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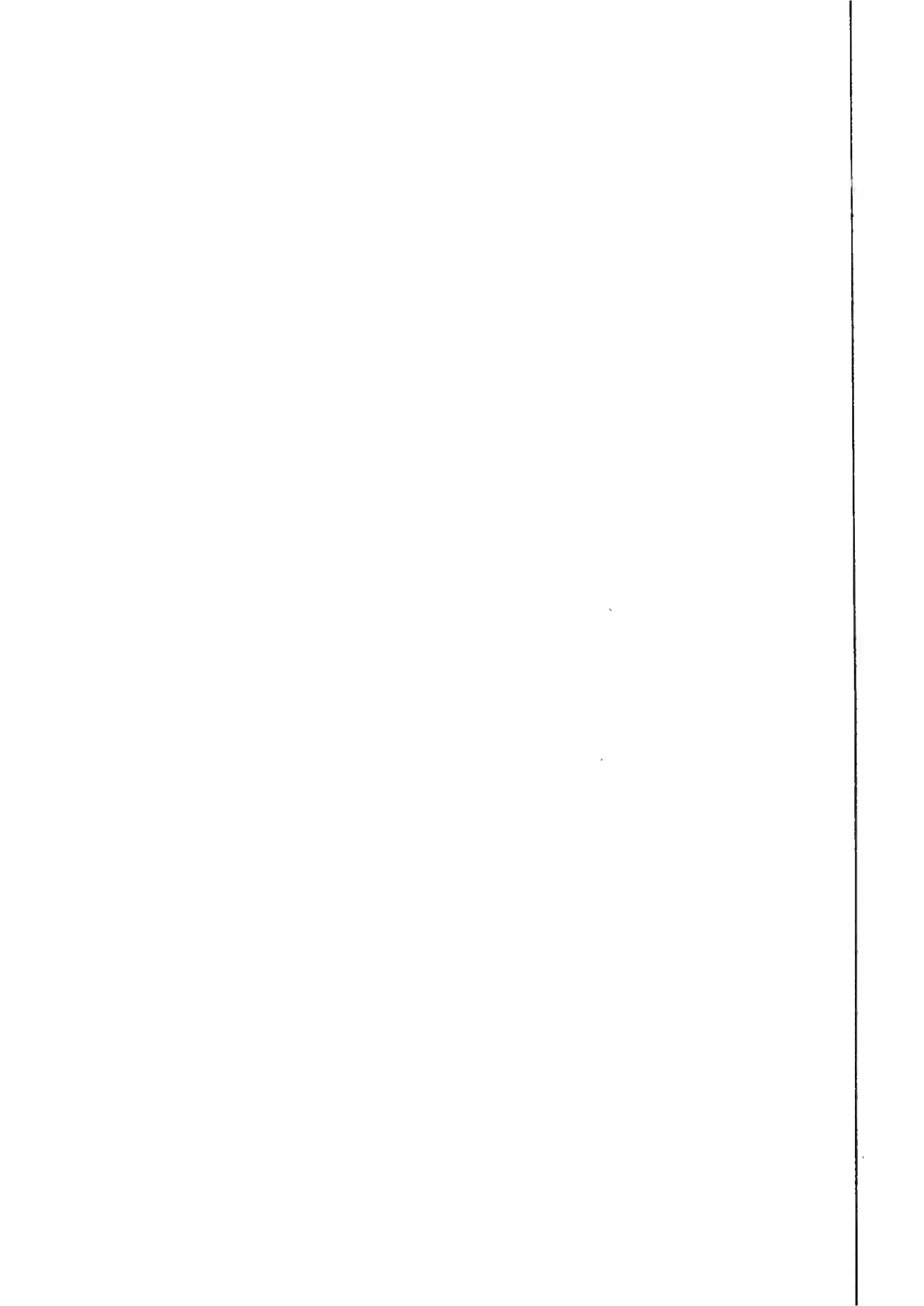
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MASSACHUSETTS' GOV. HERTER (left) prospective cranberry grower, in reception line at Mutual meeting talks with Russell Makepeace. Behind them is Rep. A. I Worrall. (CRANBERRIES Photo)

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H. Budd, Sr., Pemberton, N. J., president; Homer L. Gibbs, West Wareham, first vice-president, George Briggs, Plymouth, Mass., vice-president, and Harold S. DeLong, Mather, Wis., vice-president. Among board members re-elected were Enoch Bills, Borden town, N. J.; Thomas Darlington, Whitesbog, N. J.; Kenneth Garside, Duxbury, Mass., Robert C. Hammond, East Wareham; Tony Jonjak, Hayward, Misc., Charles I. Lewis, Shell Lake, Wis.; Russell Makepeace, Wareham, Mass.; and Clarence Searles, Wisconsin Rapids, Wis. Non-board members elected were Harold E. Bryant, New Bedford, executive vice-president, for the third time; E. Clyde McGrew, New Bedford, secretary, and Miss Kathryn F. Pratt, New Bedford, treasurer. All directors attended the meeting.

Although the name of the Exchange, whose headquarters are in New Bedford, Mass., has been in force since 1911, the directors who represent some 1,600 cranberry growers in five States and two Canadian provinces, felt the new name would be more in line with the product trade name.

The American Cranberry Exchange will be preserved for a separate corporation to retain certain benefits.

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ACE ELECTS ITS OFFICERS—TAKES NEW NAME

American Cranberry Exchange meeting at New York, April 28, elected officers for 1953 and voted officially to change the name to Eatmor Cranberries, Inc.

During this, the 42nd meeting, which took place at the Park Sheraton Hotel, a new slate of officers was elected. These are Theodore

Mass. Cranberry Station and Field Notes

by J. RICHARD BEATTIE
Extension Cranberry Specialist



Frost Warnings

The first general frost warning was released from the Cranberry Experiment Station on the evening of April 20. Please note that this date avoided any conflict with the annual Spring meeting of the Cape Cod Cranberry Growers' Association. Six frost warnings were sent out in April—the same number released in April 1952. These figures include both afternoon and evening forecasts. No damage has been reported as of May 1. The telephone and radio frost warning services have been working smoothly. We have a few more subscribers than during the last two years, but have not reached our goal by any means. However, applications are still being received.

Bogs Well-Budded

At the present time Massachusetts bogs appear to be well budded and in fine condition. There is very little evidence of Winter injury or oxygen deficiency thanks to a very mild Winter. Water supplies are well above average and should be sufficient to carry us through a normal Spring frost season. In other words, we could have a fine crop this Fall. Before we become too optimistic there are three major factors that could reduce crop prospects—insects, drought, and Fall frosts.

Watch Out For Droughts, Insects

Drought damage can be relieved if water supplies are available for more flash flooding and if we avoid the mistake of permitting our bogs to become too dry before using water. Fall frosts have not been too severe during the last few years. Actually, cranberry insects in many years take a greater toll of our crop than all the other factors combined. As we enter the insect season, why not review Dr. Franklin's recent insect bulletins

that he has so carefully prepared for growers? Then locate the old insect net—have it repaired and ready to check bogs for such early Spring pests as weevils, false army worms, blossom worms, spanworms, leafhoppers and fireworms. If we do a thorough job of controlling these insects in May and June, those that have a new or second brood seldom become a serious problem. If the County Agents or we at the Station can assist with insect identification and their control, let us know.

Weed Clinics

Four weed clinics will have been held in Plymouth and Barnstable counties by the time the May issue of "Cranberries" reaches the growers. They were arranged by County Agents "Dom" Marini and "Red" Lane. Plots were set out about a week before the clinics, using various weed killers. Growers had an opportunity to see the results of various weed treatments and also see duplicate plots set out demonstrating how the weed chemicals were applied. Since "Cranberries" had gone to press before these clinics were held, and since the material to be presented was so timely, we have a few notes from Dr. C. E. Cross that he planned on stressing at these informal meetings. They are as follows:

1. Good drainage—the key to the success of any weed control program.
2. Good vine growth will discourage weeds.
3. Measure areas to be treated and amounts of chemicals to be used.
4. Complete general kerosene work by about May 12 on bogs drained of their Winter flood in March or early April.
5. Vines should not be disturbed for one week before and after the

Kerosene treatment.

6. When treating cut (sickle), manor and cotton grasses following a late holding of the Winter flood (May 25) with kerosene, drain bogs and ditches, wait for three days, then spray kerosene during the next four days. Try to do this work when temperature is below 65 degrees.

7. The watering pot is still standard equipment for applying kerosene to small areas or for spot work.

8. Pitchforks (beggar ticks) are abundant this Spring and should be treated with iron sulfate as outlined in the weed charts.

9. Horsetail (marshail) can be checked with a heavy application of kerosene applied about May 20 at the rate of 1,000 gallons per acre. There will be less vine injury if this work is done in late afternoon or evening, or when the temperature is below 65 degrees.

"Spot" Gypsy Spraying

Growers will be glad to learn that approximately 13,500 acres in Plymouth and Barnstable counties will be sprayed by plane this Spring. The purpose is to treat the spots where gypsy moths were trapped last Summer. For every spot where a male moth was located, a half mile radius surrounding it will be treated. This project should keep us relatively free from this pest for a few seasons at least. We still have hopes that neighboring counties will join the aerial spray program before the treated areas become "reinfested with gypsies".

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Uprights and Fruit Buds Stressed at Jersey Meeting

Importance of Honey Bees to Cranberry Growing Also Brought Out At Annual Session; Ocean County Club—"Ed" Lipman, new president.

The Ocean County Cranberry Club held its annual meeting at Toms River April 14, electing Edward V. Lipman, president, Daniel Mc. Crabbe, vice-president, and Harold Haines, treasurer. "Ed" Lipman presided in the absence of retiring president, Archer Coddington, who was recuperating from a recent operation.

Fort's Famous Slides

Walter Fort presented his slides of cranberry insects following the seasonal program and pointing out the important features of development in the life of each insect pest and the time when they can best be controlled. The remarkable clarity of these colored pictures and the appropriate remarks made by Mr. Fort are well known to many growers. Fort opened and closed his talk by the statement that the important thing for the cranberry grower is the number of uprights which go into the fall season with fruit buds.

Philip E. Marucci of the Experiment Station's Cranberry and Blueberry Research Laboratory made some very interesting remarks about the use of honey bees on cranberry bogs. He pointed out that cranberry growers in New Jersey used far fewer bees than did growers of other crops which are dependent on insects for pollination. Apple growers, for instance, use one hive per acre to produce less than one-tenth the number of fruits per acre than a cranberry bog yields. Hence cranberry growers, using 1/5 hive per acre, are using only 1/5 as many bees to produce more than ten times as many fruits as the apple growers; they are using 1/15 to 1/30 as many hives as the clover seed grower. Marucci went on to say that if the cranberry grower increased the amount of bees to 1 hive per acre, the additional cost would be \$6 per acre. This cost could be made up by about 18,000 additional berries per acre, if they are valued at \$15 per barrel. In order to do this and earn her keep, each bee in a hive would have to visit successfully . . . only one cranberry flower. These figures were presented to show how much the chances are in favor of the cranberry grower for getting a profit from a small investment in bee rentals.

(Continued on Page 23)

This guy was standing in a bar one afternoon having a quiet drink, when a horse walked in and stepped up to the bar. The horse said to the bartender, "Give me a dry martini."

The bartender said, "Okay," and started to mix it.

The guy was dumbfounded . . . fascinated—a horse at a bar! He couldn't believe his eyes. The bartender finished mixing the drink and set it down in front of the horse and said, "Here ya are. Here's your martini."

The horse said, "Wait a minute. Where's the olive?"

The bartender said, "Oh, I'm sorry. Here's your olive." The horse said, "That's better," and drank the martini, paid, and left.

The guy said, "Wow! That's strange!"

"Oh no," said the bartender, "I often forget the olive. You know, that since machines like the **Western Picker** have taken all the drudgery out of Cranberry picking and other kinds of farm labor, all the horses and all the cranberry scoopers just go around sulking all the time, thinking the world ain't treating 'em right."

(ADV)

"It ain't no use putting up your umbrella 'til it rains."

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Cranberries

THE NATIONAL CRANBERRY MAGAZINE

ISSUE OF MAY 1953—VOL. 18 NO. 1

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FRESH FROM THE FIELDS

Compiled by C. J. H.

MASSACHUSETTS

Freak April Snow Storm

Seems like Mother Nature is getting more childish, or skittish as she grows older, as abnormal weather continued through April. This included a totally unexpected snow storm on the night of the 13th, with as much as six or seven inches falling in the northern and inland areas of the cranberry district, with less on the Cape. Snowplows were out again. An odd sight was presented on the morning of the 14th with early spring flowers pushing up through the white stuff and the tender green on trees startling against the snowy background.

April Continues Abnormal Rain

April rainfall continued abnormally heavy, there being 5.93 inches recorded at the East Wareham Cranberry Station. This brought the total to the year, since January first, to 27.14, with normal for the Middleboro-Plymouth-Plyannis area being 44.31. Long range U. S. weather forecast is for a wetter than normal May, also. There were scarcely more than a half dozen days during the entire month when there was not some rain during the 24 hours. For five consecutive week-ends, back into March there has been rain.

Easy Spring on Frosts

However, with the above-normal rainfall and above-normal temperatures since the first of the year this has been an easy Spring so far on frosts. April averaged about a degree and a half a day above normal, the departure for the month (Boston) actually being plus 53. Departure since January first is plus 423 degrees.

No April Damage Probable

Only frost of the season which might have caused damage if there had not been water used was in the morning of the last day of April. Forecast was sent out for 21,22, but there were clouds in the early part of the night. Wind died out and there was clearing after 2 a. m. Growers reported minimums of 23-24.

Frost was definitely feared on the 14th after the snowfall, but a high wind continued and only 30 was reached at bogside, State bog. First warning of the season was put out for the night of April 20th, forecast being for 17-18 minimum, but the wind was kind again and blew. Second general warning was put out for the night of the 28th as follows: "Harmful frost in colder locations, if wind dies out. Minimum 20 degrees." Again, however, the wind was benevolent and continued to be around.

May Starts in Rainy

May started in, continuing the abnormally wet spell of weather. There was rain or traces of rain on every one of the first eight days of the month. Night of the 3rd brought a frost which found plenty of bogs reporting 22 and a number of 23 degree readings the following morning. With the vast amount of water around, bogs were well protected. As May began, opinion at the Experiment Station was that there might be a very easy frost season, as no damage had been done in April.

Weather Slowing Bog Work

Growers were pretty well disgusted with the constant rain as it is interfering with all kinds of Spring bog work, although, of course, a fair amount is being done

—all they can do on the good days.

Development About Normal

Bogs, at end of the first week in May, were about normal in development, with the exception that those of Barnstable County were nearly as advanced as those of Plymouth County. Ocean waters are warmer than normal this Spring, and the Cape may again throw a relatively better crop than average.

NEW JERSEY

Frost

Up until April 28 no frost warnings were necessary. On this date the buds on some early drawn bogs, especially Howes, were entering the swollen, white stage.

Crop Indications Good So Far

Many bogs were drawn early in April. Usually in New Jersey these bogs come through frost dangers well because the buds are "hard" and the blossom period is spread over more time than on bogs which are drawn May 10 or later. Of course, the early drawing invites yellow-headed fireworm and cranberry fruitworm and should not be used for more than two years in succession. Generally the earlier

Vernon Goldsworthy

Cranberry Specialist and Grower

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set berries make larger crops. Up to the present the indications seem to be for a good crop in New Jersey. Replanting of bogs has been one of the helps toward a better crop.

April Rainy, 5.48 Inches

Weather for April, as previously, was excessively rainy, but was normal as to temperature. There were 15 rainy days, during which a total of 5.48 inches fell. This is 2.25 inches more than normal. Temperature averaged 52 degrees with extremes of 30 on the 22nd and 87 on the 25th.

Development About As Last Year

By April end plant development on cranberry bogs and on blueberry fields was at about the same stage as in 1952 at corresponding time.

Dams Washed out

Several dams have been washed out during the heavy Spring rain storms. It seems that increased muskrat activity may have a certain connection with these wash-outs. Muskrat damage to dams has induced some growers to pay a bonus for all muskrat tails turned into them.

About 60 acres of custom pruning by the Harrison pruning machine has been done on the Theodore Budd bogs.

Two of the larger growers are ready to carry out an extensive program of weed control with kerosene.

WISCONSIN

Lighter Budding in North

Budding on Northern marshes seems to be lighter this year, as was to be expected because of large cropping last year. Those who did have this heavy production expect to be down a little in 1953.

Additional Acreage

Vernon Goldsworthy is planting 20 additional acres at his property at Three Lakes this Spring, and is putting in 15 acres for Doman at Manitowish.

Geese Weeders Again

Goldsworthy is continuing his trial of using geese for weeding purposes as he did last season. He thinks the practice is worthy of continuation.

Russell A. Trufant of North Carver, Mass., in April put in one of his new straight-line pumps at the Goldsworthy marshes, Three Lakes, in the northern area.

The 100 percent "self-sufficient" farms of a generation or more ago now are a thing of the past. Today it takes 7 million tons of finished steel and 50 million tons of chemical materials to satisfy the annual demand of American farmers. This represents more steel than is used of a year's output of passenger automobiles, and five times the amount of chemicals used by farmers in 1935.



