr. Atwood as a personal friend of myself and of CRANBERRIES Magazine. Never did he fail to grant a favor I asked of him. I remember him as a cranberry grower of ability, and one who worked tirelessly for the good of the industry. I remember him as a kind man, a man of good will to all.

Clarence J. Hall

## Cranberry Vines

All you that are in want of Cranberry Vines,

Will you please to look at these few lines;

Great round Cranberries—don't they look complete?

Yet some folks say they are too sour to eat.

"But 'tis the Vines we're after;" ah, that's what I thought;

Well, then, I can tell you where they can be bought.

The subscriber can sell them as cheap as elsewhere,—

And what's more desirable, he'll warrant them to bear.

PATRICK F. CAHOON.

Harwich, March 10, 1863.

The above poetical advertisement was sent to us by Franklin D. Underwood of Harwich. Patrick Cahoon was one of the pioneering cranberry Cahoon "clan" of Pleasant Lake in Harwich. Notice the date.

## Δ QUESTIONING "MERRY CHRISTMAS"

AS this CHRISTMAS of 1950 approaches it seems scarcely appropriate to sing out the usual "Merry Christmas". There is too much foreboding, too many heavy hearts, too much suffering, too much down-right misery on this globe of ours to be just zany merry.

Foremost, of course, is that matter of our being at war—Americans are fighting a terrible war in a strange land 7,000 miles away. Just whom we are fighting, North Koreans, Chinese Communists or Russians, or all three, is a bit nebulous. For instance, why are we fighting Chinese, our allies of only a few short years ago? What has the average American boy got against the average Chinese boy, or North Korean, or Russian? Nothing, except he is fighting that thing called Communism (voluntarily or by order), which seeks to make slaves out of free men and keep those who are slaves, slaves.

Perhaps we should have said foremost, instead of what we said in the preceding paragraph, is that we have forgotten the ways of the Carpenter whose birthday we are observing in our holiday of Christmas. That undoubtedly is the most important reason why we should not be unduly merry.

The way of free men seems to be the best way of living yet developed on earth. The right to strive to go to heaven, or hell, as we individually see fit. To make of our lives what we are able. So our fight against that which would enslave us must be justified.

But where is the spirit of "Peace on earth, good will to men?"

However, maybe it is our duty, in times of distress, to say "Merry Christmas" as a way of cheer. So, add our voice to the chorus, "Merry Christmas to all."

## WE ARE IN THERE PITCHING

THIS may be a bit facetious, but it is something the cranberry growers can be proud of. If world events should make necessary "all-out" production of cranberries as a contribution to the general food basket, it would seem this industry would not fall down on the job.

The Nation's food crop, that is, general

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

crop, has been announced as "seeming assured" of being the fourth largest ever by the United States Department of Agriculture. To return to cranberries, we have this year apparently grown the biggest crop yet. Thus cranberry growers might be said to be better farmers than the general average, although of course Nature had its hand in this, too, very definitely.

If "Food Will Win the War", as was the slogan at the start of the last World War, the cranberry industry should be fully able to "do its bit" in this respect, should present hostilities spread. Let us be grateful, at least, that we are not an industry which is falling down in the job of production.

OUR congratulations to Willard A. Munson and "Joe" Brown upon their awards as reported elsewhere in this issue. We believe they thoroughly deserve the honors.

# A Guest Editorial By Charles L. Lewis of Wisconsin

During the past two years the leaders of NCA and ACE have attempted to cooperate in a manner that would help stabilize the cranberry industry. As the result of many conferences with the attorneys of both groups and numerous joint meetings the Cranberry Growers Council was organized.

While many growers favored the formation of one National Cooperative to market both fresh and processed cranberries, it was finally decided that better results would be attained by retaining the identity of the two groups under an overall Council and gradually working into one organization.

Mr. Lawrence Cole presented a very good analysis of the situation in his article in the September Cranberry Magazine. He indicted the leadership of both groups for lack of cooperation among themselves and he stated that time was running out, the average grower was losing, or has lost confidence in the leaders.

Having served on the Boards of both NCA and ACE, having been active in the movement for One National Cooperative and in the formation of Cranberry Growers Council, having in former years been actively engaged in certain phases of marketing for the Exchange, I have at least had ample opportunity to observe the many factors that influence the operation of the two organizations and the marketing of both fresh and processed cranberries.

Let us first review the circumstances that have precipitated the industry into its present unfortunate position. During and after World War II an abnormal demand developed, due to large purchases by government agencies. This reduced the supply available for the civilian market to such an extent that abnormal prices were obtained for both the fresh and processed berries. The peak was reached in 1946 when the growers received \$32 and better for cranberries. This artificial market is the chief cause of our troubles today. During that period salesmen became order takers, sales were

allocated, advertising and merchandizing were neglected.

Growers expanded their acreage, new people were attracted to the industry, bog values mounted, loans and credits were extended recklessly, the processors accepted berries with few restrictions. The foundation was laid for increased national yields. Then suddenly the armed services stopped buying and we were faced with the problem of selling the entire year's production to a civilian market that had been weaned from cranberry consumption by high prices and lack of sales promotion.

The consequent accumulation of surplus berries was the natural result of increased production, loss of civilian demand, and in part due to the failure of all of us to grasp the necessity for an expanded, intensive sales promotion program.

The industry was forced to realize that orderly marketing of crops could not be restored while this surplus carry-over existed. The formation of Cranberry Growers Council was a sincere attempt to bring the Exchange and NCA together to cooperate in solving the problem. Independents were invited to become members of the Council. The number one problem of the Council was to allocate the sale of berries between the fresh and processed channels according to supply and demand. It was obvious that while this surplus existed an abnormal volume must be allocated to the fresh market.

For the past three years we have had too many cranberries, not so much on account of the large crops, but because of the accumulated surplus. Recognizing this fact, some of us spent a great deal of time and effort perfecting a Diversion Program that would have placed the industry in a current position in 1950. This program was on the very threshold of acceptance when the Korean War suddenly changed the policy of the government.

The only real answer to our problem now is to develop an increased demand for cranberries, whether fresh or processed, and the

need for intelligent cooperation was never greater than it is at this time. We cannot continue in business as growers with the returns of the past two years. Dissension develops in all sales organizations and we find disintegration and new agencies springing up. Price cutting is rampant until it actually hurts consumption. Prices are as abnormally low now as they were abnormally high in 1946. I believe that a price of 12 cents could have been maintained this year and all fresh berries sold if all groups had cooperated in orderly marketing.

Our first objective must be to become current by Sept. 1, 1951. The president of NCA has asserted and reasserted that NCA will reach that position by next September. Once current, we have a marvelous opportunity to regain our respect and our financial stability as an industry.

I believe that the future demand for fresh and processed berries and the most healthy position for the industry will indicate an allocation within the 60-40 per cent bracket. That is, from 60 to 40 per cent fresh and from 40 to 60 per cent processed, varying within these figures according to conditions each year.

To acquire stability in 1951 we must have a strong Exchange and a strong NCA. Every grower should realize the importance of this and every grower should support these organizations. The leaders still have a real opportunity to serve the industry, but they must subordinate their personal ambitions to the general welfare of the growers.

With two strong organizations in 1951 I am confident we will see a turning point in the cranberry industry. And as we live again we can renew our determination to form One National Organization. On the other hand if we approach the marketing of the 1951 crop with numerous agencies competing with each other we are doomed to another year of heartaches and disappointments.

Charles L. Lewis,  
Shell Lake, Wis.

# Ending Of 1850s Found Cranberry Cultivation Definitely Advanced

More Beginners, including Men of Letters, in Business—  
Obed Brook's List of '59 Reveals Names of Many of These.

(This is the 14th installment of the Cranberry History)

By CLARENCE J. HALL

Men of letters were in no small degree responsible for the enthusiasm and success of the early cranberry industry, as in most other lines to which humanity turns its endeavors. In the 1850's two Cape writers tried cranberry growing for themselves. One was Amos Otis, whose "Genealogical Notes of Some Barnstable Families" was the foundation of much later writing. Otis built a bog, but research does not reveal he made much of a go of it. The other was Major Sylvanus Bourne Phinney, editor of the BARNSTABLE PATRIOT, who from his very first year as editor in 1830 had greatly championed the cause of cranberry culture. He did succeed handsomely, as he did in his other multiple activities.

He led a life of achievement, serving the Cape Cod of his day as only an energetic and civic-minded country editor can. He was a Democrat in politics to the hilt, and fought many a verbal battle with other papers which disagreed with his opinion, particularly the YARMOUTH REGISTER.

## Sylvanus B. Phinney

As was only natural to a man of his temperament, after writing a great deal about that new and inspiring culture on Cape Cod, that he should try his own hand at it. This added one more facet to his brilliant life and brought one more prominent man into the industry.

His adventures in life began early. When he was a boy, accompanying his father, Timothy, to Boston on the Packet Independence during the War of 1812, the vessel was seized by a British frigate off Scituate. The packet was burned, its crew having been taken aboard the capturing ship to be released the next morning near Boston Light.

While in Boston, later, he learned the printing trade as apprentice to Nathan Hale on the BOSTON ADVERTISER. Returning to the Cape in 1828, he took over the BARNSTABLE JOURNAL. Two years later he founded the PATRIOT, which is still highly regarded as a Cape weekly, and which in the past century was often referred to as "The Cape Cod Bible". Until he sold his interests in that paper and retired from the

newspaper field, he recorded the events of Barnstable County, and the fame of his writings and his sizzling editorials, written in the great heat so popular then, spread far beyond the bounds of Cape Cod.

He was twice elected. Collector of Customs for the Barnstable County district, the second time in 1853 and the U. S. Customs House at Barnstable (now the U. S. post-office and quarters of Barnstable County Extension Service) was completed under his administration in 1856, two years before he became a cranberry grower.

## Had Real Interest in Agriculture

He held many offices, served the Barnstable County Agricultural Society as president at various times, and for 20 years was vice president of the New England Horticultural Society. He really was interested in agriculture. He was the honored speaker at many a gathering, agricultural and otherwise.

He began his cranberry career in 1858, and he had no longer to wait for a reward from cranberries—although small—than the next year. Then he was awarded the premium of \$4.00 for his statement on cranberry cultivation.

In this statement he wrote that he had cleared nearly an acre of land, which was filled with roots of cedar trees, bushes and briars, and had carted off 300 loads of turf which he estimated, converted into dressing, to be worth \$125. The following May (1860) he planted vines, his total outlay being \$225.00.

He later told of raising as much as 100 bbls. to the acre.

During the war he saw the famous battle between the Monitor and the Merrimac, March, 1862, as a member of the famous "Committee of 100."

He increased his cranberry acreages, as "A Biological Sketch", published Oct. 27, 1888, said: "He was an early pioneer cultivator of the cranberry and has 10 acres planted from the seed. . . . of large and heavy growth." His biographer also added, "No history of Barnstable County could be written without consulting the records of this versatile editor, farmer, politician and village Hampden."

He remained editor of THE PATRIOT until January 19, 1869.

Upon his resignation as a member of the Massachusetts Board of Agriculture, Dec. 31, 1878, he in turn gave high praise to the Barnstable County Board of Agriculture, writing: "the successful culture of the cranberry had its origin from the liberal bounties (premiums) of this society". He died April 7, 1899.

Born in what is now the Sturgis Library at Barnstable, which is credited with being the oldest library building in the United States, the bound volumes of his BARNSTABLE PATRIOT are almost a "must" reference for Cape Cod research, including Cape Cod cranberry growing. Some of these volumes are marked in his handwriting.

## Obed Brooks and Statistics

As Harwich (which was to lead the Cape in production at this period, as noted in a previous installment) was fortunate in this respect, the industry was fortunate in having Obed Brooks, Jr., of Harwich so interested in setting down cranberry statistics.

Brooks, born August 21, 1809, of a prominent Harwich family, early went to Boston, where he was in business, learning "big city" methods of commerce. He later returned to Harwich, where he took charge of the business of his father, which was a dry goods and provisions store. He was still later "called" to be cashier of the

(Continued on Page 16)



Queen Marjorie I. of Oregon

## Southern Oregon Chooses Fourth Cranberry Queen

The Bandon (Oregon) Cranberry area observed its fourth annual Cranberry Festival Nov. 8 and 9, with, of course, the selection and coronation of a new queen, a parade with many original features, a football game and a cranberry food fair, more than 100 cranberry dishes being offered. Despite threatening weather, floods and electric disturbances, the affair was considered one of the most successful yet.

Queen Marjorie I, the 17-year-old daughter of Mr. and Mrs. Noah Davison of Bandon, is a junior at the Bandon High School. She was selected from 10 others. She was sponsored by the Bandon Post American Legion.

Marjorie was crowned by last year's victor, Joan DeCosta and the mayor of Bandon presented her the key to the city. The queen and the princesses (other contestants) were presented with a number of gifts, including packages of cranberries from National Cranberry Association. The gowns worn by the contestants were gifts of the Festival Association.

Cranberry Cow

Winning float in the parade was a man-made "Parkersburg Dairy cow" that gave canned milk and cranberries. Other floats included one by "Ocean Spray."

### Cranberry Catsup

At the food fair the displays range from cranberry catsup to cranberry cake. Places were awarded on the "Danish" system which gives awards to the individual merit of each exhibit, rather than on a competitive basis. Besides the entries for cranberry cake and catsup there were entries for cranberry breads, salads, marmalade, candied cranberries, maraschine cranberries.

## Wareham Legion Queen Celebration Most Successful

Sixth Annual (Original) Cranberry Festival, sponsored by the Wareham (Mass.) American Legion Post and Auxiliary, Armistice Day, brought forth the biggest parade, the largest attendance at the selection and coronation of the queen and ball yet. On that day also Wareham High School won over its "cranberry day" rival, Foxboro High School, assuring it of the Class D Eastern Massachusetts football championship. Two thousand saw the game.

Queen chosen from 13 contestants was Barbara Louise Patterson, auburn-haired daughter of High School Principal Brenton C. Patterson and Mrs. Patterson. She is a second-year student at the Modern School of Design in Boston. She succeeds Miss Beverly Richards, Foxboro, as the Legion's queen, who in October won the National Cranberry Association crown over contestants (by photographs) from the other cranberry states.

Chairman of the Festival Committee, who was also master of ceremonies at the coronation was Representative Alton H. Worrall. The coronation services for the first time were broadcast over radio station WNBH and WFMR, New Bedford, and rebroadcasted the following evening.

(Continued on page 14)





Scenes from: Wareham, (Mass.) American Legion's 6th Annual Cranberry Queen Coronation and Festival, Nov. 11. Top, Inspiring float "Liberty," entered by the Legion and its Auxiliary. Lower left, newly-elected Queen, Barbara Louise Patterson is ushered into the hall by Legion Commander John Grenda and Mrs. Ellena Besse, vice-commander, Auxiliary. Lower right, Miss Patterson receives crown from Miss Beverly Richards, present National Cranberry Association Queen.

(Photos, Wareham Courier)



(Continued from Page 12)

The day opened with a most colorful parade, complete with several bands and lightly garbed drum majorettes, even though the weather was rainy and raw. Winner in the parade was the float of Wareham Teachers' Club as most patriotic. There was one cranberry float, that of the A. D. Makepeace Company, displaying cellophanned cranberries. A group of horseback riders attired as "Hopalong Cassidy's" the horses being those of E. T. Gault, Jr., and a wagon drawn by eight horses in pairs, (a rare sight now) were other features.

Included also were Headquarters Battery, 685th A. A. Gun Battalion, and a car of officials these including, Congressman William D.

Nicholson, Representative Worrall, Wareham and Foxboro selectmen and Henry Hawes, vice-chairman of the committee and cranberry grower who has been very active in promoting the festivals.

#### Proceeds Worthy Causes

The proceeds of this annual event are used by the Post and Auxiliary for child welfare work, rehabilitation of the needy veterans and their families, for community projects and State Department hospital programs.

#### Trip to New York

The prizes won by Miss Patterson included a trip to New York, accompanied by her mother. The journey was as guest of the New York, New Haven and Hartford Railroad. Her visit was arranged by Russell Makepeace of Ware-

ham, who is a director of the N. Y. N. H. & H. R. R., Samuel A. Boyer, a vice-president of the line and Robert Knox, editor of ACE's "Cranberry World."

While in New York Miss Patterson was royally entertained. On the Arthur Godfrey radio program, November 21 she was a guest and she distributed pound packages of cranberries to the studio audience. She presented a cranberry scoop to Mr. Godfrey.

She was taken to a hair stylist, following a luncheon at Sardis. She had a tour of Rockefeller Center, and a visit in the evening to several television shows.

Thanksgiving morning Miss Patterson herself, appeared on TV on the show of Josephine McCarthy. She was interviewed and asked questions about cranberries.

## 19th Annual Blueberry Open House-Dec. 2nd

Ninety-five blueberry growers and their friends attended the annual gathering at which the New Jersey Experiment Station reports on its work of the past year. William E. Tomlinson, Jr., reviewed the various important insect pests and pointed out that the new recommendations for fruit worms and curculio present an encouraging situation, especially since there is an opportunity to combine one of these treatments with leafhopper control. The sharp-nosed leafhopper is a serious menace to blueberry growers since it is the carrier of the virus disease called blueberry stunt. M. T. Hutchinson continued the emphasis on stunt disease by showing his new series of colored slides which depicted the various symptoms as well as certain deceiving appearances which look like stunt and are not stunt disease. C. A. Doehlert pointed out that the value of thorough roguing twice a year to eliminate the reservoirs of stunt disease has been clearly demonstrated by the eight year record in an infected field. This field, which is eight acres in size, once had an infection of 1 percent. The average infection for the last three years

has been .06 percent, a reduction to 1/16 of the original infection.

Austin C. Goheen, who replaces Mr. R. B. Wilcox in the U. S. D. A., reports on his work during the past season with the Botrytis fungus which was unusually serious in 1950. L. Frederick Hough, plant breeder at the N. J. Station, showed pictures of new blueberry seedlings which may develop into commercial varieties. William Boyd of the N. J. Department of Agriculture reported on the inspection work which makes possible the certification of blueberry

## Annual Meeting of New Jersey Blueberry Farmers' Association

Herbert W. Voorhees, President of the State Farm Bureau, made a stirring address before

nurseries in regard to freedom from stunt disease. The County Agents of the three important blueberry counties in New Jersey spoke briefly.

the blueberry grower of New Jersey on the importance of the farm population in maintaining and molding the life of our Nation's democracy. With the aid of the Agricultural Extension Service, which he asserted is one of the greatest adult education programs in the world, it should be possible for our rural families to continue to supply the vigorous and sound leadership which our cities have always secured from our farms and small towns. Mr. Voorhees was emphatic in pointing out that this was no small responsibility and that the dangerous life of the present day demands that we live up to it with courage and initiative.

Charles A. Doehlert, representing the Cranberry and Blueberry Research Laboratory, reviewed the Experiment Station's program for blueberry growers in 1950. It was quite evident that there is constant and close contact between the Experiment Station and the blueberry growers so that they have opportunity to know the results of research in blueberry problems and also the practical application on their farms.

Plans were made to hold a general meeting in January on the subject of cooperative marketing.

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## Protects Cranguyma!



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RAIN BIRD  
SPRINKLERS  
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Provide Protection from Frost and Drought at Cranguyma Farms, Long Beach, Wash.

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SPREADING out in an impressive acreage in the great Northwest, Cranguyma Farms at Long Beach, Washington, represents an important part of our nation's cranberry production. Standing as dependable guardians against frost and drought 1000 Rainbird sprinklers provide the correct and necessary rainfall whenever it is needed. This outstanding installation is indicative of the dependability of Rainbird Sprinklers. The distributor or dealer listed below will be pleased to furnish additional information upon request.

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Wish for You

VEG-ACRE FARMS  
IRRIGATION DIVISION  
Forestdale, Cape Cod Mass.

HISTORY

(Continued from Page 11)

Bank of Cape Cod and treasurer of the Cape Cod Five Cents Savings Bank. He was also appointed postmaster at Harwich in 1856, succeeding his father, who had died in that year. He had been Harwich town clerk and treasurer in 1852, justice of the peace and notary public. He was also one of the Commissioners of Mashpee, appointed by the Governor over that Indian district. Also he was commissioner of "Cape Cod Harbor", and principal for a time of Pine Grove Seminary. In religion he was a sturdy Congregationalist and held church offices.

Grew Cranberries

Associating Mr. Brooks more closely with the cranberry industry than his many other activities was the fact that he was a grower in his own right and was chairman of the Cranberry Committee of the Barnstable County Agricultural Society. It was in the closing year of that decade, 1859, that he compiled a list of growers in several Cape towns—how many barrels produced and their value, and the

price per barrel.

His native town of Harwich led by a close margin over Dennis, Harwich having grown 856½ barrels, bringing in a total income of \$10,137, as compared to 831 barrels for Dennis. This list was published in the YARMOUTH REGISTER, which acknowledged it "was indebted to Obed Brooks of Harwich, whose figures, compiled with such care, throw a good deal of light upon the increase of this branch of home industry." It must have been beyond dispute, and today continues valuable as showing who the growers were at that time and what quantities they produced. The lists follow:

	Bbbs.	Price	Amt.
Albert Clark	269	\$13 <sup>1</sup> / <sub>2</sub>	\$3,520
Susanna Winslow	207	11	2,343
Z. H. Small	108	11	1,188
Nath'l. Winslow	53	13	689
Alvin Cahoon	45	13	455
P. T. Cahoon	27	11	297
Nath'l. Robbins	33	11	363
O. Brooks	19	13 <sup>3</sup> / <sub>4</sub>	252
Cyrus Cahoon	18	13 <sup>3</sup> / <sub>4</sub>	236
Freeman Maker	9	13 <sup>1</sup> / <sub>2</sub>	118
Joshua Maker	10	13 <sup>1</sup> / <sub>2</sub>	195
S. Underwood	5	11 <sup>1</sup> / <sub>2</sub>	69
Mrs. A. Brooks	5	12	60
S. Brooks	1 <sup>1</sup> / <sub>2</sub>	12	18
E. Bassett	1	12	12
M. M. Small	1	12	12
S. Small	1	12	12
John Lee	2	12	24
Prince Eldredge	2	12	24

N. Underwood	1	12	24
James Cahoon	3	12	36
Sundry Persons	20	12	240

Dennis

In Dennis, Asa Shiverick led them all, the town producing 831 barrels, valued at \$9,637.00.

	Bbbs.	Price	Amt.
P. S. Crowell	84	\$12	\$972
Asa Shiverick	117	12	1,404
Hiram Hall	45	11	495
Jonathan Tobey	50	12	600
Samuel Hall	21	12	252
S. and S. Paddock	7	11	77
John Hall	15	12	186
Nathan Howes	11	12	132
Dan. Howes	4	12	44
Ezra Howes	3	11	33
Aaron Crowell, Jr.	14	13	182
Elkanah Crowell	9	13	117
Elisha Crowell	3	12	36
William Crowell	6	13	78
Thomas Hall	6	11	66
Joseph Hall	32	11	352
Frederick Hall	12	11	132
Reuben Hall	17	11	187
Nathan Hall	3	12	36
Isaiah Hall	9	13	117
Philip Vincent	46	11	506
Isaac Howes	10	11	110
Nath'l. Howes, 2d	7	12	84
Abijah Howes	3	12	36
Est. Uriah Howes	11	13	143
Obed Howes	30	11	330
Harvey Howes	10	11	110
Ansel Howes	21	11	231
Orren Howes	14	11	154
Philip Howes	5	11	55
Edwin Howes	6	11	66
Chas. and Jos. Howes	4	12	44
Mrs. Eliza Howes	4	13	52
E. C. Sears	7	11	77
Dean Sears	6	11	66
Nathan Sears	10	11	110
Levi Howes	5	12	60
William Sears	10	12	120
Dan. Crowell	10	13	130
David P. Howes	15	11	165
Jas. A. Smalley	18	11	198
Seth Crowell	10	11	110



With the Holiday Season at hand  
and a desire for peace  
in our hearts

In memory of my late husband  
I offer you

"Peacevale"

A New England Village

on

The Edaville Railroad

Cranborough Line

Sincerely,

Mrs. Ellis D. Atwood

Constant Sears 1 13 13  
 35 others had more than 2 bbls. each.  
 James A. Smalley produced the greatest number of barrels for Brewster with 90 barrels, the total for the town being 322½ barrels, selling at \$3,848.

	Bbls.	Price	Amt.
Wm. Winslow	68	\$13	\$884
J. A. Smalley	90	11	990
Benj. Freeman	18	11	198
Solomon Freeman	14½	11	159
Dr. S. H. Gould	12	13	156
Augustus Paine	8	13	104
Eben Paine	8	13	104
A. Smalley	10	11	110
Nathan Crosby	10	12	120
Mrs. Looke	10	12	120
Timothy Jarvis	2	12	24
Gould Hurd	6	12	72
J. Berry	7	12	84
Moses Snow	1	12	12
Theodore Berry	18	11	198
Stephen Bassett	5	12½	63
E. Pratt	8	12	96
Barnard Freeman	11	12	168
Susanna Winslow	6	11	72
Sundry Persons	22		

These statistics show that these towns produced a total of 1,986 barrels, to a total value of \$23,622.

### Provincetown

As to what Provincetown at the tip of the Cape was doing, the PROVINCETOWN BANNER compiled a list. That town produced 331 barrels, valued at \$4,320.88, Thomas Lothrop receiving the highest price per barrel, while the Porpoise Pond company was the biggest producer.

	Bbls.	Price	Amt.
Thomas Lothrop	24½	\$15.00	\$367.50
James Chandler	15	12.25	183.75
S. A. Paine	13	12.75	165.75
Isaac Small	35	12.75	446.75
Stephen Ryder	12	12.25	147.00
J. S. Fuller	8½	12.75	108.38
Stephen Bennett	5	12.25	62.50
Wm. M. Shedd	37	13.00	481.00
Jonathan Hill	8	12.75	102.00

Joshua Nickerson	10	15.00	150.00
Porpoise Pond Co.	75	13.00	975.00
Gideon Allen	4	12.75	51.00
J. A. Nickerson	20	13.00	260.00
Godfrey Ryder	2	12.00	24.00
Seth Nickerson	4	13.00	52.00
Great Pond Co.	2	13.00	26.00
Addison Nickerson	4	12.00	49.00
Isaiah Nickerson	4	12.25	49.00
Transplanting Co.	34	13.50	459.00
Joshua Paine	2	13.00	26.00
Others	12	13.00	156.00

No figures of production are available to speak for Barnstable, but the BARNSTABLE PATRIOT does say:

"Captain Heman Foster has dyked in a very pretty lot of salt meadow, which will soon be in readiness for vines... Walter Chipman, Esq., is now preparing five or six acres quite near our village... Gorham Hallett has recently purchased six acres on Sandy Neck in a cove adjoining that of S. B. Phinney... Others are arranging to plant, both in this village and at Sandy Neck."

It adds: "That the cranberry culture yields almost fabulous profits no man can deny, and it seems almost as universally admitted that no cranberries equal the quality of those of Cape Cod. The berries are mixed (in Boston) with those from other sections in order to make them sell."

### Captain William Crowell

The first New York commission house had been established in this decade. In 1855 Captain William Crowell of Dennis, associated with Howes Baker as Baker and Crow-

ell, became the only such house in New York for many years. They handled Cape Cod cranberries.

Captain Crowell, one of the many Crowells of Dennis in particular and Cape Cod in general, being of the 6th generation from John Crow (or Crowell), original Cape ancestor, had gone to sea at 11 and become a master by 21. He gave up sea going in 1849 and went to New York where he opened a ship chandler and grocery business with Baker. He was for many decades an important factor in the cranberry trade.

In 1877 he operated as William Crowell at 39 Water street and two years later was with I. B. Hall. In the '70's there were many others handling cranberries, including Titus Bros., 154 West St., also well known by Cape growers.

Crowell's son was the late William Crowell of Dennis, who handled cranberry properties in Wareham until his death a few years ago.

### How Cape Felt as '50's Ended

What the contemporary Cape opinion was concerning the industry was well expressed as the 1850's closed by the Cape papers:

.... individuals in some instances have received as high as \$2,000 and \$3,000. The epidemic is spreading to all classes. In one town a piece of bog land which was not worth \$100, now that it is under cultivation could not be bought for less than \$10,000, we are informed.

Laborers find welcome employment at good prices and "our capitalists" are learning their money can be invested to better advantage at home than in the West.—Yarmouth Register.

There is no danger of the business being overdone. The demand is great and constantly increasing... The expenses of

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preparing the land for culture is very inconsiderable; and the tracts are easily susceptible of being brought into cranberries and the best adapted to the culture have been hitherto comparatively valueless for other purposes.—(Atlantic Messenger).

The crop this year has been in quantity and perhaps quality above the average of the past three or four years, and the present year (1859) has given new impetus and shows increasing intention in the county to cultivate this berry, and high and perhaps justifiable hopes are entertained that they (the bogs) soon will become a source of profit and encouragement, that by industry in this line we may live by the profits of our soil.—(Zenus D. Bodfish, reporting for the Barnstable County Agricultural Society).

There was competition in the market. The YARMOUTH REGISTER in September of '59 said: "It is reported that the cranberry crop of the Cape had all been bought up by Mr. Curtis of Boston at \$11.00 a barrel. This is not true. He has engaged a good many, but many prefer to hang on, some having sold at \$12.00, \$13.00, and some as high as \$15.00." Sandy Neck berries were reported as sold at \$18.00, "being better ripened and developed because they were not affected by frosts".

In Wisconsin, where wild cranberries had long been floated down the Wisconsin and into the Mississippi on lumber rafts to be sold to towns along the "Father of Waters", there was a law which forbade the picking or having in possession unripe cranberries before the 20th of September. It appears that at least by the closing year of the '50's this law was being enforced, as the BERLIN (WISC.) COURANT reported under date of September 8th that eight or ten persons were arrested and bound over to the Circuit Court in Wausshura County for picking unripe berries in the town of Sacramento, contrary to law.

Yes, the 1950's had seen the cause of cranberry culture getting into a much stronger position than ever before.

(To be continued)

## POLLINATION AND FRUIT TREES

Pollination has to be considered when planting fruit trees. All varieties of apples will produce more fruit if cross-pollination is provided. This is accomplished by planting several varieties that are compatible. Pears also need to be cross-pollinated. Peaches, with the exception of the J. H. Hale variety, are self-fruitful and do not need cross-pollination.

Japanese plums require cross-pollination, but the European kinds, such as Stanley and Italian Prune are self-fruitful. Sour cherries are self-fruitful, but sweet ones need cross-pollination. All bush fruits and berries, as well as recommended grape varieties bear without cross-pollination.

Then, too, there is the matter of soil. This should be improved before too many fruit plants are set out. All fruits grow best on a deep, well-drained loam or sandy loam that contains some organic matter in the top soil. Soils that are too sandy or gravelly do not hold plant food and moisture.

All of this explains why a prospective back yard fruit grower has to watch his step and put some thought into his venture even before he buys his stock.

## FARMERS UP IN AUTOS, TRACTORS

American farmers have stepped up their production so greatly since 1941 that today the 5.8 million farms of the nation have more than 11 million motor vehicles and tractors.

Farmers are said to account for 40 per cent in the spectacular increase for the nation in truck ownership. Ownership of tractors on farms has jumped from 1.7 in '41 to 3.4 millions. Where farmers owned 4.3 million passenger cars before the war they now own 5.5 million.

This equipment generates about 750 million horsepower, it is estimated, or ten times as much mechanical power as is used in all American industry, a survey by publishers of AAA showed.

## RESEEDING BURNED FORESTS

Reseeding a burned out forestry area with new methods costs half the amount that would be required. By hand, it was determined in an airplane reseeding test carried on by the U. S. Forestry Service to determine the most economical method of restoring burned-out acreages. In a Maine reseeding, white pine seed was used. To get good distribution on the ground, the seed was mixed with from 3 to 10 times its bulk in sawdust.

The seeding was done while snow was on the ground, an effective procedure to protect the seeds from small rodents who are likely otherwise to eat much of it. Early reports showed a fairly satisfactory germination and forestry officials believe that airplane seeding may prove to be a cheap method of quickly restocking the large area burns that occur occasionally in the United States.—(National Agricultural Chemicals Association News).

## SCIENTIFIC ACHIEVEMENT

Agricultural scientists consider the development of hybrid corn certainly one of the greatest achievements of the past 50 years. It is considered an outstanding example of research that started purely on theory, and produced results that revolutionized the production practices of one of the major crops.

## MASS. DIRECTOR MUNSON IS AGAIN AWARDED

Willard A. Munson director of Massachusetts Extension Service has been accorded the Distinguished Service Ruby Award of Epsilon Sigma Phi fraternity. This is the highest honor presented by the national fraternity. In May, Mr. Munson received national recognition for his outstanding achievements in agriculture when the USDA presented him with its Superior Service Award.

Director Munson retires from service in February of next year after being in agricultural work for more than 35 years.

## FARM FORESTRY QUESTIONS ANSWERED

What causes the lower limbs of pines and spruce trees to die when the trees are planted close together?

Lack of sunlight. This, however, is normal and is Nature's way of pruning the tree.

Is it necessary to prune all the trees in a pine plantation if they are spaced 6 feet apart?

Prune only about one out of every four trees. This will result in a pruned "crop tree" about every 12 feet. The other three unpruned trees will usually be cut for pulpwood, a low-quality product where knots are of no concern. Always select the most vigorous trees for pruning.

In a pine plantation when should pruning of the trees begin?

Pruning should start when the

lower branches have begun to die or when the trees are 3 to 4 inches in diameter. Trees pruned at this stage will have all their knots encased in the center four-inch core of the trunk. All diameter growth beyond this point will result in clear lumber.

To what height should pine trees for sawtimber be pruned?

Normally trees should be pruned to a height of 18 feet from the ground. This will yield one sixteen-foot log clear of knots and other defects. Don't prune the entire tree at one time. Do the job in about three stages so as not to greatly reduce the number of live branches on the tree. A good rule is to remove all dead branches plus one whorl of live branches at each pruning. Repeat about every 4 years until you reach the eighteen-foot mark.

When should pine trees be

pruned?

Dead branches can be pruned at any time, but the live branches should be pruned when the tree is dormant. Late Fall, Winter and early Spring are best for pruning.

## NCA Queen Presents "Growers' Pledge" of Low Cranberry Prices

Beverly Richards in New York Gives Scroll to the Founder of Super Market Institute, Just Prior to Thanksgiving.

When National Cranberry Queen Beverly Richards visited in New York before Thanksgiving as a guest of National Cranberry Association, she took with her a message promising low prices for cranberry sauce during the holidays. The pledge was printed on

We hope you  
found this issue  
of the Cranberry  
Magazine interesting.  
If you are not a  
subscriber, we  
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Sliding Gate Reservoir Flumes—the kind that let you sleep on frosty nights.

Dog-leg Reservoir Flumes—for Oxygen Enrichment.

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Long lengths—few joints—easy to handle.  
Galvanized, asbestos bonded, completely coated, with a paved bottom to take the wear.

### AND NO SPILING

Instead, on short pipes, reservoir flumes, or where eels and muskrats are bad, use a corrugated-iron seepwall collar, extending two feet above, below, and both sides of pipe.

### ASSEMBLED IN A FEW HOURS

Excavating and backfilling your chief problem.

### NO SETTLEMENT

Except as the whole dike settles, even on the softest bottom.

### DELIVERY

Normally within three weeks from the time you order. Material trucked from Palmer. Unloaded as near the sites as they can reasonably get with a loaded trailer truck.

### PRICE

Depends on size, height, length, etc. Unless the flume is unusually high, wide and handsome, the cost will not exceed \$10 per inch of outlet diameter: 18" outlet, \$180. Short, simple flumes are as much as 25% less. This is delivered price; you install it. I sometimes supervise installation for a fee.

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NORTH CARVER, MASS.

a scroll which Beverly presented to M. M. Zimmerman, representing the Super Markets of the country. It read:

**HEAR YE!**

To the housewives of America, the nation's cranberry growers make this pledge: That the coming holiday season will see cranberry sauce selling at the lowest price in eight years.

The little red berry that gave sustenance to the Pilgrim fathers many years ago, continues to provide good health and good flavor for American tables.

You may, therefore, freshly pass the cranberry sauce, not only with turkey, but with chicken and fowl . . . and whatever dish may grace your table . . . and pass it not once, but twice . . . and thrice . . .

**The Nation's**

**Cranberry Growers**

Mr. Zimmerman is a founder of the Super Market Institute and is editor of the trade magazine, Super Market Merchandising. He received the cranberry growers' pledge on behalf of the nation's Super Markets.

Newspaper releases spread the good word to the housewives who were already stocking up for the

holidays ahead. At a time when prices are going up, a story of a food item holding its prices down at an 8-year low is as unusual as the story about the man that bit the dog. (And cranberry sauce tastes better.)

Queen Beverly was interviewed by John Powers of the famous model agency during her visit, and was selected as a studio contestant on the TV "Stop the Music" show. She knew the name of the song and won a supply of Old Golds and an attractive dinette set.

Among the places where she dined was Pierre's, 52 East 53rd Street, owned by National Cranberry Association members Pierre Ferro of Pemberton, New Jersey. Both Pierre and his brother were there to advise Beverly what specialties to select from the French cuisine and even to show her the main dish before she ordered.

At Pierre's, as at every place she ate in New York and on the train, Beverly found cranberry sauce and cranberry juice on the menus. She was convinced that being Queen of Cranberries is a very important position.

Twice, however, her royal prerogative was superceded by the same power. She had two appointments to appear on CBS, and both

programs were cancelled to leave the channels open for the United Nations.

**SOCIAL SECURITY**

Farm operators must start paying Social Security payments for their regular farm workers January 1, 1951. The new law effecting farm operators and workers becomes effective January 1, 1951.

The farmer employer pays 1½% on the first \$3,600 of wages as social security payments, and the worker pays 1½%. From 1954 to 1959 the rate for each will be 2%, from 1960 to 1964 2½%, from 1965 to 1969 3%, and after 1969 the rate will be 3½%.

The farmer himself is not cov-



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and a more prosperous 1951

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ered by social security payments.

His regular employees must get a social security card before January 1, 1951. The tax through 1953 is 3%, ½ deducted from the employee's wages, the other contributed by the employer.

Definition of a "regular" farm worker:

1. He works continuously for one farm operator during an entire calendar year.

2. He does farm work on at least 60 days for this same employer on a full-time basis in the succeeding calendar quarter and receives \$50 or more in cash wages for his work. He continues to be a regular farm worker for the same employer as long as he meets these requirements in each succeeding calendar quarter.

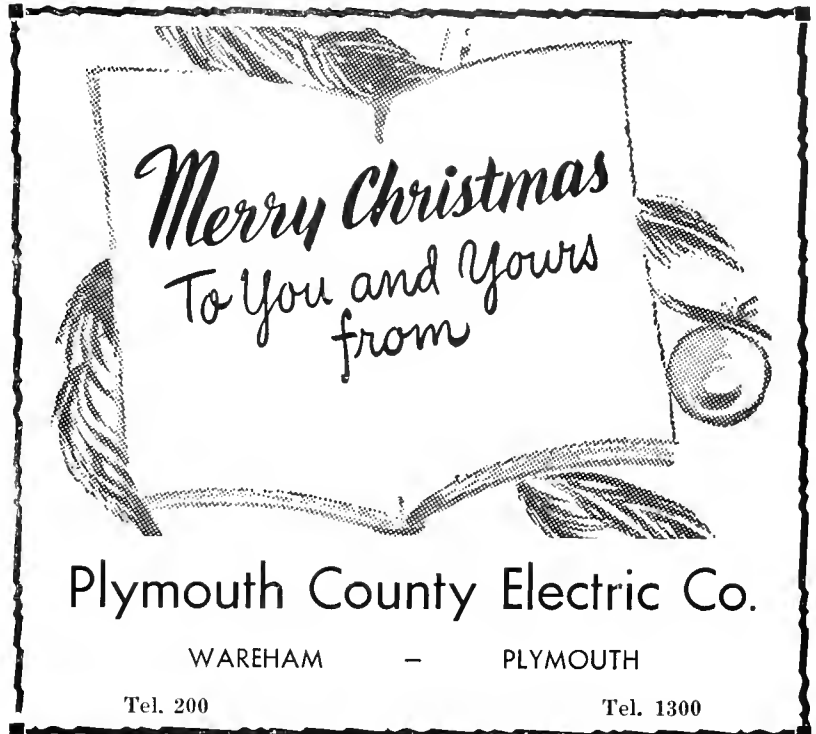
3. He also is a regular worker if he is paid \$50 or more cash wages in a calendar quarter and was a regular worker for the same employer in the preceding calendar quarter.

Cooks, mechanics, truck drivers, etc., are included if they work regularly on farms.

The social security tax is computed only on the cash wages or salaries paid and does not include the value of room, board, house

rent, farm products, firewood, etc.

Further information can be secured by writing direct to any Social Security Office.

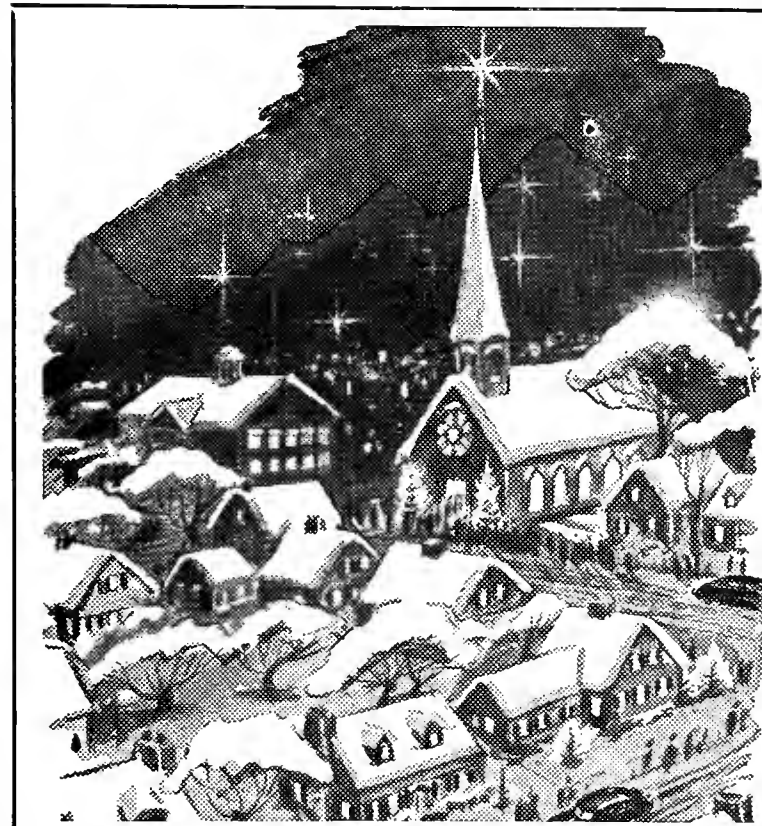


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# CRANBERRY SEASON

On its editorial page one day last month the NEW YORK TIMES published a colorful little item on cranberries. The writer, perhaps bitten by nostalgia, says that while he wouldn't have a cranberry "any other way", nonetheless wonders why (and suggests some reasons) why a cranberry is so tart—"almost bitter":

"In truth, it is hard to think of the cranberry as not being alive, even when he reaches his point of supreme immolation on the Thanksgiving board. He still seems to be jousting furiously with all the slings and arrows of outrageous fortune that have made him as beautifully brusque as he is. His living conditions—peat, sand, freezing water—are abominable. From his earliest days, wildlife of all kinds have thirsted for his blood. Man flatters him with cranberry queens and festivals, publicity campaigns, extols him as a native American—before Pilgrims—all the while stealthily preparing him for gathering fork, the processing mill, and hundreds of diluting recipes that a hardy, self-respecting cranberry wouldn't have anything to do with.

"No wonder he's burning, almost bitter. We wouldn't have him any other way."

Of course, there might be a few other reasons why a cranberry would be especially tart this year—some obvious ones. And we wouldn't have him any other way, either, but we do believe that continued support of your fresh fruit cooperative during the coming year may well give cranberries a new and understandable reason for being so tart—"almost sassy!"

A MERRY CHRISTMAS  
from

**Eatmor  
Cranberries**

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## 1950 IS GONE

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# Mass. Cranberry Station and Field Notes

by J. RICHARD BEATTIE  
Extension Cranberry Specialist



## "Leck" Handy

The many friends of Leslie B. Handy of Wareham, were saddened by his recent death. Mr. Handy will long be remembered as a noted sportsman and able cranberry grower, a true friend, and a man of vision. The "frost gang" will miss his keen wit and ready humor that enlivened many a frost session at the Cranberry Experiment Station.

## Forestry

This is the time of year when cranberry growers review the past season and plan for the coming year. There is a phase of the cranberry industry that apparently has been overlooked in this process. Reference is made to the field of forestry. Cranberry growers own a large percentage of the forestry holdings in southeastern Massachusetts. They have been paying taxes on these wood lots for many years and yet have received very little revenue from their timberlands. It is the opinion and experience of trained foresters that these wood lots, properly managed, offer an excellent source of income to many bog owners. Under present conditions, any supplement to the grower's income should be most welcome. A few observations and suggestions made by Charles L. Cherry, District Forester, better known as "Charlie", are offered to growers for their consideration.

First, we all recognize that it is good business to maintain our bogs at levels of high production. Doesn't it seem reasonable that we should strive to keep our wood lots producing to their capacity? The maintenance of timberlands in a state of high production is somewhat similar to a bank account. In order to draw interest, one has to have capital—in this instance,

it is growing capital. The more growing trees left per acre, the greater the annual production. This in turn provides for more frequent logging operations. Foresters refer to this practice as placing a wood lot on a sustained yield basis. This simply means practicing a little selective logging rather than scalping a wood lot. There are wood lots that should be clear cut after they have reached a certain stage of maturity, according to Mr. Cherry, but there are far too many lots that are scalped.

There is no profit in cutting small pines. White pine cut under 10 inches in diameter actually costs the owner and operator money. It has been found in most instances that 90 percent of the volume in a stand of timber may be taken from a lot in the maturing timber class that ranges from 10 inches to 30 inches in diameter. On this basis, we believe that the cutting of smaller trees is not a sound practice.

Wood lots can be managed on a scientific basis just as growers manage their bogs. It might be interesting to take an actual woodlot of white pine to demonstrate this point. The lot in question is owned by Russell A. Trufant of North Carver. A study was made on one of Mr. Trufant's wood lots last February by Charles Cherry and John H. Lambert, Jr., of the Massachusetts Division of Forestry. The following data was collected on one acre of timber. The trees that should be cut were marked and totaled 5000 bd. ft. They consisted of the largest and poorest quality trees. The stand left under this improvement cutting contained 17,800 bd. ft. per acre. It had 264 trees 8 inches to 14 inches D. B. H. (Diameter Breast High) 1 to 2½ logs high,

plus 12 trees D. B. H. or a total of 276 trees per acre, 6 inches D. B. H. and up. The average size tree was 10 inches D. B. H. and 2 logs high. The annual growth rate for the average tree was 3.28 bd. ft. The annual growth per acre was 896 bd. ft. These men assumed that the stumpage was worth \$15.00 per thousand board feet, and this would mean that the annual gross income would be \$13.44. This is only one example of how a forester can assist growers in finding out how much timber is growing on a lot, what it is worth, the amount of annual growth, and the trees that should be cut to improve the wood lot through selective logging. There is, at present, a foresters' cutting law that requires the timber operator to report his wood lot operations so that a forester can prepare a cutting plan. However, it only calls for the very minimum as to standards of sound forestry practices. The fallacy in this particular law is that the owner does not realize that his lot may be practically stripped, leaving only the required four seed trees per acre. The owner would be wise to seek the control and advice of a trained forester before he sells or cuts his timber.

## Forestry Service Free

The following free service is available to all woodland owners in the state by merely contacting their Extension, county, or district foresters.

1. An estimate of the volume and value of timber on a wood lot.

2. Preparation of a detailed plan, including the marking of trees that should be cut to improve the lot.

3. A copy of a proposal of bids for selling the timber so that all operators may have opportunities to bid on a property. This tends to secure maximum prices for the owner.

4. A copy of a special contract that gives the land owner full protection in the cutting operation and insures him that the operator will carry out his agreement.

Charles L. Cherry, District Forester, Kingston, Massachusetts, and Robert Parmenter, Extension Forester, University of Massachu-

sets, Amherst, Massachusetts, are both available to consult with cranberry growers on their forestry problems. Why not contact one of these men the next time you plan to cut or sell timber?

#### Cranberry Supplies To Be Short.

There is every indication that there will be a shortage of certain cranberry supplies and equipment before spring. Growers are urged to anticipate their requirements now and place their orders immediately. Shortages are already apparent for certain insecticides, fungicides, weed control chemicals, cellophane, and fertilizers. By placing your orders now, your dealer will have a better opportunity of filling them.

---

## "Bill" Tomlinson Leaves Jersey to Return to Mass.

by Charles A. Doehlert

William E. Tomlinson, Jr., has been with the N. J. Cranberry and Blueberry Research Laboratory for almost six years. He came to us from the Waltham Field Station, which is a branch of the Massachusetts Experiment Station, where he had been working on apple and vegetable insects.

Tomlinson was quick to become acquainted with the New Jersey growers and to find his way around the blueberry plantings and cranberry bogs. In New Jersey these are often hidden far back in the pine woods on narrow sandy lanes which the ordinary traveler never sees.

His immediate interest centered on the blueberry maggot problem and he soon was able to show that two dustings were insufficient to secure good control of this pest. At the same time, he made it somewhat easier for the growers by showing them that a 2 percent rotenone dust would do the work as well as 5 percent dust which had been used up to that time. At present he has a research article prepared for publication which will furnish the first scientific basis in New Jersey for predicting the proper date to start

dusting or spraying for this pest. Up to the present it has been necessary to rear colonies of the flies and to record the number of flies emerging from the soil each day in June until their numbers were sufficient to warrant field treatment within 10 days. The new method is to predict the fly emergence from temperature records which may be taken in any locality.

At the same time Tomlinson got into the work on finding the insect vector, or carrier, which might be spreading stunt disease. He produced the first planned transmission of stunt disease with a known insect. One previous transmission had been achieved, but that was with a mixture of insects. In the years following Tomlinson and Philip Marucci concentrated much time and energy on this problem. Finally in October, 1950, Tomlinson, Marucci and Doehlert published the results of their research on this problem which established the sharp-nosed leafhoppers *Scaphtopius magadlensis*—*verecundus* as the vector of this disease.

Other publications by Tomlinson have been on the Sparganothis fruit worm for cranberry, the annual Blueberry and Cranberry Insect Control Charts, the control of fireworms and blossom worm, the outbreak of cranberry scale in N. J. bogs, the control of blueberry bud mite, and the control of fruit worms and curculio in the fruit of blueberry.

Bill Tomlinson and his wife, Barbara, will take back to Massachusetts their family of five children, William, III, George, Elizabeth, Barbara and Richard, of whom the latter two are natives of New Jersey. The Tomlinsons will be missed in South Jersey, not only for the assistance that Bill has been giving to the N. J. Experiment Station and the cranberry and blueberry growers, but also by a large number of friends with whom they became acquainted while they were here. His cheery manner and gentle wit are appreciated by many.

Tomlinson will be carrying on research and extension work with

## NCA RESTORES 1948 PRICE LEVEL

Ocean Spray prices were restored to the 1948 level, effective December 18. The 1 pound can of cranberry sauce that formerly sold at \$1.50 is now priced at \$1.70 a dozen. The price of the 7¼ pound can is given at \$10.00 a dozen and the 7 ounce can at 90 cents a dozen.

The object of the \$1.50 price according to NCA was to move a large volume of berries by providing the popular price to the consumer of two cans for 29 cents. The program, along with the Chicken and Cranberry Campaign, was highly successful in disposing of the cranberries that had piled up as a result of three successful bumper crops and disturbed market conditions.

Now that Ocean Spray is once again on a current basis, it is possible to return to the 1948 price that will more adequately cover rising costs of labor and materials incurred in growing and harvesting as well as in processing.

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### COMMUNICATION

An excerpt from a communication from Aberdeen, Washington:

I want you to know that I really enjoy reading your magazine . . . and do not want to be without it.

I might add that your magazine is getting more interesting right along. I think that reports from organizations, selling agencies, Growers' Council, Government Diversion, or from individuals like Atwood, Budd, Benson, Beaton, Makepeace, Urann and other key figures in the industry make good reading matter.

Yours truly,

---

shade trees for the Massachusetts Experiment Station. He also plans to develop a blueberry planting of his own. We wish the Tomlinsons the best of success in their new venture.

# Cranberries

THE NATIONAL CRANBERRY MAGAZINE

ISSUE OF JAN 1951—VOL. 15, NO. 9

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## FRESH FROM THE FIELDS

Compiled by C. J. H.

### MASSACHUSETTS

Many of the Massachusetts cranberry screen houses have closed and the fresh berries have been shipped. A careful check of the berries left which are suitable for the fresh fruit market indicates there are less barrels available than there were sold after this date a year ago. This is a great improvement in the cranberry situation and should be encouraging to all growers.

The precipitation for December at the State Bog was 4.25 inches which is nearly normal for the month. The greatest daily amount was received December 2nd following the heavy precipitation of November. Snow accumulated to two inches on December 19th at the State Bog and disappeared in a few days. Cold weather developed ice up to three inches thick which was covered with three inches of snow on December 27th. The lowest temperature at the State Bog was eleven below zero on the 28th. This low temperature did not greatly increase the ice and probably did not damage unflooded bogs because of the snow cover.

Oxygen determinations made at the State Bog during the month were satisfactory. The amount of oxygen was decreasing with the three inches of snow, but this did not persist long enough to be dangerous, but one or two more days with snow on the ice and cloudy weather would have given low readings.

Most of the bogs have been flooded fairly well. In some sections, particularly on the Cape, the bogs do not have as much water

on them as the growers would like to have. November rains improved the water supply considerably, but were not sufficient to provide a surplus. The winter water situation is probably very similar to that of a year ago.

#### Personal

Miss R. Thelma Laukka, secretary at the Massachusetts Cranberry Experiment Station at East Wareham, became the bride of Edmund Tamagini of Wareham, Saturday Dec. 30. Mrs. Tamagini is treasurer of the Cape Cod Cranberry Growers Association.

### NEW JERSEY

#### December Slightly Cooler, Wetter

December had an average temperature of 33.5 degrees, which is 1.9 degrees cooler than normal. Rainfall was well enough distributed, with the total of 2.50 inches being practically normal, only .13 inches above normal.

#### Salt Water Flood

The only serious bog damage reported as due to the November 25th storm was on the bogs of Joseph Palmer, where the combination of heavy rain, wind, and high tides caused the breakage of a dam and tide gate and a general flooding of the bogs with salt water. Fortunately, there was something of a flood on the property which diluted the salt water. Furthermore, the unflooded soil was thoroughly wetted with the heavy rain. Mr. Palmer promptly took samples of the flood water which have been tested for salt content. The episode should furnish valuable data as to tolerance of cranberry bogs to salt water inundation during the dormant

season.

#### Annual Asso. Meeting Jan. 27

Programs have been mailed out for the annual meeting of the American Cranberry Growers' Association which will be held at Fenwick Hall, Pemberton, on January 27. The meeting begins at 10:30 a. m. Advance reservations for lunch are requested. This is a change from previous custom.

### WISCONSIN

#### Budding Not Too Good

The budding throughout the state does not look too good for next fall, and Wisconsin will have a normal crop in 1951, although with the new acreage coming into bearing it is difficult to determine what is now a normal crop. There will be very little new planting next spring as present costs do not stimulate new plantings. Some of the older marshes are being neglected to some extent.

#### Labor To Be Critical

Labor will be critical next year. Vernon Goldsworthy made a trip to Jamaica in early December to take care of his labor requirements. He and the growers whose marshes he managed will probably use at least 2,000 Jamaicans. There will be at least 1,000 to 10,000 workers from outside areas recruited, if possible.

#### Heavy Snowfall

The middle of the month of December brought fifteen to sixteen inches of snow reaching about twenty inches by the end of December in the central part of the state. Northern Wisconsin has two to three feet of snow and the entire state has colder weather and more snow for the time of year than has been experienced for



many years.

D. C. Hammond, Jr., Wisconsin Cranberry Sales Company, reports that several marshes were isolated completely for as long as three days during one of the snow storms. Also that during the period many marshes were preparing for winter flooding, sunlight was meagre and snow coverage very heavy.

#### Oxygen Tests

In one case where oxygen tests were taken the growers reported that the oxygen content of the water was very low and some damage might be expected.

#### End of Shipment

Goldsworthy writes that the berries in the northern part of the state are pretty well shipped out and growers feel relieved, but of course very much disappointed in the prices.

Dec. 22 saw the last shipment of the Wisconsin Cranberry Sales Company from the Valley Corporation, this being the last shipment from the entire state. Eddie Grygleski, manager of the Valley Corporation, was through shipping his 1949 crop in February of 1950 so he has finished earlier this year.

### WASHINGTON

#### Weather Mild

Since the strenuous harvest weather conditions have been comparatively mild and by the middle of December not a snow flake had fallen.

#### Expert Increase Production

Little cranberry work is being done, other than the regular pruning. There will probably be no new acreage planted. However, D. J. Crowley expects production to show an increase in 1951 and for the next few years as new bog previously constructed will be coming into bearing.

#### Cranberry Club Elects

The Cranberry Club at its regular meeting in December elected officers for 1951. These are: president, Frank G. Glenn; vice-president, Joe Howe; secretary, Mrs. Lemain Arthur; treasurer, Mrs. Don Tilden.

The meeting marked the fourth anniversary of the founding of the organization.

## C. M. Chaney Resigns As Ace Executive

Chester M. Chaney, one of the best known leaders of the fruit and vegetable industry and for many years an officer of the American Cranberry Exchange, of which he was also one of the founders, has submitted his resignation as the organization's executive vice-president.

The announcement came from Theodore H. Budd, Sr., Exchange president, who said that Mr. Chaney, although retiring from active duty with the marketing association as of March 31st, 1951, would continue to make his services available in a consultative capacity.

Since 1907 the Chaney name has been closely identified with the cranberry industry. In that year, Mr. Chaney and his brother, the late A. U. Chaney, were instrumental in organizing what was known as the National Fruit Exchange.

The organization, formed to market fresh cranberries, was renamed in 1911 as the American Cranberry Exchange. Eight years later the Exchange was again re-organized as a membership cooperative.

#### Served Growers Since 1907

Throughout this period, during which the Exchange has maintained a consistent leadership in the sale of fresh cranberries, Mr. Chaney has served successively as assistant general manager, general manager and executive vice-president.

He succeeded his brother as operational head of the Exchange, upon the latter's death in 1941.

Mr. Chaney's work with the Exchange has been primarily concerned with sales. Since his first association with the cranberry industry he has travelled widely throughout the United States, Canada and Europe in setting up distribution outlets for fresh cranberries.

#### Long Advocate of Advertising

He has long been a leading advocate of consumer advertising in the fruit and vegetable field, and has been responsible in large part for the development of the trade name, "Eatmor Cranberries", which has been nationally advertised since 1916.

He has also been a leader in the development of consumer packaging. Fresh cranberries, once marketed only in bulk form from quarter-barrel boxes, are now widely sold in colorful pound-sized consumer boxes and cellophane bags.

Mr. Chaney has been active in trade association work and has served as a director of both the United Fresh Fruit and Vegetable Association and the National Council of Farmer Cooperatives. He has also served on a number of committees of the latter organization, and is a member of United's Counsellor's Club, composed of former officers and directors.

The retiring Exchange executive was reared on a farm near Flora, Illinois, and was associated with his brother in the brokerage firm of the A. U. Chaney Company in Des Moines prior to the organization of the National Fruit Exchange. It was in their travels to Wisconsin and Massachusetts, leading cranberry-producing states, that the brothers conceived the idea of a central national organization for marketing fresh cranberries.

(Continued on Page 15)

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# The Massachusetts Commissioner Of Agriculture Earned His "First Money" Picking Cranberries As A Small Boy

By  
CLARENCE J. HALL

John Chandler, Commissioner of Agriculture, is interested in the cranberry industry for several reasons. Firstly, of course, is that it is his official duty to be. Secondly, perhaps, is because he has personal intimacy with cranberry growing in the fact that he earned his "first money" picking cranberries. Thirdly, because cranberries are something of a parallel crop with apples, with which he is most concerned, as he is a very successful apple grower himself. Fourthly, because the marketing problem of cranberries and apples (while competitive crops to a certain extent) are similiar.

To return to the Commissioner's picking of cranberries. As a very small boy he harvested the fruit at the "Captain Bangs Place" in Brewster on Cape Cod. He worked for his grandmother, Mrs. George Foster of Brewster. He was paid at the rate of five cents per six-quart measure. This gave him a little spending money to buy a bamboo fishing rod, or such. So he has happy boyhood recollections of the cranberry business

## A Farmer Since 1913

Mr. Chandler was born in Brookline, Massachusetts in 1890. He was graduated from Yale College in 1912. He studied agriculture at Cornell in 1913. He was a farmer from that date up to the present. Therefore he would seem to be a man well qualified for the position he now holds.

His forebears came to this country from England in 1637 and settled in Roxbury, which, like Brookline, is a suburb of Boston.

## Biography

Listen to this impressive list of the offices Mr. Chandler has held: former president of Nashoba Fruit Producers' Association, Massachusetts Fruit Growers' Association, New York and New England Apple Institute, National Apply Institute, executive secretary National Apple Institute, trustee University of Massachusetts, director New England Council (1925, 1928, 1936, 1939), president Massachusetts Farm Bureau Federation, Sterling School Committee, president Massachusetts Council, Boy Scouts of America, president Boston Regional Produce Market Authority, member Massachusetts Market Authority, vice-president Clinton Savings Bank, chairman, Sterling Town Finance Committee.

The references to Sterling in the preceding paragraph may be confusing until it is understood that

Mr. Chandler's apple orchard is there. Sterling is near Worcester, Mass. His property is named "Meadowbrook Orchards." There are approximately 100 acres in trees, with the total holding 323. The apples he raises are McIntosh, Delicious, Cortland, Northern Spy, Red Spy and Macoun. His production averages about 30,000 bushels per year, which is more solid proof that Mr. Chandler is a real farmer at heart. He also maintains his own packing equipment and cold storage, which shows that, as well as being a farmer, he is a good business man.

To continue a little with the biography of Mr. Chandler: he is married, has four children and 12 grandchildren. His children are Charles F. Chandler, surgeon at Clinton Hospital, Clinton, Mass., Mrs. Thomas Motley, South Acton, Mass., John Jr., headmaster of the Grosse Point School, Grosse Point, Mich., and Nathan, manager of "Meadowbrook" Orchards.

## Fine Publicity Job

Mr. Chandler feels that the cranberry industry is doing a fine job of publicity, even though cranberries are not selling at a reasonable price from the point of return to the grower. By that is meant that he is certain the leaders of the industry thoroughly understand marketing and are making every pos-

sible effort to bring cranberries to the attention of the consuming public.

Why cranberries do not bring a better price, he believes, is because the entire trade is well aware of the heavy carry-overs from recent years. This situation has a continual bearish effect on the market. Apple growers, he says, like the cranberry growers, have their troubles in selling their products for a price which will leave any profit at all for the farmer after paying the expenses for the year's operations, except that in the case of apples the industry suffers for want of an export market which took out of the country from ten to fifteen million bushels of apples annually prior to 1947.

Mr. Chandler is strong upon the idea of the "institute." This he has learned from his apple experience. He believes in the unity of an industry. This unity an institute practically compels. Those who do not wish to belong do not have to. But a large majority do join. Mr. Chandler suggests that it would be better if there was more real cooperation within the cranberry industry. That is, if I may put words in his mouth, that there be less bickering between the factions who do bicker. There can be honest differences of opinion. There can be those who prefer to be independents in their marketing. But speaking by and large, fighting for the fun of fighting gets no one anywhere.

## Chandler Attends Cranberry Meetings

Commissioner Chandler attends many of the cranberry meetings. He is a familiar figure to most of the Massachusetts growers.

Mr. Chandler sits down man to man fashion, with his pipe, and talks things over, when his opinions are asked for.

The Massachusetts cranberry industry is fortunate in having a commissioner of agriculture who is a particular friend of cranberry growing; a man who earned his "first money" picking cranberries.

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# Production Costs The Area of Grower Choice --

by  
B. D. Crossman

Editor's Note:—B. D. Crossman is  
Research Professor in Farm Management  
University of Massachusetts.

## General Statement

When cranberry growers know and understand their production costs they can adjust their operations to a changing world. Production costs are a product of such productive inputs as hours of labor times the prevailing wage rate. The production part of the cranberry industry is where the grower has greatest freedom in exercising his knowledge and skill. He may have little control over the wages for labor, or no control over the price for insecticides, but he may exercise choice in selecting the amounts of each used. Rapidly rising wage rates due to pressures outside the cranberry industry may make it advisable for the bog operator to either curtail certain uses of labor or to substitute machinery for men. Likewise, the scarcity or high price of a particular insecticide makes use of a substitute input desirable.

The successful cranberry grower must continually balance one method of doing a bog operation with others. Is chemical weed control cheaper than hand weeding? Does the improved quality of berries pay the cost of fermenting when cranberries are bringing only \$4 a barrel? With cranberry prices down, and wages remaining high would an investment in a Western Picker pay?

Generally these questions must be answered in terms of a particular bog. Whether savings or benefits arise from one alternative method to another depends largely on the particular bog operation. A method saving labor means little to the bog operator who hires no cash labor. Saving his time or that of unpaid family labor is of no financial benefit unless the time freed can be profitably used some other way. In fact, the investment

in a machine which saves labor may mean added costs to such an operator. The following presentation of cash costs on six different sized bog operations illustrates a wide variation in costs particularly with respect to labor.

## Explanation of Tabular Analysis

At this point some explanation of the method of presenting costs should be given. The direct cash costs in 1948 are given for each case as accurately as possible. The information could have been normalized to a greater extent by spreading certain costs such as cash repairs and sanding, over a period of years. Normalizing or averaging out yields, would of course, have increased costs in some of the cases and reduced them in others. However, the attempt is to show the actual direct cash costs. This is the sum which can be compared with the return for cranberries of the 1948 crop. Normalizing tends to remove reality. Selection of a "normal yield" or "normal expense year" is a difficult problem. Looking at their 1947 and 1948 figures, the case operators spoke of changes con-

templated for 1949. Which of these years were normal?

## Contrast With Typical Production Cost Analysis

A typical cost of production analysis would indicate arbitrary values for the non-cash items of operator's labor and management, unpaid family labor, interest on owned capital and accrued depreciation. Setting these values is strictly an arbitrary decision. Should the same rate for work be assigned the part-time operator who has other income as that assigned the full-time operator? Should the full-time operator of fifteen acres be assigned the same value as the full-time operator of sixty acres? What about family labor? Is there a paying outlet for this type of labor elsewhere?

Deciding on an interest return on owned investment poses several questions. First of all, should the investment be valued at present market value or at original cost or at "long run normal value", the last an uncertainty in itself? Secondly, should the interest rate reflect current borrowing charges, current earnings of other invest-

## CASH COSTS OF BOG OPERATION

Case Number Type Labor Force	I Part-time Part-time operator	II Commercial Owner- operated	III Comm. Owner and 2 regular men	IV Comm. Operator and 2 regular men	V Comm. Operator and 4 men	VI Corporation 10 regular plus seasonal
Acres	8.5	13	20	30	58	184
Expense Items—2			4200	6754	8378	17820
Regular Labor—3			1620	2216	4734	21360
Harvesting—4	355	1404		342	1159	8480
Sanding	220		49		483	
Other Labor			370	220	1215	
Insect Control	74	79	155		2732	2780
Weed Control—5	4					& supplies
Rot Control						
Coop Services—6	205	281 & supplies	750	1700	865 supplies	
Sand	175	344			382	
Fertilizer		24			637	5180
Gas, Oil, Electricity (incl. trucking)	15	93	578	314		
Mach. Repairs	74		325		680	4230
Bldg. Repairs	5	2	85		200	2395
Taxes	113	140	568	1147	3604	4510
Insurance			36	440	705	3490
Interest—7	480				335	
Total Cash Items	\$1720	\$2416	\$8687	\$13133	\$26109	\$70245
Bog Yields, bbls.—8	410	766	1500	900	2855	10100
Cash Cost—BBL.	\$4.20	3.15	5.79	14.60	9.15	7.-

- 1— Values have not been assigned to operator's labor, family labor, interest on owned investment accrued depreciation, as these would be arbitrary, tending to confuse costs with desired returns.
- 2— An effort has been made to include all major items. A few minor ones like frost service may be in with telephone and electricity or omitted. In general, reliance was placed on the operator's record.
- 3— Labor for some seasonal operations appears in case IV and VI.
- 4— Includes costs for floats where harvested.
- 5— Some weed control expense is obviously under regular labor.
- 6— Supplies occasionally included insecticides, containers, and herbicides.
- 7— Interest shown on indebtedness is included.
- 8— Based on 1948 yields rather than normalized ones.

ments or current earnings from cranberries?