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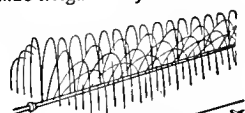
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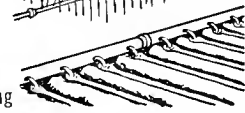
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MASSACHUSETTS GOVERNOR TO BECOME GROWER

Hon. Christian A. Herter Guest Speaker At 2nd Annual Meeting Of Cranberry Growers' Mutual—Distributors Discuss Marketing, Re-elect Nahum B. Morse President.

By CLARENCE J. HALL

"I have wanted for many years to grow cranberries myself," declared Christian A. Herter, Governor of Massachusetts and honored speaker at the second annual meeting of Cranberry Growers' Mutual, Memorial Town Hall, Wareham, Saturday afternoon, April 18. He said affairs in Washington and elsewhere had prevented him from becoming a grower previously. Now he is laying the groundwork for an 18-acre bog at his farm in Millis, Middlesex county.

The survey has been made by Walter E. Rowley of Wareham and the bog is to be built by Homer F. Weston of Carver.

The Governor was introduced by Representative (R) Alton H. Worrall of Wareham. Worrall said Mr. Herter is a man noted for his high aims in government. That he had served in the Massachusetts legislature, first in the House and then as speaker, later in Congress in Washington, and had taken leading parts in international matters. "He has decided to put Massachusetts back on its high pedestal, and he is going to do just that."

Included in the Governor's party besides Rep. Worrall were Senator Edward C. Stone of Osterville, his military aid, Col. Richard H. Hopkins of Falmouth, Harold C. Allen of Brockton, Executive Council member, and George C. P. Olsson, clerk of superior court, Plymouth, (the latter recently also having become a cranberry grower.)

The Governor said he knew the group of about 300 at the meeting was interested primarily in cranberries. He added, as a prospective grower and Executive of the leading state in cranberry production and a state in which cranberries are its chief export crop, "I am as eager as you are to see more people eating more cranberries, and I hope before long to become a member of your association."

Old Bog on Governor's Farm

He went on to say that his farm at Millis had been bought from a family named Clark. The Clark family had lived there for 13 generations. The only deed to the property was a royal grant made out to the original Clark owner.

At some time a member of the family had cultivated cranberries on a portion of the property. Each Fall the Herter family, he continued, were supplied with plenty of the fruit for their own use from the old planting. "If I can surmount the engineering problems of bog building I will be glad to continue this cherished project of cranberry cultivation," he said.

However, he added he was impatient to wait four years for his first crop. He was confident that the State will do as much as a state properly can to help the industry grow, possibly through the department of commerce,

carried out with the assistance of Extension Service. He recommended that a Mutual committee be set up for each purpose.

Distributors Speak

Representatives of various marketing agencies were then called upon.

Orrin Colley, president of Cape Cod Cranberry Cooperative, declared growers were pretty well satisfied with the marketing of the last crop, and it was encouraging that most growers were now taking on marketing problems seriously. He said the National was doing a wonderful job of disposing of the processed end and that the fresh fruit can do as well.

Many growers failed to comprehend, he said, what stiff competition cranberries have in the market today against other food products. The fight for the consumer's dollar is terrific and getting more so all the time. At a recent food convention he attended in New York 85 entirely new products were introduced. The average supermarket stocks about 3,500 items, all of which are competitors of any other product.

He declared he rather regretted the inactivation of the Fresh Fruit Institute. (The Cape Cod is a member of the Institute, and Mr. Colley, president.)

Chairman Morse said he believed a number of the independent distributors were disappointed over the fact they could no longer contribute to a general fresh fruit advertising fund.

Ralph Thacher, representing Beaton's Distributing Agency, Wareham, said Beaton's will continue to try to get good returns for the grower and to provide quality fruit only. "This matter of quality fruit is becoming more and more important." He said he would go along with Mr. Morse's suggestion as to a marketing information service by Mutual.

Fresh Fruit Institute

"Eatmor Cranberries, Inc., as the Exchange will be officially known after our annual meeting April 28, stands ready to cooperate with every and any group which is looking for constructive ways to improve the industry," said Harold E. Bryant, general manager of the fresh fruit co-op. He explained why ACE had felt it necessary to withdraw its support from the Fresh Fruit, as it was supplying 75 percent of the total funds of that organization. This was done solely because it was felt ACE's limited funds should be put into the advertising and merchandising use for Eatmor, but if the Fresh Fruit is re-activated it would receive his support. "We will offer

Interested in Mass Tourist Business

The remainder of his informal talk concerned his interest in road projects, and he mentioned the marine fisheries and tourist trade of the Cape area.

Resume of Mutual

President Nahum B. Morse of East Freetown in his opening address recalled briefly why the Mutual had been formed. He said that in the Winter of 1951 there was much unrest and dissatisfaction among the growers. Growers, he continued, were repeatedly told by the "leaders," of the industry, heads, of co-ops and distributors that marketing was actually a "growers' problem," too.

"We growers, or a group of us, accepted that challenge and after several preliminary meetings, starting with a group of ten, the Mutual was organized.

"Our biggest problem was to rebuild confidence in our own industry." For the better conditions today he believed the Mutual should be given a share of credit. The '51 market was improved and the '52 conditions were markedly better, and a good year for growers. But, he said, the aims of the Mutual should not be forgotten because of these bettered times.

Mutual Objectives

He pointed out two particular objectives; one was for allocation between fresh and processed, for those growers who do not come under the Cranberry Growers' Council, (Eatmor Cranberries, Inc., and National Cranberry Association;) and the other that the Mutual, in some way, be able to provide marketing information, to serve all growers and shippers. There should be a marketing news service and he hoped this might be



Governor Herter, seated, center, is shown at Wareham Town Hall with (left) vice-president Ernest Shaw; right, president Nahum Morse, standing, left to right, secretary-treasurer Chester W. Robbins; Harold G. Allen, Governor's Council member, Rep. A. H. Worrall and Senator Edward C. Stone.

(CRANBERRIES Photo)

to cooperate to a limited extent if there is a desire for the Fresh Fruit to be continued."

He would heartily approve of the Mutual setting up some form of allocation advise to independents and felt that would enable Eatmor to do a better job for the entire industry, if it knew in advance of marketing how many berries were going which way.

Cranberries In Stiff Competition

G. Howard Morse of Morse Brothers, Attleboro, continued the thought of Colley that cranberries are constantly getting into stiffer competition with other food products. He said the Mutual could be of great benefit in attempting to make the average grower more conscious of marketing conditions and give him better understanding of the whole picture.

M. L. Urann

"You can't put all those 3,500 food items in one stomach at the same time," said M. L. Urann of NCA. We've got to fight to get our share of that stomach." He said the industry is positively headed

for bigger crops. He told how this Easter market for canned sauce was bigger than the Thanksgiving market, referred to chicken and cranberry sauce for Father's Day menus, and said that NCA was concentrating on developing Spring and Summer markets.

He told briefly of his European trip and felt a market could definitely be built up for Americans who traded at Government PX's and commissaries beyond its present situation. He said Ocean Spray was now available in all western Europe and North Africa. To answer a question, he believed not much could be done at present with the native European market, one reason being the poverty of the average European. There was particular hope in the Scandinavian countries, and possibly for others when, and if, it became necessary to push sales in Europe, but that now concentration should be on domestic.

A subject brought up by Secretary Robbins and discussed at some length, was the matter of

opening price. There was a difference of opinion whether it was better to open at a lower price and then rise gradually to a peak about Thanksgiving time as has been the practice of American Cranberry Exchange for more than 40 years, and of others also, or to attempt to maintain a price which was relatively stable throughout the season.

Morse Re-elected President

Officers were elected after a vote to change by-laws had been passed combining the office of secretary and treasurer. Those returned to office were: president, Mr. Morse; vice-president, Ernest L. Shaw, So. Carver; secretary, Chester W. Robbins, Onset. These and a board of directors (two new), in a plan of rotation are: Robert C. Hammond, East Wareham, Arthur Handy, Cataumet; Edward Heleen (new), Carver; John F. Shields, Oyster-ville; Charles Savery, Cotuit; Louis Sherman, Plymouth; Alfred Pappi, Wareham and Lewis White, (new), Lakeville.

Musical Interlude

This meeting had a feature rather new to Massachusetts cranberry programs, a musical interlude. Miss Marcia Sherman played harp solos and there was singing by the Junior Cabot Glee Club of Middleboro. President Morse displayed his versatility by directing the chorus.

Introduced were Dr. Chester E. Cross, new director of the Experiment Station and his predecessor, Dr. H. J. Franklin.

REPRESENTATIVES

Dr. J. Harold Clarke has been selected to represent Pacific County (Washington) on a new advisory committee of the Western Washington Horticultural Committee. Cecil Richards of Grayland is his alternate.

Gray's Harbor County growers have been asked to be represented on this committee also. The Growers have nominated Norman Yock and suggested as alternate Pete Krebs, of the North Bay area.

TO MAKE RAIN EXPERIMENTS OVER WASHINGTON

Weather bureau meteorologists April 13 began a year-long series of rain-making experiments in—of all places—southwestern Washington. (This is the area of cranberry growing in the Evergreen State, and normal rainfall there is about the heaviest in the whole U. S.)

"Not strange at all," says Ferguson Hall, director of the project.

Southwestern Washington was chosen for the experiments because of the large number of rain clouds which roll in off the Pacific ocean there.

Navy two-engined PV2 patrol planes from Sand Point Naval Air Station are expected to log about 1000 hours while seeding the soupy skies.

The meteorologists in the oxygen-equipped planes will seed the clouds with tiny particles of dry ice. The ice particles will attract thousands of tiny water drops. These turn to snow flakes and become rain as they fall.

Hall says the experiments will use 104 rain gauges in northwestern Oregon and Western Washington to enable them to compare rainfall in the test areas with that in surrounding areas. One of the checking points will be the North Head weather station.

"We're not trying to make rain on a grand scale," Hall said.

He says that later, a radar station near Hoquiam will be used to trace rain clouds. In the Fall, the weather bureau will experiment with silver iodide as well as dry ice. (The Tribune, Ilwaco, Washington.)

The AAA says: One car illegally parked can create a bottleneck in a whole line of traffic. When the sign says "No Parking," do not park! Restrictions on parking during busy hours are imposed for your benefit too.

Very often a fight for justice ends in a quarrel for what is left.

it's not what you do

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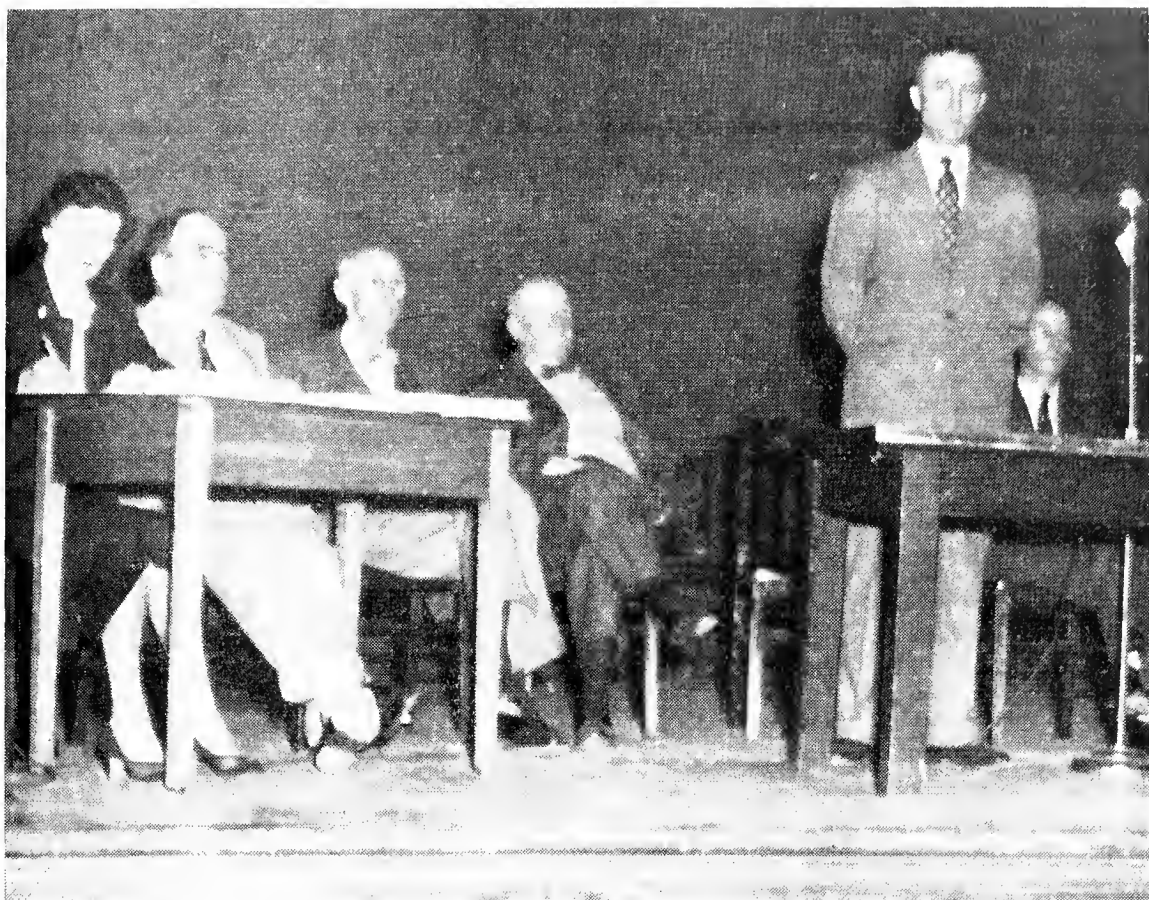
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Dr. Seiling addressing meeting. Seated to left are: Mrs. Ruth Beaton, association treasurer; G. T. Beaton, secretary; Dr. H. F. Bergman; President Bartholomew. To right of speaker, Dr. Cross
(CRANBERRIES Photo)

Dean Seiling Principal Speaker at Cape Spring Meeting

Announces Retirement of Dr. Bergman in September, May Be Replaced by State Pathologist, Possible New Addition to Station—Hybrid “No. 31” to be Distributed — Equipment Display One of Best.

Annual Spring meeting of Cape Cod Cranberry Growers' Association, Memorial Town Hall, Wareham, Saturday, April 11th, as has been the custom, was divided into three parts, commercial exhibit of cranberry equipment and supplies, business meeting and a speaking program arranged by Dr. C. E. Cross, director Massachusetts Cranberry Experiment Station and his staff. An extra feature thrown in this year and one of intense interest was the first Massachusetts showing of the colored slide collection of Walt Fort, general man-

ager of Growers' Cranberry Company of New Jersey. These, all taken by Mr. Fort show much magnified cranberry flower buds and insects, views of bogs, aerial and ground shots of dusting. As he shows the slides Fort gives an extremely instructive discourse, explaining each picture.

In the principal talk of the day, Dale H. Sieling, director of agricultural horticultural school, University of Massachusetts, gave the first official announcement of the retirement of Dr. H. F. Bergman, U. S. senior pathologist next September. Dr. Bergman has been associated with cranberries many years. Dr. Sieling said it is planned not to replace him with Federal man, but the Massachusetts legislature is being asked to create a new position, occupant of which will undertake to continue the stud-

ies Bergman has made. Funds are also being asked for an addition to the experiment Station at East Wareham.

University Calls Upon Station

Dr. Sieling continued it is the job of the University to help the cranberry industry in any way it can, and that at times the University has had to call upon the industry for assistance. Men from the Cranberry Station had been of assistance with students at the school at Amherst.

The School of Agriculture and Horticulture has grown in many activities extremely important to the Commonwealth of the State. He referred to one instance, among others, that being the weekly “Down to Earth” TV program “emceed” by “Joe” Brown in charge of Plymouth County Extension Service.

Dr. Bergman

Dr. Bergman told the group that his appearance at that meeting would probably be his last official appearance at a cranberry meeting; that it had been a great pleasure to work with the cranberry growers and he did not expect to lose contact with the industry. He then gave a brief talk on the application of fungicides to control fruit rot.

He said it has been established that the use of fungicides during the flowering season is effective. After that there is no benefit.

Some of the factors through which infection occurs have not been clearly established yet. One of these is the time required for infection. It is probably not less than 18 hours. It has always been assumed that moisture and high temperature were conductive.

Rain, has been considered as one of the more important factors. However, he has found that dew, fog or any condition containing high humidity is just as detrimental. As a matter of fact, he believes that 1/100 or 2/100 of rain enables the fungus to develop. Oxygen deficiency aids infection.

Large Crop Next Fall

The mild weather of last Winter should have caused little oxygen deficiency, and a large crop next Fall may reasonably be expected Bergman said.

Director Cross, in conducting this portion of the meeting, told of the difficulties he was finding in following in the footsteps of Dr. Franklin, and, in seven months had come to realize fully the burden of work his predecessor.