#### Desired Returns vs. Product Costs

An estimated cost of production for cranberries including arbitrary values for non-cash costs means little. In general, it reflects the returns the growers desire for their labor and investment. Frequently, in competitive agricultural enterprises, returns are less than the arbitrarily estimated production costs. Does this mean that producers are losing money? Not necessarily, but it does indicate that they are not receiving the desired returns for their labor and capital. A related point for emphasis is that cost of production does not determine price. So long as demand is such that the price for a commodity is less than the desired cost of production, the producer must choose from the alternatives open to him.

#### Alternatives Open to Producers

When producers encounter a period of distressing returns, they frequently band together to try to bolster the price of their product. It may take the form of a greater control of or allocation of supply or an attempt may be made to increase demand through advertising. The cranberry industry has been pursuing this alternative and the individual producer has been contributing his part. An example is the general agreement among producers not to harvest floats. Here the cooperating producer is placing the believed benefit to the industry ahead of any individual interest.

The individual bog operator should not place all his faith on the success of the group action. Nor should he condemn its leaders if it fails. His success for the future largely lies in sound adjustments he can make himself. If his returns are not adequate to cover revenue his direct costs of the type summed up in Table 1 he had better consider alternative uses for his labor and capital. Where a shift to other endeavors is impossible the operator should consider his fixed costs such as taxes and interest and it may be less costly to continue production

than to quit. Where direct cash losses for an assumed short period are less than the fixed bog expenses it appears desirable to continue production. However, the operator should constantly study his cost of operators in an effort to chose from alternative ways of either cutting his costs or increasing his returns.

#### Case Approach to Increasing Returns

The six cases presented in Table 1 were chosen to represent a wide range of productive conditions in the cranberry industry. To average the six would give useless information. Separately they offer operators of similar size and type bogs a chance to make comparisons as to costs.

In this article no attempt will be made to give the mass of practice data which made the basis for the costs shown. That will be left to a more comprehensive bulletin. It should be mentioned that these six cases were from among twenty-five carefully selected cranberry bog operators. The model group of the twenty-five showed over 60 percent of total cash costs made up of hired labor. Four of the six cases shown similarly, have over 60 percent of cash expenses made up of hired labor. This is the most important expense item for most bogs and the one which should receive the most study. On the small owner-operated bogs the harvesting costs was the entire labor cost while for the other cases shown, harvesting costs were over 25 percent of labor costs. From the table it can be seen that harvesting costs per barrel ranged from 87 cents to \$2.46. The highest cost occurs for the case with the lowest yield per acre. This serves as an example of a cost which should be carefully studied. Current studies of the Western Picker show harvesting costs as low as 74 cents and 90 cents a barrel including all the crew. The machine harvests an acre almost at a constant rate regardless of yield.

The cost layouts shown for these cases offers a basis for comparison with other ways of performing

## TRIBUTE TO MR. ATWOOD READ INTO RECORDS OF NCA.

At a meeting of the Executive Committee of National Cranberry Association held at Hanson on Friday, December 1, 1950, President Urann announced it was his sad duty to report the accidental death on Thursday, November 30th, of our fellow-member and chairman, Ellis D. Atwood, in his 62nd year. The following minute was then unanimously adopted:

#### ELLIS D. ATWOOD

Ellis became a member of National in August 1941, was elected a director and member of the Executive Committee in June 1946, and became committee chairman in July 1950. His extensive cranberry operations were centered around that part of his native Carver which became widely and appropriately known as Edaville. Here as a young man he began development. His skillful and resourceful planning manifested itself in this ideal location for working and living, always with discerning taste for beauty and order. Economic phases of the development having been made secure, much of his energy and ability in later years were devoted to public service and activities in which enjoyment by others was his objective. Thus a modest good-will gesture toward the encouragement of holiday spirit ultimately became a railroad around the Edaville Plantation, unique with its facilities and electric displays and providing enjoyment for thousands of guests in a single day. A leader in citizenship with a great heart, to us he gave the strength of his public influence, his judgment and loyalty. We, his associates, extend profound sympathy to his widow and aged mother, and in sorrow record this tribute.

operations. The harvesting operation and the performance of the Western Picker under varied conditions are important enough to warrant a separate writeup.

There are many other ways of operating bogs which should be considered by aggressive operators looking to the future. Flexibility in thinking and planning is needed to keep pace with changing prices, costs and technology.

**T**HIS is a new year. We would like to extend our best wishes for 1951, although belatedly.

What 1951 will bring forth no man should dare to attempt to foretell. Least of all we. Yet we can hope it will be a better year for all of mankind, which, of course, includes the cranberry growers. First, as far as our industry is concerned, there should be mutual respect between cranberry growers, whether members of co-ops or independents. There should not be this continual bickering within the industry. Maybe you do not see eye to eye with the other fellow. Give him the benefit of the doubt. He should give it to you.

This industry of ours is going around and around in a circle of confusion, as Mr. Francis H. Phillips said in the December issue of "Cranberry World."

We have only one job. That is to grow and sell cranberries at a price which is reasonably satisfactory to both grower and consumer. Our President of the United States, Harry S. Truman, called upon us in his Proclamation of Emergency December 16, 1950, with these words:

"I summon our farmers, our workers in industry. . . . to meet the defense requirements of the nation and to this end to eliminate all waste and inefficiency and to subordinate all lesser interests to the common good". We are sure cranberry growers will do as the President asks.

---

**W**E do not know how things will be by the time you are reading this. But, somehow, we have it rather firmly fixed in our thick head that things will be better in 1951. We are speaking of world affairs, nothing to do with cranberries. We read a good deal. We have to in our business. Several articles in national magazines, the newspapers, what we have heard over the radio and gathered from private conversations lead us to believe this World War III may topple of its own weight. That is, unless the few war lords in the Kremlin and in China prevent this.

All this useless slaughter, the suffering is to what end? What is it accomplishing except creating more misery? We recently talked with a Chinese lady and she could not understand what all the fighting is about. She certainly blasted out some of her fellow countrymen. The Chinese lady and I ended up with a handshake, and she

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### New Jersey

CHARLES A. DOEHLERT,

---

said to us. "Whang Ho." That is Cantonese Chinese. The words mean "Good luck".

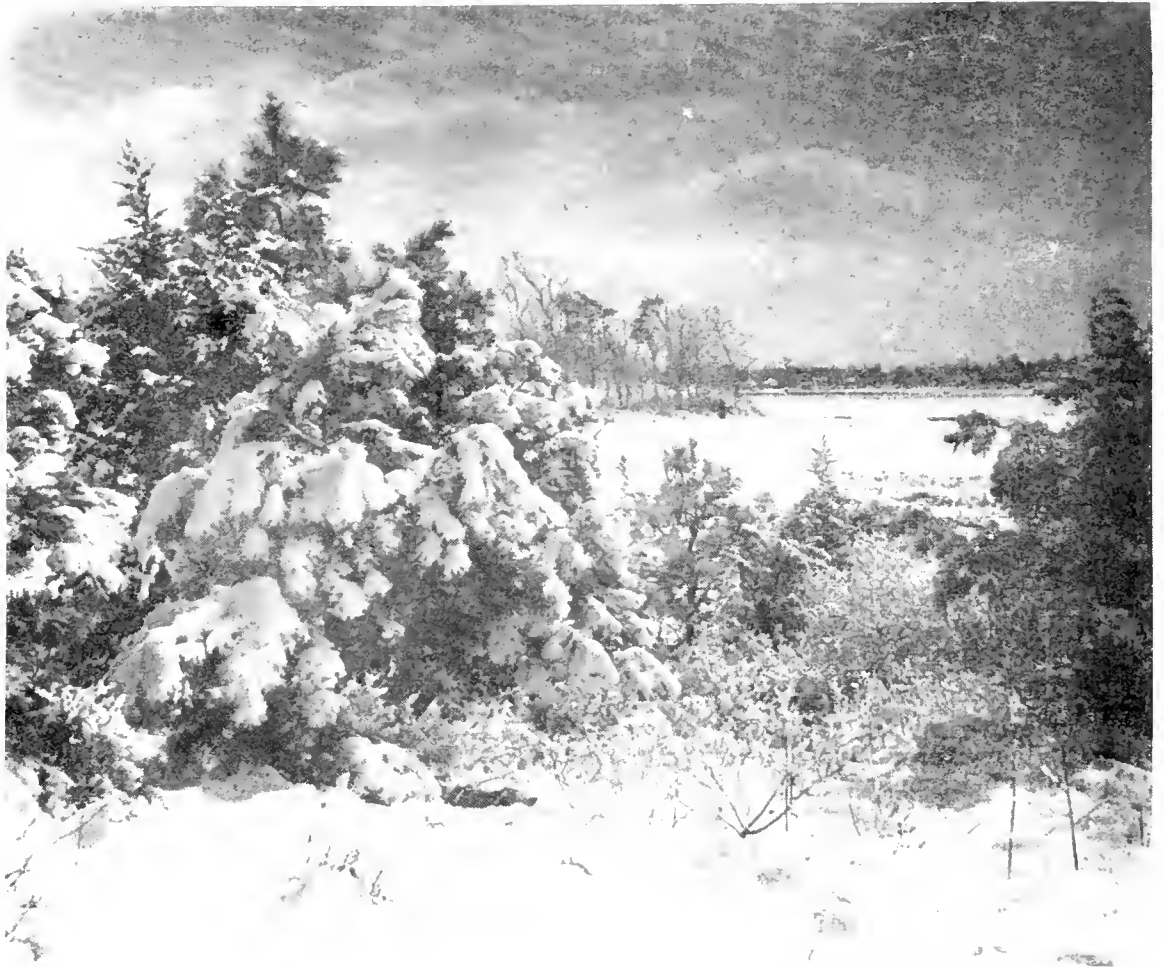
Why not say to ourselves and the world in general, as a New Year greeting, "Whang Ho"?

---

**C**CHESTER E. CHANEY has long served the cranberry growers, and faithfully, with the most scrupulous honesty to the cranberry growers and those who handle and consume our product.

His resignation as executive vice president of ACE will remove him from active participation in the affairs of the Exchange and the council of the industry. We hope the industry will make use of his services in an advisory capacity. Few know more about the marketing or the problems of perishables, especially cranberries, of course, than Mr. Chaney.

We personally will regret not being able to telephone, wire or write "C. M. Chaney, 90 West Broadway, New York." To any request we made we always received a prompt reply and, if possible, the request was granted.



January Brings Heavy Snow Blanket

(CRANBERRIES Photo)

# Cranberry Picking Methods and Cost Per Barrel

by C. A. Doehlert

Now that cranberry picking machines have been making their appearance, it should be timely to review information we have on the effect of harvesting upon increase or decrease of crop. The size of the crop on a bog has much to do with the cost of producing each barrel of cranberries. The cost of the particular method of harvesting also has much to do with cost per barrel of shipped berries. Any economy that reduces the cost of producing a barrel of cranberries, in these days, should be worth our consideration. With these ideas in mind, I want to review the facts we have on the effects of scooping as they were brought out in our six-year study of hand-picking and scooping.

Detailed reports on the progress of this study have been published in the American Cranberry Growers' Association Proceedings in the

years 1936, 1937, 1939 and 1941, as listed at the close of this magazine.

What may be expected in yield per acre from New Jersey bogs was surveyed by D. O. Boster in 1946 and further discussed by Doehlert and Boster in 1948.

What we set out to find in the harvesting investigation was:—

(a) How many berries are left on the bog after harvest?

(b) Does scooping run down the production of a bog?

Some of the facts brought out by the study were:

1. Figure 1 shows that when the study began the hand-picked plots had a slight advantage in crop over the scooped plots. Through the next four years this advantage was somewhat increased. But in the sixth year this advantage not only disappeared, but the scooped plots were definitely in the lead for production.

This is a little hard to explain. However, we had several spring frosts in 1940, and it may be that the more severe combing and pruning of the vines due to scooping left the vines in a more open condition and more resistant to

frost. Each year all the plots were gently raked with an aluminum-toothed rake, and the loose runners were clipped off with a pruning rake.

So we cannot say that scooping necessarily runs down the production of a bog. What applies to scooping may well apply to picking machine.

2. Table 1 shows that for the six-year average the scoopers left 19 percent of the crop on the bog while the hand-pickers left 9 percent. This includes berries still hanging on the vines as well as those knocked off or dropped on the floor of the bog.

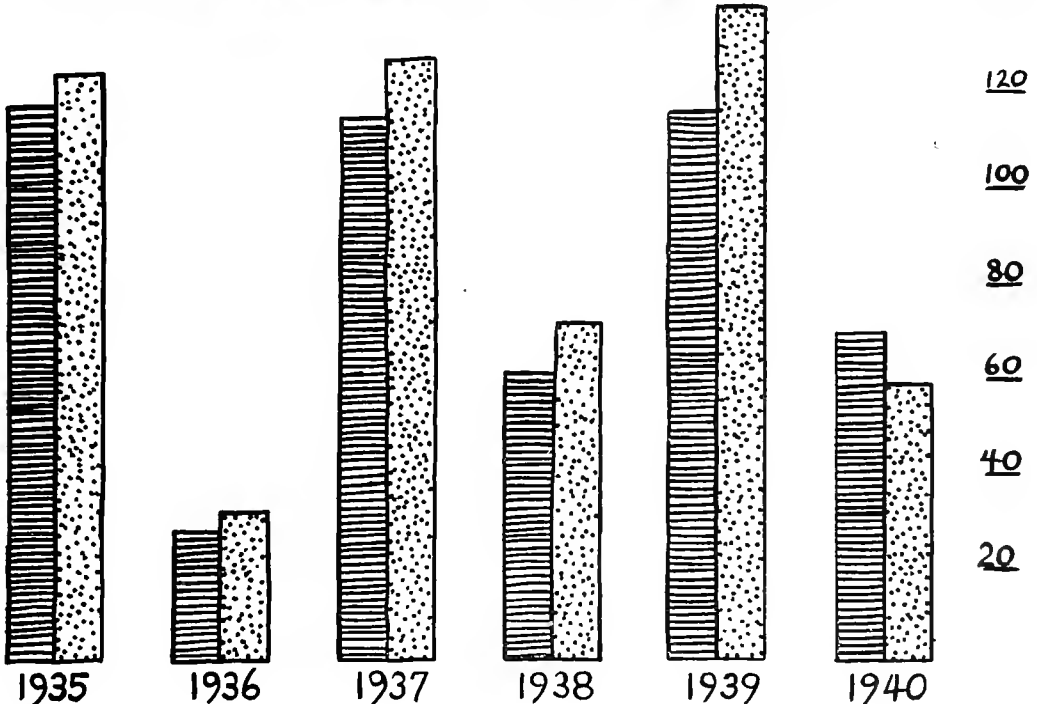
3. The efficiency of the scoopers was very steady from year to year.

4. Hand-pickers did well when they worked as families, leaving only an average of 7 percent of the crop on the bogs. In 2 years, when a group of boys was assigned to the job, the quantity left on the bog was twice as great, 14 percent. This was true of the high crop year 1937 as well as the low crop year of 1938.

5. How do these figures compare with other records?

In 1897 Mr. White said scooping

TOTAL CROP ON SCOOPED & HANDPICKED PLOTS



was not suited to New Jersey conditions because 10 to 25 percent of the berries were lost. Dr. Franklin reported in 1924 that 15 to 30 percent of the crop is ordinarily left by the pickers. More recently he said that fully a fifth of the whole Cape Cod crop is left by the scoopers. I have found a grower getting one-third to one-fourth of the crop on some bogs as floaters.

6. What was happening on the rest of the bog where our plots were located?

In a short crop year, hand-pickers were leaving 2.7 barrels per acre on the plots, while on the bog proper under regular working conditions they were leaving 5.7 barrels. The same year scoopers were leaving 4.8 barrels per acre on the plots, while in the bog proper they were leaving 6.7 barrels. In a large crop year, hand-pickers were leaving 11.8 barrels.

This shows that under regular working conditions on the bog the hand-pickers left 70 percent more berries behind than they did on our plots. Under regular working conditions the scoopers left 40 percent more berries behind than they did on our plots.

7. Therefore, if our plot hand-pickers were getting an average of 91 percent of the crop, it might be expected that on the main bog they were getting 85 percent of the crop. If our scoopers on the plots were getting 81 percent of the crop, on the bog they were getting 73 percent of the crop.

8. To what extent is gathering floaters the answer?

I have gone on a bog after the harvest and gathered the remaining berries at as many as 40 different places, a square yard at each place. One-third of those berries were still hanging on the vines. Then after collection of the floaters and drainage of the bog, I have gathered the berries on the ground at another square yard near each one of the 40 original places. The amount on the ground after flooding was just 49 percent of the amount there before flooding. In other words, one-third of the missed berries were on the vines, one-third on the ground, and one-third floated off. If all

the missed berries were to appear when a bog is flooded, growers would be more generally impressed with the amount of fruit that can be left on a bog.

9. High yields alternated with low yields.

10. Even so, the scoopers had just about the same efficiency each year. It is most likely that the variation in hand-pickers' efficiency had little to do with the changes in yield. We should remember, however, that even the low yields on this bog were better than those on a good many bogs. When yields get down to 20 or 10 barrels per acre, the scoopers' or pickers' efficiency may be very different.

To summarize the main points:

1. The scooped plots lost some production at first, but in the sixth year they produced more berries than the hand-picked plots.

2. Scoopers will leave 19-30 percent of the crop on the bog

3. Hand-pickers will leave 7-20 percent of the crop on the bog.

4. Floating will sometimes bring up only one-third of that portion of the crop left on the bog.

You who produce the berries and pay the bills can best tell what can be done to bring about better harvesting through supervision and other relations with your bog workers. Here is opportunity to increase the amount of first grade fruit which is gathered from a bog and thus decrease the cost per barrel to you for producing it.

#### Sprinkling After Harvest

A second thing that can be done at harvest time to increase your crop per acre is something we have not talked or thought about as much as we should. What about the damage to the vines? Can it be overcome? I believe the day is coming when growers will run a small portable sprinkling system right behind the scoopers. Section by section the bog will be thoroughly wet down just as soon after scooping as possible. It is hard to think of anything else that will save your fruit buds and crop for the next year as cheaply as this one thing. Furthermore, it is altogether possible that when you start the vines off into normal growth again immediately after

scooping, fewer weeds will have a chance to invade your bog. It does not seem likely that the same benefit could be obtained by waiting two or several days after harvesting before flooding.

## Liquid Fertilizers

by F. B. Chandler

Liquid fertilizers have been applied experimentally for three years at the State Bog and tests have been made on three other bogs. The results of these studies indicate that the nutrients are taken up readily by the plants and soil, therefore only a small amount is lost in the ditch water which is drained off. Two of the most important advantages of this method of applying fertilizer are the reduced cost of application and the fact that the fertilizer is applied at the flume and therefore does no damage to the bog.

Anhydrous ammonia is used as the source of nitrogen. The ammonia mixes readily with water and is distributed over the bog. Phosphoric acid is used as the source of phosphorus and this also mixes readily and neutralizes the ammonia. Potash has not always been used in the experiments but may be obtained from muriate of potash.

The use of anhydrous ammonia and phosphoric acid has increased very rapidly in the southern and western parts of the United States. The increase has been greater than that of any of the other new fertilizer materials. The culture of cranberries is better suited to these new sources of plant food than most of the other crops in Massachusetts.

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# A MOST ACTIVE WISCONSIN CRANBERRY GROWER IS NEWELL JASPERSON

He is grandson of Sherman N. Whittlesey,  
Pioneer in Cranmoor

By CLARENCE J. HALL

One of the most active of the younger Wisconsin growers is the grandson of a pioneer cultivator of Wood County. This is Newell Jasperson, who is serving his third year as first vice president of Wisconsin Cranberry Sales Company. His grandfather was the late and well-remembered Sherman N. Whittlesey, who has often been credited with beginning the cranberry industry in what is now Cranmoor.

Mr. Whittlesey established the Whittlesey marsh in about 1871, operating it until the time of his death in November, 1935. It would seem that Ralph Smith and possibly one or two others, from the writings of Mr. Whittlesey, himself, had begun some sort of cranberry operations there just preceding him, but it is certain that from his efforts and that of others who immediately followed grew the cranberry industry of Central Wisconsin. When he went west from the Fox River valley, the region was a wilderness.

## Old Ways and New

In the 1870's the only way into this area was part way by horse and wagon, on foot or even by boats, as the Cranmoor vicinity was swampy, with winding channels. Today Newell can get in and out, and to long distances at a speed of which the pioneers never dreamed. Like a number of other Wisconsin growers he has his own airplane, a two-place Cessna and his landing strip at the marsh.

There are about 1,250 acres in all in the Whittlesey property, a total of 63 in vines. There are 13 set to eastern Howes, 9 in Searls Jumbos and the remained to Wisconsin natives. One hundred to 125 barrels of Howes have been produced to the acre. The best crop has been 6,500 barrels on 60 acres and the past ten-year average has been about 3,000 barrels.

Newell's father, Clarence A. Jasperson, Mr. Whittlesey's son-in-law, is president of the marsh ownership which is a partnership, with Mrs. Jasperson one of the owners. He handles the financial management, while Newell has the active charge of the bogs.

The marshes have been water raked, but there is hope of doing some dry harvesting. There are two Case pickers at the marsh, the Case machines being Wisconsin developments. The Case will cover an acre and a half a day, with three

men operating and handling the harvest crates. It is estimated it will take the place of ten men. Robert Case of Warrens is the prime developer of the Case.

Newell declares the Case picks very well in wet harvest, but they hope to use it dry. Five of these machines were originally developed. Newell and his foreman, George Woodell (a nephew of the Potter brothers who is starting a marsh of his own) are mechanically included and they are trying out their own theories by remodelling the Case in certain respects.

## Equipment of Marsh

The Whittlesey marsh has what is probably the longest drying shed in the Wisconsin industry. It is approximately 1,000 feet long. That would be almost a fifth of a mile of drying cranberries in the sharp Wisconsin air.

There is also an improved wheel grass slipper. This machine has 8 blades. It cuts a 16-ft. swath. It has separate sources of power for knives and wheels, so that while the machine is slowed down for heavy going the knives may be speeded up. This clipper has proven very easy to handle and has clips as high as 28 acres a day, with two men operating, as against 15 acres with four men with other types.

There is a tile storage ware-

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NEWELL JASPERSON

Cranberries Photo

house 40x86 feet. Since many Indians are employed at harvest time there is a bunkhouse which has been fixed up to give this seasonable help as many conveniences as possible. Steady employes the year around average three.

Five Bailey separators are used for milling and there are T. S. Holm cellophane bag fillers.

#### Native Variety Well-Liked

Newell's grandfather, Mr. Whittlesey, put in all the present acreage, which was up to 57, except six of them. As the industry developed, Mr. Whittlesey applied scientific methods as they came along, and the marsh has always been kept up to date. Mr. Whittlesey, at the time he began, could scarcely have planted anything except the native Wisconsin already growing there. Newell pretty well likes the natives himself because

of their keeping quality, and also the Howe.

#### Newell Not Discouraged of Future

Newell naturally had in mind becoming a cranberry grower, and obtained his scientific training at Agricultural College, University of Wisconsin. He majored in economic entomology, receiving his diploma in 1939. It was at the college that he met the present Mrs. Newell Jaspersen. She was Miss Helen Hernlem of Red Wing, Minnesota. The Jaspersens have three children, Stephen, 9, Billy, 5, and JoAnn, 3. They live at the marsh.

Newell Jaspersen is a tall, quiet, reddish-haired young man. He is quietly conservative about the future of the cranberry industry—but not discouraged. The Whittlesey company has always been a member of Wisconsin Cranberry Sales Company and one of the staunchest supporters of ACE.

## U. S. Crop Higher; Largest On Record

Final figures for the 1950 cranberry crop for the United States has been estimated by the U. S. Crop Reporting Service as the largest on record by one percent. Production is placed in the December 26, release as 980,300 barrels for the country. Previous record was the 1948 yield of 967,700 in 1948.

This latest estimate left the Massachusetts crop unchanged from the previous figures at 620,000 bbls. This is 15,000 higher than the '48 harvest. It is 100,000 larger than '49.

New Jersey is given 98,000 as compared to 67,000 in '49; Wisconsin 215,000 as against 200,000 in '49; Washington 33,000, having had 40,000 in '49; Oregon, 14,300 as compared to 13,400 in '49. Some 5,000 barrels were not harvested in Washington.

The amount of cullage for all states is placed at 52,000 bbls; 34,000 in Massachusetts, 3,000 in New Jersey and 15,000 in Wisconsin. Because of the excess cullage the available supply for marketing will be a little less than the previous record crop in 1948.

#### WHO'S WHO IN THE MIDWEST

The following is from the monthly supplement, current biographical reference, "Who's Who in the Midwest," Marquis Publications.

Goldsworthy, Vernon, fruit growing, marketing specialist; born, Chicago, Feb. 9, 1905, son of George and Emma Francois. Graduate B. S. of Science University of Wisconsin, 1929, M. S. 1931. Married Esther Swoegler Feb. 10, 1933; children, Charles, Judith, Sara Mary; Cranberry specialist State of Wisconsin, 1929, 1933; Cranberry consultant for cranberry industry in Wisconsin, 1933, 1950; general manager, Wisconsin Cranberry Sales Company, 1933, 1945; Wisconsin editor of Cranberries (National publication) 1933, 1947; general manager Fruit Growers' Co-op, Sturgeon Bay, Wisconsin, since 1949; Director of National Red Cherry Institute;

Secretary, director of Wisconsin Cherry Commission since 1949; Member Wisconsin Cranberry Growers' Association, secretary, 1933, 1945; Michigan Horticultural Society, American Cranberry Exchange, National Cranberry Grower Council, Wisconsin Horticultural Society Author articles in field. Home 936 Memorial Drive, Office; Fruit Growers' Co-operative, Sturgeon Bay, Wisconsin.

## '50 Sunshine and Temperatures High

Massachusetts sunshine and temperature factors in 1950 were favorable for cranberry production, in the opinion of Dr. C. E. Cross, Mass. Cranberry Experiment Station. Sunshine hours for '50 totalled 2695, which is about 130 above average. Temperatures for the entire year averaged about 2 degrees a day above normal.

January was warm, the average had been 7 degrees above normal up to, and including the 14th.

This warmer than normal weather, plus a mild winter are on

You don't have to believe this one unless you want to.

It seems a sweet girl from the Wisconsin cranberry country was just married to a young Cape Cod cranberry grower. They were strolling along a Cape beach. She was unfamiliar with the sea.

Exclaimed the bridegroom in a sudden outburst of poetic frenzy: "Roll on, thou deep and dark blue ocean, roll on!"

"Oh, John", the bride exclaimed, "you are simply wonderful. It's doing it".

the favorable side for a good production next fall. The sunshine factor is one of the most important in production. With the open winter there has been little or no oxygen deficiency on the bogs, caused by ice or snow-coated ice which keeps out the light. Another factor of the warm '50 and the warm winter is that there is likely to be less frost, particularly in June.

## Chaney Resigns

(Continued from Page 5)

Exchange Represents 1,513 Growers

Today the American Cranberry Exchange represents 1,513 cranberry growers in Massachusetts, Wisconsin, New Jersey, Washington, Oregon, New York and Canada. Fresh cranberries are marketed throughout the United States and Canada through its brokers and other distribution outlets under the "Eatmor Cranberries" label.

"Best Wishes"

Mr. Budd, in making public the resignation, declared that "Mr. Chaney has vitally assisted in the growth of this cooperative organization which has as its members cranberry growers from all producing areas. The Board of Directors join with me in extending to him our individual and collective best wishes for many successful, prosperous and happy years to come."

## MRS. M. L. URANN

Agnes Maria Copeland Urann, wife of the cranberry industry leader, Marcus L. Urann, and president of National Cranberry Association, died Dec. 18th at the family home in Hanson, Mass., after a long illness.

Mrs. Urann was born in Brewer, Me., May 11, 1868, the daughter of Charles and Emma Lincoln Copeland. She and Mr. Urann were married in Brewer, Nov. 18, 1896. They quietly celebrated their golden wedding anniversary four years ago.

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almost seven years ago, Mrs. Urann was active in the Congregational Church, both in Hanson and Braintree. She was a member of the First Congregational church in Braintree for 21 years and served for many years as superintendent of the primary department. She was one of the organizers of the Ladies' Aid and its second president. She was active in the Norfolk Pilgrim Association in Braintree.

Upon moving to Hanson in 1932, Mrs. Urann became a member of the Hanson Congregational Church

and took an active part in church activities. She was president of the Ladies' Aid and a loyal supporter of the organization during its existence.

She is survived by her husband, Marcus L. Urann, one daughter, Mrs. Garland Brooks of Hanson, three grandchildren, Joanne M., Wilson L., and Glenn R. Brooks, and several nieces and nephews. Funeral services were held from the family home on Main St., South Hanson, Dec. 20 at 2.00 p. m. Burial was in Fern Hill cemetery in Hanson.



Leslie B. Handy

Leslie ("Leck") B. Handy, one of Massachusetts best known and better cranberry growers passed away at his home, Main Street, Wareham, December 29. He was 76 and had been in ill health for some time.

**Cranberries, Oct. 1947**

Mr. Handy (Cranberries, Oct. 1947) was an individual with a keen sense of humor. He was a true sportsman and outdoor man. He enjoyed building cranberry bog for the sheer fun of making cranberries grow. In building new bog a few years ago, he said he knew he probably would never live to get much, if any financial benefit from these new plantings. "But," he remarked "somebody else will."

Born in Wareham, he was the son of the late Edward and Melissa (Brown) Handy. He entered the cranberry business approximately 60 years ago when he began building a three and a half acre bog near the farm of his father on Blackmore's Pond Rd., South Wareham. In the years that followed he acquired and constructed additional bogs so that at his death his holdings were among the larger privately owned in the area.

He was also concerned in several partnerships in bogs. Among his partners were the late James T. Hennessy, former postmaster in Wareham, Dr. Henry J. Franklin,

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Richard Morse, and Walter E. Rowley.

He was a past president of the Cape Cod Cranberry Association and was a former member of the Finance committee of the town of Wareham.

He was a life-time member of the New England Fox and Hounds Club. One of his interests had been in the purchase and stocking with trout of several Cape Cod ponds. He formed the Cape Cod Trout Club, in which he vested the rights to fish in his ponds. In the 1920's he was host to the late President Coolidge, who spent many hours fishing in the ponds.

One of his hobbies was the collection of Indian relics. Both in building bogs and in trips to Georgia and North Carolina he had amassed a large collection of Indian arrowheads, tomahawks and other relics. He also was interested in collecting antique furniture.

Besides his widow, Annie (Fearing) Handy, he is survived by two daughters, Miss Dorothy Handy and Mrs. Hazel Papageorge, both of Wareham.

The funeral was held Jan. 2, with services at 3 p. m., at the Handy home. Rev. Oscar L. Olsen officiated. Interment was at Center

Cemetery, Wareham. Pall bearers were Walter E. Rowley, Robert Pierce, Howard Morse and Richard Morse.

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# Mass. Cranberry Station and Field Notes

by J. RICHARD BEATTIE  
Extension Cranberry Specialist



## No Winter or Oxygen Deficiency

January was another warm month, according to Weather Bureau standards, with temperatures averaging 6 degrees normal. We were comparing notes with Dr. Franklin and learned that January of last year averaged  $8\frac{1}{2}$  degrees above normal, and temperatures for January, 1949, were also higher than normal. These last three winters have been so mild that very little sanding on the ice could be accomplished. However, the lack of ice wasn't the only limiting factor to any sanding program—the want of capital to finance such work was the real problem. We can report that weather conditions to date (February 1) do not seem to have favored any winter killing or oxygen deficiency.

## Green Scum Can be Problem

If this mild weather continues, green scum can be a problem. We have already seen a little of it showing in the ditches, so growers are urged to check their bogs for green scum. This appears under the ice or water as a green film over the vines. The copper sulphate treatment is recommended. Probably the cheapest method of application would be to take advantage of any ice we may have during February or early March and broadcast fine crystals of copper sulphate on the ice at the rate of 10 pounds per acre. Many times it's necessary to repeat treatments in early spring, using 4 pounds of coarse crystals for each one acre foot of water. Place the coarse crystals in a burlap bag and tow behind a boat or distribute evenly in the bog flowage some other way. Just a word of caution on the use of copper sulphate, as it is sometimes harmful to fish life. A reasonable period of time should elapse before draining off the win-

ter flow into any fish streams or ponds after treating for scum.

## C. C. C. G. A. Sponsors Exhibit

The Cape Cod Cranberry Growers' Association sponsored another excellent cranberry exhibit at the recent Union Agricultural Meetings held in Worcester. E. L. Bartholomew, of Wareham, First Vice-President of the Association, was appointed chairman of the committee on arrangements and was in charge of the cranberry booth. A sample of cranberry juice was presented to potential customers as they visited the booth. There was the opportunity to buy cranberry products both fresh and processed. The exhibit featured the many types of cranberry packages now on the market. It certainly made a colorful display that attracted considerable attention—some estimated that over 15,000 people saw the cranberry display during the three day conference. "Bart" was assisted by several cranberry people who helped set up the exhibit, man the booth, and dismantle it. They included Ralph Threbe, Hyannis; Arthur Handy, Cataumet; Gilbert Beaton, Wareham; George Rounsville, East Wareham; Joseph Kelley, East Wareham; Ferris Waite, Plymouth; Kenneth Garside, Duxbury; Francis Phillips, Plymouth; Fred Bailey, Kingston; and the writer. Mrs. E. L. Bartholomew and Mrs. Gilbert Beaton also attended this conference.