Tomlinson Outlines Projects

He introduced the members of

his staff, these including the more recent research workers, Prof. William E. Tomlinson, Jr., new entomologist and Prof. John S. Bailey. This was the first appearance of Tomlinson before the growers' association. Tomlinson explained he had three main projects in mind for study for the immediate future. One was to find out how to derive more benefit from the growers from the useful insects who preyed upon those who injured cranberries; secondly, a study of the scale insect, particularly as applied to dry bogs, and, third the testing of the effects of some of the newer insecticides upon all insects. He said it might turn out that the growers have been "leaning too heavily" upon DDT.

He wants to make a thorough study of the life history of the fruitworm, and it might prove the best time to attack this costly insect would be when it is still in the miller stage.

The Beech Plum Again

Prof. John S. Bailey, pomologist, who was transferred from Amherst in December explained his duties which were to study small fruits other than cranberries. These fruits are strawberries, blueberries, which many cranberry men grow, beach plums, which are located on the properties of some cranberry growers, and raspberries, the latter rather minor. He recalled how about ten years ago the beach plum was coming to the fore and then studies were dropped because of lack of funds, but now funds were available.

(Dr. F. B. Chandler's discussion is contained in an article elsewhere in this issue.)

Entire N. E. "De-Mothing?"

President E. L. Bartholomew, who presided over the business session of the meeting told of the need of gypsy moth control in Bristol and Norfolk counties, adjacent to Plymouth and Barnstable, which had been made free of this pest, but were now being reinfested because of lack of the wider control. He said a representative of the U. S. Government had told of a project in which every state in New England might be "de-mothed", which was the only logical way of controlling gypsies.

TESTED AND PROVEN

The Trufant Straight-Line Pump has now been tested in the laboratory of the Worcester Polytechnic Institute, and I am prepared to specify, from a choice of seven types and sizes of propellers, the one best suited for your particular location, and the speed at which it should be run, as well as the power required.

Here are some sample results:

3.5 ft. head, 3100 RPM, 3000 GPM or 6½ acre-inches per hour.

7 ft. head, 3200 RPM, 2730 GPM, over 6 acre-inches per hour.

13 ft. head, 3200 RPM, 1900 GPM or 4½ acre-inches per hour.

All with less than 10 horse power, if an electric motor is used; 15 to 20 HP gasoline engine.

This is the pump which is assembled above ground and lowered into a wet or dry trench thru the dike, without concrete work or sheeting—lowest installation cost of any such device. This is the pump which can be reversed in a few minutes to pump back. The mass-produced working parts can be replaced in one-half hour.

PREFABRICATED FLUMES BOG RAILROADS
In WISCONSIN see **GOLDSWORTHY**

RUSSELL A. TRUFANT

Carver 64-11

North Carver, Mass.

"Our association is going to go right on fighting to eliminate gypsies," he said. "They injure not only our bogs but effetc our tourist business when they attack trees so widely. We were free of gypsies and we want to keep free."

New Hybrid No. 31

He introduced the subject of new varieties of cranberries, and said the association has taken on the job of distributing these vines to growers. This is in charge of an association committee consisting of Ray Morse, chairman, Ralph Thacher and Arthur Handy. Mr. Morse spoke chiefly on a new promising variety, in addition to the previously announced "Stevens," "Wilcox" and "Beckwith", as hybrids of great possibility.

This variety is at present called "No. 31," and is described as a cross of Early Black and Howes; excellent vines for scooping, up-rights, medium length, runners few and short; resistant to feeding by the leafhopper that spreads false

blossom; fruit rot no more than Early Black or Howes; harvest season early, cup count 57-90, color red to very dark red; good to excellent keeper, storage shrinkage less than Howes, yield greater than either Early Black or Howes.

He said the committee had charge of selling, at nominal cost, a very few of these vines and wanted to spread this distribution in as many sections of the Massachusetts cranberry area as possible, for study. Vines are to be sold with the restriction they are not to be re-sold or given to any other grower for the present. There are only 2 1/10 rods of the "31", so far to be distributed, but there are more in New Jersey.

Radio Frost Warnings Supplement
Radio Frost Warnings

Supplementary

Massachusetts frost warning takers now number 183 as against 187 last year, Cranberry Specialist "Dick" Beattie said, but he expected the number would increase after a few frosts arrived. Fi-

nances were slightly above last year. He cautioned growers against sole reliance upon radio frost warnings, and that while these were higly desirable and useful, they were really supplementary to the telephone warnings direct to members subscribing to Frost Warning Service of the Cape Cod Association.

Secretary G. T. Beaton told of the completion of the Dr. Henry J. Franklin room at the Station, where "Dr. Franklin is happily at work on his bee studies," and, as chairman of the committee which raised the funds, thanked all growers who contributed more than \$7,500 for the purpose.

Noon buffet lunch was served by the Mom's and Dad's Club of East Wareham.

Exhibit

Exhibition of equipment, which was one of the best in the several years was opened at 9 a. m., with heavier equipment on the town hall lawn, the remainder in the

(Continued on Page 16



This shows general view of the out-door exhibit.

(CRANBERRIES Photo)

STOP FRUIT ROTS

with Dependable

DU PONT FERMATE

Ferbam Fungicide

"Fermate" prevents blasting of cranberry blossoms and young berries, also prevents rot of the berries on the bushes or in storage. That is because "Fermate" gives excellent control of fungus diseases of cranberries with minimum danger of burning or stunting of tender flowers, leaves or fruits.

Use "Fermate" in sprays or dusts to get better yields of clean fruit from every acre of bog. For most effective spray coverage and protection of the waxy foliage, add Du Pont Spreader-Sticker to the spray mixture.

SEE YOUR DEALER for full information and supplies. Ask him also for free booklets on "Fermate," Du Pont Weed Killers

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USE THESE IDEAL BRUSH KILLERS

AMMATE Weed and Brush Killer sprayed on foliage kills roots, tops and all, even of poison ivy. Spray it on stumps too, to prevent resprouting. Non-volatile, reduces to a minimum the hazard of damage by spray drift.

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On all chemicals always follow directions for application. Where warning or caution statements on use of the product are given, read them carefully.



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DISTINGUISHED SPEAKERS

APRIL could well go down in Massachusetts cranberry history as the month of meetings, with distinguished speakers. The Governor of Massachusetts, Christian A. Herter gave an informal talk before the Mutual, Dean Dale H. Seiling of the University of Massachusetts appeared at the Growers' Association gathering and Henry T. Broderick, State Commissioner of Agriculture before N. E. Cranberry Sales Company. All paid earnest tribute to cranberries, the leading export crop of Massachusetts.

Especially noteworthy, of course, was the announcement of Governor Herter that he intends to become a cranberry grower himself. That reflects a bit of glory not only upon the cranberry men of the Bay State, but upon all cranberry operators. It's good for Massachusetts growers to have such a statesman as Mr. Herter one of their number—not that any special executive favors are to be expected from a man of Gov. Herter's stature. But the mere fact the chief officer of the State picked out cranberries to grow on his farm, instead of some other crop is pleasing to the ego.

"THE KING IS DEAD— LONG LIVE THE KING"

IT'S going to seem very strange, indeed, not to hear that old standby name, "American Cranberry Exchange," anymore, except now and then from habit, or in reference to the past. But, we call it a wise move to make the new designation, "Eatmor Cranberries, Inc." As explained, it's far easier for the trade and the general public to have the trade name the same as the designation of the company. It's all too easy to forget who puts out what, in cranberries or anything, unless the name of the producer is tied in with the trade name of the product.

The American Cranberry Exchange has had a long and honorable history in the cranberry field. Eatmor Cranberries, Inc., will live up to the same traditions. It's the same thing, anyhow, the name is changed, that's all. This is, perhaps an unnecessary note to add, but we are even more certain of the progress Eatmor will make after listening to the plain, farewell statements by General Manager Bryant at some of the recent cranberry meetings.

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MORE ON MISUNDERSTANDING

AS this issue starts a new volume year for CRANBERRIES, and we are on the subject of how easily misunderstandings do come about, it may do no harm to repeat what CRANBERRIES is. Only the other day we learned some growers still think CRANBERRIES may be affiliated with one or the other of the two principal co-ops. It is not. CRANBERRIES is **independent** and the only **general** news publication of the industry. It attempts to play a neutral role between all co-ops and their members and the so-called independent growers and distributors, publishing whatever material seems most timely at the moment.

CONTROL

★ Cranberry Root Grubs

★ White Grubs

★ Poison Ivy

★ Chokeberry

★ Wild Bean

use

SOLVAY

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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ALLIED CHEMICAL & DYE CORPORATION
45 MILK STREET, BOSTON 9, MASS.

Cape Spring Meeting

(Continued from Page 13)

basement. Growers began to gather promptly at opening hour attesting to the continued interest in cranberry mechanization.

These included the following—everything from tiny bees to huge tractors:

Non-commercial: a carefully-planned exhibit by the Experiment Station, Dr. Chandler in charge, which contained fruits of the new varieties, insects, literature and soil testing tools.

Outside: H. A. Suddard & Co., Ford industrial engine and truck; "Joe" Hackett, North Hanover, engines, pumps, power saws and sickle-bar mowers; C. & L. Equipment Company, (Frank Crandon and Herbert Leonard) Acushnet, pruner and rake; H. R. Davis Company, Boston, Oliver tractors with attachments; R. A. Trufant, North Carver, truck with flowing equipment, Trufant flood gate, Trufant Straight-Line Pumps, etc., (incidentally, loaded for a trip to Wisconsin;) and Aetna Engineering Co., pumping equipment, Hanover.

Inside the hall, Western Picker, Louis Sherman in charge; Niagara Chemical Division, dust sprays and dusters, Charles H. Read in charge; Hayden Separator Company, Wareham, cranberry equipment, with E. C. St. Jacques and "Tom" Darlington of New Jersey to explain the new Darlington Picker; W. R. Ames Company of Florida and California, Roto-Rain and other sprinkler equipment; Stone and Forsyth Company, Cambridge, cranberry containers, "Dave" Stanley in charge; Merrimac Valley Apiaries, Billerica, bee colony rentals, with exhibit of live bees working between glass; Homelite Corporation, Allston, light-weight pumps, mist thrower, etc. American Agricultural Chemical Co., North Weymouth, "Agrico" fertilizers, Harold Eldredge in charge; Hincks Farm Machinery Company, West Barnstable, Planet, Jr., garden tractors, etc., Frank C. Hincks, Jr., Busy Bee Farm, North Abington, bee colony rentals, Lewis Kones, Prop; Blue Hills Apiaries, Mattapan, bee crop pollination service (and distributing samples of cranberry honey), Leonard H. Smith in charge; Eastern Farmers' Ex-

(Continued on Page 18)

DRAINAGE

by Dr. F. B. Chandler

Damage From Poor Drainage Often Difficult To Discover At Once—How Can Improvements Be Made?

(Author's Note: C. J. Hall asked for a copy of the talk presented at the Spring Meeting of The Cape Cod Cranberry Growers' Association. That talk included a number of comments which were not on the subject of drainage and they are not included here.)

For a number of years I have had demonstrations at the Spring meetings of Cape Cod Cranberry Growers' Association on drainage and have talked on the subject during the afternoon meetings. This year you saw a different group of exhibits but they emphasized the need for a better understanding of drainage and the need for improving drainage in most bogs. I continue to bring this problem to you because it seems to me to be a very important one.

Drainage is often thought of as a difference in elevation but difference in elevation only removes surface water or ditch water. Today I want to talk about land drainage, the removal of the excess or gravitational water from the soil. Gravitational water is not used by the plant and if it remains in the soil it prevents root development or may even kill the roots which have developed. Holding the frost flow for three nights and two days in 1952 killed nearly all of the new roots.

Hard to Distinguish

I can understand why it is difficult for you to realize the importance of drainage. We do not recognize injury unless it is very evident at the time. We are also often unable to distinguish between cause and effect if the evidence of injury does not occur until some time after the damage. When you have injury from fruit worm it is very evident—it can be seen without going onto the bog. The injury from poor drainage is not evident at the same time without studying the roots carefully—you can see the injury only with a microscope. Let us make another comparison with the fruit worm injury—you had a berry and you lost it. Poor drainage may just retard growth and fruiting, and we do not feel we have lost that which we did not have.

The roots of all plants must have

air and nearly all plants get the air from the spaces in the soil. If these spaces are filled with water there can be no air in the soil. Without air in the soil new roots cannot develop.

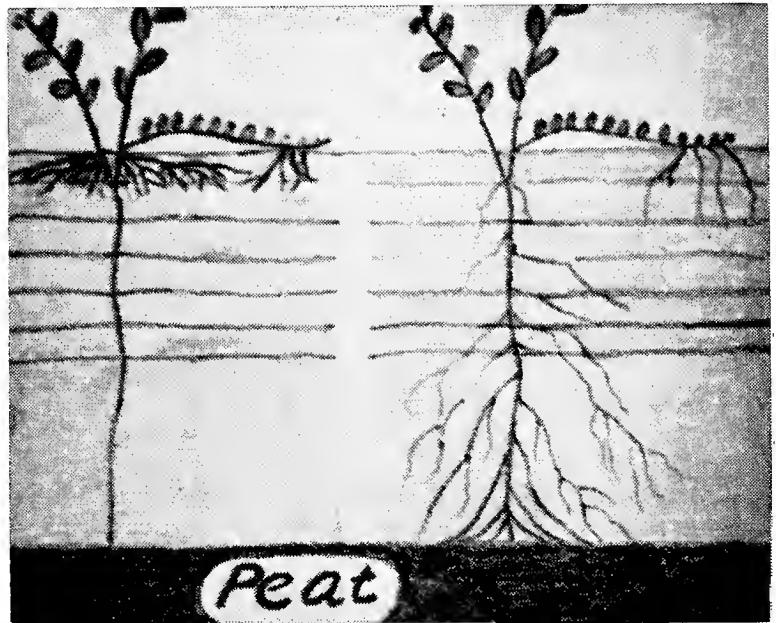
I have studied drainage in a number of bogs in the state and the bogs with good drainage have high yields while those with poor drainage usually have low yields. My observations of drainage have been made in only three of the principal growing regions, New Jersey, Massachusetts and Wisconsin. New Jersey soils are the poorest in drainage and Wisconsin the

best, and the state average annual production per acre is in the same order.

How Well Do Cranberries

"Love" Water?

In the wild, cranberries are found in swamps and they must be there because they can survive better than other plants under conditions in the swamp. Many people have taken this to mean that cranberries love a lot of water but it may be that cranberries can survive the weed competition in the bogs and they are able to tolerate the very wet situation. We must



Top—Diagram of Cranberry root growth. Left—Poor drainage. Original set dead at the bottom. Roots only at the top and they are badly damaged during harvest. Right good drainage. Original set alive. Roots through entire sand layer and little or no damage results at harvest.

Bottom—Diagram of greatly enlarged root ends. Left, injury from holding water on bog after root growth has started. The new growth has turned brown. Right, uninjured roots are transparent.

(Photos by the Author)

remember that a close relative of the cranberry, the high-bush blueberry, is considered a swamp plant, yet it is cultivated in low or moist uplands. The high-bush blueberry is considered a plant that likes a lot of moisture but one that must have good drainage.

Why do we have poor drainage in cranberry bogs? A great deal of the peat in Massachusetts is very well decomposed and tightly packed so that little or no water can be drained through it. Therefore the drainage must be accomplished in the sand layer at the top. This is probably the best reason for applying sand before setting the vines in a new bog. If the sand has too much fine material the layer will pack and poor drainage will result. Most all of the sand which has been analyzed so far has one to two percent of clay and the sands with a large amount of "fines" usually have three or four percent clay. This amount of clay with fine and very fine sand is enough to make drainage very poor. (Fine sand was illustrated in *Cranberries*, September 1952, P. 6).

What are the signs of poor drainage? Dr. Bergman has just told you that at blossom time a wet bog floor resulting from poor drainage greatly increased rot. Slow growth and thin vines are often the result of poor drainage. It has been mentioned earlier that many of the bogs with poor drainage had small crops year after year. The most conspicuous sign of poor drainage is browning and drying up of uprights particularly in the low spots and in the center of the sections.

How Can Poor Drainage Be Improved

How can poor drainage be improved? In new bogs the surface of the bog may be sloped toward the ditches. Also tile or other blind ditches may be built into the bog. The improvement of drainage or old bogs is not as simple and may cost more. In old bogs new ditches may be dug between the original ones. The new ditches may be left open or they may have gravel put in the bottom, then tile with more gravel on top and the cranberry sod placed on the surface to give a blind ditch. The most hopeful method has been used only experimentally. This consists of pulling

perforated plastic tubing into the soil with a mole plow.

The improvement of drainage on cranberry bogs may wash away 25 to 50 cents worth of fertilizer per acre, it will increase the need for irrigation, it will permit irrigation by putting water over the surface, it will decrease rots, it will give better vine growth and increase crops and reduce the weed problems.

DR. AND MRS. FRANKLIN HONORED GUESTS AT UNIVERSITY OF MASS.

Dr. and Mrs. Henry J. Franklin were among those honored at a dinner at Butterfield House, Uni-

versity of Massachusetts, Amherst, on the evening of April 11th. This is an annual event sponsored by the "Faculty Women," of the University for those who have retired from the University faculty during the past year, as has Dr. Franklin from the Experiment Station. About 200 attended.

Cape Spring Meeting

(Continued from Page 16)
change, Springfield.

A home-designed devise, a self-propelled sand truck, developed by Earl Ricker of Duxbury was viewed with interest. This is not being manufactured for sale.



Top—Poor land drainage. The stake is at the end of a tile drain. There is a nine in fall in three feet yet water is standing on the surface at the right.

Bottom—With poor land drainage water stands on the surface after a rain—see thin vine to the left and right center. With good land drainage normal rainfall will drain out of the soil as fast as it falls to the ground. (Photos by the Author)

American Cranberry Exchange Now "EATMOR Cranberries, Inc."



Henry T. Broderick, guest speaker, Mass. Commissioner of Agriculture, at Annual Meeting of N. E. Cranberry Sales Co., is shown (left), with Mrs. Broderick, president Homer Gibbs and General Manager "Bill" Blake. (CRANBERRIES Photo)

Change in Name Announced At Annual Meeting of N. E. Cranberry Sales Co.—Makepeace, Resigning As Treasurer of Co-op, Recommends L. A. Blake Who is Now Successor—Homer Gibbs Re-elected President.

The American Cranberry Exchange, that long-time sturdy pillar of the industry, in the future is to be Eatmor Cranberries, Inc. This decision of the directors to make the name change was first publicly announced at the annual meeting of the New England Cranberry Sales Company, April 16 at Carver. The change was made, it was explained by Stanley Benson, to take fuller advantage of the

famed trademark "Eatmor Cranberries," as sometimes the trade and consumers do not associate the designation "Eatmor" with the Exchange.

Also announced was the resignation of John C. Makepeace of Wareham as treasurer of New England, he having held that post through the recent difficult financial years of the cooperative; and in his resignation he strongly urged the election of L. A. Blake, new general manager of the co-op as his successor. Mr. Blake assumes that position. Mr. Makepeace felt with the improvement of N. E. he was no longer needed and could get back more to his own business.

Featured speaker was Henry T. Broderick, Massachusetts Commissioner of Agriculture, who gave

his address at a chicken pie supper at Sons of Veteran's hall, preceding the business meeting at Carver Town Hall. This was an evening meeting, an innovation suggested by Blake, who said he thought it might work out better than the usual day session, but in his talk, said it had met with disapproval by some members and might or might not be continued. There was, however, a much larger attendance than usual.

"More Volume" Is Need

A statement by Harold E. Bryant, Eatmor general manager, that the co-op is to drive this year for increased volume of berries through increased membership the various state units, and recognition of the fact that New England is making a vast improve-

ment in its financial status were the other highlights of the evening.

President Gibbs' Address

"This is our 46th annual meeting. There must be, indeed, something good in the New England Cranberry Sales Co. that has lasted so long through the lean and fat years. You members know what that good is. Banding together co-operatively to grade, pack and ship our berries and to obtain a uniformity in those lines. To keep abreast of the times in screening your berries and improving packages and packaging. Without the New England Cranberry Sales where would we have been?"

"The past year has been most encouraging. We can now see the sun and everywhere you note the returning enthusiasm by the amount of work being done to bring bogs back to their prime.

"The Sales Co. has been working steadily on its financial standing with many directors and executive meetings and it is with a great sense of pride that I say we've come a long way since a year ago. I want at this time, to say that we thank Mr. Makepeace most sincerely for all that he had done for the Sales Co. I also want to express my appreciation to Miss Pit-

man and Mr. Harlow who have been so untiring in getting many, many reports and data for our use. Also, I want to commend all the other employees including the packing-house foremen for their efforts the past year. And last but not least I want to say that Mr. Blake, your manager, is taking hold and will make a fine executive.

(Editor's note:—An interesting address by E. C. McGrew, intended to be used in most part in this issue, is held over for the next due to lack of space.)

Company Gaining Financially

H. C. Ellis, N. E. auditor, read the treasurer's statement. He pointed out that the indebtedness of the company has been reduced from \$640,700.00 of March 31, 1950 to \$175,018.14 this year and that there are no borrowing for current operations outstanding. He gave total assets as \$886,044.07; berry sales from 1952 crop as 54,437,525 bbls. netting \$1,098,453.72, plus receipts from NCA for processed berries of \$298,779.87.

The allocations of the Council were closely followed by N. E., said Miss Sue A. Pitman, executive vice-president, and the N. E. had

no complaints from the Exchange as to quality. She said she believed the success of last year's marketing resulted from the ACE marketing plan. Of the fresh fruit 40 percent went in window boxes and 60 in cello bags. N. E. has so far returned to members \$13.10 a barrel with \$15.10 in the top subdivision.

Blake Points Out Price Rise

Increase in returns to members during the past three years was pointed out by Mr. Blake. He said the fresh fruit brought \$9.44 in 1950; canned \$9.29; '51, fresh, \$15.12; processed \$13.00; '52, \$20.25 fresh and processed \$11.00.

Last year was a small volume year and New England was set up to handle much more fruit. A greater net can obviously be returned with bigger volume, he said. In the few months he has been with New England he has found it a fine organization, and he was working out definite plans for "streamlining" some of the screenhouse operations which would result, he was sure, in greater economies.

He expressed gratification for assistance by the Experiment Station staff, especially to Dr. Chandler, with whom he had worked closely to improve keeping quality of fruit.

"Winmor" Campaign Startling

Some sales campaign that would "startle the trade and the housewife," was needed last fall to stimulate fresh fruit sales, declared Lloyd Williams, ACE merchandising manager. This proved to be the successful "Operations Winmor," which aimed at not only the consumer and retailers but the brokers, as well. There was absolutely nothing new in a prize contest, he said, this being as old as the hills for many lines, but it was new for cranberries and the fresh fruit trade and stirred up tremendous interest. Something more effective even will be developed for this fall, he continued, Eatmor working in conjunction with its new advertising agency, Chambers and Wiswall.

A by-product of the campaign, he added, was an inclination to believe that 29 cents a pound for fresh fruit is not the top limit, as many hithertofore believed.

VEG-ACRE-FARMS IS PLEASED TO ANNOUNCE

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Stanley Benson, besides announcing the change-over in name of American Cranberry Exchange, explained how the organization staff put in each month of the year in various activities.

Miss Kathryn F. Pratt, treasurer for many years, gave a report of finances.

Wanted, More Volume—Bryant

General Manager Bryant forcefully stressed the need for more volume in the Eatmor organization. "We want more members. We want more berries, then we can do a better job for you." Two years ago the main objective was to obtain stability, last year it was a successful marketing program, this year it is "Volume."

He then reiterated to the members that the administration of the Eatmor was "sincere" and "frank." He said, "We will make mistakes, we have made mistakes. But we must make changes to conform with changing conditions. We must go ahead and we will. We will keep you informed."

He then explained the position of Eatmor and the "Cranberry World." He said this attitude has at times been critical, adversely so, and probably would be again. "At times," he said, "we have criticized the National and its policies, and fresh fruit competition. But," he concluded, "this is always a criticism of policies which we think are wrong, and not of personalities."

Election of officers and directors followed. Results were:

President, Homer L. Gibbs, West Wareham; executive vice-president, Miss Pitman; first vice-president, George L. Briggs, Plymouth; second vice-president, Robert C. Hammond, East Wareham; treasurer, L. A. Blake; assistant treasurer, Miss Pitman; general manager, Mr. Blake.

Directors to Eatmor Cranberries, Inc., Messrs, Gibbs, Briggs and Hammond. To Cranberry Growers' Council, Mr. Gibbs.

Directors elected for the new year were as follows:

District No. 1 (Duxbury, Hanson, Kingston, Marshfield, Pembroke, Plympton) Fred L. Bailey, Arthur H. Chandler, Paul E. Thompson.



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District No. 2 (Plymouth)—George Briggs, Ernest C. Ellis, Robert C. Hammond, Percy H. Marsh, Francis H. Phillips.

District No. 3 (Carver)—E. W. Burgess, Frank H. Cole, Homer L. Gibbs, Ruel S. Gibbs, Carroll D. Griffith, Robert E. Hill, Russell A. Trufant, Herbert J. Vaughan, Homer F. Weston, H. F. Whiting.

District No. 5—(Assonet, Free-town, Lakeville, Marion, Rochester, and Taunton)—Arthur D. Benson, Herbert E. Dustin, Walter Heleen, Nahum B. Morse.

District No. 6 (Wareham)—Chester E. Cross, Joseph L. Kel-

ley, Walter E. Rowley.

District No. 7 (Barnstable County)—J. Foxcroft Carleton, Louis A. Crowell, William E. Crowell, Fred S. Jenkins, Victor E. Leeman.

CROP OF 950,000 BBLs. MAY BE IN MAKING FOR 1953

At the Cape meetings, Dr. Cross ventured his opinion of what might be expected in crop size next fall—as it appeared then. Barring excessive frost injury, he said he

could foresee a production of about 950,000 barrels for the country.

“Last year,” he explained, “rain in March, April, May and early June left Massachusetts bogs in a lush, green, vigorous and tender growth. I look for a similar condition this year. The drought did not seem to bother the Cape as much last year as the mainland, so perhaps the Cape proper is in for another bigger than usual production.”

“Dr. Franklin foresees the possibility of a wetter than normal summer, and this would increase berry size.”

As for New Jersey, he continued, consistently larger crops may be expected there for the next five years, at least. This is due to better bog management.

“There is new acreage in Wisconsin, and while pollinators may have been injured unduly by the use of insecticides that State may be counted upon to average perhaps 250,000 bbls. quite regularly, beginning possibly with this year. Wisconsin may have its biggest yield ever, next Fall.”

He pointed out the West Coast is gaining in yield all the time.

Returning to Massachusetts he said he looked for 550,000 bbls., as an average and this year this could go to 650,000. He stressed the fact Massachusetts production has doubled, since Dr. Franklin began his studies at the Station, on practically the same acreage. He stressed as advantages for this year the open, mild winter, plus the possibilities of a wetter summer.

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Growers' Co., Jersey Has Annual Meeting

The 58th annual meeting of the Growers Cranberry Company was held at Pemberton, April 21st. A large representation of membership was present to hear the annual reports and elect officers for the new year.

Harold E. Bryant and E. Clyde McGrew of Eatmor Cranberries, Inc. were present and reported on the success of Eatmor's 1952 sales and merchandising program and the plans for 1953.

The following were elected as officers for the new year: Theodore H. Budd, Sr., president; Vincent Thompson, 1st vice - president; Thomas B. Darlington, 2nd vice-president, and Walter Z. Fort, secretary-treasurer.

Rogers Brick was elected as the New Jersey delegate to the National Cranberry Association and Messrs. Budd and Darlington were elected delegates to Eatmor Cranberries, Inc. Mr. Budd was also elected as the delegate to the Cranberry Growers' Council.

About 70 percent of the membership voted at the meeting.

Members of the New Jersey Cranberry - Blueberry Experiment Station staff attended the dinner meeting as guests of the Growers Cranberry Company.

Uprights and Fruit Buds

(Continued from page 5)

Charles Doehlert of the Cranberry and Blueberry Laboratory reviewed some new figures taken during a fertilizer experiment on an old bog, which was replanted first in 1924 and again in 1947 (Early Blacks). Because of a number of unfavorable experiences with replanted bogs, it was expected that this bog might possibly be a low yielder. Although the percent of fruit rot was high in this first crop of 1952, the heavy set of fruits promises that the bog may become a good producer. Some of the interesting facts which Doehlert pointed out were:-

1. High yielding areas producing over 200 berries to the square foot had uprights varying all the

way from 300 to 600 per square foot.

2. Four-fifths of the crop was borne on uprights having 3, 4, or 5 flowers. On this bog the number of 1-flower and 2-flower uprights, or 6-flower and 7-flower uprights was unimportant so far as the production of crop was concerned.

3. This was true even though 1 and 2-flower uprights averaged .6 berry, and 3, 4 and 5-flower uprights averaged 1 berry, and 6 and 7-flower uprights averaged 2.3 berries.

4. Pollination on this bog was strikingly high regardless of whether an area produced less than

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200 berries per square foot or more than 250 berries per square foot. Without relation to yield, 45 percent of the flowers matured berries to red ripeness. It would be interesting to learn whether this was due to an accident of perfect weather for bee activity and pollination, or to the scarcity of wild bloom, or to some vigor of the young plants which made the cranberry

bloom especially attractive. Perhaps it was combination of all three.

5. The old cranberry growers' rule of one ripe berry per square foot equalling one barrel of cranberries per acre was upheld in these records. The berries averaged the weight of practically one gram per berry. By computation, 100 such berries per square foot

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would be equivalent to 96 barrels (100 pounds each) per acre.

6. The most outstanding feature in all the data taken in this experiment was that the areas yielding less than 200 barrels per square foot had carried bloom on 22 percent of their uprights. On the other hand, areas yielding more than 250 berries per square foot had carried bloom on 32 percent of their uprights. Examination of all the factors of production that were studied, indicated, that no other factor approached the importance of the percentage of uprights which bloom.

It seemed very striking that while Fort and Doehlert had no knowledge at all of what the other man was going to talk about, they should both concentrate their main emphasis on the importance of the percentage of uprights with fruit buds.

A similar meeting was being planned by Agricultural Agent Daniel Kensler for the cranberry growers of Burlington County on the evening of May 7th.

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OUR COVER

For our cover photo this month it seemed appropriate to select that of Miss Joy Reese of Harwichport, national cranberry queen, and "Rocky" Marciano of Brockton, who recently successfully defended his world heavyweight boxing title. Both came from cranberry-growing Southeastern Massachusetts. Both are champions.

This mutual congratulation photo was taken at the Waldorf-Astoria in New York, May 28th, at the father's day luncheon. Marciano was named as "Sport's Father" of the year by the National Father's Day committee because of his "sincerity, good sportsmanship, clean living and fine patriotic fervor." Miss Reese, in making the trip to New York, besides visiting the Waldorf-Astoria program, went through Good Housekeeping Institute, went to a theatre and did some sight-seeing.

Oregon Cranberry Festival to Be October 16-17

Decision has been made that the two-day Oregon Cranberry Festival will be held Friday and Saturday, October 16 and 17. Other plans, although at present tentative, were made at a meeting of members of the Bandon Cranberry Festival Association, meeting with growers attending.

The meeting was conducted by the new president, Betty Allen. Mrs. Martin Kranick was elected secretary.

The annual Cranberry Bowl game will be between Coquille and Bandon in an afternoon contest. The Bandon Home Extension Service is again being asked to take charge of the Cranberry Fair.

Merchants are being asked to contribute with window displays, which will be based on a cranberry theme. Mrs. L. M. Kranick is chairman of window displays.

Parade will include participation of the schools as last year. Harry Jenson is chairman of this, assisted by Albert Martin and Leslie McDonald. There will be a special children's section.

In the queen contest seven girls will be chosen princesses, one of these to be eventually selected to wear the crown. Each girl is sponsored by an organization of the

Advantages of Fresh Fruit Sales Outweigh Those of Processed — George Briggs, Mass.

A bright future for fresh cranberries is predicted by George Briggs of Plymouth, Massachusetts, one of Cape Cod's leading cranberry growers.

Although both methods of selling—processing and fresh fruit—are vital to the industry, Briggs believes that over a period of years, the advantages of selling fresh fruit outweigh the advantages of selling to processors.

For one thing, Briggs says the grower gets quick cash returns and doesn't have to wait ten or twelve months for the final returns on his crop. The money is ready and available for early spring and fall work on the bogs, thus relieving some of the heavy operating capital requirements, a factor which has become of increasing importance to growers in recent years.

Briggs believes a proper balance must always be maintained between processing and fresh fruit. There have been too many cases, he says, where growers have come out at the short end of the horn when control of their product was dominated by one organization. We don't want to see this happen in the cranberry industry.

Looking back over the past seasons, Briggs notes that the good years for cranberry growers have been years of good returns for fresh fruit. Despite the tonnage handled by processors, fresh fruit has been the key to success or failure of the industry. Low prices for canned cranberries have meant low prices for fresh cranberries, while good prices for fresh fruit have meant better returns for all cranberry growers.

In looking at the future, Briggs sees endless opportunities for increasing the consumption of fresh cranberries. One is through the superior flavor and taste appeal of the fresh product, qualities which can never be equalled by any processed commodity. Most cranberry growers, he observes, the people who should know, prefer fresh cranberries to the canned product. He is sure other people will come to the same opinion once they have tried the two products side by side.

Briggs is encouraged by the increased returns for fresh fruit last season and feels that promotion of fresh cranberries for home freezing has much to offer for the future. This, he says, should help to extend and broaden the market for fresh cranberries without tying-up the financial returns of growers. The grower will still have his money, when he wants it, for immediate spring and fall work.

region, and will be chosen from among junior and senior high classes and each must have acceptable grades in their class work.

Evelyn Chasselet was selected as program chairman. A larger and better fresh cranberry exhibit is planned.

It was pointed out at the meeting that, as well as providing valuable publicity for the Bandon area which is the center of cranberry growing in Oregon, funds raised are used for school or other community benefit.

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Necedah, Wis.