## Also Sponsor Lunch For Press Radio

In addition to the cranberry display at the above meetings, the Cape Cod Cranberry Growers' Association assisted in sponsoring a luncheon for food editors and representatives of the press and radio. All of the major agricultural industries participated. The

purpose was to acquaint these people with the various agricultural enterprises of the Commonwealth. At the conclusion of the luncheon, the guests were presented gifts which, of course, included cranberries. We believe that the cranberry display and the food editors' luncheon had excellent promotional value and was a good public relations job. The Association and the members who gave so freely of their time, should be commended for a job well done.

Dr. C. E. Cross and George Rounsville have carried on a very interesting experiment that should be of interest to cranberry growers. They have prepared a brief account of their work which is as follows:

## A Preliminary Experiment In The Screening and Storage Of Cranberries for Fresh Shipment

By C. B. Rounsville and C. E. Cross

On December 18, 1950, a box of good quality Howes berries was donated to the Station by Mr. R. H. Hammond from a lot he was screening and packaging that day for fresh shipment. The test berries were milled through the State Bog separator, the two top round boards of which were covered with an eighth-inch layer of sponge rubber. Only those berries which cleared the berries from the first two bounds were graded and screened—almost 80 percent of the total volume. These berries were then taken to Mr. Hammond's packaging house and put into pound-size window boxes. Four of these boxes and four others that were milled and screened in the normal way were brought back to the Experiment Station. Two boxes of each type of screening were placed in the large, unheated ground floor room, and two each were placed on top of the files in the heated central office upstairs.

After six weeks, on January 30, 1951, the average gross weight of the boxes stored warm was  $14\frac{1}{4}$  oz. That of the four boxes stored cool was  $17\frac{3}{4}$  oz. All the boxes stored in the heated room had so many shrunken and decayed berries they could no longer be considered salable. All the boxes stored the

same period without heat were still well-filled with apparently sound fruit—definitely salable. It raises the question: Could berries be packed in advance of orders if after screening they were stored in cool storage?

Relative to the method of screening, the two boxes of berries screened by usual method and stored warm, had an average weight of 13½ oz. on January 30, 1951. The two boxes of berries bounced on rubber and also stored warm averaged 15 oz. A critical eye throughout the test period could see that berries over rubber looked better than those milled as usual. The average weight of the two boxes screened by usual method and stored cool was 17½ oz., whereas the two boxes of berries screened over rubber and stored cool was 18¼ oz. It is clear from the fact that berries screened through a blower, elevated to a separator bin and bounced onto 4 or 5 wooden boards lose weight and appearance faster than those simply screened on 2 rubber-covered boards. There is, therefore, a real advantage in shortening and simplifying the milling process for our fresh fruit pack. A small experimental separator is being made at the State Bog for the purpose of making further tests.

## Wisconsin Cranberry Association Elects A. E. Bark, President

About 90 members of Wisconsin State Cranberry Growers' Association meeting at the Elks Club, Wisconsin Rapids, January 21, were urged to keep the cost of production as low as possible and to grow as many berries as possible upon each acre, by Prof. R. H. Roberts, agricultural department, University of Wisconsin. He suggested careful pruning, chemical control of weeds, mechanical clipping of vines.

A. E. Bark of Wisconsin Rapids was elected president, succeeding Newell Jasperson, Cranmore, Leo A. Sorenson succeeded C. D. Hammond, Jr., as secretary-treasurer;

William F. Huffman, Jr., was elected vice-president.

Continuing the subject of insect control, Hubert Haliday, entomologist with the state department of agriculture observed that the cost is large, but there is no fruit or vegetable that does not need considerable control. He pointed out there will soon be a shortage of chemicals used in insecticides and advised the growers to set up definite plans and to get supplies. "Many of the new insecticides and fungicides are very specific and cannot be used in the "shot gun" method we have sometimes employed," he said.

The use of bees in cranberry pollination has expanded greatly, John Long, chief state apiary inspector stated, but he cautioned against a serious bee disease, and suggested his office be notified in the transfer of colonies. He suggested not less than 8 colonies for most marshes saying there are about 70,000 bees in a good colony.

H. F. Bain, cranberry specialist commented upon the relative absence of "end rot" fungus last year and credited use of Bordeaux Mixture for the reduction. He noted a marked increase in the number of rose beetle and the damage they caused. He warned against this increase and described flooding and use of insecticides as a preventative.

President Bark explained the new social security regulations. The growers voted upon motion of Roy Potter not to use association funds to advertise for workers, and members also approved a motion by Harvey Ward to refrain from participation in a United States department of agriculture crop report in the fall of this year.

## Wis. Sales Company Members Told Industry Improving

Miss Jean Nash was re-elected president of the Wisconsin Cranberry Sales Company, Elks Club, Wisconsin Rapids, Jan. 21; Newell Jasperson, vice-president and C. D. Hammond, Jr., secretary-treasurer and manager. Ralph Sampson,

Wisconsin Rapids, was elected to the board of directors to replace William Harkner of Millston. Other board members elected were Lloyd Rezin, Keith Bennett, John Sullivan, Tony Jonjak.

The Wisconsin crop for last fall was disposed of two weeks earlier than in 1949, Lester Haines, Chicago, assistant sales manager of the Exchange told the growers.

Milo K. Swanton, Madison, executive secretary of the Wisconsin Council of Agricultural Co-operatives reminded those attending the annual banquet that by efficient group marketing and purchasing the farmer is better able to compete in the business world.

R. L. Lawless, president of the Wood County National Bank, told the growers that the industry was improving its position and he forecast better business conditions for the future.

Guests at the banquet included Clarence Searles, Cranmore, a director of ACE; Peter May assistant executive secretary of the state co-op council and members of the Wood County National Bank board of directors.

## DR. F. B. CHANDLER SPEAKS AT N. E. HORTICULTURE

Dr. Frederick B. Chandler of the Massachusetts Cranberry Experiment Station at East Wareham, was a speaker at the annual convention of the New England Horticultural Society at Harvard, Cambridge, Saturday and Sunday, Feb. 3 and 4. His papers were on "Water in Cranberry Soils," and the use of liquid fertilizers, he being engaged in a special study in the latter subject.

## MORE TURKEYS IN '51

Turkey growers of the country plan to raise a record crop this year. A large turkey production is generally considered good news for cranberry growers. If growers carry out their present intentions the number of birds this year, according to the New England Crop Reporting Service, will total 44,773,000. This is about one percent more than 1950. Growers in North Atlantic States plan an 8 percent increase.

# Cranberries

THE NATIONAL CRANBERRY MAGAZINE

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## FRESH FROM THE FIELDS

Compiled by C. J. H.

### MASSACHUSETTS

#### January Mild

The cranberry area, in general got through January with mild weather, as compared to other parts of the state and the country. So high were the temperatures mostly, that there was only skim ice now and then. No ice sanding was possible, even if the growers had intended to do some. The month ended with the worst snow of the year and a low of 5 above but a shift of wind brought in fog and melted the snow, and the first day of February was continuing the warm spell.

#### Rainfall About Normal

Precipitation for the month was 3.46 inches, which is about a good normal amount for the first month of the year.

#### Growers More Encouraged

There has been little bog activity, but there is a distinctly encouraging feeling among the growers about 1951. With the surpluses vanishing, and this "fearsome" backlog being removed, growers hope again for better times. It seems more bog work may be expected in 1951.

#### N. E. Sales Cleaner, Up

N. E. Cranberry Sales Company still had a small quantity of berries on hand at the end of February, although shipments were being made almost daily. It was expected February would see the '50 production cleaned up.

### WISCONSIN

#### Temperatures Low

Temperatures for the latter part of December and early January

were from 30 degrees below zero to 35 above. There was very little frost in the ground due to a heavy snow coverage. This snow held up sanding operations on the marshes.

#### Adequate Spring Supply

It appeared in January there would be an adequate supply of water for spring frosts, and it was safe to say that most marshes were flooded safely for the winter.

#### Correction

It was stated in last month's issue that Wisconsin growers were considering the obtaining of Jamaican labor for harvest work. There is no such intention.

### WASHINGTON

#### Growers More Cheerful

A better feeling prevails here among the growers because the carry-over of berries is lessening, and therefore indications of more prosperous prices for 1951 seem in the making.

#### Winter Mild So Far

In contrast to the winter of '49-'50 this winter is conspicuous by its absence. Up to mid-January no snow had fallen. Except for one week of cold early in November there have been only occasional light frosts. Geraniums are still green in flower beds and pussywillows are out. Daffodils (Jan. 16) showed three or four inches of green growth above the ground and were expected to bloom early in February.

However, there has been rain about three-quarters of the time since the first of December. Residents would welcome a little sunshiny atmosphere.

#### Sudden Cold May Have Damaged Vines

The warm weather suddenly changed on January 28, the temperature dropping without much warning down to 18 degrees with a strong west wind. The velocity of this wind was between 30 and 40 miles an hour, and since the bogs were mostly out of water, D. J. Crowley is anticipating quite a little injury. Not many hours of such weather were necessary to cause damage as the vines had not been hardened for cold.

#### John Elo

John Elo, who has been a grower near Long Beach for more than 30 years passed away recently. His holdings are close to Cranguyma Farms.

#### Personal

The family of D. J. Crowley has been saddened by a telegram announcing the death of K. P. Seydel, son-in-law of the Crowleys. Lt. Seydel was with the 1st Marines in Korea and was killed in action.

### OREGON

Bandonians shivered over the last week-end of January, and gas station attendants poured anti-freeze into cars for the first time this winter. Thermometers ranged from 25 to 19 on one cranberry bog—really cold weather for South-eastern Oregon.

# Water Supplies Discussed At N. J. Association Meeting

New Jersey cranberry growers were urged to keep most careful watch of their water supplies by Dr. Thurlow C. Nelson, chairman of the New Jersey Council of Water Policy and Supply at the annual meeting of the American Cranberry Growers' Association, Saturday, January 27. Industry, said Dr. Nelson, who is also professor of Zoology at Rutgers University, must permit a flow of not less than 4,000 cubic feet of water a second into the Delaware River at Trenton, this being needed to keep up the level of ground waters and to prevent entrance of salt water into land adjacent to the lower Delaware.

He said that present plans call for guaranteed minimum flow by releasing impounded waters in dry weather. Industry can and should be made to remove harmful wastes from the water it uses before returning it to streams, declared Henry C. Barkdale, district engineer on ground water for the U. S. Department of the Interior at Trenton.

## Value of Burning Woodland

Dr. John Cantion, botanist from George Washington University, Washington, D. C., discussed the value of occasional winter burning of South Jersey pine areas with light fires to increase the yield of pine timber and conversely to decrease the danger from forest fires.

The keynote of the meeting was stressed by Vinton Thompson of Vincetown, which was the importance of maintaining South Jersey forests, and water supplies if the cranberry industry is to continue in a safe position.

Austin C. Goheen, U. S. D. A. plant disease specialist showed that fruit rot of cranberries enters the berry before it is harvested and does not spread significantly.

Airplane fertilizing is practical for cranberry growers C. A. Doehrlert reported in his talk.

## Wm. S. Haines New President

Succeeding Thompson as president is William S. Haines of Chat-

worth; Archer Coddington, Toms River is first vice-president; Theodore H. Budd, Jr., Pemberton, second vice-president and Charles A. Doehrlert, secretary-treasurer.

## MIDWEST COOPERATIVE HOLDS ANNUAL MEETING

Eighty-six members of the Midwest Cranberry Cooperative, meeting at the Elks Club, Wisconsin Rapids, heard sales reports on the National Cranberry Association and American Cranberry Exchange. NCA officials reported the largest volume of processed sales in the history of the organization. It was stated, plans are being made to process about half of the coming crop.

Lester Haines, Chicago, assistant sales manager for ACE reviewed fresh fruit sales, and said more fresh fruit were sold and consumed than in previous years.

R. J. Lawless, president Wood County National Bank urged growers to remain united, and to cooperate fully. The future of the cranberry looks promising, he asserted.

A. E. Bark, president of Wisconsin State Cranberry Growers' Association explained the effect of social security law changes upon cranberry growers.

Leo A. Sorenson, manager of the Midwest told the group the co-op's members had produced about one half of the 1950 Wisconsin crop. He expects the 1951 production will be about the same.

Attending the annual evening banquet as guests were: Alex Sorenson, Madison, Production and Marketing Administration, Mr. and Mrs. Lawless, Mr. and Mrs. Harry Walker, and Mr. and Mrs. Lloyd Rezin.

## N. J. Phone Users Receive Publicity On Cranberries

Patrons of the New Jersey Bell Telephone Company recently received, with their monthly bill, a "stuffer" concerning cranberries. This reached some 1,200,000 subscribers.

Through a "get-together" of Frank P. Townsend, Jr., Editor of

"Tel-News" of the Jersey Bell Company, Walt Fort, manager Growers' Cranberry Company, New Jersey, and Miss Elizabeth McNally of ACE, this publicity deal was put over.

Mr. Townsend wrote E. C. McGrew of ACE the story "makes interesting reading and has the little extra touch of an oddity at the end, (speaking of Peg-Leg John Wood) that takes it out of the ordinary. In editing the darn folder, I try to avoid the hackneyed—everyone knows that Washington crossed the Delaware and lambasted all tarnation out of the Hessians that blizzardy Christmas. But did you know that George caught cold in the storm and sneezed out his false teeth; the teeth were made of wood by Paul Revere, and had springs in them to make them open when George 'unchewed'?"

The article as prepared by Mr. Townsend then proceeded to tell of cranberry growing in New Jersey and the well-known (to cranberry growers) story of John Webb and his discovery of the "bounce" principal of the separator.

## CHARLES DEMPZE, NEW PRESIDENT ELM LAKE

Charles Dempze, veteran grower of Cranmoor, Wisconsin (about whom CRANBERRIES will shortly have an article) has been elected president of the Elm Lake Cranberry Company. Mrs. S. G. Corey, Wisconsin Rapids was named vice-president and Clare Smith re-elected secretary and treasurer. George Wirtz manages the Cranmoor Company marsh. Mr. Dempze is a member of Wisconsin Cranberry Sales Company, while the Elm Lake Company is a member of Mid-west co-op.

A hunter couldn't get his moose. This happened in western Massachusetts. He saw huge prints in the ground while out hunting and came back to town telling his story. Nobody believed him. So he went back and dug up slabs of frozen earth and brought back the prints. Moral: there is more than one way to prove a point and that you are not a liar, even though you are a hunter.

# Near-Boston Grower Faithful Attendant At Cape Area Cranberry Meetings

Carlton H. Barrows, with Bogs in Middlesex and Norfolk Counties, Comes to Learn Culture where Cranberries are Most Grown—Interested in Finance, He Became Grower When He Learned of Former Profits in the Business.

by  
CLARENCE J. HALL

There is no more faithful attendant at the various meetings of growers in the Cape Cod cranberry area than Carlton H. Barrows, who lives at 1209 Boylston street, Boston. He has built bog in Woburn, Middlesex County, north of Boston, and is building a bog in Wrentham in Norfolk county, also near Boston. He manages a small family bog in North Reading, also in Middlesex, and a small family bog in East Carver, Plymouth County, the very heart of the cranberry industry.

I have said Mr. Barrows, but he really is not alone in these bog projects. His partner in the Woburn venture is Miss Blanche Cameron of 191 Park drive, Boston. The bog is operated as the Woburn Cranberry Company. Miss Cameron, who has Falmouth (Cape Cod) antecedents, is also a considerable owner in the property at Wrentham, operated as the Wrentham Cranberry Company. Mrs. Barrows herself is considerable of a "cranberry man".

So when Barrows comes down from Boston to attend gatherings of the cranberry clan in Southeastern Massachusetts he is usually accompanied by his partner, his wife, or both. All three are equally interested in the cranberry discussions. "When you live away from 'cranberry center', Barrows says, "the only way to keep informed of what is going on and to learn the newest in cranberry technique is to go where cranberry culture is."

Besides being a cranberry grower, Barrows is interested in finance. He is an investment broker, working for a well-known Boston firm. He has also been a public school administrator. It was his financial flare, however, that got him into the cranberry business. When he found out during the 1930-33 depression that the small family cranberry bog at East Carver continued to pay good dividends in spite of the general financial gloom, and when many other lines of endeavor were failing, he became acutely interested. He decided that he should own some cranberry property, if possible.

This is the story of how this came about. Carlton Barrows was born in Allston, a part of Boston, in 1903. His family soon moved to Brookline, another part of greater

Boston. He attended and was graduated from the schools there. His parents, Ernest L. and Ruby M. Barrows, both now deceased, owned five acres of cranberry bog in the Wenham section of East Carver. Both parents, at first, had a single acre each. It was about 1912 when Mrs. Barrows acquired the first piece. As the family spent the summers in East Carver, Carlton had been somewhat familiar with cranberries since he was a boy. In fact, he says, the first dollar he ever earned was by picking cranberries by hand on a neighbor's bogs in Carver.

These bogs were built by the late Willie Vaughn, a well-known Carver grower. Although he was no blood relative, Barrows learned something about cranberrying from "Uncle" Willie.

## Bookkeeping Job Interested Him in Cranberries

Some years later (1933) he was doing a bookkeeping job on his mother's account, when he discovered that that year the property had paid at the rate of 30 per cent. That intrigued him and he made some investigations and found that this had not been an exceptional year and that some other bogs had produced as high and even higher rates of profit. That, of course, was as of then.

In the meantime, since being graduated from Brookline High, Barrows had gone to Syracuse University in New York state, where he obtained an A. B., specializing in English, education and economics. He then became principal of schools at Freeville, in upstate New York. After that he became principal at Cincinnati, also in New York. Mrs. Barrows, who was Hazel Whittaker of Tyngsboro, Mass., had a teaching job there at the same time.

In 1933 he got an M. A. degree at Cornell. However, in that period of depression, he could not find a satisfactory opportunity in educational work, so Mr. and Mrs. Barrows came back home to Massachusetts and to Boston. He entered the investment business. He had always taken a keen interest in finance and economics.

## Looked Around for a Bog

It was then he happened upon the statements of the Carver bogs which he now operates, and thought he saw a good future in cranberry growing. He began looking around to find a bog for himself. Necessarily, it had to be one which could be obtained for relatively little money. He went down the Cape, visited Dr. H. J. Franklin at the State Bog, and talked with others. He found that most of the good locations in Plymouth and Barnstable counties that were also good to the pocket-book had been bought up and were either already bog or being held for bog.

Scouting nearer Boston he found two locations which he liked. One was in Woburn, the other in Wrentham. Both could be bought comparatively cheap.

## The Woburn Property

The Woburn location had formerly been a cranberry bog, built early in the century by a Dr. H. K. Walker, later of Falmouth. This property had consisted of 10 acres in vines, with about 35 acres in all. The date was 1940. Barrows was a cranberry grower, although he had to have financial associates in the venture, acquiring several partners. One was Miss Cameron. Eventually the others were bought out, leaving just the two.

Formerly the property had been

a pond, known as Burbank pond, according to the old maps. It had been a source of water supply for the city of Charleston. Later the pond had provided water power for a saw factory. As a former pond, the site had a good peat and muck bottom. Barrows has a reservoir of approximately 15 acres, which, though shallow, does the trick of winter and frost flooding by gravity flow. The bog is in two sections. When he bought the piece the bog had entirely run out and it meant complete rebuilding.

Incidentally, this bog is but 10 miles from the State House at Boston and is within the city limits of the city of Woburn, making it the nearest bog to Boston. Woburn is an industrial city, chiefly leather tanning, and also a residential suburb of the capitol city of Massachusetts.

Barrows, who is quite a theorist, doesn't like the popular Early Blacks as well as he likes Howes. The Woburn bog is all Howes, the first acre and a half being set in 1940.

#### He Likes Howes

He thinks he gets a better yield with Howes, and so disagrees with those who follow the present tendency of planting more and more Blacks. He knows the Howes are less resistant to false blossom, but he knows this disease can be conquered by keeping down the bluntnosed leafhopper. This he does. One thing he likes about the Howes is that it is heavier than the Black. Since the entire crop goes to canning, NCA paying by the hundred-weight, he considers this quite an advantage in itself. He also thinks the Howe is a better berry for Middlesex County than the Black. He has found that Blacks do poorly compared to Howes on older bogs at Carlisle and Wilmington (owned by the Lowell Cranberry Company) not too far from Woburn.

Not only has he gone into Late Howes, but has two acres of Round Howes at Woburn (and two at Wrentham) which give him about 15 per cent of the total acreage of this little-planted variety. This Round Howe is a big berry. He is at a loss to understand why it has never become more popular. Dr. Franklin, Barrows points out,

wrote in Bulletin No. 447, page 7, in 1948, "Round Howes is perhaps the most productive berry".

Moreover, careful records of the bog at Carver show substantially greater yields in Howes than for equal areas of Blacks. This is in spite of a severe false blossom infection in the Howes there.

#### His Foreman to be Grower

Foreman at the Woburn bog is John Chase, an ex-GI. He shares much of Barrows' enthusiasm for the cranberry business as he recently purchased 2½ acres of bog in Chelmsford, which is 15 miles northwest of Woburn.

Chase lives in a four-room cottage on the Woburn bog. Most of this he built himself with the help of his father, the materials being furnished by the Woburn Cranberry Company. He has water, electricity, gas, telephone, and even television. A large picture window frames the Woburn bog and reservoir.

#### Woburn Not Colder

Barrows does not find this north-of-Boston bog colder—in frost season—than bogs more to the south. Temperatures are a lot lower in the winter and there is more snow than on the Cape. However, this bog is only about 12 miles from the ocean and about four from the nearest salt water

river. As he is so far out of the general cranberry district, he has derived his own frost formula from those of Dr. Franklin. He subscribes to the Cape Cod Cranberry Growers' Association frost warning series—sort of as a matter of "double indemnity." He generally finds his frost temperatures are two degrees above that predicted for the State Bog in Dr. Franklin's forecast. He is about two degrees, or more, warmer than the more northerly and inland bog at Carlisle.

Barrows does not believe in the use of much water at any time. He pulls his water in March and leaves it off, except for frost reflooding. He may not put it on for the winter until he fears winter-killing in January or February. April is apt to be colder than on the Cape. He is convinced that the use of water is best if kept to a minimum. As the bog is quite level he can frost flood in 30 minutes and cover every vine in an hour. He has never had less than three floodings ahead of him, even in the last two extra dry years.

There is no sand at the Woburn bog, although this would not be true of most other present or potential bog sites in Middlesex County. The Woburn company buys its sand, at a cost comparable

## NOW IS THE TIME

### To Try Some Constructive Thinking And Planning For The Coming Season

What to budget for weed control, insect control, sanding, and other bog "musts". It is an excellent time to review those seldom-checked insurance policies. Are they up-to-date, are they adequate, are they written at the lowest possible cost?

Call on Eben A. Thacher for experienced assistance in making this review.

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to digging and handling its own, he says.

Biggest crop to date at the bog was in 1949, 500 barrels. Barrows feels the bog is just about now getting to be in shape for full production and hopes for a 1,000 barrel average in the future.

#### To Use Western Picker

The Woburn bog has been scooped, with some hand picking, because of young vines. He expects to machine pick in the future and has bought a Western Picker. He has found he can machine pick for about half the cost and the machine picks a little cleaner than scooping. He believes the Western is almost as valuable for its pruning as in harveting the crop.

As was previously stated, all berries go to the canners. The Woburn Cranberry Company joined NCA as a 100 percent member before there was a crop on the property. Barrows says he thoroughly learned the value of co-operatives for farmers while teaching school in the up-state New York district. This is a milk-producing area and he talked with the producers there. "I was completely sold on the idea of co-operatives long before I even thought of owning a cranberry bog," he says. "Joining a good co-op is the only way a small farmer, including the small cranberry grower has a chance".

From the Woburn bog the berries are trucked down to the main NCA plant at Hanson as soon as picked. There are no screenhouse or storage facilities at the Woburn bog.

Barrows is now a director of National Cranberry Association, having been elected at the annual meeting last July. He is very proud of this opportunity to serve the co-op.

At Wrentham, in which eight in all are interested there are 15 acres set and five more to be planted this spring. The vines as at Woburn are all either Late or Round Howes. A total of 40 acres can be put in. Mr. Barrows is president of this company.

There is one other bog in that town in Norfolk County. This new Wrentham bog gets its water

from Lakes Pearl and Archer. Flowage, as at Woburn is by gravity. Barrows expects to have just about the best possible flowage. Each of the eight sections will have independent flowage and drainage facilities. "Water on in one hour. Water off in one hour" is the goal he is shooting at. This property was all virgin cranberry land, mostly leatherleaf swamp.

At Wrentham there is plenty of sand available, no less than three pits. A railroad with a home-made locomotive is used for sanding. Other equipment includes two trucks and a gas shovel. A Friend sprayer is used for both bogs. There will be no screenhouse at Wrentham, but berries will be sent directly to Hanson, as is the procedure at Woburn.

There is also a full-time foreman at Wrentham, a Woburn man and former GI. He is William Anderson, who lives on the property and is developing a mink farm on the side.

#### Wrentham "Best Bet"

"Wrentham," says Barrows, "should be a fine bog. I think it will be our best bet and the one which will take most of my time."

In talking with Barrows, it was evident he is something of a theorist and individualist, as he admits he is. It was encouraging to find a grower that did not seem especially pessimistic over the future of the cranberry industry, and one who felt that berries can be produced at sufficiently low cost so that the selling price need not be high. He would differ with many in estimating that the cost of producing a barrel of cranberries has risen greatly with the rising costs of the past few years, this being due to economies now possible with newer equipment and agricultural chemicals for insect and weed control.

Besides belonging to NCA Barrows is a member of Cape Cod Cranberry Growers' Association. As stated, he attends with almost religious fervor, association, cranberry club and other meetings which concern cranberries. He almost invariably takes an active part in the discussions.

#### Raised Fund for Calculator

A few years ago he felt that Dr.

Franklin needed a mechanical calculator in compiling the intricate figures in his research work. He went out and raised a fund so that the Experiment Station was provided with a Marchant calculator, which has since been used a great deal by Dr. Franklin and others at the station.

Singing is Barrow's hobby. He is a tenor. He was recently made treasurer of the noted Cecilia Society of Boston. As a youth, he was soprano soloist at Trinity Church, of which he is still a member.

## Wisconsin "Cranboree" Plans For Sept. '51 Already In The Making

The 1951 annual "Cranboree," put on by the Wisconsin Rapids Chamber of Commerce, is not until September 29 next, but members of the "Cranboree" committee have already met at the Hotel Witter in that Wisconsin cranberry city and begun definite plan making. This date is the last Saturday in the month.

The committee under its chairman, Richard Davis, plans a special contest aimed at obtaining "Cranboree" emblems to be used in promoting the affair. The emblem will be used on bumper strips, stickers, buttons, posters and other advertising copy.

Realizing it has a difficult job on its hands to top the 1950 parade the committee plans to bring in specialty groups to participate. An air force display, and air force and naval plane fight and several promotional bands and entertainment features are being considered. It was pointed out that although a national emergency exists, it is expected the affair will go on, although it may be "tailored" to fit conditions in this country at that time.

Included on the committee are C. D. Hammond, Jr., general manager Wisconsin Cranberry Sales Company and Henry Duckart, president of Mid-west Cranberry Co-op.



## '51 SHOULD BE BETTER

WHAT this year holds in store for mankind, it seems to us the prediction of the humblest citizen is about as good as that of our most learned and honored statesmen. We doubt if anyone on this earth knows—even Joe Stalin himself. Ever keeping this chaos of world conditions in mind, what are the prospects for that relatively minute section of humanity, the American cranberry grower? That is, speaking financially.

Opinion seems to be that 1951 will deal more kindly with the cultivators of cranberries. "You can expect better returns in '51 for your cranberries", were the words of George Westcott, Extension Economist of the University of Massachusetts, to Plymouth County cranberry clubs. "Lew" Norwood said growers could expect a return to more normal returns for a barrel of cranberries. Credit restrictions may make more money available for the purchase of cranberries. Growers we talk to are more encouraged with the improved situation of the surpluses.

From another source we read farm net income prospects for the current year indicate a 15 per cent rise over 1950, due to prospective higher prices and bigger production. There will be more employment, larger incomes, with the tremendous war spending. Farm prices so far have not kept pace with industrial raw materials. Since Korea, industrial materials have risen 33 per cent; farm prices only 7. Agricultural prices could and should show improvement. Yet we really don't know what will happen in '51—except that things do look upwards to us for the cranberry grower.

## FORESTRY—AGAIN

THERE is considerable emphasis upon forestry just now. We are speaking particularly of Massachusetts, and the opportunity of the cranberry grower to cash in upon his woodland. Maybe not immediately, but in the course of time. Cranberry Specialist "Dick" Beattie made some excellent comments upon this subject in his department in CRANBERRIES last month. In the next issue we have planned an article about H. F. Whiting of Plympton, who has one of the finest stands of pine around

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Pemberton, New Jersey

his bogs of anyone in the state. Mr. Whiting is a real tree enthusiast.

The Boston Globe recently had a leading editorial upon the subject of forestry, although this concerned public forests, rather than individual. This stated the first public forest in the Commonwealth of Massachusetts was established in 1914 and today there are 126 other municipalities which have placed land under the Town Forest Act. "Here is an opportunity (forestry) for advancing the interests of Massachusetts people in the only raw material to be found in this part of the United States. This is wood. . . . Four decades ago horses furnished the power necessary for daily business. These animals had to be fed with grain and hay. Then came the combustion engine. . . . horses became fewer and many a field that had produced food for them was allowed to grow up into brush."



**NECESSARY FUNCTION OF A SUCCESSFUL CLUB**—Members of South-eastern Massachusetts Cranberry Club crowd around Secretary G. T. Beaton to pay annual dues. Left to right are Raynor Gifford, Frank P. Crandon, Robert Hammond, Frank Butler and William Butler. (CRANBERRIES Photo)

## Predict Increased Prices For Growers In Coming Season

**Economist's Talk at Plymouth County Club Meetings Gives Encouragement of More Normal Prices, if Taxes are Not too High—Panel Discusses Production of Quality Fruit.**

"If taxes do not take too much of the consumer's spending power, cranberry prices will be on a near normal level in 1951 and, an increase in returns to the grower can be expected," growers were told at the first winter meeting of the Southeastern and South Shore, (Mass.) Cranberry Clubs, Tuesday evening, January 16, at Kingston and Wednesday afternoon, January 17, at Rochester. The principal speaker was George Westcott, economist, University of Massachusetts (at Kingston) with Plymouth County Associate County Agent Lewis F. Norwood substituting and using the same speech

material at Rochester.

The subject of these two talks was "The Business and Agricultural Outlook for 1951." The matters of the effect of the present armament program and war effort upon prices, demand, labor, supplies and the cost of production were discussed. It was asserted that agricultural labor will be scarcer and wages higher. Equipment will be scarcer and prices will be higher, and repair parts especially hard to obtain. Fertilizer supplies were adequate at present, but growers were told it would be a good idea to get in supplies as early as possible. The same was true of insecticides and fungicides. For one thing transportation might hamper the filling of orders when supplies were most needed.

### Must Mechanize Still More

If it had not been for Korea, it was explained, wholesale prices would not have jumped up again following a leveling off in 1948, and farm prices would have not fallen below the general level of business. "You as farmers must mechanize still more or lower your costs in some other way. With so

## LONG BEACH CLUB ELECTS 1951 OFFICERS

The Long Beach (Washington) Cranberry club held its regular meeting recently with 1951 officers elected. The officers are: Joe Rowe, president; W. H. Morton, vice-president; Mrs. Robert Meriwether, secretary; Mrs. Charles Nelson, treasurer.

First meeting of 1951 was held January 11 and brought forth a lively discussion of the advertising value of placing exhibits in some of the State fairs, and particularly the larger ones. A committee was appointed to report back to the club on the cost of placing such exhibits.

Dr. Clarke made a report on the marketing situation to date. D. J. Crawley advises growers to get their bog pruning done as soon as possible.

much of our production going into armaments your living standards will have to be cut. If the proportion of our country's output to be devoted to armaments is not too high we will not be hurt too bad, because we have such a high standard of living.

"Should our war production run up to 48 percent this will hurt. People will have about 50 percent less to buy and 50 percent more money to buy with. But increasing taxes will help keep inflation down, there is already reduced credit and installment buying, more war bonds may be sold." At Rochester, Mr. Norwood said he personally did not believe taxes will be so stiff as to "kill off business. Those at the top in Washington are too smart to kill off the votes by really killing taxation." He added the consumers should have ample money left with which to buy such items as cranberries.

### Stress Quality Fruit Production

At both meetings a grower's panel under the direction of Cranberry Specialist J. Richard Beattie discussed the effects that "water management, use of fertilizers and

fungicides and vine growth has on quality of cranberries." The panel included Dr. H. F. Bergman of Amherst, Dr. F. B. Chandler, Frank Butler, supervising foreman Makepeace company, and J. T. Kelley of the East Wareham Experiment Station.

The sessions were the first in a series, arranged by County Agent Norwood, with the stress upon producing quality fruit. February meetings of the clubs will concern harvesting, handling and storage practices while the March gatherings will emphasize care in screening, packaging and shipping.

#### Dr. Bergman

Dr. Bergman pointed out the two most used fungicides to prevent rot were Fermate or Bordeaux Mixture and while both were good he preferred Fermate, under most conditions, as this can be mixed with insecticides in the spray application. Applications should be made, generally speaking only twice, as he found extra doses seldom gave extra benefits. The first should be made very early when the flowers are first in blossom, and the second when about  $\frac{3}{4}$  of the blossoms have dropped from the flowers. Not more than three weeks should elapse between treatments.

He said he considered 75 percent effective results satisfactory, or perhaps 80 in some instances. He said he had never been able to obtain 100 percent results, although he had achieved 90, and that even 50 percent was better than no spraying at all.

"Too much water on a bog causes rot," he said. "Don't keep water too high in the ditches; keep the bog dry during the flowering aids rot. This is caused sometimes by the use of too much fertilizer. Dense vine growth besides encouraging rot, makes the treatment of rot less effective."