Mass. Cranberry Station and Field Notes

by J. RICHARD BEATTIE
Extension Cranberry Specialist



Concerned With Dryness

We have experienced another very active spring frost season. Twenty-three general warnings have been released to date (June 5), plus several warnings to the inland bogs. This happens to be the same number sent out during this period last year. Water supplies have been adequate for frost protection and very little frost damage has been reported. However, we are concerned with the dry weather that we have experienced since the first week in May. Less than one inch of rain has been recorded here at the Cranberry Station from May 8 through June 5. Apparently the "celestial spigot" has been turned off temporarily after a very rainy spring. Water for irrigation purposes is rapidly becoming a critical item.

Our irrigation experiments have already been set out under Dr. Cross' supervision. George Rouns-ville has been giving the equipment a real workout. The lessons learned during the drought of 1952 should be extremely useful. Probably one of the most important lessons learned was the fact that we waited too long in many instances before irrigating our bogs. Cranberry vines require about one inch of water per week in order to produce a good crop and carry it through to the harvest season.

Keeping Quality Forecast

The final keeping quality forecast has been prepared and mailed to growers through the County Agents' offices. It is as follows: "Drs. Cross and Franklin believe that weather data through June 5th indicates that the general keeping quality of the Massachusetts cranberry crop for 1953 will be only fair. Growers who have bogs that usually produce weak or tender fruit should consider spraying them twice with a fungicide. The

treatment should be made just as vines are coming into bloom and the second application should be made toward the end of the blossoming period. Thorough applications are very important. For details, see the new insect and disease control chart." We hope growers will use this forecast wisely. Certainly our market organizations need the best quality fruit that we can produce.

Insects Plentiful

Early spring and summer insects such as weevils, false army worms, blossom worms, leafhoppers, spanworms and fireworms have been plentiful. Growers and custom operators have been extremely busy treating bogs for these pests. Unfortunately, custom operators are still laboring under the handicap of very short notices as to when growers want their bogs treated. If these operators knew in advance the number of growers

that would be depending upon them for service and approximately how many acres that might require treatment during the season, they could arrange for the necessary equipment and personal to do the work. A little more planning would help correct the problem and pay dividends for all concerned.

Weed Control

We have a few timely suggestions from Dr. Cross on weed control. 2,4-D is still in the experimental stage but appears to be effective in the control of Loosestrife, Hardhack, Meadow Sweet, Leatherleaf, Chokeberry, and Bayberry. Dr. Cross recommends the same type of 2,4-D and the same dilution outlined in the new weed chart for the control of Three Square Grass. The "hockey stick" technique is one of the more popular methods of applying this chemical to these tall weeds when they stand above the vines.

The whorl disc which fans out the spray in a knapsack sprayer nozzle should be removed when applying Stoddard Solvent as a spot treatment under the vines. The removal of this disc results in a single stream of Stoddard that can be directed at the base or crown of the weed thus causing very little damage to the new vine growth. If this technique is followed Stoddard can be used ef-

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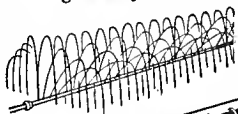
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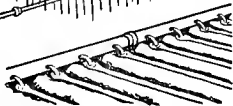
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fectively during the summer months for the control of Small Brambles, Loosestrife, and Asters.

Nitrate of Soda is recommended for the control of large Cinnamon Fern and Royal Fern. One hand-ful should treat six to eight ferns. Finally it is suggested that if Iron Sulfate is mixed with common salt at the ratio of 9 parts of Iron Sulfate to one part of salt, only half as much of this mixture is needed. This technique reduces the cost of this treatment and eliminates the necessity of rain in order to make the Iron Sulfate toxic to the various weeds.

SOUTHWEST OREGON CLUB MEETS

The Southwest Oregon Cranberry Club met on May 7th, Masonic Hall, Bandon, for its quarterly session with about 40 growers present. Ted Hultin presided.

Plans were made for a tour of cranberry bogs and for picnics this coming summer. Charles St. Sure and Sumner Fish are working on the plans with County Agent Jack Thienes.

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QUIZ

Q. WHAT IS THE "Boston Crab?"

Answer:

- Famous New England Poet.
- Rassling holt.
- Firm white legs of the deep sea crab fried in deeper fat.
- A Cranberry Grower who picks his crop in a certain way because his ancestors did.
- A "Lady" from Boston talking about people west of the Hudson River.

Correct Answer:

The "Boston Crab" is a rassling position. Many people, even little old ladies, know about rassling man-euvers, nowadays, having enjoyed many long hours watching television. Waste of time. Folks ought to be worrying about "d" and end up worry-free with a *Western Picker*.

(Advt.)

Cranberries

THE NATIONAL CRANBERRY MAGAZINE

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FRESH FROM THE FIELDS

Compiled by C. J. H.

MASSACHUSETTS

May Frost Loss One Percent

May, or more explicitly the latter part, proved very troublesome and worrisome to growers. Warnings were sent out for nine nights, but there were many other borderline periods, so there was not much relaxation for either growers or those at the Experiment Station who were figuring whether to send out a warning, or not. Actual loss, however, for the month was chalked up as one percent.

Temperatures Above Normal

As to monthly temperature the figure was one and a half degrees a day above the norm for May. But, the most of the higher than normal readings were in the early and middle part of the month. The ending was definitely a chilly one.

Rainfall Sufficient

Rainfall totalled 3.12 inches, but a good deal of this occurred in the earlier portions of May. Precipitation was not spaced as well as could be desired.

Getting Dry

By ending of May and at the start of June things were beginning to be a little too dry. This in spite of the extremely heavy precipitation of the previous months from the first of the year. If growers hadn't forgotten last year's disastrous drought (and most hadn't) it was a good reminder of what could happen again this summer.

Insects May Be Heavier

Blackheaded Fireworm came in early, some of this infestation being reported by mid-May. It was very abundant. Other insects were showing up by the first part of

June. Growers were combatting the pests. It is feared there may be considerable trouble this season, due, for one thing, to the open winter.

Bogs Still Look Beautiful

But, all in all, most bogs continued to look beautiful, and prospects of a large crop continued high as of the first week of June.

Bad Frost Night June 2

The frosty nights did continue into this month and there was one of the night of June 2nd, which caused the total frost loss to date to be raised to "perhaps up to four percent" for the entire season. That was a "humdinger," and it is quite evident things have been touched up a bit, and this applies to other growing things than cranberries. Even though, setting the State production at 500,000 bbls. the loss would be only about 20,000 bbls. As of June 4th the frost spell seemed ended.

NEW JERSEY

May Still Wet

May weather was somewhat warmer than normal and wet as ever. The average temperature was 64.6°, or 9° above normal. The coldest night was that of May 28, when the upland temperature at Pemberton dropped to 38°.

The total May rainfall at Pemberton was 6.44 inches, which is 3.29 inches above normal. As New Jersey farmers know all too well, New Jersey has had six months of excessively rainy weather. The normal rainfall for December to May, inclusive, is 18.52 inches. The total rainfall at Pemberton for this period has been 29.07, or 57 per-

cent above normal.

One Severe Frost

The one severe frost of the month occurred the night of May 28, when some unprotected bogs were as cold as 26½°. Extensive flooding was done. At the time of writing, the reports of damage are not yet available. Magnolia flowers as high as 8 feet above ground were browned. The shore area had definitely milder temperatures.

There were several local hail storms, particularly on the morning of May 23. No serious damage has yet been reported.

Airplane Fertilizing

A fair amount of airplane fertilizing was done during May and a large acreage will be covered early in June.

Ethelbert Haines and Brother have planted 40 acres; wet weather is holding up several other planting projects.

Insects and Weed Control

Blossom worms and army worms are in evidence on a number of bogs. The leafhopper DDT dust scheduled for June 10 should hit these, as well as tipworm and Spar-ganotis.

Vernon Goldsworthy

Cranberry Specialist and Grower

B. S. M. S. University of Wisconsin
STURGEON BAY, WISCONSIN

1. Growers supplies of all kinds
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5. Interested purchasing cranberry properties in Wisconsin.
6. Custom marsh work of any nature.

Some growers are actively going after poison ivy, bull brier, cat brier and saw brier with 2, 4, 5-T or 2, 4-D—2, 4, 5-T. They are using a combination of rubber gloves with cotton gloves outside to wet the individual weeds.

WISCONSIN

Bad Injury Last Fall

At the first of June vine injury sustained last fall, was showing up rather seriously, and it could be seen the State crop could be cut considerably. In some areas it is very, very serious.

May, throughout, brought rather unfavorable growing weather for cranberries.

Little Frost

On the other hand, Spring frost damage into early June had been negligible.

Fireworms Started

Fireworm infestation has begun and the first control measures were begun May 29th. By the first part of June, general control measures were being used to combat the pest.

May Weather on the Marshes

Winter averaged warmer than normal. March was also warmer than normal and frost was out of ground by end of month. The first three weeks of April were a little colder than average and unseasonably cold weather prevailed from April 12th to April 20th.

May temperatures averaged slightly below normal with extremes of heat and cold being recorded. Cold periods were 1-6, 12-14, 16-17, 19, 22-23, and 27-28. Minima on those dates were consistently in the twenties and reached 20 degrees or lower on 3-5, and 13-14. Warm periods were 8-11, 20-21, 24-26, and 29-31. On Memorial Day maximum readings reached the middle 90's and were in the middle 80's as early as May 8th.

Rainfall was heavy in the north and moderate over southern marshes. Greatest amounts were in the northwest. Snow fell over northern marshes on 11th.

Alfred F. Wolford
Meteorologist

OREGON

Rain Hampers Late May Work

Rain hampered bog work in the later part of May from the 17th. Weeds thrived from the moisture. There were three frosts, one on the 9th, the 10th and the 11th, none severe.

I. P. C. Through Sprinklers

Growers were much interested in discussing the outstanding success of the use of I. P. C. for grass used on the bog of Ed Smith. He applied this chemical in December and again in April. He ran his irrigation system for an hour and a half and then sent I. P. C. through the system at the rate of four pounds to the acre, and after this sprinkled again for six hours.

Jack Thienes, assistant county agent reports that Jack Dean has also had outstanding success with I. P. C. on grass, using paint thinner early and following up in the spring with the chemical.

'52 Fresh Fruit Sold in 48 States 8 Provinces, Canada

Limited Exports to Alaska Central America, Hawaii, Puerto Rico—ACE Mapped Sales Campaign "Like a Blueprint."

(Editor's Note: The following is the major portion of the pertinent address by E. C. McGrew of EATMOR Cranberries, Inc., at the annual meeting of New England Cranberry Sales Company. Lack of space in the previous issue made it necessary to hold the material over until now.)

The sales records of the Exchange show we shipped fresh Eatmor Cranberries from 10 different producing areas in 8 states in the USA and 2 Provinces of Canada.

These shipments were distributed and sold in the 48 states and District of Columbia in the USA—8 Provinces of Canada—across the country from the Atlantic to the Pacific Ocean.

Exports have been drastically restricted since the start of World War II. However, fresh Eatmor Cranberries are exported in a limited volume to the territories of: Alaska, Central America, Hawaii, Porto Rico.

The consumer entries received from "OPERATION WINMOR" show, from a cross check of 13,726 out of 210,000 entries received, that they came from 4,622 towns, villages and cities from every state in the Union, the District of Columbia and the eight Provinces of Canada.

(Continued on Page 16)

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CRANBERRY ACREAGE, YIELDS PRODUCTION BY STATES.

F. B. Chandler

There have been a number of publications which have presented figures on the past production of cranberries. The United States Department of Agriculture publishes annually, Agricultural Statistics, which presents acreage, production and yield per acre. Bulletin 299, Wisconsin Cranberry Production and Marketing by Estes and Morris, gives the same information. The data presented in the two publications give figures from 1900 to 1951. With the information from these bulletins it is possible to plot the yield per acre from 1900 to 1951 and to extend the lines to show the future potential yield per acre if the trends remain the same. In order to make a smoothed curve the five year average has been computed from the figures in the above publications and these data are presented in Figure 1.

The acreage in cranberries in Massachusetts has increased at the rate of 200 acres per year in the five year period from 1947 to 1951. At that rate the acreage in 1965 would be 18,000 and in 1980 would be 21,000. The Wisconsin acreage during the same period has increased at the rate of 160 acres per year, which would suggest 5,300 acres in 1965 and 7,700 in 1980.

We do not know what the future will bring and it is dangerous to forecast. The author wishes to make it clear that he is not forecasting but only presenting data for the past and showing what the future would bring if the same trends continue. If the present yield per acre lines in Figure 1 are extended it indicates that the Massachusetts yield per acre in 1965 would be about 56 barrels and the 1980 yield would be 76 barrels (1.3 bbls. increase per acre per year). Similarly Wisconsin would have a possible yield per acre in 1965 of 134 barrels and in 1980 a possible 206 barrels (4.8 bbls. increase per acre per year). The Washington and Oregon yield would be less than that of Wisconsin, about 108 barrels per acre in 1965 and 160 barrels per acre in 1980. These figures may seem very

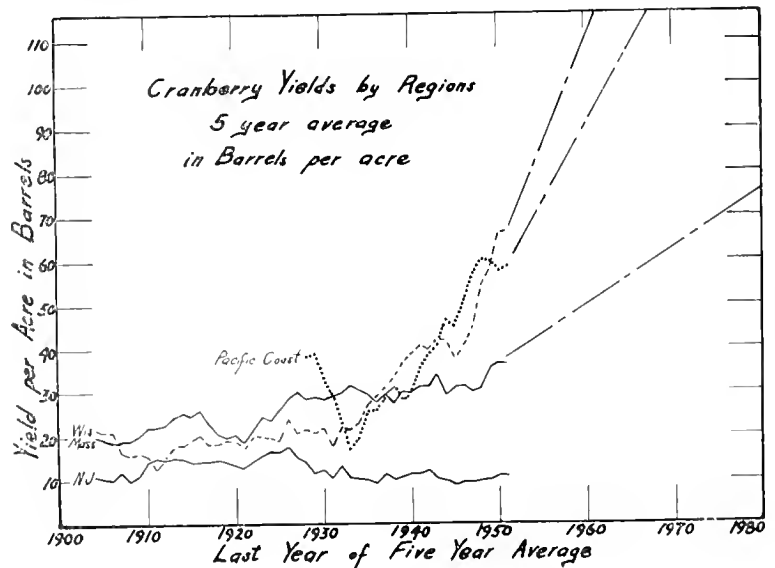
large but when the five-year (1942-1946) yield of eighteen fruits tabulated in Agricultural Statistics is expressed in tons per acre we find the cranberry yield per acre is lower than all fruits listed but strawberries. For the five year period 1947-1951 Agricultural Statistics presents data for only ten fruits, and only two of the crops, strawberries and olives, have lower yields per acre than cranberries. However, in one year the state average for Searles was 99.4 barrels (Estes and Morris).

If the acreage and yield are multiplied the state and national production could be determined for 1965 and 1980 based on the present trends. Massachusetts could have 1,008,000 bbls. in 1965 and 1,596,000 bbls. in 1980. Wisconsin could have 710,000 in 1965 and 1,586,000 in 1980. The acreage in Washington has not increased greatly in the past five years. The acreage in Oregon has been small but has more than doubled in the five years 1947-1951, so that now (1951) it is 440 acres. This would give the Pacific Coast a production in 1965 of 216,000 and in 1980 464,000 bbls. Because of the decrease in acreage and the increase in yield and because many changes are being made in New Jersey there is no particular trend in that state. However, New Jersey's production will probably steadily in-

crease. Totaling these figures, it appears that the national crop in 1965 might be just over two million (N. J. included at 15 bbl./A) and in 1980 over three and a half million (N. J. included at 30 bbl./A). This should not be taken as the author's prediction or forecast—this is merely a statement of the size of the crops which would be produced if the present trends continue.

If all cranberry regions were producing at the present rate of the highest state five-year average, we would have the following state production: Massachusetts 1,050,700 bbls., New Jersey 465,500 bbls., Wisconsin 232,700 bbls., Washington 47,900 bbls., and Oregon—29,300 bbls. which gives a national production of 1,826,100. If the reader would like to see ever larger figures, he might compute the national production based on the present acreage and the 99.4 bbls./A (Searles produced in the year 1948)—it would be 2,501,800.

The greatest increases in the yield per acre based on the five-year averages (from the lowest 5 year average to the highest 5 year average) were as follows: for New Jersey, 1904-8 to 1922-6 with 43.3 percent increase; for Massachusetts, 1917-21 to 1946-50 with 102.8 percent increase; for Wisconsin, 1907-11 to 1947-51 with 411.5 percent increase; and for



the Pacific coast, 1929-33 to 1944-8 with 259.5 percent increase.

The Agricultural Statistics also gives the yearly average price per barrel received by farmers by states. During the eight years, 1944 to 1951, Massachusetts received the same price per barrel as the five state average in two years, more in two years and less in four years. New Jersey received more in three years and less in five years. Wisconsin received more each year. Washington received more in one year and less in seven. Oregon received more in two years, the same in one year and less in five years. When the five-year average yield per acre is multiplied by the five year average paid to the cranberry grower, we find the gross return per acre is \$437.30 in Massachusetts, \$129.17 in New Jersey, \$843.22 in Wisconsin and \$631.80 in the Pacific coast region. In any crop in any section production will remain at that level, therefore cranberry production may be increased by the removal of those factors which limit production. When all limiting factors have been removed production will be increased when those factors which hold production down are corrected. The amount of the increase will be related to the amount that the factor limits the production.

Wisconsin Men See Trufant Pump Installed

Cranberry growers from all sections of Wisconsin converged on Three Lakes recently to inspect the new irrigation pump being installed at the Thunder Lake Cranberry Marsh by Russell Trufant of Massachusetts. The Trufant pump, one of the first of its kind to be installed in Wisconsin, is designed to facilitate easy and inexpensive installation. Prefabricated, the complete unit is readily installable within a day's time.

Formerly the pumps used by the cranberry growers took several weeks of major construction work to install at the cost of several thousand dollars. In comparison the Trufant unit sells for less than a thousand dollars.

Several size pumps are available or will be in the future, Trufant reports. The pump installed at the Thunder Lake marsh is of the smaller design with a capacity figured at around 3,000 gallons per minute or enough water to care for 12 acres of planted vines.

Mr. Trufant, himself a cranberry grower, has worked the present design out in cooperation with the Massachusetts Agricultural College, where tests have proven the

durability and practicality of the new pump.

John Kotarski, Three Lakes contractor, handled the excavating and installation with his equipment under the direction of Mr. Trufant. (Three Lakes News, Wisc.)

APPRECIATES SCIENTIFIC ARTICLES

From a Wisconsin grower: "Just a word to tell you how helpful your recent scientific articles have been, and hope they continue."

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"Would Have Had Neither Berries Nor Vines in '52 Drought Without Sprinklers Irrigation"—Myron Ryder

Myron and Wallace Ryder, Cotuit, Cape Cod, Protect Two Of Their Bogs Against Dryness and Frosts—Three Others Do Same in Area.

By CLARENCE J. HALL

"If I hadn't had my sprinkler systems last summer in the drought, I wouldn't have had any berries, or vines left, either," is the declaration of Myron Ryder of Cotuit, Cape Cod, who with his brother, Wallace Ryder operate about 20 acres of bog in the Cotuit-Osterville district of the township of Barnstable. As it was, he had some vines burned up, but he did pick about 250 bbls. on the five-and-a-half acre Bumps River Bog, which is in a renovation program, this, of course cutting down production.

The Ryder's other bog, the Quaker's Run Bog of about two acres, which is covered by a giant Buckner sprinkler head, capable of covering the entire bog, or practically so. The two other pieces the brothers operate the Linnell Bog and the Lowell Bog, do not have artificial irrigation or sprinkler frost protection. The Lowell, one of the older bogs of the Cape, dating from 1854, is flooded by gravity from Santuit River and the other by gravity from Santuit Pond.

Little Group Irrigating

It is pertinent to note, with the current interest in sprinkler systems, that there is a little group of three others beside the Ryder brothers, only a relatively short distance apart in the Cotuit-Osterville district who have systems. These are bogs owned by Wolcott Ames, Cape banker, Victor Adams, Barnstable selectman and Marion Eaton.

"We all work pretty closely together," says Myron Ryder, "checking our results and swapping information. On most any frost night, at sometime or other, we generally get together at one of the bogs, making comparisons, and so forth of how things are going."

(Since this small group is so interested in sprinkler irrigation, it is hoped to have further interviews, with other members to get

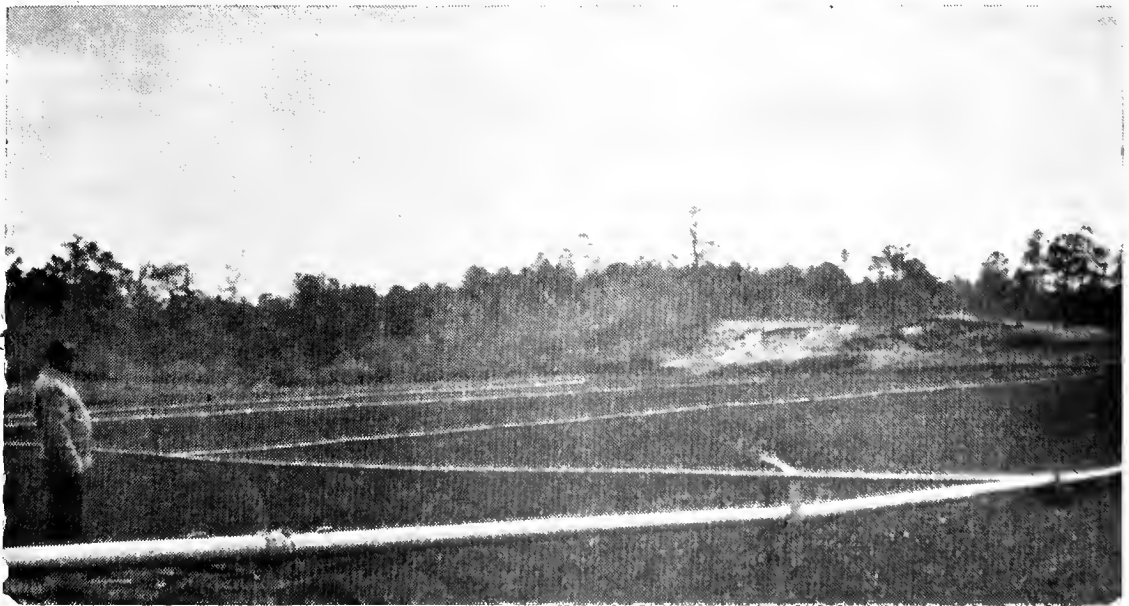
their experiences, in addition to the Ryders.)

Typical Dry Bog

The Bump's River Bog of the Ryders, in two about equal sections, divided by a drive-way ditch is very nearly a "dry bog, typical of many on the Cape. That is, it had only winter flowage, this supplied by rains and springs. It is an old bog, having been operated by Wallace Ryder, Sr., now nearly 92, for 40 years or so, before he turned his bogs over to his sons.

There had been a pump house and a little spring frost flowage had been available, but nothing at all satisfactory. Nearly four years ago the younger Ryders decided, as Myron tells the story, that something should be done for better frost protection and irrigation.

An open well or "sump" hole was dug with a power shovel to a depth giving approximately 15 feet of water. By the hole was installed a Chrysler engine and a Hale Fire Pump capable of delivering 500 gallons a minute. From the pump there is a lead-in to the bog of 6" pipe, about 90 feet, and then 1,300 feet of 4" Flex-O-Seal light-weight portable pipe and 2,800 feet of the same in 3" diameter. The pipe runs under the dike between the two bogs and both are supplied from the same pumping unit and water source.





Myron Ryder is shown by his pumping outfit by the sump hole he dug for water supply. Left, (opposite page) is a view of the system on his main Bump's River bog. (CRANBERRIES Photo)

Sprinklers are Buckner Manufacturing Co., 21 gallon heads, 38 in all, spaced 80 feet apart, each head covering 40 feet each way. Pipe is mounted on a standard, about a foot above bog floor level. In the fall the entire system is taken up and stored for the winter and then put back in position in time for spring frosts. Installation was done by William Richards of Veg-Acre Farms, Forestdale, and the entire cost was in the neighborhood of \$3,000.

Installation on the Quaker's Bog consists of a similar well and pumping outfit, only here is a single Giant Buckner which covers the entire two acres in its revolution. Myron himself, prefers, the lay-out at the Bump's River Bog because it uses less water, for the job done, he believes.

When, in the spring a frost warning comes out from the Experiment Station, the Ryder brothers get busy, each with a helper. But not until midnight or after. On the two gravity flow bogs they put in planks in the afternoon and start filling up. Each handles one or the other of the sprinkler systems.

"Ice Up" the Bogs for Frost

Myron says they watch their bog thermometers, but more closely, for frost beginning to form on the pipes, or around the bog. They do not start the sprinklers until there is actually frost visible. "A few minutes of frost won't hurt the buds, any," Myron says. Of course if the forecasted frost does not materialize due to wind continuing, cloud or any other reason, they do not have to start the systems going at all. They only sprinkle when there is definitely a frost in progress.

When the temperature is down to freezing point, or 30 or 29, and he sees the frost crystals forming he pumps for half an hour. When he sees the ice really making from the sprinkled water he then shuts down. "What I actually do," Myron says, "is to ice up the terminal buds and then the killing cold can't touch them." If there is plenty of ice formed, he doesn't pump again. But, if conditions seem to warrant it, and the bog isn't what he considers sufficiently "iced up" to last through the frost, he will pump again for another



Above: Another view of the smaller bog at Bump's River with its pipe system. (CRANBERRIES Photo.)

half hour.

After this he will shut down and go home, leaving the rising morning sun and warmth to defrost the vines which have been protected through the cold of the night.

The first time he used the sprinklers in the spring for frost protection he says he didn't know any better and kept the pump at Bump's River Bog, going from 12:30 midnight until eight the next morning so there wouldn't be any ice left on the vines for the sun to melt. He feared injury if the ice hadn't been melted off by the water before it was hit by the warming sun. Now, he simply leaves the vines iced up, knowing the sun will take care of things.

Learning Much

About Sprinkler Irrigation

"We didn't know much at first about irrigation for frost protection, and we don't know all there is to know yet about frosting and sprinkler irrigation. But we are mighty interested and we are going to learn all we can, as fast as we can." That is Myron's opinion, but he is certain of the benefits he has already received in the frost protection and in the irrigation through dry spells.

Irrigates After Sundown

For his irrigation work, Myron turns on the sprinklers whenever there is need of moisture and lets his system operate for as long as he can with his rather limited sup-

ply of water. He does this after sundown. The severe drought of last summer pretty thoroughly "sold" him on the necessity for sprinklers on such dry bogs as the Ryders own. Without this means of a water supply when it was so desperately needed, he knows he would have been hit very severely in 1952.

He hasn't used his sprinkler system for fall frost control as yet. But, he imagines if he does he will do about the same as he does in the spring. He will "ice up" his berries, and is rather certain they will be well protected.

For one thing, practically the only variety grown on the Ryder bogs are Early Blacks and they get the fruit off as soon as possible.

The Ryders have given up harvesting by scoon. Last year an acre was machine picked through neighbor picker Charles N. Savery. A Western of their own has been purchased for use this coming fall. Like many small growers the Ryders have found the picking problem practically unsolvable except by mechanical means, due to increasing shortages of scoopers. One forman is employed by the brothers the year around.

As mentioned before, the Ryder family has been prominent in cranberry growing in the general Cotuit area for many years. Myron and Wallace took over the active management of the 20 acres about ten

years ago. Their father was at first in the cranberry business with his brother Gilbert Ryder. Malcolm and Bertram Ryder of the same area are growers and cousins of Myron and Wallace.

Around Bogs All Their Lives

Myron and Wallace are longtime members of National Cranberry Association and sell their entire crop to this processing co-op. They are also members of Cape Cod Cranberry Growers' Association, the Upper Cape Cod Cranberry Club and Cranberry Growers' Mutual.

Myron and Wallace have worked around bogs all their lives, having picked as boys and done other jobs. They are thoroughly familiar with the cranberry game. However, cranberries are not their only activity. As Ryder Brothers, they conduct extensive house painting operation in and around Cotuit. Between the two they are kept busy the year through, but especially in the warm months when both businesses are at their heights.

Maintaining favorable conditions for the growing of crops is the aim of conservation farming. Conservation is more than preventing soil from washing and blowing away.

STOP FRUIT ROTS

with Dependable

DU PONT FERMATE

Ferbam Fungicide

"Fermate" prevents blasting of cranberry blossoms and young berries, also prevents rot of the berries on the bushes or in storage. That is because "Fermate" gives excellent control of fungus diseases of cranberries with minimum danger of burning or stunting of tender flowers, leaves or fruits.

Use "Fermate" in sprays or dusts to get better yields of clean fruit from every acre of bog. For most effective spray coverage and protection of the waxy foliage, add Du Pont Spreader-Sticker to the spray mixture.

SEE YOUR DEALER for full information and supplies. Ask him also for free booklets on "Fermate," Du Pont Weed Killers

and other dependable Du Pont control products. Or write to Du Pont, Grasselli Chemicals Dept., Wilmington, Del.

USE THESE IDEAL BRUSH KILLERS

AMMATE Weed and Brush Killer sprayed on foliage kills roots, tops and all, even of poison ivy. Spray it on stumps too, to prevent resprouting. Non-volatile, reduces to a minimum the hazard of damage by spray drift.

DU PONT 2,4-D—2, 4, 5-T Brush Killer—ideal combination of hormone-type brush killers. Kills as foliage spray or applied at the base of brush stems.

On all chemicals always follow directions for application. Where warning or caution statements on use of the product are given, read them carefully.



Better Things for Better Living
. . . through CHEMISTRY

Would Like to See Bumper Cranberry Crop This Fall

Pres. Orrin G. Colley, Tells Members Cape Cod Cranberry Cooperative, Inc., at Annual Meeting Half Million Barrels Can Be Sold Fresh Profitably—Organization Declared To Be Entirely Independent — Same Officers Re-Elected.

"The possibility of a million-barrel crop this fall is causing some concern among some growers," Orrin G. Colley, president of Cape Cod Cranberry Cooperative, Inc., told members at the 3rd annual meeting, Leland's restaurant, Kingston, May 19th. "But I personally, do hope we have a bumper crop. With processors taking approximately 500,000 or 550,000 barrels, I believe the other half million can be sold in the fresh market, even though this is considerably more than has been disposed of fresh in recent years.

"Can this be sold at a price which is profitable to the grower," he asked. I think it can be, through real smart sales planning. A good job can be done." He indicated the directors of the co-op had such plans to put in effect for the fall marketing season.

There were about 31 present at the session of this group with 46 members on its voting list, and a chicken or lobster dinner, as individually desired, was served.

Total '52 crop sales of the Cape Cod, which has sold cranberries totalling in value of more than a million dollars in its three years of existence, were \$426,465.16. Although this figure was the largest in gross sales, vice president Ernest W. Shaw pointed out, while the past season with its smaller crop indicated a strong market with excellent returns, the industry did not obtain gross prices which the pre-season thinking appeared to justify. However, he said taken by and large, it was felt the season was successful.

The net returns per barrel to members after operating expenses, container and packaging costs were taken out, \$16.91 for Early Blacks, \$19.55 for Late Howes and that net proceed to members for canning fruit was



FINNISH VISITOR

An interesting visitor at the meeting was Mrs. Syyme Aspblom of Orivesi, Finland, sister of Mrs. Eric Huikari, wife of Director Huikari. Mrs. Aspblom was visiting her sister, and although she spoke no English high points of the session were interpreted to her.

The Finish visitor knew nothing of American cranberries before coming here, but both had been familiar with, and eaten the small, native cranberry of Scandinavia. Mrs. Aspblom is pictured at the left, her sister at the right.

(Cranberries Photo)

\$12, with the expectation of further payments of \$3 making a total of \$15, a percentage of which will be paid in stock of NCA. In '51 the Co-op paid a net of \$12.04 for Blacks and \$14.15 for Lates and in its first year, Blacks, \$9.08; Howes, \$9.48.

From the '52 crop there is still an administration retain of \$2,514.48 which will later be allocated to members. It was indicated the Co-op expected to handle at least 15,000 barrels more in 1953.

In summing up Mr. Shaw said the Cape Cod came through the '52 season as well, if not better than most, and its returns to members stood favorably in comparison with those of any other agency.

It should be borne in mind, he said, that the Co-op's reputation with the trade for sound fruit must

be maintained. "It is not desirable to try to handle the crop from bogs that year after year yield berries of poor keeping quality that must be turned over to processing. It must be kept in mind that your Co-op is primarily a fresh fruit selling agency and our policies and energy should be devoted to that end."

Cape Cod Has No Affiliations

Mr. Colley said in many respects the 1952 season was an important one for the Co-op, as it was a season during which much "propaganda" was directed against it. He said that despite rumors the directors of the Cape Cod set all the policy of the organization and that it has no affiliation with National Cranberry Association or any other group, except that it

(Continued on Page 16)

SOME STARTLING POSSIBILITIES

AS you have read this far in this issue we assume you have read the article by Dr. Chandler upon "Cranberry Acreage, Yields and Production by States." Are you startled, to say the least?

While the author made it perfectly clear he was making no forecast or prediction of any kind, but merely presenting what can come about if present trends continue, this material should certainly make us pause to think. Here we are "worrying" about the successful disposal of a million barrels of cranberries! Look at the potential as set forth by Dr. Chandler for 12 years from now. Massachusetts could have more than a million bbls. alone; Wisconsin 710,000 and the national total could be just over two millions. And that in a short dozen years away.

One point of interest is this, that in 1980, a year which some of us will likely live to see, Massachusetts could have 1,596,000, and Wisconsin very nearly equal, 1,586,000, with a U. S. total of more than 3,500,000.

Let the facts of these "possibilities," which could be obtained in lesser or even greater degree, sink in.

LESS THAN ANTICIPATED IN '53?

RATHER off-setting the above "possibilities" in trends, seems to be the fact that, as usual about this time of the year, the forthcoming crop starts to shrink in the minds of many growers — and often with justification, as the season has progressed further. Prospects seemed unusually high a month or two ago—and maybe still are. But, the Massachusetts keeping quality forecast leaves some thing to be desired, insect infestations may be heavier, and is there to be undue dryness again? There may be no repetition of last summer's drought, but there is grave concern, even after the deluge of rain of the first four months of the year. Wisconsin had an unfavorable May, there was, it now appears, severe vine injury last fall. Some in that State are estimating a crop of about the same as last year instead of a much bigger one.