#### Mr. Butler

Mr. Butler began by saying he did not believe that any one factor—outside of weather—was more important to quality fruit than the use made of water. "Twenty-five years ago, we practiced early water. We believed this reduced the quantity, but improved the

quality. Today, I wonder if there is even any reduction of quantity, and certainly there is improved quality." He said the Makepeace company worked on a schedule of two years late and one year early. Water is usually drawn off about May 25. "With late water you can do little damage in frost reflows up to June 10th. Holding winter water until May 25th is better than taking it off in April, and reflowings."

He added that bogs have to become acclimated to late water. "There will be a loss of quantity for the first two years or so. We find late water good for both quality and quantity."

#### Dr. F. B. Chandler

Dr. Chandler reported fertilizer increases rot, and particularly with a higher percentage of nitrogen used. However, he said if a grower used fertilizer "with reason" the percentage of rot will not be increased, or at least not unduly, particularly with a balanced fertilizer.

The improper use of water, he considered more important in producing excessive rot than the use of fertilizer.

#### Effect of Vine Growth on Quality

"There are some bogs, and parts of bogs, where vines are so heavy that they do not bear well", said

Mr. Kelley. "These vines make the most of this top growth that does the harm from the first week in July until the middle of August. This top growth seems to cover up many of the blossoms and the small berries so they do not develop. I think it is the lack of sunshine and ventilation that causes this.

Many of the berries show a poor color and are weak, regardless of how late they are picked from vines that are too heavy, and they are bruised a lot more from scooping from thick vines than they are from vines of normal growth.

"In general, it is a lot easier to grow too many vines than it is to get clear of them after they get too heavy. I have seen a few bogs where altogether too much fertilizer has been used, and the only places that there were any berries was where the fertilizer spreader had missed.

"I feel sure that when you have a bog with heavy vines, you should treat it differently from your other bogs. You should prune it as soon as possible after picking, or else wait until the vines begin to color up well the following spring. You should run your bog as dry as you dare to during July and August.

"With vines that are inclined to be heavy, and yet bearing well, you should be more careful of get-

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ting frosted or damaged by insects, as you are liable to throw your bog out of balance and the growth will all go into vines.

"However, where vines are too thin and many of the berries lay on the sand, the berries are more likely to get baked on days with high temperatures."

#### Question and Answer Period

There followed a highly instructive and lively question and answer period. One point which brought out a great deal of debate and difference of opinion was concerning the possibility of lessening or eliminating the traditional Cape Cod practice of re-sanding. Some held this might be done to a certain extent, at least if float-boating could be resorted to, to clean up "trash" on the bog floor, if sufficient pruning was done and there was adequate fertilization. No decision was reached, but the debate brought up a point which set growers thinking. However, it was pointed out, particularly by Dr. Chandler that if sanding was lessened or eliminated, the costs of float-boating, heavy pruning and fertilizing might off-set the costs of sanding so that the grower might not be ahead at all in a financial sense.

To the question "Do you have as much success with holding late on Howes as on Early Blacks after a grub flow?", the answer was "not to hold for Howes."

Q. "Does flash flooding effect

quality of fruit?"

A. "Yes, on bogs out of level, there is poor quality on the low spots."

Q. "Can your foliage indicate a need of fertilizer?"

A. Dr. Chandler: "I like to see a bog green, perhaps a darker green than some prefer. When the leaves show a light green a lack of fertilizer is indicated; when the edges of the leaves show yellowish, there is a greater need of fertilizer and when the edges show orange there is absolute need."

Q. "Can you ever justify burning over a bog for reducing vines?"

A. A difference of opinion, but not as a general practice except under certain favorable conditions, and in any event not unless the surface of the bog is sufficiently wet."

At Rochester a resolution was voted to be sent to Mrs. Elthea Atwood expressing the club's sorrow at the passing of Ellis D. Atwood, a charter and always active member. The Southeastern club has approximately 100 members with dues paid up, Treasurer G. T. Beaton reported. A vote was taken that suppers follow the afternoon meetings for this year, this being on motion of Emile St. Jacques.

Presiding at the Kingston meeting was "Lew" Billings, vice-president in the absence of President Stanley D. Benson. Dr. Chandler did not appear on the program at Kingston as he was attending a meeting at University of Massachusetts.



Robert C. Berry

## Ryania, A New Insecticide For Fruitworm Control

As result for two years' of experimentation throughout the cranberry-growing areas of Massachusetts, Ryania and Ryania formulations are to be recommended by the Mass. Experiment Station, East Wareham, in 1951 for the control of the cranberry fruitworm, *Mineola vaccinii* (Riley).

Ryania is a recently discovered botanical insecticide possessing unique properties. It is toxic to a wide range of insect species; yet it appears to offer little or no hazard of toxicity to man, in application or as a residue on crops. Likewise it has not demonstrated any phytotoxic properties. According to a number of operators who have applied the material, both in spray and dust form, it is the most pleasant of all insecticides used to control the fruitworm. It causes no dermatitis, dryness to the throat, or other symptoms that are so prevalent to field men during late June and early July on the Cape.

#### Tropical American Family

Ryania is a tropical American genus of shrubs and small trees belonging to the family, Flacourtiaceae. The principal source of the insecticidal material has been the

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stem wood of *Ryania speciosa*, a species native of Trinidad. Other species occur in different areas of northern South America and in the Amazon Basin. These species appear to contain principles similar to those found in *Ryania speciosa*, although generally at lower concentrations. The stem wood, that part of the plant commercially collected, is cut in the jungle, bundled for ease of handling, and dragged by oxen to the motor roads. It is then transported by truck to drying sheds and air-dried for about three months. The dry *Ryania*, which is from 1 to 3 inches in diameter, is then cut to uniform 3-foot lengths for ease of transportation to North America. On arrival the wood is pulverized to a fine powder, about 95 percent of which passes through a 200-mesh screen.

#### First Tried in 1942

The insecticidal value of *Ryania speciosa* was first observed by the

(1) The writer is indebted to Dr. Henry J. Franklin, Entomologist in Charge, Cranberry Experiment Station, East Wareham, Massachusetts, and to his staff for their cooperation and assistance with this work.

Merck Research Fellow, Dr. Ralph E. Heal, at Rutgers University in 1942. The first examination of *Ryania* under field conditions was made at the New Jersey Agricultural Experiment Station. It was then recognized to be outstandingly effective against the European corn borer. Further work in New Jersey and New York, established that the pulverized stem of *Ryania speciosa* likewise was effective in control of this species, and this work was the basis of the first report of the insecticidal activity by Pepper and Carruth (1945). These and other practical investigations have established that dusts, prepared from the pulverized stem of *Ryania speciosa* in concentrations of 30 or 40 percent, or aqueous-suspension sprays of this same plant material are effective.

In tests against other insect species *Ryania* has been found to be very effective against the sugarcane borer. As a result of work done by the United States Department of Agriculture Sugarcane Laboratory at Houma, Louisiana, and the Louisiana State Experimental Station at Baton Rouge during 1947, 1948, 1949, *Ryania*

was included in the 1950 recommendations for the first time. Heretofore cryolite had been the recommended insecticide. The advantages of *Ryania* for use in sugarcane borer control are the absence of any deleterious effects to the crop and the fact that it does not appear to induce heavy infestations of the yellow sugarcane aphid.

#### First Tried in Cranberries—1949

*Ryania* was first tried experimentally on the cranberry fruitworm on the Cape during June, 1949, as a result of a previous conversation between the writer and Dr. Henry J. Franklin. This work was reported by the writer in the *Journal of Economic Entomology* 43: (1): 112. In 1950 the *Ryania* spray was reduced from the 7 pounds with  $\frac{1}{2}$  pound of wetting agent used in 1949 to 6 pounds in 100 gallons of water without a wetting agent. It was applied at a rate of 500 gallons per acre for the first application—400 gallons for the second application.

Test plots were arranged in random fashion throughout Plymouth County. Test plots and check plots were each one-fifth of an



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acre in area.

Ryania as a 40 percent dust, rotenone as a 5 percent dust and cryolite dust were applied at a rate of 50 pounds per acre. The Ryania spray was used at a rate of 7 pounds in 100 gallons of water without a wetting agent. It was applied at a rate of 500 gallons to the acre for the first application—400 gallons for the second application. The 5 percent rotenone spray was applied at a rate of 7 pounds with 2 pounds of fish oil soap in 100 gallons of water. It was applied at a rate of 500 gallons to the acre for the first application—400 gallons for the second application. The cryolite spray was used at a rate of 6 pounds in 100 gallons of water. It was applied at a rate of 500 gallons for the first application—400 gallons for the second application.

The sprays were applied with a sprayer of 600 gallons capacity which had a cranberry bog boom attachment with six nozzles. The pressure employed was 300 pounds in all tests. The dust was applied with a tricycle even-feed ground duster with a capacity of 60 pounds.

Cranberry fruitworm damage is first noticeable when the berries begin to redden. At that time, infested berries begin to shrivel. On August 2, 1949, and August 9, 1950, counts were made to determine the effectiveness of the three insecticides. Counts were made by going over each plot and picking up berries at random with a twelve-inch cranberry insect net, 50 sweeps per plot, and then choosing 250 berries at random and separating infested berries from clean ones. The results were as follows:

Commercial control was obtained in a heavily infested fruitworm bog during 1950 with two applications of 40 percent Ryania dust applied by helicopter. By actual count there were only 7 percent of the berries infested following the treatment.

Since Drs. John Reed and Robert Filmer of Rutgers University, found that combinations of Ryania and n-propyl isome were encouraging for the control of European corn borer in New Jersey, similar combinations of Ryanexcel (i. e. Ryania impregnated with n-propyl isome) were tested against the fruitworm in 1950 for the first time.

Ryanexcel 7.5-0.5 (7.5 percent Ryania and 0.5 percent n-propyl isome) and Ryanexcel 15-0:5 (15 percent Ryania and 0.5 percent n-propyl isome) were applied as dusts. Ryanexcel 93-6 (93 percent Ryania and 6 percent n-propyl isome) were applied as sprays. Ryanexcel 93-6 and Ryanexcel 96-3 as sprays and Ryanexcel 7.5-0.5 as a dust were inadequate to fruitworm control, but Ryanexcel 15-0.5 as a dust was better than the 40 percent Ryania and rotenone dust and superior to cryolite. Although this material has been tried experimentally against the cranberry fruitworm only one season, the lower cost of the product (about 10 cents per pound to the grower) and the results (2 percent average infestation on three duplicated plots) make it imperative for us to offer it to the growers in 1951.

#### To Be Included in 1951 Chart

It is as a result of these experiments that Ryania and Ryanexcel will be included in the 1951 Cranberry Insect Control Chart.

Further work with Ryania and

Ryanexcel is planned in 1951 to control the Black-Headed Fireworm.

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#### BANDON CO-OP HAS ANNUAL MEETING

For the third successive season, Ennis Loshbaugh has been elected president of the Bandon (Ore.) Cranberry Growers' Co-op. George V. Cox was chosen vice-president.

Mrs. Robert Cheatam was voted a membership and elected secretary. Elected to the Board of Directors, to serve with the foregoing officers were Floyd Shortridge and Jack Dean.

The membership voted that Hugh Campbell, Portland broker, continue to handle sales of fruit from the Bandon Co-op.

William H. Johnson distributed checks to members on berries sold in the November pool. His report indicated the average return on large berries for the 1950 season was \$3.25 per 24-pound case. The co-op markets under the trade name of "Bandon Cranberries," selling most of the crop in one-pound cellophane bags.

The group plans to meet soon to consider a project for a new warehouse.

#### Percent of Berries Infested

SPRAYS	1949	1950
Ryania	4	5
Rotenone 5%	6	5
Cryolite	15	14
Check	81	80
DUSTS		
Ryania in pyrophyllite (no activator)	7	10
Rotenone 5% in pyrophyllite	8	9
Cryolite	17	13
Check	79	87

## LEON R. WING, MAINE CRANBERRY GROWER DIES

Leon R. Wing, who operated a famous Maine cranberry bog (CRANBERRIES, August, 1947) died suddenly shortly after Christmas. The "Wing Bog," is at Phillips and was built by the late Leon's grandfather in 1880-81 and was passed along to Leon's father, and in 1935 to Leon.

A variety widely known in Maine as the "Wing Cranberry" was developed at this cranberry property, which is one of a very few in that state.

## What Every Grower Should Know About The Cranberry Market

By FRANCIS H. PHILLIPS

(Note: Mr. Phillips, who lives at Plymouth, Mass., comes from an old cranberry-growing family. His father, Nicholas Phillips, also of Plymouth, was one of the early members of the Exchange. This article is reprinted from December "Cranberry World", at the request of the N. E. Cranberry Sales Company, and does not necessarily reflect the views of the Cranberry Magazine. CRANBERRIES, as has frequently been stated, welcomes the opinions of others.)

This past October the Exchange employed me for a period of about six weeks to do what is known as retail survey and inspection work.

This was entirely new to me, of course. My job has always been growing cranberries—not selling them. But aside from the fact that the schedule was rather stiff and kept me on the go, the job wasn't too difficult. It was a matter of meeting a lot of people—people who sell our fresh cranberries to the public—and asking a lot of questions. Then, too, there was the matter of writing out lengthy reports, and these formed quite a nice sized package when my job was done.

I hope that the work I did for the Exchange will be of real value to the organization. At the same time I am sure that it was of great value to me. It gave me my first good look at the business end of getting our crop into consumers' hands.

The things I learned are the things which I think every other

grower should know about. I got an eyeful. And when it was all over I was sure that I was in a much better position to assess the work which has been done and is being done by the Exchange, and measure this against the damage that is being done by some of our competitors.

### Market Being Destroyed

I must admit that my reaction to the things I saw and learned is much stronger than my willingness to set it all down in writing. I will say this: it is almost unbelievable the way our own industry is

destroying a once profitable market. I place the blame squarely on the shoulders of cranberry growers whose ignorance of the facts or whose willingness to accept false promises has resulted in the situation which I found.

As a selling agency, the people we deal with directly are brokers, jobbers and chain stores. It is simply good business sense to understand that this relationship between the Exchange and our customers must be mutually profitable. A lot of our growers, like myself, have probably never fully

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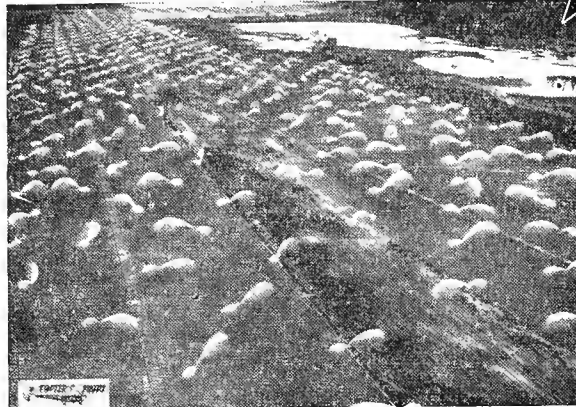


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appreciated this fact.

I talked with a considerable number of Exchange brokers and jobbers in visiting such cities as New York, Buffalo, Cleveland, Toledo, Detroit, Flint, Grand Rapids, Fort Wayne, Indianapolis, Cincinnati and Columbus. On the whole, I found them to be good business men and fine people personally. Many of them had handled Eatmor Cranberries for years. They like to handle cranberries, as a matter of fact. They are easy to handle. Jobbers refer to them as a "clean product." No special care, no icing, and the boxes stack up neatly without taking up undue warehouse space.

#### Wholesalers "Burned"

But some of our oldest friends in the wholesale trade have been burned badly on cranberries. So badly, in fact, that unless something is done to improve the situation a lot of them will be lost to us permanently.

There is one simple explanation of why these people have become disgusted with the cranberry market.

Very frankly, it is because they are being driven out of business by several so called "independents," well known to every cranberry grower.

For decades the Exchange has sold cranberries on an FOB basis. This means that, in the case of a jobber, cranberries are sold at predetermined prices, and the jobber is obligated not only to pay that agreed-upon price, but to pay the freight as well. This means that the jobber has a fixed investment in every shipment of cranberries he buys FOB from the Exchange.

That system worked perfectly well for everyone concerned over a period of many years. The jobbers did not stand to lose anything because all other jobbers placed their orders on the same basis.

I found that recently—during the past two or three years—independent shippers have started a widespread, indiscriminate, promiscuous policy of what is called "selling on consignment," or deferred billing. Now here is what happens when cranberries are sold on consignment.

In such cases the independent agency approaches a jobber and tells him "I am going to send you a carload of cranberries. I will pay the freight. You get whatever you can from your retail outlets, and you take your commission out of whatever you do get."

That sounds like a pretty good deal for a jobber. It is for those who want to trade that way. It is also a pretty good deal for the independent agency which takes its cut from the sale, regardless of whether the grower gets his costs back or not.

In this case the jobber has little or no interest in maintaining a fair price for the grower. Since cranberries take up space in his warehouse, like any other produce, he is anxious to get rid of them. He is quite willing to cut his price again and again in order to get the berries off his hands. He has no interest in what the grower receives. As a matter of fact, in such cases, the jobbers actually set the price of cranberries in the wholesale trade. You can see, readily enough, how such a situation would depress prices to the point of being ridiculous. You can see how this hurts the grower. And this is the practice of most of those who have been selling our berries as "independents." The practice is, as I have said earlier, hard to believe.

But just as this practice of unrestricted "consignment" selling hurts growers, it has also discouraged some of the Exchange's best wholesale customers who have been accustomed to dealing on an FOB basis. And this doesn't take much explanation. Suppose one of our own Exchange jobbers has agreed to pay a fair price for Eatmor Cranberries, in addition to freight, and cannot free himself of this obligation. Then let us assume another jobber or commission man across the street does business with one of the independent consignment shippers.

The result, of course, is disastrous. The Eatmor jobber pays a price set by growers while in competition with another jobber or commission man who sets his own price, and doesn't really care too

much what the price is, or whether it returns anything to the grower, just as long as he gets his profit.

This I had to learn for myself. I had never before paid too much attention to the explanation of what happens to cranberries when they are shipped on consignment. Now I know that it is having a disastrous effect on the market. I don't think I have to tell you which persons are responsible for these conditions. Those of you who are doing business with them will find that out for yourselves when you get your final returns for this year's crop.

Because of the fact that these independents have what seems to be an inexhaustible source of supply, the Exchange has found it impossible to lift or build the price level. I will say that the Exchange is making a determined stand to keep prices from going any lower, and without this resolve prices would undoubtedly have gone even further toward the ridiculous.

I visited hundreds of retailers as well during my six weeks of travel. Actually, my job was to try to determine marketing trends. I checked up on both Eatmor and other fresh fruit brands, how they were packed, the condition of the fruit, the amount on display, the price per pound, weekly sales, and other such things.

#### Retailers Also Disturbed

If the store manager had time to spare, I discussed cranberries with him. I talked to a large number of these people and found them interested in cranberries, although I also found that a lot of them knew very little about cranberries. For example, when in Indianapolis, I saw a newspaper ad which referred to "tree ripened cranberries." But, like the wholesalers, many retailers were disturbed by the trend in our industry's affairs. Retailers like cranberries for the same reasons that wholesalers like them. Then, too, they are colorful and make good displays. But, like wholesalers, retailers must also make a profit or they cannot afford to handle our products.

The retailers were just as angry about price cutting. I found that retail prices ranged from as high



as 29 cents down to as low as 8½ cents. A retailer's gross profit is about 25 percent. You can readily see why they could buy case lots of fresh cranberries from chains cheaper than they could from our own Eatmor jobbers. I cannot say for sure where these particular chains got their cranberries, but I can make a good guess.

There were many aspects about the trip that were reassuring. Everywhere I went I found that retailers were quite familiar with Eatmor cranberries. It is the one outstanding brand name in fresh cranberries. Brokers, jobbers, and retailers told me, too, that they were encouraged by the volume of sales they made in the post-Christmas season last year. They also think the consumer is quite willing to pay a price which will be profitable to our growers.

But many of them are well aware of our own industry troubles. One of the best and most effective of the Exchange brokers told me that growers are to blame for their own troubles. He said that instead of maintaining one strong central cooperative, to han-

dle their fresh fruit, they have a group of large and small selling agencies with resulting cut-throat competition. His thought was that the only way to make the industry

profitable again was to rebuild the Exchange to its once dominant position.

I can agree with that one hundred percent.

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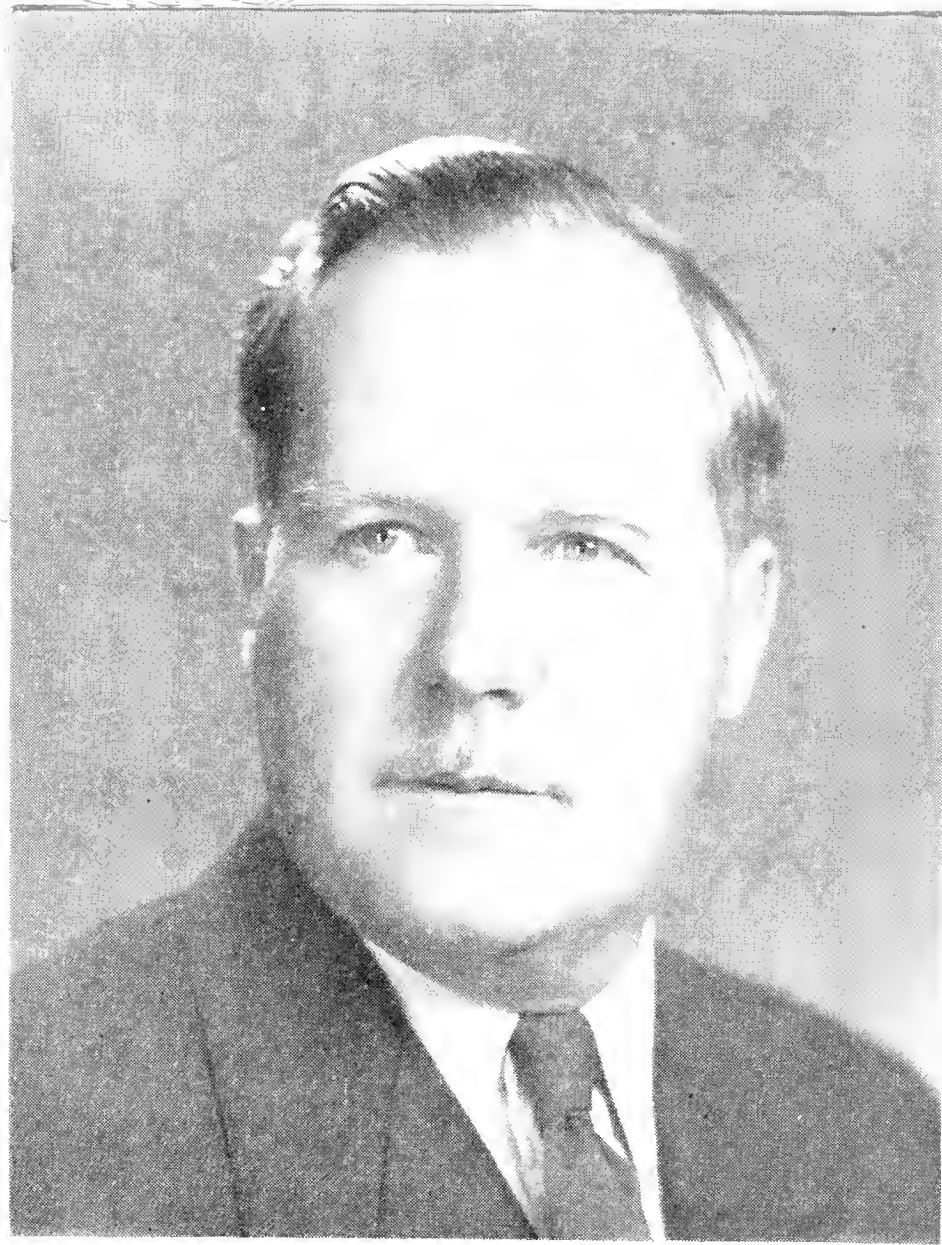
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# Mass. Cranberry Station and Field Notes

by J. RICHARD BEATTIE  
Extension Cranberry Specialist



The telephone frost warning service, sponsored by the Cape Cod Cranberry Growers' Association, is available to all Massachusetts cranberry growers. Applications have been mailed. If a grower has not received an application, but is interested in the service, please let me know immediately. The deadline for returning the application is **March 23**. There is considerable detail involved in arranging the telephone lists, and we need the growers' cooperation in order to arrange efficient and prompt service.

The 1951 Insect, Disease, and Weed Control Charts have been printed, and growers should receive them 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. The revisions made in the insect and disease control chart are outlined as follows:

First, we suggest that growers review the important Summary of Pest Control Recommendations at the top of the chart. Under this section is found the summary of flooding and blanket control measures. The only change in the Summary was the elimination of the use of pyrethrum because of its cost, lack of supply, and availability of proper substitutes. The final paragraph in the Summary explains the use of the insect net. We suggest growers read this section carefully.

The first revision in the body of the chart was made under the heading, **Root Grub and White Grub**. Dr. Franklin believes that it is usually necessary to repeat flooding treatments every five years. If P. D. B. crystals are used to control grubs, flooding or wetting down the sand after cov-

ering the crystals makes this treatment more effective.

The next change was made under **Rese Bloom**. Dr. Bergman recommends that resin fish oil soap be added to Bordeaux mixture.

There are two broods of **Black-headed Fireworms** in Massachusetts. Previous charts have dealt only with the first brood. The new chart states that the second brood of Black-headed Fireworm can be expected to appear about the second week in July. Pyrethrum was eliminated as a control measure for this pest for reasons mentioned above.

The section on **Fruit Dots** was revised slightly. Dr. Bergman recommends the addition of resin fish oil soap whenever Bordeaux mixture is used. He has found that this particular soap will not injure the bloom. If fermate is combined with insecticides, he recommends that at least 25 lbs. of this fungicide per acre be used in such combinations, or an increase of 5 lbs. per acre over last year's recommendation.

The major change in this chart was made under the section on **Fruit Worm Control**. A new insecticide known as **Ryania** has been given first preference in the list of treatments that controls this pest. The recommendations for its use are outlined in the new charts. Briefly, **Ryania** is non-toxic to man and pleasant to apply, both as a spray or dust. There is no residual problem at time of harvest. It is probably the cheapest of insecticides now used in the control of fruit worms. Experimental work has been confined to fruit worm and blunt-nosed leafhoppers. Unfortunately, it will not control leafhoppers. However, further work with **Ryania** is planned for this summer. Dr.

Franklin has been very much impressed with this new insecticide. See February, 1951, issue of **CRANBERRIES** for feature story on **Ryania**.)

A treatment to control **Girdler Moths** was added to the chart. DDT as a dust or spray is now recommended to control **Girdler Moths** and should be applied as soon as moths are abundant.

The amount of dry lime sulphur for control of **Cranberry Scale** was increased to 20 lbs. in 100 gals. of water.

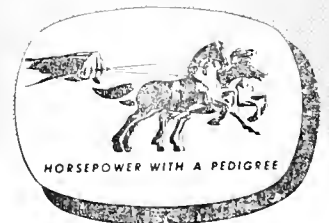
The **Cranberry Weed Control Chart** received its share of attention at the revision meeting. Growers are urged to study carefully the **General Comments on Weed Control** at the top of the chart. The purpose of the **Weed Index** is to simplify the matter of locating individual weeds. Treatments are listed in order of preference. The major revisions in the body of the chart are as follows:

The **Mars-a-bit**, **John's-wort** and **St. Paul's-wort** were added to a list of weeds that can be controlled with **Top sulphate**. Dr. Cross has specimens of these weeds in his collection, and their identification will be discussed at summer field meetings and clinics.

The **F. D. B.** treatment under and for the control of **Poison Ivy**, **Chokeberry**, and **Wild Bean** was revised slightly. Treatment can be made from April to about November 15, based on latest experi-

(Continued on Page 17)

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# WESTERN PICKERS, INC.

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Western Pickers, Inc., is very much pleased to have its product discussed (and cussed) at the various recent Panel Discussion Meetings.

It has now been five years since the Western Picker was formally introduced. These were five trying years. The first two were hard because NO grower liked to see his bog ruined by a strange mechanical picker—he would rather see it operate on Joe Doak's bog first. Gradually it was demonstrated that the Western Picker increased rather than decreased the yield in successive years.

Next came a universal machine for picking all kinds of bogs, from a low Howe to a rank McFarlin or a Cape Cod Red. This was gradually solved until now there is practically no type of vine that cannot be picked if the bottom is fairly smooth.

Another thing that bothered me was the Mechanical Bugs. Parts were always falling off at unexpected times. We are happy to say that in the 1951 model many of these bothersome details have been corrected.

We will discuss the new 1951 Model in more detail later.

Then came the question of costs. Western Pickers quoted picking costs of 12 cents to \$1.25 a barrel have been the subject of much debate. There has generally been much question as to whether the word "Picking" means detaching the berry from the vine alone, or the whole process of detaching the berry, hauling to shore, screening, storage and shipping.

For purposes of this discussion, the Western Pickers "picking" means only that part of the whole operation in which the Western Picker is involved. The costs of picking then will vary in nearly a direct proportion to the amount of berries per acre.

As an example, Mr. Hooker of Bandon, Oregon picked 200 bbls. on one acre in 8 hours. As he paid \$2.99 per hour to his operator, the actual picking costs was \$16.00 for 200 bbls., or 8 cents a bbl.

This is hardly ever the basis for computing costs, but you have to start somewhere and the Western Picker should not be entered into other costs where it is not directly involved.

There, of course, will be other costs—such as carrying off the bog, field separation and amortizing the cost of the picker. But the other necessary services performed by the Western Picker—such as cleaning the bog, combing, raking and pruning—more than offset any amortizing cost of the machine—so that there should be no such cost charged to picking.

Again, the life of the Western Picker has been much discussed. Some say 3 years, others say 10 years. We do not know. No Western Picker has worn out yet, and only parts that will ordinarily wear out are the moving parts. If we put a life of 3 years on the gears, bearings, sprockets, chain etc., and 5 years on the conveyor belt and teeth, the rest of the picker should last indefinitely, so that if we put on a charge of \$50 a year for upkeep, it would only be \$500 or about half the cost of the machine in 10 years.

It would be more probable that the Western Picker would be obsolete in 10 years rather than fully depreciated. Certainly some form of a trade-in will be established in the future so that no grower will be forced to use an obsolete picker.

We understand that the question of bruising has come up for discussion this year. We also understand that many acres have been picked in from 5 to 6 hours each. This means that the Western Picker has been picking in its high

gear, which ordinarily should only be used for dead-heading and moving from place to place. Also a knowledge of what the various adjustments on the Western Picker do. The proper setting of the idler conveyor belt roller (the middle roller) largely controls the bruising and clean picking of the Western Picker. These adjustments are not yet fool proof and need to be looked after on each different bog, and on each different type of vine.

Western Pickers, Inc., maintains service men to advise and instruct all new owners of the machine.

Generally, the small grower gets to know his Western Picker much faster and better than a large grower because he soon learns the "feel" of his machine. He is interested in it and he wants to make it pick. The end result is that he does make it pick and is rightfully very proud of it.

The large grower is more dependent on casual operators who may or may not want the machine to pick, and the results are obvious if the picking has been done too carelessly.

Now a word about the legal angles of the Western Picker. It's patent application has now been of some years standing. All related patents have been studied thoroughly. The original patent application has been divided to cause more references to be cited.

Our Patent Attorneys have cautioned us time and again to make no threatening moves or publicizing future intentions lest this be constructed as frightening off inventors who have parallel ideas. However, we are allowed to say that no one can construct a patented article even for his own use, and that after Western Pickers, Inc., has been granted a patent, it will certainly protect it.

ADVT)

# Cranberries

THE NATIONAL CRANBERRY MAGAZINE

ISSUE OF MARCH 1951—VOL. 15 NO. 11

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## FRESH FROM THE FIELDS

Compiled by C. J. H.

### MASSACHUSETTS

#### Winter End Mild

The month of February ended a mild winter for the Cape Cod cranberry area, in fact so mild there were only traces of ice at anytime and not enough for any sanding. The month was about 6 degrees a day above normal, the second warmest on record of the Boston Weather Bureau, continuing to pile up an abnormal number of degrees for a long period. Snow, although it fell on about 7 days was mostly slight, sometimes only a trace. The month was disagreeable and sunshine was off (at Boston a 43 percent compared to a normal 56 percent,) although an above-normal average has been piled up since last harvest time. There was no winterkill or oxygen deficiency, at least to any appreciable extent.

#### Dr. Cross Suggests Average Crop

This matter of sunshine deficiency in February, however, could be of some importance in the size of next Fall's production, in spite of the general over-accumulation of sunshine since last May. This is because, according to Dr. Chester Cross, and following out the theories of the weather study bulletins, February is one of the important sunshine-factor months, the others being April, May, September and November; in all of these particular months the factor has been only normal or below.

Indications to Dr. Cross, therefore as of early March is for an average or "normal" crop, and not a big one in Massachusetts. This is the first time in the past six years prospects at this time have

been for average, but as everyone knows almost anything can happen between now and harvest.

#### N. E. Sales Cleaned Up

New England cranberry sales has shipped its last berries of the '50 crop. The final barrels went out on February 23.

#### Rainfall Normal

Rainfall for the month was 4.60 a good comfortable amount. There is plenty of water in reservoirs for spring floodings and the ponds and brooks are relatively up.

#### Spring Scum

The last week in February caution notices were sent out to growers regarding spring scum. J. Richard Beattie, cranberry specialist prepared the following: "We have already seen green scum on a few bogs, the mild weather this winter favors its growth. Growers are urged to check their bogs for scum which usually appears near the ditches under the winter flood as a green film over the vines. Copper Sulphate will control this pest. The cheapest method is to broadcast fine copper sulphate crystals on the ice at the rate of 10 lbs. per acre in February and again in March if necessary. Copper Sulphate is harmful to fish. A reasonable time should elapse before draining off the winter flow into any fish stream or ponds after treating for scum."

On March 1st Dr. Franklin said the scum was not excessive considering the weather conditions.

#### Personal

"Rudy" Hillstrom of Western Pickers, Inc., Coos Bay, Oregon, accompanied by Mrs. Hillstrom,

was a Massachusetts visitor the latter part of February. Mr. and Mrs. Hillstrom drove East, through the Southwest and then up North where at St. Louis they struck blizzards and weather far below zero around Wisconsin Rapids. They began the return trip via Washington. Mr. Hillstrom expects to return to Massachusetts by June, or before for seasonal business concerning Western Pickers.