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To get back to the subject of increasing production, it is fortunate both of the major co-ops have forceful merchandising programs laid out and working. Independents, too, such as Cape Cod Cranberry Cooperative, Inc., have sound plans. The industry will need this utmost in planning and energy in carrying out these plans. Increasing population will be on our side, but there sure will have to be a lot of selling, as growers produce ever more cranberries.

Would Like Bumper Crop

(Continued from Page 14)

sells its processed berries through the National.

He added it was totally untrue that the Cape Cod cut prices last fall.

Ready to Co-operate

Mr. Shaw said he was confident the Co-op could successfully meet any legitimate competition. In his report he declared "Last season there were unmistakable signs on the horizon of less active cooperation between agencies. We are ready and eager to do everything in our power to bring back the mutual respect and spirit of cooperation which prevailed during the season of 1951.

Mutual Praised

He asserted the Cranberry Growers' Mutual, had done an excellent job in pulling the industry together, particularly in '51. He said this organization is in a position to exert a tremendous influence for good, and every forward-looking grower in Massachusetts should join the organization which has, for its sole purpose, the potential good of the entire industry. This full potential cannot be reached until the membership is much larger than at present.

He regretted the demise of the Fresh Cranberry Institute. He said that was the only medium of wide publicity to which the Cape Cod could join with others, and, at a minimum cost, promote fresh cranberries.

Louis Sherman, treasurer and clerk reported finances of the co-op, and during his talk asserted that the Cape Cod ran its own business, and was under the influence of no other organization.

During the meeting Mr. Colley told of his faith in using the most of advertising funds in promotion and display at retail stores, and, while many huge business interests of the country spent much money in advertising, which they felt justified, found the most direct method of getting results was in store promotion.

Ray Morse on Supplies and Service

Nahum Morse, president of Mutual, scheduled as the principal speaker, was unable to attend. Substituting was Raymond Morse,

who represents Eastern States Farmers' Exchange and Wiggins Airways in supplies and services to cranberry growers. This year, he said, Wiggins would have three, rather than two helicopters available for cranberry work. Supplies, in quantity, were about the same as last year, in general. DDT, he pointed out is down in price. Rotenone about the same as last year.

Ryania is scarce, but there is enough available for Massachusetts growers. He said he strongly recommended 40 percent Ryania and 10 percent DDT, as almost a double control measure. He used this, himself, he said. "I definitely feel you can do good business with this mixture."

Mr. Sherman discussed the Western Picker and that it did not bruise fruit if harvestig was properly carried out.

Re-Elect Directors, Officers

Same slate of officers and board of directors as last year were re-elected. Directors, R. Bruce Arthur, Pembroke; Orrin G. Colley, Duxbury; George A. Crowell, Duxbury; Eric Huikari, Middleboro; Ernest W. Shaw, South Carver; Louis Sherman, Plymouth; Robert D. Williams, South Carver.

President, Mr. Colley; vice president, Mr. Shaw; treasurer-clerk, Mr. Sherman.

Fresh Fruit

(Continued from Page 7)

The results of the distribution and sale of Fresh Cranberries during the 1952 season is evidence of a well planned program.

Sales Planning Like a Blueprint

It is like a blueprint for building a good house. It starts at the bottom—not the roof—and builds a good foundation and then a well built sturdy structure that withstood the stormy rigors of lower prices—and frantic frustration of non-Eatmor shippers to the extent of cutting prices as much as 75 cents per case—or resorting to consignments in their efforts to obtain orders.

The season started with the Exchange quoting opening prices, Sept. 17th, on the basis of: Early Blacks \$4.75 per case or \$19 per bbl. This was the start of the foundation.

Five days later—September 22nd the market advanced to \$5 per case—\$20 per bbl. In another five days the structure had progressed to such a point that a further advance

LOOK—STUDY!

THE 5 POINTS LISTED BELOW.

They tell you *why* you can
have confidence in *us*

- Nationwide Distribution for Cape Cod Cranberries
- Aggressive sales planning and control
- Efficient and economical operations
- Simplified accounting — prompt payments
- Cooperating with other agencies to correct present weaknesses of the cranberry industry.

MEMBERSHIP OPEN

write or phone

CAPE COD CRANBERRY COOPERATIVE, Inc.

17 Court Street, Plymouth, Mass.

Tel. Plymouth—1760

was made Sept. 27 to \$5.50 per case or \$22 per bbl. The Early Blacks kept right on moving.

The first prices on Wisconsin were quoted October 4th on the basis of \$5.50-\$5.65 per case on natives and Searles. Wisconsin McFarlins were opened at \$5.85 per case on Oct. 13th. The opening prices on late Howes was Oct. 21st on the basis of \$6.25 per case—\$25 per barrel. Other late Eastern varieties at \$5.90 per case on the same day, Oct. 21st.

The structure should have continued a little higher; but here began a little resistance.

Competitors "Wake Up"

The non-Eatmor shippers of fresh cranberries began to wake up to the influence and pulling power of our well rounded advertising and merchandising program, "OPERATION WINMOR" was beginning to be felt in the lack of orders for non-Eatmor Cranberries. This condition among independent shippers continued to grow worse, thanks to "OPERATION WINMOR". It reached a point by November 10th of frustration and frantic floundering for orders.

Non-Eatmor shippers became so frantic that they began to cut prices right in the face of the peak of the season's demands. Just before Thanksgiving the price cutting reached the wide spread of 75 cents per case below the price of Eatmor. Eatmor—weathered the storm.

We had full knowledge of the pulling power "OPERATION WINMOR" was creating and knowledge of the possible supplies. Like the rock of Gibraltar—the Eatmor structure stood the assault of the Exchange. Here again the Exchange demonstrated its usefulness in having knowledge of the overall picture and taking full advantage of immediately adjusting procedure—not price—to the advantage of the growers. We stood pat on price but adjusted packing and shipping to meet the demand and to avoid the overcrowding of any market.

Exchange Did Not Cut

Do not let anyone tell you or other growers that the Exchange met the unnecessary frantic price cutting by making allowances or

extending credits. It is not true. To begin with there were very few credits or allowances of any kind and they were strictly confined to justifiable complaints on account of poor condition, not a single case of an allowance or credit on account of market condition throughout the season.

Example: It is easy for you to figure that one out yourself, especially on Late Howes. Late Howes opened at \$6.25 per case—\$25 per barrel and went right through the season on this basis—the average on Late Howes was \$6.25 per case or \$25 per barrel f. o. b. for the season.

Eatmor Cranberries successfully rode out the price cutting storm of the 1952 season on the combination of the pulling power of OPERATION WINMOR and the shorter supplies. Remember that the old law of "Supply and demand" was with us, working in our favor.

Do not ride your luck too hard. Such price cutting can and very likely will raise havoc with the market and with orderly distribution any season with a large crop or a larger volume of supplies. It is dangerous; and should be corrected.

Here is another excuse we sometimes hear for non-Eatmor ship-

pers cutting prices. They often claim it is necessary to meet Exchange competition from Wisconsin or some other producing area.

If that were true, how come they cut prices in markets far removed from Wisconsin such as: New York, Philadelphia, Baltimore, Washington, Pittsburgh, Pa., Buffalo and New York State Markets?

Sales of Fresh Fruits Different

Again we want to point out to you that the handling, distribution and sale of fresh fruits and vegetables is so different from the handling of non-perishable food commodities processed or otherwise. Fresh cranberries, fresh vegetables cannot be handled like hardware, lumber and non-perishable food: 1st, because of the perishable nature; 2nd, because of the difficulty in handling; 3rd, because of the sharp market fluctuations; 4th, because of the volume being so dependent on the weather—rain—disease and insects during the production season—things beyond human control; 5th, and not the least by any means, is the temperamental nature of the people handling fruits and vegetables through the fresh fruit channels. The necessity of working under stress to move an item quickly before spoilage sets in. The mak-

SPECIAL ATTENTION

TO THE NEEDS OF

CRANBERRY GROWERS

BUILDING MATERIALS

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REDWOOD FLUME LUMBER

In Stock

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ing of quick decisions and the taking of long chances.

The fresh fruit channels are so different from those of what, in handling of food parlance, are referred to as "Hardware and Lumber" items because of their lack of loss from perishability.

Sellmor Campaign of Eatmor Now Well Underway

Initial plans for OPERATION SELLMOR, Eatmor Cranberries 1953 sales and merchandising program, were announced the first week in June by General Manager Harold E. Bryant.

The program will feature a unique "Name the Cranberry Girl" contest, supported by advertising

in the leading markets where Eatmor cranberries are sold. Offered as prizes in the consumer contest will be a new Cadillac convertible, 10 General Electric home freezers, 25 General Electric triple- whip mixers, 10 Waring Blenders and 15 cash prizes of \$10 each.

The Eatmor display contest which proved so successful last year, will be repeated and is expected to be even more appealing to the nation's retailers and distributors. The top prizes are two Jaguar sports cars, the most popular cars in the fast growing international sports car field. In addition, there are four Scott-Atwater outboard motors, 20 Polaroid land cameras and 30 General Electric clock radios.

The brokers, sometimes the forgotten men in trade promotions, will have a contest of their own

for the greatest volume increase in sales and greatest percentage increase in sales. The winners will get free trips to Mexico.

A new feature of the 1953 campaign will be a "Freeze Fresh Cranberries Week," October 16 to 24. Full details of this will be explained at a later date.

In commenting on the program Bryant said, "It is only natural with the success of last year's program that we are repeating the contest type of approach. In doing this, we have retained the strong features of our program and made improvements and additions which we believe will make Operation Sellmor even greater and more outstanding than Operation Winmor.

"Five of our men are already on the road contacting customers in over 150 markets to tell the story of Operation Sellmor. Reports from these men indicate that we have a much more ready acceptance of our merchandising program than we had last year. The trade appreciates the success of last year's program and most distributors are now anxious to tie in with our new program—not only to help them sell Eatmor cranberries, but to put spark and life into their entire fresh fruit and vegetable operation.

"It's much too early to make any predictions for 1953," Bryant said, "but if all goes well, as we are confident it will, Eatmor cranberries will enjoy one of its biggest and most successful sales seasons."

Cranberry Sauce And Chicken for Father's Day

When the National Father's Day Committee named chicken and cranberry sauce the official meal for Father's Day, it was an important step in building cranberry sales in June. The idea was initiated by NCA.

The nationwide publicity program conducted by the National Father's Day Committee had its send-off this year at the Award Luncheon held at the Waldorf-Astoria in New York May 28th when Ambassador Henry Cabot

YES, IT IS DIFFERENT

THE TRUFANT STRAIGHT-LINE PUMP

1. The usual bog pump raises the water vertically and spills it over a dike or flashboards. This means a waterfall at the outlet, which is wasted pump-power.

The Trufant pump shoves the water straight thru the dike like thru a culvert. An automatic gate keeps the water from coming back. No waterfall, no wasted power.

2. The older pumps concentrate their weight over a wet hole, and need a strong foundation. The vertical lift means that any leakage is under full head and has free getaway.

The Trufant pump spreads its light weight over a long stretch of round pipe. No foundation. No pockets under the pipe. No full-head leakage. No wells except a shaft-way.

3. Servicing or even inspection of the older pumps is a major operation. With the Trufant pump you can have any of the working parts right out in your hands in just a few minutes.

4. Reversing an old-style pump requires more wells, channels and gates than you can shake a stick at. Reversing a Trufant pump requires only a flap-valve at both ends and means for controlling them, and a few minutes time to turn the unit around.

PREFABRICATED FLUMES BOG RAILROADS
In WISCONSIN see GOLDSWORTHY

RUSSELL A. TRUFANT

Carver 64-11

North Carver, Mass.

Lodge was named Father-of-the-Year. He received the top honor because of his "life-time of devotion to the precepts of Liberty and Freedom inherent in the American heritage, climaxing in his serving his country as its Ambassador to the United Nations."

Other awards went to: Melvyn Douglas as Stage Father; Gen. Jimmy Doolittle as Humanitarian Father; Enzo Pinza as Music Father; Danny Thomas as Screen Father; John Daly as TV Father; Rocky Marciano as Sports Father; Mr. and Mrs. Dezi Arnaz as Husband-Wife of the year; Beatrice Lillie as Woman-of-the-Year.

Attending the luncheon from National Cranberry Association were Miss Ellen Stillman, V.P. Advertising, Mrs. Janet C. Taylor, Home Economist, and Miss Betty Buchan, Publicity, and guest of the association was Cranberry Queen Joy, Recse. Queen Joy had pictures taken with Father-of-the-Year Lodge and Rocky Marciano which will be sent out for publicity purposes. She was also photographed with the chef at the Waldorf and a big cranberry salad mold that he made especially for the occasion.

The Father's Day Committee and the industries cooperating in the promotion of Father's Day began their barrage of publicity and advertising immediately following the luncheon. Father's Day posters showing Dad with his family clustered around him and plate heaped with chicken and cranberry sauce in front of him will be sent to grocers and department stores all across the country.

Ocean Spray's own campaign went into high gear at the same time with national advertising suggesting "Serve Dad The Official Father's Day Meal—Fried Chicken and Cranberry Sauce." The 4-colored advertisement is scheduled to appear in This Week, American Weekly, and the magazine sections of the Atlanta Journal and Denver Post on June 14th. It will be supplemented by black and white ads in 84 major markets. Television commercials will run in 8 areas three weeks before Father's Day and a barrage of cranberry recipe ideas for food editors and directors

of women's radio and TV programs and news stories will have the country well blanketed during the month of June.

People are demanding more and more horse-power when what we need is more will-power.

VEG-ACRE FARMS IS PLEASED TO ANNOUNCE HAYDEN SEPARATOR MFG., CO.

—is appointed to engineer, sell and service all new installations for cranberry bogs and farms, using the same sprinkler irrigation as heretofore, namely

- + FLEX-O-SEAL PORTABLE PIPE
- + RAINBIRD SPRINKLER HEADS
- + PUMPING UNITS
- + SUCTION AND DISCHARGE FITTINGS

. . .

VEG-ACRE FARMS, IRRIGATION DIV.

Forestdale, Cape Cod, Mass.

HAYDEN SEPARATOR MFG. CO. — Wareham, Mass.

DECAS BROTHERS

Growers Of

*Cape Cod
Cranberries*

Phone 147

WAREHAM, MASS.



Upper photo shows Dr. Cross addressing a group inside the Cranberry Experiment Station, since rain made an out-door meeting impossible. Lower, has Dr. Cross pointing out a plot to growers at the bog of Charles N. Savary, East Sandwich. (CRANBERRIES Photo.)

Weed Clinics Have Now Become Accepted Feature of Spring

Spring Cranberry Weed clinics have now become one of the accepted "practices" among growers, and each season there is good attendance. In Massachusetts there were four during May, and featured were demonstrations and results, graphically showing how to apply various chemicals and kero-

sene, and also to show the results obtained on tests plots which had been treated some days before.

These meetings were conducted by Dr. C. E. Cross, weed specialist, and J. Richard Beattie, cranberry specialist, assisted in Plymouth County by Extension Asso. Agent Dominic A. Marini and in Barn-

stable by Arnold C. Lane, Associate.

Meetings were at the Alvin Reid bog in Halifax; State Bog, East Wareham, Cliff Martel's bog, North Harwich and bog of Charles Savary, East Sandwich, which locations well covered the cranberry district "strategically."

Wisconsin Weed Letter No. 17

R. H. Roberts

University of Wisconsin

The principal item in this letter is a report of the results of tests of solvents being used in Massachusetts for weed killing. Two items led to these tests: One is the very large gallonages recommended in that state. The other is the continuously observed fact that solvents of different manufacture have greatly different values as weed killers. This is apparently due to the use of different crude oils for fractionation.

Tests of Stoddard Solvent and kerosene obtained from a supplier of cranberry growers in Massachusetts showed both of these materials to be decidedly less effective in killing the weeds for which they are recommended than "good" lots of these materials being offered for sale in Wisconsin.

This is believed to explain the reason for the recommended use of very large gallonages per acre on the Massachusetts marshes. It may also indicate that it is not necessary to use extreme gallonages of the materials available in Wisconsin for an equal killing of weeds.

As to amount of petroleum pro-

ducts to use on weeds, apply what is needed thoroughly to wet the plants to be killed. More than that is unnecessary. Less than that is merely a waste of time and material, as a partial kill permits rapid recovery and so, does relatively little good. This is similar to using straight Stoddard Solvent on "tough" weeds as satin grass ("Turkey-foot"), sickle grass, very young star grass and rag weed. To kill such plants, a fortified solvent is needed, such as with Blukem. Even coverage is, of course, essential to a thorough killing. By the end of the season there is little evidence of spraying having been done.

Sanding of sections infested with sickle grass seems to increase the grass population: It reroots at the higher level and sends out more uprights.

Unsatisfactory results observed to date have mostly been from streaked application.

U. S. farmers are using more petroleum power than any other single industry in the country. The yearly need for crude petroleum or its products amounts to 16½ billion gallons.