### NEW JERSEY

#### Rainfall Better—Weather Warm

At Pemberton, rainfall for January and February was well spaced. The January rainfall was 2.92 inches (.27 inches above normal); February 3.78 inches, (.34 inches above normal).

Both months were relatively mild. The Pemberton maximum temperature was below 32 degrees on only one day in January and three days in February. There were seven nights in January and seven nights in February when the temperature fell below 20 degrees. The average January temperature was 36.6 degrees (3.1 degrees above normal); February 37.2 degrees (3.6 degrees above normal). The longest continuous cold spell was February 8 to 10, when for three nights and two days the temperature ranged between 10 degrees and 26 degrees.

#### Moisture Still Not Caught Up

Some have felt that our rainfall has caught up with normal, since for the past four months we have had something better than normal rainfall. This is far from true. Our last wet year was 1948. In 1949 we received at Pemberton



3.81 inches less than normal rainfall and in 1950, 5.55 inches less than normal. The two slight excesses reported above for January and February merely reduce this total deficiency since 1948 to 8.75 inches.

Does the above record of two dry years help explain New Jersey's crop of 98,000 barrels in 1950? For a crop of 90,000 barrels or better, we have to go back to 1946 (90,000 barrels); 1942 (95,000 barrels); and 1940 (90,000 barrels).

#### **Haines Sanding Program**

Ethelbert Haines and Brother have continued the program started about 1940 of sanding 40 to 50 acres every winter and resting 100 or more acres every summer. They completed, this month, their winter's sanding. Incidentally, the Haines' production per acre is one of the highest in New Jersey.

#### **Building Reservoir**

James Holman is building a large reservoir at his Deerpond High Bridge bogs near Lakehurst.

### **OREGON**

#### **Early Spring**

Early spring is being anticipated as in late February daffodils and narcissi were beginning to bloom and all roads were lined with bursting pussy willows.

There was a cold spell, at the end of January with temperatures down to 19-23, but otherwise the winter was open. No injury was caused by the cold days.

### **WISCONSIN**

#### **February Low in Sunshine**

Wisconsin also had a deficiency in sunshine during February. There were only about five good days during the period. There was plenty of snow and water supplies are up.

#### **Personals**

Mr. and Mrs. Daniel Rezin have returned to Warrens from a vacation in Florida. They visited Mrs. Rezin's mother at Daytona.

Miss Jean Nash has been at Sun Valley, Idaho, for her annual vacation there.

Mr. and Mrs. D. C. Hammond, Jr., are entertaining Mr. Hammond's parents of Wareham, Mass.

## **Potato Executive Succeeds Chaney In ACE Position**

**Harold E. Bryant of Maine Takes Over Work of "C. E". Who has Been in Cranberries Since 1905.**

Becoming executive vice-president and general manager of American Cranberry Exchange on April 1 is Harold E. Bryant of Maine, an executive from outside the cranberry field. ACE Executive Committee named him last month to assume the duties of Chester E. Chaney, whose resignation becomes effective March 31.

Mr. Bryant has been general manager of the Maine Potato Growers Association for the past 14 years, a position somewhat similar to his new job. He is still a relatively young man, who will not reach his 41st birthday until next summer. Having taken his position as general manager of the Maine potato group when he was 26, it has grown under his direction from a local membership of about 75 around Presque Isle and an annual volume of business of about half a million barrels of potatoes to a present membership of 2,000, covering all of Maine, having a net worth of a million and doing an annual volume of business of about \$24,000,000.

The new executive of ACE is also immediate past-president of the United Fresh Fruit and Vegetable Association. He is vice president and a member of the executive committee of the American National Cooperative Exchange; a member of the advisory board of the United Fresh Fruit and Vegetable association, and a director of the United Merchandising Institute.

#### **Helped Advise Government in Recent War**

During World War II he served on committees of OPA and War Funds Administration, in which capacities he helped advise the government on reciprocal trade agreements.

He has also headed the Presque

## **Exchange Office To Be Moved To Cape Area**

A second important American Cranberry Exchange decision is to move its headquarters from New York City to a growing area, this to be in the Cape Cod district, the major producing center. This move is expected to be prior to June 1.

The move is being made, T. H. Budd, ACE president, announces, so as to enable the Exchange personnel to maintain closer touch with growers in this largest-producing area. There has been comment that the ACE quarters were too distant from major bog regions and from market competitors.

Currently ACE maintains eleven permanent employees, with from five to eight additional during the height of the marketing season. All Exchange employees are being urged to move to the new location. ACE has been located in New York since its 1907 founding and the address, 90 West Broadway, in lower New York, has long been a familiar one to the industry. Other offices are in Chicago, under direction of Lester Haines, and in Seattle under H. P. Russell.

Just where in the Cape area the new headquarters will be has not been determined, but Plymouth has been considered the most desirable, although other towns in Southeastern Massachusetts are being considered, a final decision to be based on available accommodations.

Isle Rotary Club, the Presque Isle Chamber of Commerce, and the Maine State Chamber of Commerce and Maine Cooperative Council.

In 1950 the potato association of which he was head had seven operating departments (seed potatoes, table-stock, warehousing, grain, bags, farm supplies and farm machinery) with 100 full-time employees and an additional 250 when the marketing season was at its peak. Maine potatoes are now marketed throughout the country,

(Continued on Page 14)

# Massachusetts Grower Makes A Hobby-Business Of Tree Culture

H. F. Whiting, who has been a Grower since 1908, has About 300 Acres in Forest.

by  
CLARENCE J. HALL

The growing of trees, white pine, around his bogs and elsewhere, is the hobby of one Massachusetts cranberry grower, Herbert F. Whiting of Plympton, in Plymouth County. Mr. Whiting gets an aesthetic pleasure from just watching the trees in his groves grow bigger, although at the same time he is not unaware of the economical value of reforestation of the areas around bogs and that this very thing is urged for cranberry growers by soil conservationists, foresters and others as a possible cash side line to cranberry cultivation.

Mr. Whiting has about 300 acres with the white pine growing upon them. Some are at the shores of his bogs, others are on pieces of land he has bought up for the purpose. These latter he bought cheaply after they had been cut for their timber by lumberers.

## "Give the Tree a Chance"

"You don't have to plant white pine around this country", Mr. Whiting asserts. "All you have to do is to give it a chance to grow. The pines seed themselves and grow naturally. All you have to do is to weed out the oak and birch and give the young trees a chance by some trimming and thinning."

Mr. Whiting hasn't planted his trees, nor has cut many of them either, yet. As he says, he just likes to give those that seed naturally a better chance to grow into pine forests. He has thinned out and sold a few, but not to any large extent.

Most of Mr. Whiting's forests are now about 30 to 40 years old. He says they will not reach maturity until they are from 50 to 75 years old. Most of the work of taking out the undesirable trees, thinning and trimming, has been done by Mr. Whiting himself, assisted by his son, Robert Whiting, who also assists him in his bog work.

His efforts in local forestry have gained him some recognition, as some months ago a demonstration meeting was held at his property, conducted by the district forester, Charles R. Cherry. This meeting was attended by a number of cranberry growers.

At this meeting, Mr. Cherry selected a sample acre and "spotted" the trees to be cut out in a desir-

able thinning to aid the growth of those left. But Mr. Whiting apparently does not like to cut down his white pine trees. At the time he was interviewed, he said those marked by Mr. Cherry had not been taken down as yet.

## "I Just Like to Grow Trees"

"Keeping up a good forest by cutting out the trees you don't want and trimming up the lower branches is good for the woods. It is good for the land, the woods hold the water. It lessens fire hazards to cut out the underbrush and cut off the lower branches."

It seems quite apparent to anyone talking with Mr. Whiting that he really just does enjoy seeing a nice stand of white pine growing—for the sheer pleasure of it—even though he does recognize the financial possibilities in reforestation.

He says he may cut some of the woods himself "someday". But the money end does definitely seem to be secondary to his achievement in growing the trees. He is an out-doors type of man.

## Cranberry Grower Since 1908

Mr. Whiting has been a cranberry grower since 1908. He started in life as a carpenter. He built his first bog in adjacent Carver in the Darby section, but later sold that. He now owns 37 acres in all, in three areas.

His main bogs, in all twelve acres, are off Brook Road in Plympton in back of a house occupied by his son, Robert. Mr. Whiting himself lives on Elm Street, near the Plympton green.

The bogs off Brook Street are old bogs built in the 1880's by George Randall. There were 20 acres before he sold some of this acreage. This is flowed by a main 40-acre reservoir, by gravity. His other cranberry properties are on Center Steet in Plympton and at Snappit Brook (in Plympton.) His vines are just about half and half divided between Early Blacks and Howes.

He has harvested for the past ten years with the Mathewson picker, buying one a number of years ago when that machine was first introduced. At first he didn't like it, but finally found its greatest faults were in its operation. But his son, Robert, overcame the difficulties. Now, like the very few who still have these harvesters, he favors the big machine. Without it this past fall he says he couldn't have gotten his berries off, as he was unable to find any coopers.



Section of Bogs and Trees Shown

(Cranberries Photo)



H. F. WHITING

(Cranberries Photo)

One of the first things Mr. Whiting did after deciding to go in for cranberries — which he did, "chiefly," because everybody else was doing it at the time—was to join the New England Cranberry Sales Company. The first crop he harvested was sold through that co-op and every one since then. He has screenhouses, where he once sorted his berries, but now they are used only for storage, while the New England packing houses do the sorting. He feels this is the only economical way.

Besides growing cranberries he has a small patch of blueberries. The fruit he does not sell, but uses it for family use. You see, he enjoys making things grow. He is at his bog practically every day from about 7:30 a. m., onward. There he has a well-constructed,

warm and convenient boghouse, in which there are overnight arrangements bunk, etc. for frost nights.

Mr. and Mrs. Whiting have a second son, Benjamin, who is in the restaurant business in Meriden, Connecticut. There is also a daughter, Mrs. Howard Hanlet who is married to a florist in Kingston.

#### Has Seen Many Changes

Being a cranberry grower for so many years, Mr. Whiting has seen many changes in the industry—and, like most others, he doesn't like the way things have developed the past two or three years. He has seen the industry change from the use of containers, for shipping which really were barrels, to the half barrel box to the quarter barrel shipping box and now, to the one-pound cellophane, or window-box container. Perhaps, as a lover

of trees and a former carpenter, he dislikes seeing this change from wood to cardboard, but says that is what the modern public seems to want, so that is what they should be given, even though he believes the keeping quality of the fruit is impaired.

However, he has his hobby of tree growing, or secondary business, which many a cranberry grower could adopt to good advantage. One of the attributes early ascribed to the growing of cranberries was that the cultivation, of otherwise nearly worthless lands, to the growing of cranberries was an economic gain. So it should be with the utilization into forests of practically worthless land now covered with brush and scrub trees.

## Crops And Prices

By Russell A. Trufant

So we have had three years of large crops and low prices. We have been taught by the law of supply and demand that we have to put a lower price tag on a larger crop in order to clean it up. But do we ever stop to think that a low price one year is likely to mean a large crop the following year? That there is a vicious circle in the yield-price relationship? That a high price means a smaller crop the following year?

Here in New England we know that if we neglect our bogs they soon cease to be cranberry bogs. So we weed them diligently, and sand them every three years or so, and use sprays for insects and fungus and perhaps kerosene and chemicals for weeds. That is, we do if we have the money. We do not do these things (except insect sprays) to increase the current crop, but for the long-range improvement of our bogs. In fact, most of these treatments act to reduce the coming crop. For example, a good sanding is likely, through mechanical injury and suffocation of fruit buds, to decrease the coming crop by twenty-five to fifty percent. Kerosening, unless well timed, may result in even greater curtailment.

**Most Practices Cut Coming Crop**

In fact, almost all the things we

do to a bog to improve it (1) cost money, and (2) cut the coming crop. Exceptions may be taken under (2) for some treatments from the air and possibly for some fertilizer work. But in almost all cases, if we do not have the money, we do not make any of these treatments. There have been few acres resanded in the last two years and prospects are for still fewer this spring. Grower service organizations have been getting less and less business.

Consider what this means to production. Assuming that in better times one-third of the acreage would be sanded each year, and that such work would halve the crop from those acres. That would take one-sixth of the acreage out of production; when sanding stopped, there would be an automatic increase of about one-sixth in total production. Apply the same reasoning to all of our bog-maintenance activities, and we might find that shortage of ready cash might boost production by twenty-five percent!

#### Why Our Current Crops Are Larger

Some such effect might easily account for our current large crops and the consequent holding-down of the price, with or without the Sword-of-Damocles carryover. Now if our production has been boosted by deferred maintenance, what will happen next? We know from war experience (and what is happening now) that we can get along without keeping our bogs up properly for possibly three or four years, before we find our production tobogganing. When the lack of proper bog care finally takes hold, and production falls off, the price will rise, other things being equal. That will give the growers more confidence and more cash, and they will begin to sand, etc., again.

When the growers do begin to spend money on their bogs, and to do so at an increased rate to make up for all the work they have not done, that will decrease the effective acreage and cut the berry production by twenty-five to forty percent. That decrease in total

crop will boost the price of berries still more, giving the growers more money to work with, and we will have a spiralling price. But we will have fewer berries to sell at these high prices, naturally. Add to this effect, the effect of total or even partial mobilization, and we are in for a merry ride, barring price-fixing.

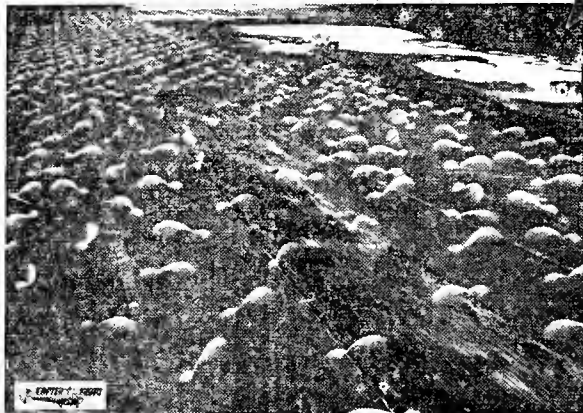
#### Have A. Big Crop Yourself

There is just one way to avoid that frustrated feeling of good

price and small crop. That is to have a big crop. If you, personally, could have a bumper crop when all the others were having a small crop, you would be on Easy Street. If you could be the only grower who kept up his sanding and other maintenance in spite of hard times and shortage of funds, you would be the envy of every neighbor when the pay-off crops begin to roll in. Perhaps it is not too late to start. At any rate, the last man to start is a . . .

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**GLENDORA CALIFORNIA**

## ARE WE SLOW TO THE NEW?

WE agree with a statement in "Looking Ahead in 1951", a publication put out by University of Massachusetts, that "the only certainty is that there will be changes, and more adjustments will be necessary to meet these changes." Change in such a world crisis as this time is true for everyone.

Concerning cranberries we have been doing a little thinking as to the question, "do cranberry growers like changes as well as others?" Have we made changes in cultural practices as rapidly as some other forms of agriculture have, or even as fast as may have been desirable?

That the cranberry industry has made many changes, and big and striking ones, is obvious. We have changed many of our methods tremendously in recent years. Cranberry growing today is little like that of the early part of this century, or even like that prior to the Second World War. Yet have we been quick enough to make changes, or to adopt alternate practices which may save us money?

We have our cranberry queens and our airplanes, our modern insecticides and our machine pickers. Yet the thought haunts us as to whether we are sufficiently alert to explore every new avenue which may lessen cost of production.

Do we dismiss the possible advantages of the "new" too easily? Some growers have said flat-footedly that there could never be a picking machine which would be satisfactory. However, many are finding picking by the Western machine to have very definite advantages and not only in cost. Sprinkler irrigation. This has not been taken up as yet on an extensive scale by the industry as a whole. One reason for this is undoubtedly the first costs, which have seemed like an unnecessary expense during the past few years of scrimping. Yet this form of irrigation is a good deal of an insurance against drought and frost.

Cranberries should sell for a better price next fall. They certainly are not up to any "parity" which the grower considers satisfactory. But, granting the return to the grower will be higher, costs may keep on increasing—as a matter of fact they can scarcely help doing so to some extent. An answer to more net to growers, even from a better market return, is in savings in

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operating costs.

Growers have cut corners drastically in the "cranberry depression", but maybe by still more consideration of alternate methods the cost of producing a barrel may be cut further. The old saying, "a penny saved is a penny earned", still holds good—even though our national and state spenders lend us no good example in this direction.

HERE 'tis March again, and time to get busy on another season—not that the growers have been napping all winter. And it does look as if there would be considerable doing this year. A group of Massachusetts growers is meeting to consider doing something about marketing at the "grower's level"; ACE has gone outside the industry to get a new executive general manager; Mr. Urann put forth a plan in February Cooperative News to "unify" sales if enough growers joined NCA 100 per cent and worked under the Council. Maybe the doldrums are over.

## Cape Club Meetings Take "Information Please" Form

### Growers Ask Many Questions Concerning Marketing and NCA Operations.

In an informal "Information Please" type of program, panels representing NCA and ACE answered questions at Cape meetings, Harwich, Feb. 13, and Cotuit the following evening, these being arranged by County Agent "Bert" Tomlinson. There was a large attendance at each, about 75. A supper preceded the meeting at Cotuit. Ralph Thacher, president of the Upper Cape club was chairman at Cotuit, and Raymond Syrala, president, at the Lower Cape group.

Panel at Harwich was John Harriot, assistant treasurer NCA, M. L. Urann representing NCA, and Russell Makepeace, the Exchange. At Cotuit Mr. Makepeace again appeared for the Exchange, Mr. Urann for NCA with Attorney John Quarles.

A tone noticeable at these meetings and other gatherings is that the "distressed" period for the grower is definitely passing and that profitable returns will be coming to the grower this season after the past three extremely harrassing years. The ending of the overhanging surpluses seems to be the principal cause for this more cheerful thinking. Mr. Urann, while declining to make any prophecy, told of sales of sauce running ahead each month, and said that he had confidence in the future and definitely so, now that the troublesome surplus is gone.

The matters of a single big co-op, that is, more unification between NCA and ACE, industry-wide advertising, not just advertising "brand names", by the two co-ops, and the getting of more actual cash and in a less prolonged time after harvest, seemed to be general in the minds of growers.

#### One Co-Op

The question as to what the

Cranberry Growers Council is, exactly, was asked. This was answered by Russell Makepeace and led into a discussion of one co-op. Mr. Makepeace said the Council is made up of representatives, 12 in number, from both co-ops and its principal function has been to allocate the crop between fresh and processed, and to unify the industry. "The Council is simply one step toward a single co-op", he said. Mr. Urann also said the formation was a first step toward a single co-op from the two present major ones, and at the time it was formed "growers were not ready for complete unification, but that it surely will come". Atty Quarles said that he and Mr. Loos (attorney for ACE) had been working on the merger for years, and it was only a question in their minds of "how much punishment the growers were willing to take and for how long, before they got together". One co-op is the only answer, although what exact form it will take I do not know. Maybe both units will retain their identity as at present."

#### Mass. Berries Eliminated

Regarding allocation last year, Makepeace said the Council had some 650,000 bbls. to allocate and that of this about 50 per cent was to go fresh, 30 per cent processed, ten percent to be held to go either way needed and ten per cent to be eliminated the "elimination" to consist of berries left on the bogs, pies, etc. This had been followed out very closely, he said, and that about 10 per cent had been eliminated from the market, but that all of this, or practically all, had been done with Massachusetts berries alone.

#### For More Advertising

The question as to additional advertising other than by brand brought up a point which interested the growers. Mr. Makepeace advocated the continuance of brand advertising, that is, "Ocean Spray" and "Eatmor", but said that if additional funds could get more publicity this would all be to the good and that "publicity" is the most effective and cheapest form of advertising. Miss Ellen Stillman of NCA said she felt to give up brand advertising would be a mistake.

and NCA had spent half a million last year, but that any additional advertising would be a help, although advertising should be directed with a definite view.

Crip G. Colley, president of Cape Cod Cranberry Cooperative, Inc. (Independent) said he thought it would be an excellent idea for all growers to contribute to a publicity or advertising fund. He said he didn't think it was fair for the two co-ops to carry all the load. "I think the independents will be willing to go in on an overall advertising plan"

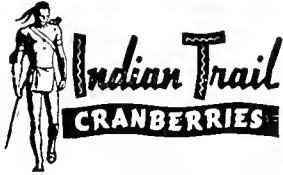
#### Questions Concerning NCA

Some pertinent questions were directed at NCA representatives as concerns a number of matters. One was stock ownership. It was brought out there were some 5,000 shares of preferred stock which had a fixed dividend payment of four per cent, and some 70,000 common, and that 59 growers owned 70 per cent of the stock. Mr. Quarles said the common stock had a fixed value of \$25.00 a share. Mr. Urann said that while NCA had not been redeeming this stock during the past two or three distressed years it was "buying back some now". A 2 per cent dividend was to go out on the common stock February 15th, he said. Mr. Quarles said this interest had to be paid before growers received money for their fruit, as this was a fixed charge, a "sort of expense" of doing business.

Asked when another payment on berries might be expected by the growers, Mr. Urann said in April or May, on the '49 pool.

Asked if NCA was demanding 100 per cent membership, Mr. Urann said it was not, but it was hoped to educate growers who came in as 10 per cent or more members to be 100 per cent eventually.

This stock, it was explained, represented the growers' holding in physical assets such as factories, or other buildings. There followed a discussion as to the advantages of a stock cooperative, or a non-stock, with a revolving fund such as is used by New England Cranberry Sales Company. It was explained that the New England had



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built up its revolving fund over a long period of years, while NCA needed cash in considerable sums when it was organized in 1930 and that a stock cooperative seemed the best answer for it. Mr. Quarles and Harold Lamb of the Springfield Bank for Co-operatives discussed the advantages and disadvantages of each and there seemed to be really little advantage in either in theory, although there was in specific instances.

There was criticism that NCA did not give its members enough detailed information, either in Co-operative News or otherwise. Principal speakers were Charles Savery, John Shields, with Ralph Thacher asking a few questions. Miss Stillman said that Co-op News did have the answers to many questions if the issues were carefully read.

"What incentive does NCA offer to grow quality fruit?" was one question asked. Mr. Urann answered by saying that half of the grower's crop would go into cans anyway, and Mr. Makepeace said, "You can't afford to grow poor berries. If you do it is going to cost you more all along the line."

Frank Crandon said that good quality could always be sold and that poor cannot, and this is true in any product.

#### **More Chicken and Cranberries**

During the discussions it was brought out (by Miss Stillman) that a survey conducted by the Woman's Home Companion showed that last year people were eating cranberry sauce more often with chicken than with turkey and that a considerable portion ate cranberry sauce once a month or oftener.

#### **Where Cranberries Are Sold**

New England folks only eat two or three per cent of the cranberry crop each year. Mr. Urann said it consumed about 50,000 bbls. in cans. The "grain belt", that is the Middle West, consumes the most, about 70 per cent of the fresh crop. Rural areas eat more fresh, while the industrial use more processed.

To a question Mr. Urann said some finished sauce had been sold to "independent" canners, two in number, but at a price which made it impossible for them to undersell "Ocean Spray".

These were interesting sessions, with the growers intent upon getting information. Considerable

## **Production Costs Subject At The Plymouth Meetings**

Gatherings of Clubs of that County Take Up Means of Lessening Expenses, with Particular Emphasis on Western Picker.

Lively interest marked the February meetings of the South Shore and Southeastern Cranberry clubs at Kingston, Feb. 20th and Rochester, Feb. 21, respectively, with topics and discussion concerning ways and means to cut cost of production and to turn out quality fruit. L. F. Billings, presided at Kingston and Russell Makepeace at Rochester.

Principal speaker was Prof. B. D. Crossman of the University of Massachusetts, who brought up

thought went into the preparation of the meetings, especially in questions, these being prepared as the kind that growers might ask each other, and of course many were spontaneous.

topics calculated to make growers think more keenly of costs of operation and how costs may be cut. He brought out one fact that labor costs of a cranberry grower are 70 or 75 percent of his total costs. He compared this proportion with industry and some other forms of agriculture and said he knew of no other which was as high.

He first ruled out fixed "arbitrary" costs which the grower has little opportunity to influence. These he mentioned as taxes, fire insurance rate, mortgages or interests and the price of labor. In regard to labor he said in as much as Massachusetts cranberry growing is located in a highly-industrialized state, growers really have not much to do with the rate they pay. Turning to labor, he said that since the rate of wages could not be controlled by the grower, all the grower could do was to try to use a minimum amount of labor to get the necessary work satisfactorily done. This brought up harvest costs which are such a large item and the savings which might be made by mechanical pickers such as Western Picker.

He mentioned actual "case" histories of costs he had obtained, and, for example, took a "typical" bog of 30 acres on which a year's

cost had been \$13,135, and labor \$8,689. He first asked for estimates from the floor as to what percent of a growers costs were labor and had received estimates of from more than 50 percent to 70.

#### Debate on Picking Machine

A good deal of keen debate came up in fact about the merits of machine vs. scooping, with opinions both for and against especially as regards the bruising of berries when machine picked. It was pointed out the Western Picker has advantages in lower costs because of its pruning.

Gilbert Beaton, who was one of a panel of four and whose topic was "Careful Handling and Pre-cooling", said the Beaton company had handled berries in its screen-house picked by both methods, and that it was possible to tell by a glance at the berries which had been scooped, and which machine picked, by the amount of bruising. The machine-picked were so badly bruised they had to be put into cans as quickly as possible, he said. This experience was confirmed by Archie McLellan of NCA.

On the other hand Raymond Morse of N. E. Sales Co., had almost opposite view of the quality of the machine-picked berries he

had handled. He felt berries were not unduly bruised by Western Picker when proper picking methods had been used. He did criticize the amount of chaff in the boxes and said that improvements in the machine itself and its operation could be made.

He said his actual costs, picked, taken ashore and vines separated had been 52 cents a barrel.

Oscar Marsh speaking for picking machines told how mistakes had been made in trying to operate the machine too fast, and this had undoubtedly bruised berries. He said this bruising could definitely be brought down by slower operation and the operator must watch the conveyor belt and be sure his machine is in proper timing, throughout. He said it seemed as if it will be possible to employ women to operate picking machines, and that his experience had been that younger men were faster and started out with a lot of "pep" but did not produce at the steady rate of older men. Taller men got better results than shorter men, because, he thought, they could see ahead better as to what they were doing.

At Kingston, Dr. Fred Chandler of the Experiment Station produced 10 boxes of cranberries some of which were scooped and some machine picked. He defied anyone to tell which was which. Mr. McLellan failed to do so after examination. Dr. Chandler later explained that all the berries had been run through the mill once and that all but two boxes were machine picked, and that no one, of many who had tried at the station, had succeeded in picking out the two which were scooped, and one of these two had been "rough" scooped. Prof. Crossman said he believed machine picking had a definite future, although there are still improvements to be made.

Another important factor, is to get the berries ashore as quickly as possible and not to leave them in the sun which lessens the scalding dangers. Another is to cover the berries in the boxes on the shore by staggering.

Mr. Beaton said he had been much impressed by a practice of the Makepeace company, and in-

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tended to adopt it next year. This is to leave the berries at the bog over night, giving them a chance to get rid of "field" heat before placing them in the screenhouse. A slight drizzle during the night didn't seem to do any harm, and particularly, as the boxes were covered by empty ones. For heavy showers tarpaulins are spread over the boxes. Rainfall does not seem to injure berries much, he thought—they will dry out in storage without injury. A box of berries dropped in a ditch is a different matter.

He told how the berries are handled in the Bramoth Beaton packing house which has capacity to store 14,000 bbls. He said he tried to keep temperatures at 55 during September and October, although berries were often brought in with a field heat of 75-100. He said all boxes were staggered in storage, so much so that capacity was reduced to 10-11,000. Big fans brought in air from open doors at night, when the outside temperatures were cooler. No berries were stored directly in the line of these drafts, which were quite powerful. The air came in from the lower floor. Most important was the matter of keeping the temperature as even as possible.

#### Pre-cooling Rather New

Morse said pre-cooling of cranberries is rather new and is a matter growers could give more consideration to. He backed up the idea of Beaton of pre-cooling berries before berries are brought in. He said in N. E. Sales Company screenhouses, doors were left open at night and closed during the day. It was important that berries should not be moved about in the warehouse more than necessary. Ideal would be no moving at all until time for screening.

He said a basement might seem an ideal place to store berries but experience has proven this to be wrong. Berries will deteriorate faster in such storage. Any basement used, needs the air changed frequently to drive out the foul or used air.

**Cool Air From Screenhouse Top**  
William Cole, recently retired

from University of Massachusetts with 30 years in extension service, most of them spent in storage problems of fruits, particularly apples, said apple growers had made great strides, particularly in the past 20 years, in storage facilities. He said that where there was only a single storage plant in Massachusetts 20 years ago, there is now capacity for a million and a half bushels.

Best storage temperatures, for cranberries he said, are 35 to 36 degrees. This can be increased briefly to 40 to improve color, and then dropped again, but there will be some shrinkage in the action.

He said that modern storage theories have made a change. He said the principle now is not to suck out foul air, but to put fresh air in at the top of storage and force the foul air out at the bottom. This was just the opposite theory to that being used at the Beaton screenhouse.

He corroborated the idea that even temperatures kept berries at better quality and that drafts must not directly hit stored fruit. It is expected that more concerning Prof. Cole's research upon how to best store cranberries and the construction of a cold storage building will be published in a later issue.

#### School Children for Harvest

What Massachusetts growers might expect in harvest labor conditions were outlined by Joseph Erierly, Massachusetts Division of Employment Security. No one could tell what conditions will be in the fall, but appearances are labor would be tight, with industrial employment as high as it is because of the national defense program in operation.

He told of supplying "gang" labor last year, and this included bringing in groups from cities for week-end work on the bogs. He felt this had been of special benefit to the smaller growers.

High school children were used last year, and he expects to use them again and has already made arrangements with Wareham superintendent of schools for that area. He said the school hours might be changed to some extent. He said, however, for growers not to expect to get this class of help for "50 cents an hour. These kids are wise to money values today."

Last fall, he continued, these school workers had picked by the box in the afternoon, and average from \$2.50 to \$5.20 for such work and they averaged more than \$30 for the season. Growers picked them up at the school and returned them there. Once again, he said,

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What to budget for weed control, insect control, sanding, and other bog "musts". It is an excellent time to review those seldom-checked insurance policies. Are they up-to-date, are they adequate, are they written at the lowest possible cost?

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a labor headquarters would be maintained at a garage on route 28 (Square Deal) West Wareham, as a central location for Wareham, Carver and Rochester. Help would be recruited over radio and through newspapers, and he hoped growers would not be loath to seek the help of this employment service, as some had appeared to be in the past, and that the service would do everything possible to aid the grower in his employment problem.

## Group Calls Mass. Growers To Meet March 15th

Gathering at Wareham Town Hall to Consider Formation of Association to Deliberate Marketing and other Problems at "Growers' Level", to Improve Industry Conditions.

A small group of Massachusetts growers has been holding meetings tentative to the formation of a growers' association. The objective would be an organization to meet at a so-called "grower's level" rather than marketing agency level to decide the common marketing problems relative to the industry as a whole.

Intent would be to form an organization which for the present at least would not contemplate

activity engaging in marketing and possibly not at all, but an organization more in the nature of an "institute," it is understood. Discussions have been held to the effect that marketing conditions could be improved and coordinated better by an over-all industry representation of such a group.

Three meetings have been held, two original groups of ten, these including members of both major coops and independents. First two meetings were at the State bog through the courtesy of Dr. Franklin, this meeting place being used as a strictly "neutral" ground. The third was at Wareham Town Hall, Feb. 13, with about 18 attending. Chairman has been Chester Robbins of Wareham. Meetings have discussed advertising, allocation of the crop, etc. There is no intention of attempting to duplicate the work of the Cape Cod Cranberry Growers' Association which it is felt is doing an excellent job in research and the field of a common meeting place for all growers without actual marketing involved. The new organization, if formed, is to be concerned chiefly with marketing and all problems attendant thereto, with the primary objective of getting growers better returns for their crops.

Each meeting "felt its way along" deciding as the sense of the gathering that there was need of such a group. At the town hall meeting the chairman, Mr. Robbins, was authorized to appoint a committee to draw up a letter to be sent to all growers. This has gone out, calling a mass or organization meeting for Thursday evening, March 15, 7:45 at Wareham Town Hall.

Signatures on the letter are: Bruce Arthur, Donald Bailey, E. L. Bartholemew, John Foxcroft Carlton, Orrin Colley, Winthrop Drubham, Robert S. Handy, Arthur Handy, Robert Hill, Eric Huikari, Eino Harju, Nahum B. Moise, Alfred L. Pappi, Chester E. Robbins, Bernard E. Shaw Ernest W. Shaw, Orro Salmi, Louis Sherman, Wm. E. C. Warr, Jr, Robert Williams.

### ACE EXECUTIVE

(Continued from Page 5)  
but chiefly east of the Mississippi.

### A Real "Down Easter"

Mr. Bryant was born on his father's potato farm at Fort Fairfield, Maine. He received a B. S. degree in agriculture, economics and farm management from the University of Maine. While at college he was a member of Beta Kappa, social fraternity, and Alpha Zeta, the honorary agricultural fraternity. He was president of the University's agricultural club. Following graduation he worked for farm credit associations.

He is a member of the Congregational church, was married to the former Helen Hayes of Presque Isle in 1938, and there are two children, Billy, 10, and Sharon, 6.

The executive board of ACE selected Mr. Bryant from a list of top-flight executives for a number of reasons, an important one being his record of accomplishments and also for his intimacy with the combined problems of working with an organization of grower members and marketing the products of the co-operative.

### Feels Fortunate Choice Made

In announcing his appointment, T. H. Budd of Pemberton, N. J., Exchange president, said: "We feel fortunate in securing the services of a man who has made such a remarkable record in the marketing field. Mr. Bryant has demonstrated his abilities as a leader not only with the Maine potato growers, but with the many trade, civic and public organizations with which he has been associated."

In accepting the resignation of Mr. Chaney, ACE directors passed the following resolution:

"Mr. Chaney has seen and vitally assisted in the growth of this cooperative organization, which has as its members, cranberry growers from all producing areas. The Board of Directors extends to him our individual and collective best wishes for many successful, prosperous and happy years to come."

### Chaney Will Serve as Advisory

Although Mr. Chaney will continue to serve as an Exchange consultant, he will be missed by the entire industry, as he, with his brother, the late "A. U.", began their association with cranberries

(Continued on Page 16)

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**OREGON GROWERS GO  
ON RECORD AGAINST  
CUT IN RESEARCH**

The Southeastern Oregon Cranberry Club went on record at its January 25th meeting as opposing any decrease in Oregon State agricultural research appropriations. This was after Mrs. Ethel M. Kranick reported, as representative of the state cranberry industry, on the Oregon Agricultural Research Committee, in which report she said that, although the state committee recognized the need of the cranberry industry, no funds this year will be directly available for cranberry research. However, she said, the cranberry growers may benefit indirectly from research that proves of general assistance to all agriculture, such as research in chemical weed control, food technology, marketing and insect and disease control.

She expressed appreciation for the opportunity of representing the cranberry industry and values her experiences from attending six meetings since 1948. She is the only woman member of the committee.

**J. C. MAKEPEACE OF  
WAREHAM GIVEN  
HIGHEST SCOUT AWARD**

John C. Makepeace of Wareham,

Mass., has been awarded the Silver Beaver award, highest honor in Scouting for his distinguished service to Boy Scouting. The award was made at the annual dinner of Cachalot Council, Acushnet, January 15th. He was not present at the time of the award announcement and the actual presentation was to be made later at a meeting in Wareham.

In designating the honor to Mr. Makepeace, the following achievements were cited:

Organizer of District 6, chairman of the Cachalot Council Camp Cachlot building fund drive; key man in the organization and extension of the Wareham district, chairman of the 1950 finance committee, member of the Wareham district committee, past master of Social Harmony Lodge, A. F. and A. M., past district deputy of the 31st Nantucket Masonic District, member of Agawam Chapter O. E. S., member of Royal Arch Chapter of Knights Templar, chairman of Liberty Loan drive of World War I, member of the Draft Board of World War II, former member of the Wareham Appropriations Committee, former member of the Wareham Finance Committee, present treasurer of Tabor Academy in Marion, and a Commissioner of Trust Funds in Wareham. There were other activities in Boy

Scouting in which Mr. Makepeace had shown his many kindnesses to the boys, such as in aiding the camping program and in helping the boys whenever the opportunity arose.

**CORRECTION**

In the article last month, "Ryania, A new Insecticide for Fruit-worm Control", the name of the author was inadvertently left out. This article is the work of Robert C. Berry of S. B. Penick & Company, New York.

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by  
WALTER E. PIPER

"Irrigation Pays" is the title of an article in a recent issue of Market Growers' Journal, featuring William ("Bill") Richards of Veg-Acres Farms, Forestdale, Massachusetts. Although Richards does not grow cranberries, he is known among Massachusetts growers, as he handles irrigation supplies, is about to enter blueberry cultivation on a considerable scale, 25 acres worth, and has proven that large-scale commercial market garden production is possible on Cape Cod despite its reputation for lack of fertility. The story is by Walter E. Piper, Division of Markets, Massachusetts Department of Agriculture, who has appeared on many cranberry programs.

Richards this year plans to install about 130,000 feet of underground irrigation pipe to furnish

(Continued on Page 16)

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a constant supply of water to some 250 acres he has brought into fruitful bearing. Cranberry growers are interested in irrigation for their bogs. Richards is an enthusiast in this field.

Excerpts from the article, with permission of Market Growers Journal and Mr. Piper follow:

### 25 Miles of Pipe

"Bill Richards has long advocated irrigation of New England farms. Up to now, he used the portable method. Now Richards is going underground. This vast network of pipe—some 25 miles long—is being laid three feet deep. Compressed air will insure pipe drainage; pipes are strategically located to secure complete drainage, if necessary, by air pressure.

"At Veg-Acre, irrigation is a complicated operation. Everything receives a regular supply of water. Richards' irrigation system provides about 2,000 gallons a minute—1600 gallons delivered by each of two 200 h. p. diesel pumps. He uses the conventional type sprinkler heads covering a circle of 100 feet in diameter. They are spaced 40 feet apart in the line and are moved 60 feet at a time. This allows a lap of about 60%, which he figures is necessary on any similar type of sprinkler system.

"The usual schedule of Veg-Acre calls for regular watering to assure about one inch per week coverage. His system supplies this inch in about 1 $\frac{1}{4}$  hours."

### "N. E. Broccoli King"

Richards has made himself a reputation for his broccoli over New England and is known as the "Broccoli King". He has more recently divided his production with Iceberg lettuce. The Iceberg is a late spring and summer proposition and the broccoli a fall crop, thus giving him two cash productions a year, as some cranberry growers have done by adding blueberries to their acreages. The article continues:

"Bill Richards' accomplishments in irrigation show their most immediate results in his success in vegetable production. A worthwhile side-light—or more properly

a beneficial result from watering—is the importance placed on irrigation products in the market. It is becoming more and more common around New England for market salesmen to use irrigation as a talking point in making sales. Quite frequently of late I have heard such expressions as 'this farm has irrigation', or 'this stuff has had plenty of water', or similar sales talk used for the purpose of emphasizing high quality.

"In this respect salesmen are no doubt correct. The quick, natural growth of products at Veg-Acre means fresh, plump quality, nice appearance—all vital in wholesale and retail distribution.

All this is in line with the widespread expansion of irrigating facilities throughout the New England country. Systems differ, much portable pipe is in use. Overhead permanent pipes are still doing their part. The important thing is the water these systems supply.

"The fairly uniform opinions among Yankee market gardeners is that irrigation pays. Many say they would not farm without it. Several recent dry seasons have given impetus to the development and enlargement of irrigation systems. In these developments the operations of Veg-Acre farms have served as a guide for many New Englanders.

"Bill Richards has had an interesting career. In a sense he is an engineer turned farmer. He can talk horse-power, flowage, acreage, coverage, etc., with keen understanding. He has a mechanical turn of mind. At one time he participated in the Indianapolis auto races. More and more since his college days, however, he has had a yen for farming, and when he spotted the large virgin territory on Cape Cod ten years ago something seemed to tell him 'this is it.'

### Developed Veg-Acre to Big Business

"Bill Richards has developed Veg-Acre Farms into a 'big business'. Of 560 acres, about 250 acres are now in full cultivation. When things look right, he clears a 25 or 50-acre block. His latest clearing is a 25-acre piece of blue-

berries—an interesting companion product to his vegetable business.

"Forestdale is in the town of Sandwich, just a short distance beyond the Cape Cod Canal. The Cape has been in and out of agriculture for years. Now it has its specialties, including cranberries, beach plums and strawberries, but Bill Richards has made a name for it in vegetables. He has demonstrated what can be done here in this Yankee country so close to big consumer markets. He has done this through scientific crop production and modern irrigation methods."

## ACE EXECUTIVE

(Continued from page 14)

in 1905. About everybody who knows "cranberries" at all recall that the Chaney brothers grew up with the industry; how, reared on a general farm in southern Illinois, they were engaged in a brokerage firm at Des Moines, Iowa, where among other products the firm handled cranberries.

### Chaney's in Cranberries Since 1905

This fruit appealed to both brothers and in 1905 they went into the field as cranberry buyers. "A. U." worked in Wisconsin and Chester in Massachusetts, in the days when buyers stayed at the Kendrick House in Wareham and sallied forth to the bogs in horse and buggy. In 1906 they agreed to handle the entire Wisconsin crop and were so successful that they were invited East to talk with other growers and the result was the organization of the National Fruit Exchange with its headquarters in the Prince George hotel, New York, with Arthur Chaney as head, assisted by Chester. In 1911 the National Fruit became the American Cranberry Association.

When they started out, they handled only about 32 per cent of the cranberry crop, but eventually sold as much as 66 per cent of national production. Arthur U. Chaney died in 1941 and was succeeded by Chester. The Chaney's, with Chester continuing in advisory capacity, have served the industry steadfastly in the fresh fruit market, helping to carry it

through critical periods and to build it from a small business to the important industry of recent times.

### BEATTIE...

(Continued from page 2 )

mental work. Dr. Cross suggests that areas to be treated with this material be staked out while the weeds are in full growth.

The salt treatment for Fireweed was eliminated, since applications of copper sulphate have given better control for this particular weed.

Pitchforks were added to the list of weeds that copper sulphate controls. Applications of kerosene were increased when treating for Cut, Manna, and Cotton Grasses. It is now recommended that 600 to 800 gals. per acre is necessary to control these weeds. If kerosene is used in the control of Loosestrife, it should be applied before the weed is six inches high.

The final revision in the weed chart applies to the 2,4-D treatment of 3-Square Grass. Dr. Cross recommends a dilution equaling 20% of the chemical and applying it to the weed without touching the vines. For example, if a grower purchased a gallon of 2,4-D and

the label stated that it contained 40% active ingredients, the grower would add 1 gal. of water to make a 20% dilution of the chemical. If the active ingredients were 60%,

2 gallons of water should be added to make a 20% dilution.

If we can assist growers with their insect, disease, and weed control problems, let us know.

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Frank J. Butler, A. D. Makepeace General Foreman

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# Mass. Cranberry Station and Field Notes

by J. RICHARD BEATTIE  
Extension Cranberry Specialist



Frost season is here again! Plans have been completed to send out frost warnings as usual over the telephone and radio. The telephone warning service sponsored by the Cape Cod Cranberry Growers' Association, is still the most popular method. It will speed up the telephone relay service if growers are near their phones to receive the frost message from their local telephone distributors. The question has been asked when these warnings may be expected during the day and evening. If growers at the start of the frost season are near their phones from approximately 1:30 to 2:30 in the afternoon and from 7:30 to 8:30 in the evening, they will be sure to receive the messages. After the distributors have gone through their new lists a few times, the growers will know the approximate time when these warnings can be expected.

## Radio Stations Cooperating

Three radio stations are cooperating with us in sending out frost warnings as a special service feature. We believe that the radio is an excellent supplement to the regular telephone relay service and that many growers use this service. The following radio frost warning schedule has been arranged as shown below.

We would like to remind growers again that these warnings are intended to serve only as a guide. Dr. Franklin's frost formulas were developed to indicate the minimum temperatures likely to occur over average areas of the bogs in the cooler than average locations.

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
WOCB	West Yarmouth	1240 k.	91.3 mg.	3:00	9:30
WBSM	New Bedford	1230 k.	97.3 mg.	3:30	9:00

Growers will have to know the frost history of their bogs in order to use these warnings effectively. It might be well to review the subject of frost as prepared by Dr. Franklin in his Bulletin No. 402 "Weather in Cranberry Culture", particularly pages 334- 67.

## Marketing Report

There is another subject worthy of consideration at this time. There has been considerable discussion concerning the possibility of a monthly crop movement report that might be issued to all cranberry growers during the fresh fruit season. A special committee was appointed to consider the matter in detail. The following men were asked to serve: Russell Makepeace, A. D. Makepeace Company, Homer L. Gibbs, New England Cranberry Sales Company, F. E. Cole, Extension Specialist in Fruit and Vegetable Marketing; Bertram Tomlinson, County Agent of Barnstable County; Gilbert T. Beaton, J. J. Beaton Company and J. Richard Beattie, Extension Cranberry Specialist and Secretary of Committee. The above group has met and was unanimous that some report of the movement of the U. S. cranberry crop issued on a monthly basis would be highly desirable. It was suggested that one of the existing U. S. D. A. Market Reporting Agencies prepare the report and that the first issue be released approximately September 15 each year. The suggested report is shown on the opposite page.

There is nothing new or revolutionary concerning market or crop

movement reports. Growers in other agricultural industries have used such reports for many years and have found this service to be most helpful in planning their farming operations. The figures supplied by the various selling agencies would be strictly confidential. A report of this type would deal only with total shipments by all marketing agencies in the United States. The committee believes that information of this type would enable growers to plan their bog operations more intelligently and have a clearer picture of the movement of their crop. We would appreciate the growers' reactions and comments concerning this proposed report.

## Spring Meeting

All roads lead to the Wareham Town Hall, Tuesday, April 24, for the regular spring meeting of the Cape Cod Cranberry Growers' Association! This will be an all-day meeting, featuring equipment displays in the morning, including a special exhibit of home-made labor-saving "gadgets". A light luncheon will be served at noon-time, followed by an excellent speaking program under the direction of Dr. H. J. Franklin. President Mel Beaton extends a cordial invitation to all cranberry growers and their families to attend this meeting.

## Dr. Franklin's Preliminary Keeping Quality Forecast

In view of the weather factors up to April 1, it is likely that the keeping quality of the Massachusetts cranberry crop will be poor. This outlook may be modified by weather factors during the next three months. Present conditions suggest the advisability of considerable late holding of the winter flood this spring.

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**U. S. Cranberry Crop Movement Report**  
(Expressed in Bbls.)

	(Date)		
	5-year ave.	1950	1951
1. Crop estimate	_____	_____	_____
2. Inventory	_____	_____	_____
Freezers	_____	_____	_____
Canned goods (bbls.)	_____	_____	_____
3. Sold fresh	_____	_____	_____
4. Sold processed (bbls. equivalent)	_____	_____	_____
5. Current price analysis	_____	_____	_____
(List of 11 major city markets in U. S. and their average monthly prices, expressed in cases or 1/4 bbls. equivalent)			

# WESTERN PICKERS Inc.

1172 Hemlock Avenue

Coos Bay, Oregon

A new season is about to start for the cranberry grower and the grower should be making plans to harvest his crop the modern way, and that is with a Western Picker.

Several growers have purchased Western Pickers to use in raking, pruning and training the vines, as soon as it is possible to get on the bog, after the water has been taken off.

These growers are smart. They will not have any trouble in picking their crop with their Western Picker, after the training they gave the vines this spring.

You growers who are contemplating buying a Western Picker this fall, must get your order in now. Rubber is the most vital item in our defense program and we must have bonifide orders to be able to procure it.

We cannot speculate in rubber N. P. A. Regulation No. 4 permits us a DO-97 rating if we have the orders.

Our 1951 Western Picker has some new improvements. Trouble free bearings for one thing, also a new Engine Clutch which will make operating the picker much simpler than past models.

We are able to incorporate these new features in the older models and you growers who have Western Pickers, if you want these new improvements on your machines, please contact us at South Middleboro, (Middleboro 763-M3) and we will quote you costs on the changes.

Please let me repeat, you growers who want a Western Picker this fall, get your order in now—\$150.00 down will assure you a machine and assure us the material to produce it. (ADVT)



## More Favorable Factors For '51

### County Agent Tomlinson Tells Cape Growers Favorable, But Points to Lessening Fresh Fruit Demand and Long Trend to Processed

Commenting upon the "1951 Cranberry Outlook," Bert Tomlinson, Barnstable (Mass.) County Agent, who has been keenly interested in cranberries for many many years, pointed out four favorable factors, and possibly two unfavorable ones at Cape Cranberry Club meetings, Cotuit, March 13, Harwichport, March 14.

As favorable, he pointed to (1) the fact the carry-over is down to normal, (2) high earning capacity of consumers the country over, (3) the opportunity of the growers to "make" the nation eat more cranberries in view of this increased buying capacity, (4) the grower is more alert to his marketing problems than he has been in many years. Unfavorable, he stated to be the high costs of growing the crop, both in labor and supplies, in all probability and perhaps the "uncertain attitude" of the grower, himself—the fact he had had poor returns for the past four years, he "didn't know what to do."

#### "Don't Chuck Out Old Organizations"

He urged growers to keep within the framework of the organizations which had served them over the many years. "There have been mistakes," he admitted, "but don't chuck all this organization out. Referring to the Growers' Coun-

cil, he said he knew little about its workings, but that its principles were absolutely sound, and growers should take more interest in its operations. At the start of his talk he said he might assume there would be a "normal" crop for Massachusetts this season.

In this well-prepared discourse which set growers to thinking, Mr. Tomlinson was mostly concerned with what he called the failure of the industry to note consumer trend, quickly enough over the years and to make moves to meet the trends. "Consumer preference," he asserted "is always at work. An industry must be ready to meet these preferences."

He went back to 1909 when consumption of fresh cranberries was .7 of a pound per person, but this has dropped, until today, the consumption is .4, or approximately half of what cranberry consumption per person was 40 years ago. The figure of consumption has fluctuated over the years, but there has been an ominous and steady downward slide in the sales of the fresh fruit per capita. "Canning started in 1924 and that was where our leaders missed the boat, then, and in the early 30's. we are growing cranberries not for ourselves, but for the consumer. We must take note of consumer preference. We failed to do that.

#### Consumers Show Preference For Canned Sauce

Consumers were showing a steady preference for canned cranberries, years ago, he continued. We should have taken advantage of that. While the consumption of

(Continued on Page 16)

# Cranberries

THE NATIONAL CRANBERRY MAGAZINE

ISSUE OF APRIL 1951—VOL. 15 NO. 12

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## FRESH FROM THE FIELDS

Compiled by C. J. H.

### MASSACHUSETTS

#### Winter Was Warm

March was neither like a lion nor much like a lamb in the cranberry district, but a period of mostly gloomy, often drizzly days. The average temperature at Boston for the month was 39, or an average of 3.4 degrees above the normal. The winter had been mostly a long series of unpleasant week-ends, about 20 in all but, as recorded at Boston the winter period had been more than five degrees above the winter normal. December, January and February averaged 34.7, 4.8 degrees above the winter average. Snowfall was also less only being 25.7 inches with the normal standing at 32.

#### March Rainfall Above Average

Rainfall as recorded at the State Bog was 4.5 inches, which is above normal and it follows rather heavy or at least normal precipitation for the winter as a whole. The result is favorable for good water supplies for frost flooding this spring when the occasion arises. Most ponds and reservoirs are well up, although some of the "land-locked" ponds in Barnstable County have not made much of a come-back after the many months of below average precipitation the past few years. The general water deficiency has probably not been actually overcome as yet, but generally speaking, immediate purposes can be well met this spring.

April opened up with rainy days and a heavy thundershower, the first of the season, on the night of the 2nd, which as the old saying goes should "break the back of winter."

#### Some Bogs Pulled

A few bogs have been let out of flood for breathers," or a little spring work such as sanding. Attention is called to Dr. Franklin's forecast in Beattie's "Station and Field Notes," as regards late holding of water.

### NEW JERSEY

#### March Practically Normal

The average March temperature of 41.7 was only .4 degrees below normal. Total rainfall (including some melted snow) was 3.51 inches, which is but .08 inch below normal. The last three days of the month were rainy and followed by rain on April 2 and 3. Except for this concentration of rainfall in a six-day period, the weather for March was distinctly normal.

#### Much Scum

Considerable amounts of algae, commonly known as scum, have been showing up in flooding waters. Most New Jersey growers who combat this do so by draining the bogs for two weeks in April and then putting the water back until the final date for drawing. They are being helped this year by the plentiful supply of water.

#### Considerable Acreage Drained

Joseph J. White Company and Theodore H. Budd had drawn their winter flood on a considerable acreage by April 1st. Whitesbog is actively engaged in sanding. Mr. Budd is beginning an intensive spray program to combat cranberry scale.

#### Harrison Pruner

Some growers are starting to prune with the Harrison pruning machine.

**New Roto-Cooler at Bordentown**  
Enoch Bills is installing a new

roto-cooler at the Bordentown NCA cannery. Instead of stacking cans for 48 hours to cool before packing cartons, he will now be able to cool each pack immediately after cooking.

#### Personals

Ed Lipman has started work on his new bog at Toms River, which he purchased recently from James D. Holman.

Joseph Palmer has started to replace a large tidegate which was washed out by the hurricane of last November.

Vinton Thompson, operator of The Birches Cranberry Company, has been spending part of his time in Army Quartermaster work at Camden, N. J. At the time of this writing he is taking a week of special training at Camp Lee, Virginia.

### WISCONSIN

#### Was Long, Cold Winter

A summary of the winter here, speaking cranberry-wise as presented by "Del" Hammond is: sunshine hours low; no winter-kill to speak of; water supplies apparently good, budding in fall below average, oxygen deficiency not too had. Obviously some of these factors are good, some on the opposite side. Which will outweigh the other will be told as the season progresses.

The winter in general was long and cold, with much snow. In fact as March was ending there was still three feet of snow in northern areas.

#### Spring Starts With Zero

The first day of spring was a very cold one. The temperature at Wisconsin Rapids on that day

at 7 a. m., was zero, and by mid-morning was only 8 above. Ice and snow were still around and the annual breakup for spring was late.

While there appeared to be adequate water for spring flooding, the ground level is still down all over the state and plenty of spring rain would do no harm in this respect.

#### Same Frost Warning Service

Frost warning service for 1951 has been completed, and the Federal Government will again set up with J. W. Milligan being the forecaster in charge with headquarters at Wisconsin Rapids. Insect chart was to be in the hands of growers the first of April with not many changes, except for suggested use of the new insecticide Rynania.

### OREGON

#### "Uncertain" Early Spring

There has been an unusual amount of rain, and rather uncertain weather. So freakish was it that daffodils and snow were observed at the same time.

By the end of March vines had made little, if any new growth, but watchful growers were prepared for the annual spring frost battle. Flooded marshes were being drained. Weed spraying and fertilizing have been started.

#### Cranberry Association Contributes

The Cranberry Festival Association has contributed \$200 to a

new Bandon athletic field fund. It is hoped to have the new field named "The Cranberry Bowl," and a game scheduled there for annual Cranberry Festival week.

#### Ray Bates Re-elected President Coos Co-Op

Members of the Coos Cranberry Cooperatives held their annual meeting with good attendance. Officers were elected as follows:

President, Ray Bates; vice-president, Reuben Lyons; secretary-treasurer, Charles St. Sure; directors, Mrs. Manuel Wilson, George Chandler.

### Exchange Picks New Bedford, Mass. As New Location

The new location of the American Cranberry Exchange headquarters, which has been in New York since 1907, has been announced to be New Bedford, Massachusetts. While New Bedford is not in the "heart" of the cranberry area, the location is close to the general bog country and provides city facilities such as good office space, hotel facilities for Exchange visitors, an airport and other city advantages.

Announcement of the picking of the famed former "Whaling City" as the location was made by Russell Makepeace, member of the committee named some weeks ago to investigate possible sites, probably in Southeastern Massachusetts as the largest growing district.

The location chosen is the Stone Block, 7 South Sixth Street in New Bedford's business center, the property being owned by the Zeiterion Realty Corporation. The structure is one of three stories and the Exchange will occupy the entire top floor, with office space of about 2,000 square feet. The usual year-round working staff of the Exchange is about 11 persons and probably five or six, in executive position, will make the change from the familiar old location of 7 West Broadway in lower Manhattan. Those holding minor positions such as switchboard operator and secretaries would not make the transfer.

The office will be in charge of Harold E. Bryant, new executive general manager, who began his duties April 1, succeeding Chester E. Chaney. The move from New York will be affective about June 1.

#### CRANBERRY PUBLICITY IN MAGAZINES

Morris April Brothers of Bridgeton, New Jersey, growers, shippers and processors of cranberries and other products have pointed out ads and articles appearing in two ladies' magazines, which promote the use of cranberry sauce and cranberries with other products than poultry. They refer to a Swift and Company ad in Ladies' Home Journal in which cranberry sauce is featured with strips of bacon and with bacon and eggs and to the Woman's Home Companion with an article by Helen Flynn. The latter is entitled "Cranberry Carnival," and lists a number of cranberry recipes declaring these "As colorful as a carousel, these tricks with canned cranberry sauce add a gay note to any meal."

The items included ham patties with cranberry horse-radish sauce, sweet potatoes in cranberry sauce, jellied red-top salad, quick cranberry tarts and frozen cranberry cream.

April Brothers who have been endeavoring, they report, to gain cranberry feature publicity stories and in advertising believe these will add to the greater consumption of cranberries in all forms thus benefiting the industry.

## Robert W. Savary

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# GENERAL FOREMAN OF A. D. MAKEPEACE DISCUSSES CRANBERRY GROWING FROM BASIS OF MANY YEARS OF EXPERIENCE

Frank J. Butler Feels Much Greater Progress Made in Cultural than in Marketing Phase—Seen Many Changes From First Cranberry Truck to Airplanes—Company has Produced as High as Entire Jersey Production—He is Wareham Town Moderator.

by  
CLARENCE J. HALL

"The growing end of the cranberry industry is on a pretty sound basis in this year of 1951. We are getting to know most of the answers." That is the opinion of Frank J. Butler of Wareham, Massachusetts, who is general foreman, or superintendent of the A. D. Makepeace Company, which controls more bog than any other single operator. Mr. Butler, of course, doesn't intend to say there are no more problems in growing cranberries—there will always be unexpected difficulties coming up, new angles to be solved.

As for the selling end of cranberry growing, which, he admits is strictly "not his department," he makes no such statement. But he is now more sanguine as to future. He points to the fact that the largest harvest on record was marketed this past season.

## Butler Has 37 Years of Experience

Concerning the growing of cranberries, Mr. Butler can speak from the experience of 37 years. He started in the days of the old horse and wagon, loaded with wheeling plank and wheelbarrows, and has worked through all the many changes to the mechanism of much of the labor, with the truck and tractor now used by all—from the days when a barrel of cranberries meant just that, and not 100 pounds wrapped in one-pound cellophane packages. He is currently vice-president of the South-eastern Massachusetts Cranberry Club, and has spoken on a number of growers' panels. When he speaks it is listened to with respect.

He attributes the present soundness of cultural practices chiefly, to be three factors, which will be taken up later. He also has rather questioning thoughts concerning the value, or at least the cost, of the almost sacred tradition of re-sanding, and of the use of water, which also will be discussed later on.

For a man, who in his early years hadn't the slightest thought of being associated with cranberries, Frank Butler has come to

have a lot to do with the fruit. Last year A. D. Makepeace Company harvested a crop of about 95,000 barrels, which roughly equals the entire New Jersey production in recent years. Under his supervision, as general foreman (which he prefers to be called) there are a little more than 1,000 acres. These do not count the Makepeace bogs on the Cape, which are under the immediate direction of Raymond Syrjala of Hyannis, lower Cape, and Roger Burlingame, Cotuit, upper Barnstable County.

Makepeace bogs extend from Harwich on the Cape to Middleboro, but it is only with the bogs in Wareham, Rochester, Carver, Plymouth and Middleboro, all in Plymouth County that he is directly concerned.

## How He Got Into The "Game"

How did he get into the cranberry game in the first place? He tells the story this way.

"On Fourth of July morning, 1913, I was getting ready to play in a baseball game with the Wareham town team against Dorchester A. A. That June, I had been graduated from Wareham High School, taking a commercial course, but with no idea why.

"I was walking up the street with my baseball shoes, under my arm, when Mr. J. C. Makepeace stopped me and asked what I was going to do, now, that I was through school. He asked me if I would like to work for him, and I said "Yes", I would, and here I am."

"I have no idea what really may have influenced Mr. Makepeace in offering me a job, but I suspect the labor shortage must have been critical because my only interest in those days was athletics and you don't hire athletes to dig ditches."

Butler participated in all sports while in high school. He played on the baseball team four years and was captain of the football team two years.

His first job at \$11 a week was ordinary bog labor such as loading barrels of cranberries into cars at the Parker Mills railroad station at Wareham. His foreman was Walter Heleen.

## Believes In Charge of First Trucks in Cranberries

Butler believes he may have been in charge of the first truck engaged in the cranberry business, at least in Massachusetts. If he isn't correct in this he hopes someone will make a prior claim. This was in 1914 when the horse was still supreme around the cranberry bog and the fumes of gasoline unknown. He says the boss called him off his regular job and said, "We've hired a truck, and you know the road and every hole in it from the Wankineo bog to Parker Mills. I want you to see that the truck keeps out of those holes." This was a White truck which had been hired, and the driver was "Joe" Rounsville, who incidentally, is the father of George Rounsville, employed at the State bog.

The following year the company bought its first truck, a Buick, with an express body, and after that Butler drove continuously. The only other car the company owned then was that of Mr. Makepeace himself, a Jackson, a handsome "brass-railed" job.

Butler has seen all of the mechanization of the industry, that is

the really modern mechanization. Today the company has 35 motor vehicles at Wareham and on the Cape. There is maintained a complete garage at Wareham with a full-time head mechanic, William Ross, Jr., and three assistants.

Equipment besides the automobiles include, 4 10-gallon sprayers, 1 200-gallon, all Fitzhenry-Guptill; 3 gas shovels, 1 D-4 caterpillar tractor, 1 D-2, two Cletracs, besides bog locomotives, sand conveyors and vibrating gravel screens.

#### Became Officer In First War

Butler continued to work for the Makepeace Company until he was one of the first three from Wareham to be drafted in World War I in September 1917. He first went to Camp Devens as a private, then attended officers' training school and at Fort Lee, Virginia, was commissioned a second lieutenant. He served at Camp Jackson in South Carolina and at Camp Dix in New Jersey until 1919.

Coming back from the war, a first lieutenant with an income of \$2,000 a year, he was offered a job back with the Makepeace Co. He was offered a similar salary to his army pay, which was a considerable increase from the \$18 per week he had been getting before he left. He considered this salary fine at that time, but he confesses he was trifle taken down, when, as a first lieutenant and used to a bossing capacity, he was assigned to haul manure for a flower garden for Mrs. Makepeace. Eventually he made good, for after that he was given a company car and made

calls daily on 8 or 9 foremen. His salary has been increased in the years since then.

In his bog work he has charge of six company screenhouses in Plymouth County; at Wareham, Frogfoot, Wankinco, Swan Holt and Pierceville bogs, and, since the acquirement of the Barker property, the Century there.

#### A. D. M. Co., Early Interested In

#### Air Operations

It was a considerable jump from horses to automobiles and trucks, but a longer one to airplanes. The Makepeace Company has been foremost in interest in air spraying and dusting. While the company does not own any planes itself, there is Firefly, Inc., which serves the Makepeace and Beaton interests. Freddie Braun is manager of this and Butler is one of five directors. Firefly owns four planes, two Piper Cubs and two Stearmans.

During the winter the company keeps 10 bog foremen, each with two or three helpers. On April first these take on additional men, bringing the employees under Butler up to 80 or 90 until harvest. At harvest time about 250 scoopers are taken on, plus 30 truckers and helpers and other employees, plus 11 men to engage in cellophane operations, plus about 150 women in the screenhouses and cellophane packaging plants. All this, obviously makes up quite a crew for the general foreman to supervise. When all screen houses are operating at capacity, about 1500 barrels a day can be handled.

During the last war the com-

pany produced its dehydrated product, "Crannies" for the quartermaster's department of the Army and Navy, and is again operating. At one time also the company manufactured some of its own insecticides, notably its own pyrethrum, M-P brand.

#### Water System

An interesting point of the Makepeace bogs which Butler tends is the water control. For the entire 800 acres, before the Barker bogs were added, there were only six pumps, these including both gas and electricity, the remainder all being gravity flow. When the 250 acre Barker bogs were included there was 17 pumps to be utilized. While not knowing exactly, Butler doesn't believe the Makepeace reservoir acreage equals half the bog acreage—an unusual percentage, in reverse. For one thing, both Tihonet pond, which is entirely owned by the Makepeace Company has a 14-foot head, as has also Frogfoot. Such heads give adequate water supply in limited pond area.

At Tihonet the Makepeace Company owns and operates two saw mills, long and short, and a box mill. Even the timber used comes from Makepeace land. The company makes all its own boxes—this year it intends to produce 30,000 picking boxes. Of course the shipping box has practically gone out of the picture.

#### Praises Dr. Franklin's Efforts

Having worked through such a complete change in the cranberry industry, from manual labor to much machinery, Butler was asked

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what he considered the outstanding changes. He replied, "To me, it is the growing end, and that means Dr. Franklin. That man has done more for the cranberry industry than any other with his research and recommendations for insect control. Modern insect control developed by Dr. Franklin and his associates has completely changed the picture for the grower."

"I can remember 25 years ago when you would find 200 acres brown as your hat, all burned up by fireworm. For the past few years it is almost impossible to find one square rod damaged. Now the grower has considerable security that his crop will not be eaten up by insects. Pyrethrum, of course, was the first big control, and later DDT.

"The second greatest change for the good, I would say was in mechanization.

"The third would be in packaging. When I started in cranberries we used the barrel, the box was unknown, and now we are down to the one-pound container."

#### One of First to Use Sprinklers

The Makepeace Company was one of the first to take up sprinkler irrigation and frost control, about 15 years ago 2 acres of the Carver bog were irrigated by a

Skinner System and later 3½ acres were covered by rotary head sprinklers. Entirely satisfactory results have not generally been obtained by using sprinklers—that is, in regard to quality of fruit produced. Butler adds however, that he thinks this is mostly due "to our own fault, probably.

"I guess we have been inclined to use too much water."

But that doesn't mean he is opposed to overhead irrigation. Quite the contrary. He believes it is a great thing for the industry. "I'm for it."

"I would rather own one acre of bog with sprinklers than two without."

He feels that sprinklers can be almost a guarantee against loss of crop by either drought or frost.

#### Late Holding of Water

He recently said, as a member of a growers' panel, that he did not believe there was any other factor next to weather that was more important in growing a crop of "quality" cranberries than the use a grower makes of water. He is inclined to feel that late holding of water in the spring should be practiced to a great extent.

"We practice late holding, that is, we keep the water on until May 25th. "And after that we are mighty careful of how we use it,

particularly after June 10th. If you get fooling around with it after June 10th you may reduce the quantity and impair the quality. If possible I would keep entirely away from using water after that date, except for the purpose of irrigating, but of course that is not always possible.

#### Could Less Sanding Be Done?

Sand! The use of sand has been traditional in cranberry growing, especially in Massachusetts. Now, Butler is beginning to question this matter of sand—not in bog building, but in the steady practice of re-sanding, especially at present-day costs, maybe \$100 or more an acre. This past several years growers generally have been unable to keep up their sanding program. Yet crops have been large, especially, of course, all-time the record of this year.

"Sand is a good control for certain insects, particularly girdlers and tipworm," he says. Sanding raises the bog temperature a little at night and so is helpful as concerns frost. But when we get down to sand for the sake of vine growth, its health, I am beginning to wonder. . . ."

He does not mean that proper sanding is detrimental or not a good practice, but the cost is high. He notes the Makepeace Company hasn't done much sanding the last few years yet crops have been up. For the past three winters there has been no ice sanding.

"It's an entirely new thought to me, but couldn't we lessen our sanding program a great deal and get along just as well for less money?"

He thinks this could possibly be done in three ways: One, to control insects by sprays and dusts, rather than sand for certain ones; two, proper removal of trash from the bog flow by float boating, which costs little; three, annual fertilization, that is spreading it on a reduced scale every year.

"Maybe we've got something to learn about sanding yet." He thinks possibly the enforced re-trenchments in bog work due to the "cranberry price" depression, have taught the growers a few things. He is not advocating, of

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## MASS. GROWERS IN MOVEMENT TO BOLSTER LOW MARKET PRICES

### Recognize Need for Action To Stem Present Slump

Sufficient determination among Massachusetts cranberry growers to "do something" through concerted action concerning cranberry prices developed at a mass meeting at Wareham Memorial town hall March 16. A vote was taken that it was the sentiment of the gathering that an organization should be formed. A policy committee was named. A considerable number voluntarily paid a contribution toward preliminary expenses of such an organization.

Nearly 150 attended, and in response to a motion to see if the group felt there should be a new organization of growers formed, 96 voted in favor, with none opposed. In addition to this number it had been announced 25 return post-cards had been received by a self-appointed committee which called the gathering, that the senders

of Kittansett Golf Club. He is married and has one daughter, now Mrs. Chris Sempos of Wareham.

Golf is his only hobby, and he tries to play nine holes every evening in the summer. His usual partner is "Gibby" Beaton of Beaton's Distributing Agency.

were unable to attend, but would join an organization if formed, and there had also been about 15 telephone calls, similar in purport.

Representation of growers from all over the Massachusetts cranberry area was good, but it is expected one or two regional meetings will be held before another main meeting is called, at a time to be determined by the policy committee. No definite suggestion as to form of organization was adopted, this being left to the policy committee. The committee is to bring in concrete plans, suggestions and ideas. A major one is to ascertain what sort of a group may be formed with legality to consider marketing prices. A cooperative has been suggested, although an association was also mentioned.

### Growers Determined

The meeting was marked by the lack of animosity shown, and also by the determination of the growers that there must be a unity of purpose on the part of the growers "at grower level" to bring about returns for the crop which would be sufficient to cover costs and leave a margin of profit. There was expressed the feeling that somehow marketing agencies had "fallen down" in this respect for the past few years, and growers themselves must take the reins if they were "to stay in business". It was expressed thus: "We can't

course, letting a bog "run down." While the lack of bog work may have been a considerable factor in causing the recent big crops due to the destructive nature of some of our practices, if properties are not kept up, they will inevitably deteriorate, and before too many years.

### Industry Needs More Cooperation

To return briefly to Mr. Butler's views on the industry, (and their importance should be realized from the responsibility of his position) he concluded, as stated, that he considered much of the "guess," (except for the always unpredictable weather) is today taken out of cranberry growing, but the marketing end has not lived up to its best abilities. He would like to see more cooperation. "We've got to, somehow, as growers; work together smoothly, not struggle among ourselves." As a matter of fact he would like to see one big cooperative to take in the entire industry.

Butler was born in West Wareham, October 29, 1894, the son of John Butler who was employed in the former steel works there. His mother was born in England. As a boy, Butler picked cranberries, as did practically all the other "kids" of that time, but he had no special yen to go into the business.

In 1937 he was elected Moderator of the Town of Wareham, and has served in that capacity for past 14 years.

It is one of the most important of all town offices, and a good or bad moderator makes all the difference in the world upon how well citizens make appropriations or act upon other matters of moment. Before his election as moderator, he frequently entered into town discussion and for six years served on the town finance committee, another responsible position.

Butler is a member of but few organizations. He is a director of Wareham Chamber of Commerce, a member of American Legion; will presumably be next president of Southeastern Cranberry Club, is a member of Cape Cod Cranberry Growers' Association. He has been a Rotarian and is a member

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keep on growing cranberries and have them bring in returns less than actual costs of production."

It was repeated a number of times there was no desire to form any more marketing agencies, but rather the objective was for an association to "embrace and assist" the present ones in obtaining satisfactory returns for the crops of the growers. There was strong emphasis that there should be nothing done which would injure the Cape Cod Cranberry Growers' Association which has been in existence for more than 60 years. The purpose of that organization is for cultural research, and there appeared to be a feeling that a "companion association" might be formed as a common meeting ground where growers themselves could discuss marketing and prices. The Cape association could not do this except by change of charter.

Calling the meeting to order was Chester E. Robbins of Onset, who has acted as chairman at three previous informal meetings of small groups. As he had started the ball rolling, he said, he did not wish to continue as permanent chairman and asked that a temporary chairman be nominated from the floor and elected. Ernest W. Shaw of Carver moved Nahum B. Morse of East Freetown be chosen to serve temporarily and he was elected. It was then moved

Mr. Robbins serve as temporary secretary.

#### Policy Committee

The policy committee as finally chosen consists of: Louis Sherman, Plymouth; Chester E. Robbins, Onset; Alfred L. Pappi, Wareham; Robert Hammond, East Wareham; Arthur Handy, Cataumet; Nahum Morse; Ernest W. Shaw, Carver; Charles Savery, Cotuit; Robert Cahoon, Harwich; John F. Shields, Osterville; Stanley Gorham, Duxbury. The motion this committee be formed had been made by Mr. Pappi, seconded by George A. Cowen of North Rochester, that 7 be chosen, but this was amended to 11, to make the committee more representative of the entire area. The committee is to choose its own chairman.

One of the suggestions made was that it might be desirable to hire a paid marketing researcher to tell the growers what is wrong with the marketing end of the cranberry industry. The question was asked: "Are the unfavorable prices of the past few years due to faults in selling, advertising which did not bring results, or simply lack of demand or over-supply?"

#### No Prepared Agenda

In opening the meeting, Mr. Robbins declared it was the intention of those calling it that there be no prepared agenda, but that the

session be thrown open to all present to express their ideas as to what might be done, and to do so informally. "We had thought from our previous informal gatherings that if enough interest is shown some sort of organization may be developed which will be of benefit to us all. There is no intention by our group to have any more selling agencies—there is no sense in tearing down the co-ops and agencies we have already formed at the cost of thousands of dollars over the years."

He referred to the Booz, Allen & Hamilton survey of the cranberry industry which was made several years ago and which he said had cost the industry many thousands of dollars, yet the recommendations for improvement had not been acted upon and the whole report "might as well have been thrown out of the window."

#### Organization at "Growers' Level"

He said he thought it was possible some sort of "clearing house" might be formed at growers' level, that growers should be kept better informed of what is happening to their berries once they leave the screenhouses, and that some markets should not be glutted while others were starving for the fruit. He felt there should be some sort of common meeting place where all the growers, regardless of what agency they sold through, could discuss the price problems of the industry and inform the selling agencies of their own wishes. He said he thought the Growers' Council had fallen down on the job, and in any event no independent selling agencies belonged to it, even though there had been an invitation to join.

He continued further that any organization might have to be in the form of a cooperative, in order to legally discuss cranberry prices.

Charles Savery said an organization might take a form similar to that of a tax-payers' association, familiar in its function to everyone, to see that its elected officials (selling agencies) functioned as they should, or it could be similar to a minority group of stockholders in a large corporation.

Mr. Cowen said there should not be selling on consignment by the agencies, with the growers receiving only whatever they were given without any voice in setting a fair price or regard to production costs. "We should have committees and find out what conditions actually are, we should have a say-so in the selling of what we produce. We have to find some common meeting ground so that our leaders will be able to feel the pulse

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(Continued on Page 12)

## GROWERS WANT MORE TO DO WITH MARKETING

**T**HIS spring growers seem in the mood to do something about the unsatisfactory price situation of recent years. There are several factors which are on the favorable side. Some would be outside industry control, such as the stepped-up economy of the nation, with presumably more buying power. Another might be the law of averages—such big crops may not be expected every year. Bogs have to “rest”.

Others would be within the industry. Foremost is undoubtedly the ending of the adverse pressure of the carry-over. The cranberry supply this fall should be nearer to a normal demand. Another could be the moving of the Exchange headquarters to a growing area—that is to New Bedford, Massachusetts, which is at least on the fringe of the district which produces the greatest quantity of cranberries. The location in the former “Whaling City”, is of course farther away for the growers of New Jersey, but not much actual difference in mileage from Wisconsin or the West Coast. There will be a nostalgic loss in the change of address from that of 7 West Broadway in the “Big City”. But at least, headquarters of the big fresh fruit co-op is now in the principal growing area.

There can be no quarrel with the growers' desire to know more about marketing of their produce—they do grow the cranberries. More unity is asked for, less animosity within the industry itself. There may be several avenues which offer promise. There is already the Growers' Council, but that so far only allocates the crop between fresh and processed of the two big co-ops and does not represent all the industry. Growers could all join one big over-all co-op. They might consider discussing marketing through the long-established Cape Cod Cranberry Growers' Association, with a change of by-laws, which could be extended eventually also to American Cranberry Growers' Association (New Jersey), and Wisconsin State Cranberry Growers' Association. Some are utterly opposed to putting the “dynamite” of marketing discussion into associations which have been mainly cultural or legislative in purposes. Some see no good reason why marketing consideration could not

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be embraced by such and make them even more important. There can be a totally new organization such as is proposed, one not to destroy the units of long standing which have been so expensively built up, but one which will “embrace” all marketing, independent or cooperative, at least to the extent of providing a common meeting ground for discussion.

This is all an exceedingly difficult matter. About the only definite idea which has evolved so far is that growers—at least some—wish to be better informed and have more say-so in cranberry marketing.

## Cranberry Growers

(Continued from Page 10)  
of the growers".

Mr. Sherman said the growers should forget the past as much as possible and look into the future. "At present there is no organization where we can all get together as growers and discuss our growing costs, receive information on marketing, and make up our minds what is best to do. We can't keep selling berries year after year at a loss. Four years ago we had a fine business in growing cranberries. Since then we have been taking a licking and today I don't believe you could get back 25 cents on the dollar you have invested if you tried to sell out". He said he agreed there might be a paid executive, if necessary, to tell the growers the true facts of the markets and to give advice as to what they should get for the berries each year.

It was pointed out peach growers have been producing big crops, yet the price of peaches has been maintained at a satisfactory level to the producers of that fruit.

### "Must Unite to Save Industry"

E. L. Bartholomew pointed out that the Cape Cod Cranberry Growers' Association had done an excellent job in the cultural field for more than 60 years, but that its by-laws did not include the consideration of marketing problems. "It has provided a wonderful field where all growers can get together and discuss their common problems of cranberry growing. We can have the same sort of job in the marketing end of the industry. We should be united in our marketing problems. There

has been too much animosity. We have also been too complacent. We have left the marketing end too much in the hands of our leaders. We have got to unite or we will be in the hole for keeps and there will be no more Massachusetts cranberry industry."

Ernest Shaw declared cranberries were his sole means of income and he had to have enough returns to make a living.

Lawrence Cole of North Carver concurred there should be an organization of some kind, as the growers must get back to getting returns on their time and investment which would enable them to stay in business.

It was stressed at the meeting that "leaders" of the industry had repeatedly said the growers should show more concern in the marketing of their crops, and the growers at this meeting seemed quite willing to do just that. It was evident they felt the cranberry situation had reached a point at which, as growers, they must concentrate "at growers' level to get the industry out of the doldrums" it has been in.

Letters expressing agreement in the purpose from Judge J. Arthur Baker and Henry Hornblower, III, of Boston were read.

Those who had attended the original meetings and who sent out notices for the Wareham mass gathering were: Bruce Arthur, Donald Bailey, E. L. Bartholomew, J. Foxcroft Carleton, Orrin Colley, George Colley, Winthrop Dunham, Robert S. Handy, Arthur Handy, Eino Harju, Robert Hill, Eric Huikari, Nahum B. Morse, Alfred Pappi, Chester E. Robbins, Otto

Salmi, Bernard E. Shaw, Ernest W. Shaw, Louis Sherman, William E. C. Warr, Jr., Robert Williams.

## GETTING TO THE BOTTOM OF IT

by Russell A. Trufant

We are being subjected to an increasing volume of propaganda material from organizations and individuals of every shade of opinion, on the subject of how to cure the ills of the cranberry industry. While the amount of interest is most commendable, and shows that we are thinking about things, I have yet to hear of any proposed panacea which does not ignore at least one of the basic facts of life in our business. It should be worth the while of every grower to brush up on these basic matters, and to judge each proposed remedy by how it conforms to these facts. Let me endeavor to list them:

(A) No organized effort to control the industry has ever been accepted by more than about 80 percent of the production. The remaining 20 percent is not composed of chiselers, but includes many of our best-intentioned individualists. Most of these market through one or another agency which is not legally a cooperative; therefore any agreement involving such agencies is illegal under our anti-trust laws. Farmers may legally take concerted action only through and with cooperatives to which they belong as individuals.

This basic condition rules out all remedies which begin with "now if everybody will—", whether it be single-agency marketing, refusal to sell below an agreed price,

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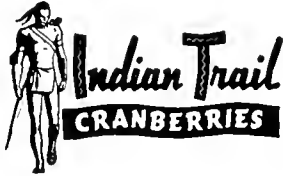
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elimination or what have you. That 20 percent which will be uncontrollable is enough to upset any marketing program.

(B) The price at which berries are offered, and the ready cash in the consumers' pockets, determine the quantity of berries which may be consumed. This is just another way of stating the old law of supply and demand. Rarely does a customer go into a chain store and demand cranberries but if he or she has a bit more cash than enough to meet the well-known necessities, cranberries have a chance. But even cash in the pocket is not enough sometimes. If a man's union has just passed a strike vote, or if his plant is threatened with a shut-down for lack of materials, he may look the other way when he passes the cranberries. "Demand" is just his willingness to buy. It is true that you can get around the law of supply and demand, but to do so you need Federal legislation, ration books, jail cells, and other aids not available to the grower.

#### **Selling Price by Mass Meeting "Fantastic"**

Thus the man who proposes that

no berries be sold below some agreed price is ignoring both of these facts. The 20 percent or more who will not conform would make the deal ineffective; if the agreed price were too low the agree-ers would never agree again; if the price were too high each conformer would have a large dump pile. The idea that any mass-meeting of growers could hit upon the right selling price is in itself fantastic.

The setting of the "right" price is a most delicate matter. In practice, the 1st "overt act", about August 15th is the setting of the processed-goods price. Of necessity setting a price at this time is done with incomplete, rough-estimate figures, yet the price so set has a deep influence on the fresh-market price—made later. High cans and cheap berries, or vice versa, would result in confusion. So when the manager of the Exchange, as the man most responsible for the fresh prices, has to make his decision in mid-September, he assembles the best data on the crop, on the money in the consumers' pockets and on the state of his mind, on competing

crops both fresh and canned. He considers the attitude of the distributors and tries to forecast what the independents will do. He has to "guess" the total carryover and consider whether it should be more, or less, at the end of the years' marketing. Then he tries to set a price which will move the desired number of berries under the anticipated conditions.

No matter how carefully this work is done, the result is rarely perfect. The crop turns out more, or less. Strike threats cut down buying in Oshkosh or maybe the whole West; or a good wage boost or a bumper crop may boost buying power. Poor quality pack may ruin prices. Our nation never stands still, even during the short cranberry season. Still, one hurt may offset one help and tend to bring things into balance again. The marketing has as many possible troubles as the grower with his frosts, insects, weeds, etc.

You can tell as well as the next man just how well the pricing works out. If the Exchange runs out of berries early in December, the price has been too low. A higher price would have paid us

better and satisfied the markets better, as they would have had berries for Christmas. If the Exchange still has berries in April, the price was too high. A lower price would have avoided much shrinkage and loss.

Please note that the same holds true of any marketer, large or small. If you sell through Jones and Smith, and they have no berries for their Christmas trade, they have sold too low, too fast, and have been robbing you. There are few examples of independents selling too high!

#### "Independent" Price Cutting

Also note the confirmation here of the price-supply-sales relationship. The independent may compete with the Exchange on the basis of (1) quality, or (2) service, or (3) price. It is rare that the average independent can compete on the basis of quality. If he can, then more power to him. There have been a few instances of competition on service. Again there can be no complaint, unless the cost of the service is not charged. But the average independent competes by cutting the price. He may set a firm low price, or offer at "a dollar under the Exchange", or ship berries on consignment. In any case, if he wants to avoid being stuck with the berries, he cuts to get out from under. This is your law of supply and demand: a lower price moves more berries. A higher price may leave you

stuck with berries.

#### Co-ops Have Made Errors

(C) The various marketing organizations are no longer able to exercise effective control over their members. It is now too easy to shift from one affiliation to another. A generation ago, the New England Sales Company could and did penalize its members for infractions of various rules. Any attempt to do so today would simply reduce its membership by the number penalized. Therefore any general solution of our problems must not involve policing of members by their own organization. If policing is necessary, it must come from outside.

(D) No marketing organization has a lily-white past record of infallibility. Mistakes are an indication of effort. The thing to avoid is repetition of the same error. If you feel your organization is wilfully persisting in error, after a reasonable effort to convince them or let them convince you, you should get out and join or found another organization. But if you think that everybody is out of step except you, you may learn differently.

Before trying to look into the future, be sure you understand the past and also your present situation. Can you step to one side and into your ivory tower and look back? Without rancor, charges of bad faith, or matters of personality? And recognize the error you yourself may have made?

#### Surpluses Began

Consider that we came out of the war and the 1945 crop with a clean slate. Then we growers entrusted our berries more and more to outlets which did not put the berries into immediate consumption. Never mind whether they did not want to, or could not, or what not. Just say that they did not. Then in each crop year we had to compete with more and more of the preceding year's berries. We boosted the quantity of berries available each September. The prices at which the canned berries were offered were too high to move both "carryover" and new berries sent to processors. Never mind whose fault—no grower who

sent berries to a processor was guiltless. The resulting shortage of fresh-market berries kept their price high, and it could have been higher as shown by bare Christmas markets.

Then in 1948 the big processor tried to avoid accumulating more berries by selling some fresh, with none too good results. And he kept the price of cans still too high to move what he had and what he got. Then in 1949 there was more determination to sell, with a slight reduction in carryover. In 1950 he got real hard boiled, the canned price was cut at last, and the accumulation of years really moved out.

Note the interplay of price, supply and sales in all this. The starved fresh markets kept the fresh price high—too high to let the canners cut their price enough to move their high-priced stocks except at a loss. Then to correct this we had to load more and more onto the fresh market, depressing its price until the canner could get some cheap berries so as to cut their price enough to clean up their stocks. The deliberate unloading of good fresh-market berries onto the processors by you, and you and you (and me), shot the berry price up in the first place, and got us all in duteh.

Things were just out of balance. We swung too far, like any pendulum, and had to swing back in sorrow and tribulation. Human nature being what it is, we are likely to do it again and again. But just why, oh why, did we overload the canners? Do not blame any one person. "He tempted me" stuff. We, the growers, were just too gullible. We can score a big success for Uncle Sam, if we want to. But we saw the mirage, and stumbled out after it.

#### Carry-Over a Gamble

We should recognize now that carrying berries over is a gamble. If the price of the following year is lower, either the value of the carryover drops and we take a loss, or we build up more carryover by selling the cans too high. The reverse is just as true. A crop failure in 1948 or 1949 would have made that carryover into a gold

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mine. If we have a short crop this year, we will weep bitter tears over last year's elimination and lost floats. Every move we make is a gamble. But a half-million barrels is too much to risk on the turn of the season.

(E) The present price-cutting and the disorganized condition of the markets is due to, and made possible by, the policies of the Exchange, N. C. A., and the Council. This past season, their policies favored price-cutting more than ever before. These agencies market at cost. There are no profits. It is inconceivable that a number of private outfits, operating for profits, could successfully compete with the cooperatives on the basis of financial return to the grower unless there was something wrong about the costs. A little study will show that these costs are in line with, or under, those of other marketing organizations except in two items. These are advertising and elimination.

#### Advertising

Assume that the Exchange charges its members a dollar a barrel for advertising. That gives the competing independent marketer, who does not advertise, just that much money to play on. He can offer the grower 25 cents a barrel more for his berries, and then undersell the Exchange by 25 cents a barrel, and still have 50 cents to pocket as profit. Or any other division of the dollar in a three-way split. So with the elimination program. Any grower who forgoes sale of 10 percent of his crop is just 10 percent worse off than the independent who does not do so. So the independent marketer now has the advantage of the advertising assessment plus 10 percent of the selling price. Bigger and better price cutting!

It is safe to say that more than half of the members of the cooperatives appreciate the benefits from advertising, else they would not approve of it. Anyone who has tried to sell anything to the general public knows that advertising can be a powerful help. Just try selling a used car (except to a dealer) without some form of advertising!

When a grower wants to increase his income, he uses fertilizer to increase his "supply" of berries. Just so, when a marketer wants to increase the "demand", the willingness of the consumer to buy, he uses advertising. But please note a significant difference. If all the growers used fertilizer and increased their crops, the result would be a decline in price which might easily be more than the cost of the fertilizer. On the other hand, if all growers advertised, the increase in "demand" would cause a price increase which could easily exceed the cost of the advertising many times over.

The independents, of course, are strongly in favor of advertising by the Exchange, and just as strongly opposed to advertising by themselves. It is a matter of bread and butter to them. Any attempt to finance industry-wide advertising by voluntary contributions is as foredoomed to failure as the many such efforts in the past. For an independent, to contribute would be to sacrifice a part of his marketing advantage.

#### Where Does This Leave Us

Where does all this leave us? Just review the points. Any proposed program, to offer real prospects of success, must meet the following requirements:

- (a) It must be compulsory, not voluntary, and wholly legal.
- (b) It must not involve rigid price-fixing by amateurs.
- (c) It should not depend for its execution on any one local organization to the exclusion of others.
- (d) It should not depend on local cooperatives for enforcement.
- (e) It should be aimed primarily at the thing most responsible for price-cutting: the inequality of advertising costs.

We should not assume that no group of farmers ever faced such a situation before. This sort of thing has happened in other crops in various parts of the country. One device which has been tried elsewhere should be considered here. That is the State tax for advertising. The State would levy a tax of perhaps 50 cents a barrel on all cranberries raised in the state, independent or otherwise.



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The money so raised would be spent for cranberry advertising, without reference to brands, by an industry committee. Could such a law be passed here? Of course the independents would object vociferously to being legislated out of a living. And many persons would oppose further State intrusion into our affairs. Or any direct tax on production. Yet the possibility is there. Let me say in closing that I do not think we are ready yet to take really effective measures to meet the situation.

### Favorable Factors

(Continued from page 3)

fresh fruit per capita has been steadily dropping, the consumption of the processed has steadily gone upwards. In 1940 the sale of fresh fruit was about .3 a pound per person, while it was .6 for canned, with allowance made for the sugar and water in the processed cranberry sales.

"Growers must definitely think of processed cranberries as in competition with the fresh fruit," he declared. He said that to obtain quality fresh fruit was very desirable, but today fresh cranberries to be able to compete with the processed have not got to merely "quality cranberries," but "super-quality." This is because there is no waste when a housewife buys a canned product, but there can be much in buying the fresh fruit. "What she throws in the garbage can makes the difference of whether she will buy fresh again or turn to processing."

### Changing Markets"

Cranberries are not alone in difficulty in the competition between fresh and processed and the kinds of products which are available on the market today, every day in the year. He pointed out that potatoes have gone down in

consumption from 200 pounds per person a year in 1909 to half that in 1948. People are eating other things than potatoes at many meals. He pointed to the tremendous strides made in consumption of citrus fruits. The year 1909 saw a consumption of 16 pounds per person while 1948 saw 53.8. He stressed the importance of processing citrus juices, etc., in this growth. He spoke of processed peach sales going up, while the consumption of fresh peaches is fallen off. He told also of strawberries, a rather important localized product on the Cape, of the falling off in demand of fresh fruit because of the waste the consumer had to buy as compared to no waste in frozen strawberries.

Mr. Tomlinson's theme was that cranberry growers must pay attention to consumer trend, and should have done so to a greater degree long ago.

### Marketing Information Program

J. Richard Beattie outlined his plans for the new type of marketing Information Program and Prof. Bradford D. Crossman, U. of M. repeated his talks on bog management and cutting costs when possible by mechanical means, these having been covered in last month's account of the Plymouth County gatherings in February.

Most interesting were color slides taken in Germany by Prof. J. H. Theis, state extension horticulturalist, who has recently been on a trip of 105 days to parts of Germany, where he inspected German agriculture, studying farms in particular.

Supper preceded the meetings.

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George L. Peltier

## Cranberry Growers Inc. of Wisconsin Engage Agricultural Specialist

Prof. George L. Peltier of the University of Nebraska, a former Wisconsin Rapids, Wisconsin resident, has been obtained as an agricultural specialist by Cranberry Growers, Inc., according to Bernard C. Brazeau, president of the organization.

Peltier is presently chairman of the bacteriology department at the University of Nebraska at Lincoln. He will work on plant growth and insect and weed control for marshes connected with Cranberry Growers, Inc., which markets Indian Trail cranberries.

Results of the specialist's long range experimentation on cranberries will be made available to the whole industry, as well as to

Indian Trail growers, Brazeau says.

While studying at the University of Wisconsin, Peltier did early work in central Wisconsin on cranberry false blossom and the fruit worm affecting cranberries.

A widely-known authority on plant diseases, insect control and bacteriology, the specialist has been cited in International Who's Who. He has written nearly 100 scientific papers and text books on these subjects and has been elected to a dozen honorary societies. This year Peltier will be in Wisconsin Rapids from June 1 to September 5. His office will be at the Indian Trail headquarters, 262 West Grand Avenue.

## Final Plymouth Co. Club Meeting

Cranberry growers have three strong responsibilities in cranberry marketing, E. L. Bartholomew, prominent grower of Wareham and first vice-president of Cape Cod Cranberry Growers' Association told those attending the final winter meetings of the South Shore and Southeastern Massachusetts cranberry clubs at Kingston Grange Hall, March 20, and Rochester Grange Hall, March 21. These are: to produce and get to consumers top quality fresh fruit, unity among the industry in regard to selling of the crop and to thoroughly know all phases of the cranberry industry and to push its products whenever possible.

These meetings, with about 50 attending each, concluded a series which took up quality fruit, previous sessions having been concerned with growing practices. Elections of officers were held, the same slates being elected for another term, a two-year tenure having become the custom.

Officers of the South Shore are: president, L. F. Billings of Plympton, (he as vice-president, having been active in the capacity of presiding officer in place of Stanley Benson when he joined the staff of ACE at New York;) vice-president, Francis Phillips of Plymouth; secretary-treasurer, Fred L. Bailey of Kingston. Southeastern, president, Russell Makepeace; vice-president, Frank Butler; secretary-treasurer Gilbert T. Beaton; advisory committee, Raymond Morse and Emile C. St. Jacques, both past presidents.

### Poor Berries Stop Buying

"You have been told that good fruit must be packed for the fresh market 100 times before," Mr. Bartholomew began in his talk. "I'm going to tell you that again for the 101st time. It is just no good shipping unsound berries to a market. This may get the berries off a grower's hand for the moment, but he is doing himself no good nor the industry. Poor berries not only lower the

price. They stop "buying of all berries."

He stressed the fact that growers should listen to their sales agents "ship as they tell you to. They know their markets. Of all the responsibilities the grower has the most important is to ship quality berries. This is number one in importance."

Growers need not worry about control on process for the present, he said with cranberries so far below parity. Parity for Feb. 15 was \$20.60 per bbl., he said.

Turning to unity of the grow-

ers, he said there has been too much animosity, too much suspicion among the growers themselves, too much "propaganda, about who is selling through who." He said that as long as the industry is stirred up within itself market-wise buyers take advantage of this animosity and confusion. He told of the days in 1908 when he first came to Wareham and stayed at a local hotel called the Kendrick House where many of the buyers of cranberries met at that time. He said these buyers fixed the prices there each night—not the growers.

He said he had always been a cooperater at heart, and then turned to the new movement to form a marketing organization in Massachusetts at "growers' level," and said this is "merely to get a common meeting place where we can meet as growers and discuss our common marketing problems. We have for a long time now been too complacent as to our responsibilities. Let us now accept them."

The new movement, he continued, might be the nucleus of a new over-all cooperative, of which he would be heartily in favor. He said emphatically that any such new group must be distinctly not a part of Cape Cod Cranberry

Growers' Association, the function of which was entirely different and which should not be threatened with "the dynamite" of the marketing situation.

Concerning the point of growers "knowing their industry," he said "know the facts of what the costs of selling are; the facts of what your net is to you; what your agent is doing." He said the growers should be proud of their industry, the state is proud of it as the leading export crop, and that the industry should be publicized and plugged in all ways possible.

#### Separators Causing Bruising

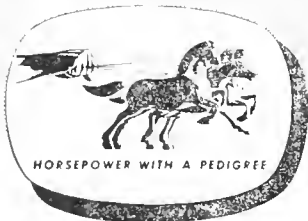
In the panel discussion Robert E. Hammond urged a quality product. He said have the berries uniform in both size and color, and to always pack the best on hand, "don't pack for fresh market berries that are a little tender." The uniformity of color and size is more important because of cellophane and window box pack. He said present methods of separating fruit "raises the dickens with our berries by bouncing them all around." Until an improved method is developed, he said, keeping the separator clean helps and also to keep the screeners from doing things which tended to cause further injury to the berries. He also urged growers to consult with their selling agent closely before shipping.

The grower undoubtedly knows more about his own berries than anybody else, Russell Makepeace said, that is, the "history" of his crops, but when it came to marketing, unfortunately, there were other factors, market factors which the sellers know but the grower does not. He urged growers not to take any risks in shipping fruit which might not be sound, to take the advise of his agent in this respect.

He discussed the difficulty in regard to exact weight in cellophane. He said there had been complaints when 16½ and even 17 ounces had been packed and when inspected at the stores the package had been found to be short of 16 ounces of cranberries. He urged growers not to pack in cellophane ahead, hoping

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orders would come in—berries deteriorate much more rapidly than in loose storage. He also urged growers to pack cartons tightly for railroad shipment, as there was bound to be some rough treatment on the way.

Prof. Earle Cox told of experimental conditions which had been made during the past year. He mentioned fans controlled by thermostats automatically to keep as even temperature as possible. He mentioned study of underground storage, with temperatures controlled by fans. He said that trucks might be loaded underground rather than in hot sun to lessen temperature variation.

In the question and answer period the matter of icing cranberries in rail shipment was brought up. Russell Makepeace said this worked out satisfactorily for distances as these berries were put right in cold temperatures upon arrival, but not if they were unloaded from the iced cars and then allowed to stand around, for instance, in the hot sun of a side-

## Guy O. Babcock

Wisconsin cranberry growers mourn the death of Guy O. Babcock, prominent Wisconsin banker, who was a strong supporter of the cranberry industry and treasurer and director of the Wisconsin Cranberry Sales Company from 1931 until his retirement in 1947. Mr. Babcock passed away Sunday, March 18, at the age of 80. He had been affiliated with the Wood County National Bank, Wisconsin Rapids from 1906 and as its president from 1931 until his retirement.

He was vice-president of the Nekoosa-Edwards Paper Company when he retired, but retained his position as director of the Prentiss-Wabers Production Company. He had also served as president of

walk. Icing cars cost about \$350 more per car, he said, but thought this might be a step which the industry may come to in this day of keen competition from other products.

the Wood County Telephone Company, director of the Wisconsin

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He was a charter member of the Rapids Rotary Club, and its second president, a member of the first Chamber of Commerce. Among his interests were better schools, and he served for years as a member of the local board of education, and was a trustee of the Wood County Normal School and a member of the T. B. Scott public library board. He was also interested in baseball and organized a baseball association of his area. He held a number of public positions during World War I.

Mr. Babcock was born at Appleton, January 22, 1871. He is survived by his wife, one son, two grandchildren and two great grandchildren.

Pallbearers at the funeral services included cranberry growers; A. E. Bark, Guy Potter, T. W. Brazeau. In a tribute, Miss Jean Nash, president of Wisconsin Cranberry Sales Company wrote:

"Always a staunch supporter of cranberry growers, the knowledge of his faith in them while he was active was a pillar of pride to many growers even when he was no longer able to convey that faith directly. We feel a very great loss in his death, a loss which the community shares."

## Cape Association Spring Meeting April 24th

A big event in the cranberry year in Massachusetts will take place April 24, when the spring meeting of Cape Cod Cranberry Growers' Association is held at Memorial Town Hall, Wareham. This will be the all-day event which has been the custom the past few years.

The morning will feature displays of equipment of various sorts, and this will also include a number of "home-made" items—that is devices growers have developed for their own use. A considerable effort is being made to gather as much of this machinery as possible, and the showing should be of much interest.

At noon a light lunch will be served and the afternoon session is given over to Dr. H. J. Franklin and his staff of researchers at the Cranberry Station.

#### WALMANN RESIGNS FROM WISC. CRANBERRY GROWERS

The resignation of Charles A. Walmann as Sales Manager of Cranberry Growers, Inc. has been announced by B. C. Brazeau, President. Mr. Walmann has served in this capacity for the past three seasons and is leaving to take a position with Hill's Brothers Com-

pany, Food Processors and Importers, of New York City. The resignation is effective April 15. Mr. Walmann will reside in the

Chicago area.

Formal announcement as to the new Manager will be made in the near future, Brazeau stated.

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# Changes to Meet The Changing Times

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These are the surface changes. The apparent ones. Others, less obvious but just as far-reaching, are in the works. The object, in all cases, is to better serve the interests of cranberry growers.

Times change. Perhaps in some respects the Exchange has not kept abreast of the times. Something, certainly, is happening to our industry which calls for bold leadership. The Exchange has historically provided strong and certain leadership. You can expect that in the future.

First of all, we are going to re-examine every facet of Exchange policy. Those policies which appear to measure up to the changing times will be strengthened.

Others will be discarded. New ones will be put into effect. In all probability mistakes will be made—but they will not be the mistakes of inaction.

You can be assured that the Exchange will move carefully. You can also be assured that the Exchange is going to move boldly forward. We need the help, encouragement and confidence of every member. In return, you'll find your trust well placed. We have a big job ahead. Let's give it all we've got.

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