LAWN MOWER, SNOW PLOW ATTACHMENTS

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151 Elm Street
Hanson, Mass.

Dahill Co.
1886 Purchase Street
New Bedford, Mass.

Marine Appliance Co.
South Water Street
Nantucket, Mass.

Lawn & Garden Equipment Co.
65 Stafford Road
Fall River, Mass.

H. M. Christensen Co.
1382 Main Street
Brockton, Mass.

Wenham Garage
R. F. D. Plymouth, Mass.

Crowell's Lawn Mower Service
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Hyannis, Mass.

THE Clapper Co.
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WEST NEWTON 69, MASS.

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Cape Cod Cranberries

for over a quarter century
in United States and Canada

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M. L. Urann Is Honored Founder National Fraternity

"Find a need and produce the remedy" was the advice of Marcus L. Urann, president of National Cranberry Association, when he spoke at the annual initiation of Phi Kappa Phi at the University of Massachusetts, Amherst, Friday evening, May 28. Mr. Urann founded the national honorary fraternity during his own college days at the University of Maine in 1897 as a remedy to the "clannishness" of campus groups that was narrowing their interest and limited their contribution to each other. In his opinion "success," he said, "is measured by the service you perform for others and you're apt to lose this objective by sticking to small cliques."

He spoke of watching the students returning from classes, the embryo scientists together, and the engineers together, with little crossing of lines between. He noticed that there were always men who walked alone and these were usually scholars.

An embryo lawyer himself, Mr. Urann saw the need to get the students together. Such a fraternity, he foresaw, would also be good for the "lone wolves" who were so intent on their studies that they neglected the fellowship of other students.

Phi Kappa Phi was the remedy, an honorary fraternity that initiated only ten men from the senior class with a scholastic average of 90 or above. The fraternity grew and flourished and is now in hundreds of colleges in the country. Its members are leaders in their field of study while at college and prepared to go on to be leaders in whatever field of industry they choose.

Mr. Urann told the group how in 1912 he had seen a great need in the cranberry industry. Berries that were not sold fresh in the Fall, or at Thanksgiving, were an economic waste both to consumers and to the men who grew them. It was evident that something needed to be done to extend the cranberry

market, making cranberries available to people all over the country and making use of the entire cranberry crop each year. Mr. Urann's answer to the need was canned cranberry sauce which now provides cranberries year 'round to consumers throughout the United States, Canada, Mexico, Hawaii, parts of South America and to Americans overseas with the Armed Services. The cooperative is an outgrowth of Mr. Urann's private company reorganized as a cooperative in 1930, he continued.

Phi Kappa Phi initiates at the University of Massachusetts included senior students, graduate students and faculty members. To be eligible for the honor, they must maintain high scholarship and show broad interests through their extra curricula activities.

Mr. Urann's speech followed the initiation at the Old Chapel and he was introduced by the chapter president, Walter S. Ritchie, head of the department of Chemistry.

"Make your own opportunities," he told the group. "Don't look too far away, nor expect too big a chance too soon. You have built the foundation, now use it to find a need in the world and provide the remedy."

He was accompanied on the occasion by Dr. C. E. Cross, director Mass. Cranberry Experiment Station, who also was a speaker.

Mass. Beach Plum Experiments Now Underway

Considerable work is going on again, in connection with the wild beach plum in Southeastern Massachusetts this season. This native fruit (also growing in the coastal cranberry areas of New Jersey) is often located on the properties of cranberry growers, and a few growers are attempting its cultivation.

As, in the case of the cranberry, it is a resource which naturally grows on otherwise relatively worthless land.

Prof. John S. Bailey pomologist, now permanently attached to the Cranberry Experiment Station at East Wareham, is making studies, one of these being fertilizer experiments. Bloom this year was unusually heavy, giving indication of a possibly heavy production.

At the annual meeting of the Cape Cod Beach Plum Growers' Association this spring, a far-reaching program was discussed. The suggestion was made by Bertram Tomlinson, Barnstable County Agent, that land be leased or purchased by the Association which would be suitable to make actual plantings for experimental work, along the line of experiments made at the Massachusetts State

Cranberry Literature Exchange

Cranberry growers who have literature such as bulletins or articles pertaining to cranberries which they no longer want, may be interested in securing other bulletins or articles which they do not have. Cranberries will try to assist you in exchanging the literature which you do not want for some of the articles which you do want. If you are interested, send us the title of the publication you have for exchange to "CRANBERRIES," Wareham, Mass., and specify what you wish to have sent to you. We will publish the title you wish. As soon as it becomes available it will be forwarded to you.

This is a series offered by "CRANBERRIES" to get cranberry literature to cranberry growers. It is a plan by which you send your duplicates or issues you no longer want for exchange for what you desire. Old issues of Cranberries may be sent in for newer issues or for other publications.

No charge for this service.

Station.

This could be the scene of field meetings and for progressive work not only by members but be made available to the various state and federal departments which might be interested.

The membership of the association now is nearly 100 and it is one of the most active organizations in the Cape area.

MASS. GOV. HERTER BECOMES MEMBER NCA

Massachusetts' governor, Christian A. Herter, who said recently he was to engage in growing cranberries at his farm in Millis, has become a member of National Cranberry Association, the Ocean Spray co-op announces.

The Bay State chief executive found vines from an old bog on his property, and each year enough have been picked for the use of his own family. He now plans to put in 18 acres of vines.

Although the fruit was, of course, found growing wild in Massachusetts by the earliest explorers, Mr. Herter is believed to be the first governor of the State to engage in cranberry cultivation.

SCOOPS AND SCREENINGS

This is to pay tribute where tribute is due. And that is to Walt Fort of Growers' Cranberry Company, N. J., as a photographer. The cranberry industry has a number of good ones within its ranks—and that is not counting the professionals who do work for us in this and that. We think Walt is the Ansel Adams of cranberry photogs, if you know who Adams is, and in case you don't, he is considered by many as one of the greatest in America, particularly in color.

What is inspiring all this, is that we saw his truly marvelous collection of color slides of the cranberry flowers, insects, etc., about which we have heard so much. Why, he not only takes the tiniest insects, but insects feeding upon these tiny insects, parts of flower buds and everything, and as



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his slides flash on the screen, tremendously magnified, his accompanying talk is as learned as that of an entomologist, or a botanist and he is trained as neither. At the Spring meeting of the Cape Cod growers, this showing certainly kept the audience, as they say of the movies "sitting on the edges of their chairs."

A Massachusetts man, with some knowledge of cranberries stopped at a restaurant at City Point, Fla. He noted cranberry sauce was being served, so he inquired about this.

He was told by the proprietor of the establishment—which in case you are interested, is Hub's Inn, 8 miles north of Cocoa on Route 515—how come there were cranberries on the menu? Proprietor replied he had so many calls for cranberry sauce that each year he sent to Chicago for fresh fruit.

On the back of his business card he even had a cranberry preserve recipe.

It was for one pound cranberries, two large oranges, three large

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Growers, Northern Wisconsin Holds Annual Meet

Second annual joint meeting of growers of the Three Lakes-Manitowash Waters region of northern Wisconsin, held at Three Lakes, June 23, pointed out good prospects for the coming season. These sessions are held to enable the cranberry men of the area to keep in touch with affairs in the central Wisconsin or main district and of all cranberry areas in general.

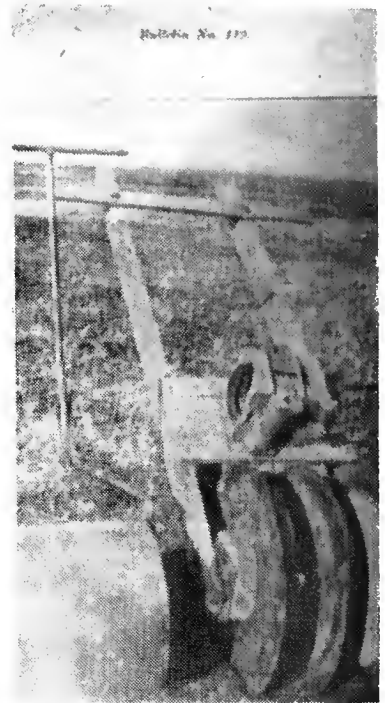
Dan Rezin, president of Wisconsin Cranberry Sales Company conducted the meeting. He expressed appreciation of that co-op for the cooperation of the northern growers.

R. T. Wolford, meteorologist in charge of the Wisconsin State Cranberry Frost Warning Service, told the assembly he was hopeful an observation station could be set up in the Three Lakes region and would send out daily reports. Lake Superior, Wolford said, is the troublesome factor in making predictions for this northern district. He said areas south and west were more stable on the weather map.

Insect problems were covered by Leo Sorenson of Mid-West Cranberry Co-op. He said fruit worm millers had been observed as early as June 12th. He recommended about 20-30 pounds of Parathione dust per acre as a control for many insects. He reported about a 10 percent bloom on the central marshes at the time.

C. D. Hammond, Jr. of Wisconsin Sales reported on state crop prospects. Frost injury had been light, he said. Marshes which had heavy production in '52, naturally showed lighter prospects for this fall.

Price prospects for the current season were good, declared Clarence Seales, director of Eatmor Cranberries, Inc. Final speaker was Lester Haines of the Chicago office of Eatmor. He explained the 1539 "Operation Sellmor" campaign which has a contest, "Name the Cranberry Girl."



REDISCOVERY

The cranberry vine setter based on discs pushing the vines into the sand appears to have been designed by A. L. Haskins, and was pictured in Wisconsin Bulletin 119, in 1905, "A Report on Cranberry Investigations." A copy of the picture is presented here. The modern equipment is wider, sets more vines and is power driven. This is another example of original research being forgotten and re-discovered a half a century later.

Correction for "CRANBERRY ACREAGE, YIELDS PRODUCTION BY STATES"

F. B. Chandler, CRANBERRIES,
June, 1953

Latter part of last paragraph.
... In any crop in any section production may be increased by the removal of those factors which limit production. When all limiting factors have been removed production will be increased when those factors which hold production down are corrected. The amount of the increase will be related to the amount that that factor limits the production.

Mass. Cranberry Station and Field Notes

by J. RICHARD BEATTIE
Extension Cranberry Specialist



Massachusetts growers experienced about a normal spring frost season. 25 warnings were released compared with 23 sent out a year ago. Damage is estimated to be about 3 percent. We encountered a little delayed frost activity June 11 and 15—just enough to keep us interested in our business, according to Dr. Franklin. George Rounsville, our new “weather man,” is to be congratulated for the fine service he rendered the cranberry industry this spring by collecting the weather data and preparing the frost forecasts. Dr. Franklin served as our frost consultant and his wise counsel is truly appreciated.

Heavy Rain Needed

As of July 7, we are concerned by the early summer drought. Only .29 inches of rain was recorded at the Cranberry Station for the month of June, and only 1.53 inches since May 8. Growers have done remarkably well to keep their bogs reasonably moist. All available irrigation equipment has been in constant use. Many growers have experimented with flash floods and water has been kept high in the ditches wherever possible. In spite of everything that has been done, bogs are beginning to show evidence of drought. Heavy rains are desperately needed to relieve the situation.

Fruitworm

The season is a little advanced. Many bogs were in full bloom the last week in June. Insect activity has been about normal. However, we rather expect that Fruit Worms will be unusually active because of the mild winter and early season. The “hand lens” is still standard equipment for timing our applications of insecticides for the control of this pest. Materials are expensive and unless growers have

counts of approximately 5 unhatched and unparasitized fruitworm eggs per hundred berries, spraying or dusting is not recommended. If, however, egg counts warrant treatment, **Rotenone** applied as a spray is given preference over other materials in spite of its cost. We strongly urge growers to note the **Warning** outlined at the bottom of the insect chart. It is as follows: “Do not use dust or spray materials containing **DDT** or **Rotenone** near a ditch, stream, or pond for it kills fish. If dusting machines are used, stuff cotton in ears, wear goggles and a respirator to protect operator.”

In addition to **Fruit Worms**, bogs should be checked during July for **Leafhoppers**, the second brood of **Blackheaded Fireworms**, new brood of **Weevils**, and the adults of the **Spittle Insects**. Since our season

is a little early, most of these insects should have been treated before mid-July.

Before leaving the subject of insects, we want it clearly understood that the Cranberry Station is not recommending **Parathion** for the control of our pests.

Keeping Quality

The final keeping quality forecast indicated that fungicide control measures would be needed for bogs that tend to produce weak fruit. The first treatment should have been made on such bogs just as the vines were coming into bloom. Dr. Bergman suggests that the second treatment for early-water Blacks be made about July 5-10 and July 10-15 for Howes or toward the end of the blossom period. We should keep in mind that the control of fruit rots require two applications of a fungicide—one treatment is a waste of time and materials. Growers who wish to combine materials should keep in mind that **Fermate** is compatible with insecticides, while **Bordeaux Mixture** is limited to combinations with **DDT**.

Summer Weed Control

We have some timely notes from Dr. Cross on summer weed control. Weed-choked ditches are often responsible for spreading many trou-

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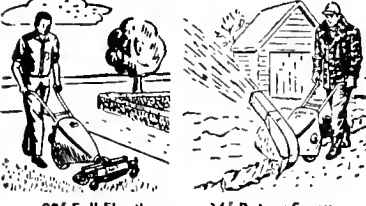
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blesome weeds over the bogs. He suggests that growers burn off the weeds growing in ditches with one of the weed killers, The knapsack sprayer can be used for this work, particularly if the nozzle opening is enlarged to about one-sixteenth inch in diameter. He recommends that ½ pound of Sodium Arsenite be dissolved in a sprayerful of water (3-½ to 4 gallons) and sprayed rapidly with good pressure on the ditch weeds, holding the nozzle low to avoid spray drift on the cranberry vines. For best results, the ditches should be reasonably dry. We should keep in mind that Sodium Arsenite is a deadly poison and should be used with utmost caution.

Ammate can be used in place of Sodium Arsenite for the control of ditch weeds. Dr. Cross recommends 2-½ pounds of Ammate for each knapsack sprayerful of water. While Ammate is not poisonous to man or browsing animals, it kills cranberry vines very readily and is extremely corrosive to equipment. Fuel oil is also an excellent material for killing ditch weeds. Finally, Dr. Cross recommends the use of Nitrate of Soda for the control of Royal and Cinnamon Ferns. This chemical should be applied at the base of these weeds and one handful is sufficient to treat 6-8 ferns.

Crop Estimates

It soon will be time to be estimating the size of our Massachusetts crop. C. D. Stevens, of the New England Crop Reporting Service, 1305 Postoffice Building, Boston, Mass., has asked the Extension Service to assist his office in securing more crop reports. Apparently, there has been a general decline of interest in this type of work and the situation demands immediate attention. We are all well aware of the importance of accurate crop estimates. Our cranberry marketing organizations must have this vital information to plan their marketing programs. We have asked these organizations to encourage their growers to send in these reports to Mr. Steven's office when requested.

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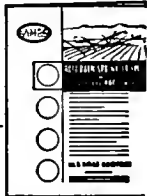


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THE NATIONAL CRANBERRY MAGAZINE

ISSUE OF JULY 1953—VOL. NO. 3

Published monthly at The Courier Print Shop, Main St., Wareham, Massachusetts. Subscription, \$3.00 per year. Entered as second-class matter January 26, 1943, at the post-office at Wareham, Massachusetts, under the Act of March 3, 1878

FRESH FROM THE FIELDS

Compiled by C. J. H.

SOME EARLY JULY RAIN HELPS MASS. DROUGHT SITUATION

Rain, amounting to .41 inch on the night of July 8th has helped the Massachusetts drought situation to a certain extent. This, plus the fact there was .3 on the night of the 6th and traces of .02 and .07 on others of the first week of July and some overcast days is definitely on the favorable side.

Temperatures for July were running about four degrees a day above normal. Dr. Cross of the Cranberry Station said on the 9th, when this issue closed to go to press, the conditions of the bogs appeared to be safe for several days more, maybe a week, without additional precipitation.

However, it is an almost day by day proposition now, costing the growers plenty of work, expense and worry, using every possible means of artificial irrigation. There has been some cranberry drought damage, but nothing widespread, so far; other Massachusetts crops have suffered severely, the forest fire hazard remains high. A good soaking rain is needed.

Critical Drought On

With the advent of July, cranberries in this state had definitely reached the critical stage in dryness, after an almost rainless June, driest on record at the State Bog and second on record at Boston Weather Bureau in 85 years. Total rainfall, as recorded at the East Wareham Station for the 30 days was .29th inch, .21 of that falling as the tail-end of the Worcester tornado early in the month. Other brief falls were on nights of the 20th and 27th. Rainfall at Boston had totalled .48th inch, all-time record having been .27 in 1912. Normal rainfall for Cape cranberry area in June is 3.21.

The State Bog researchers agreed that the dangerous condition for the crop was on, beginning July first. There had been relatively little damage up to that date, this being confined to a few high spots, or areas in which insects, such as grub had caused vine injury. Considering the fact there had been only a little more than an inch of rain since May 8, which brought the last previous precipitation of any consequence, the bogs were in almost remarkably good condition.

Earlier Rainfall Helped

Factors contributing to this was the build-up of rain during the first four months of the year, total since Jan. 1 having been 33 inches, or a departure from normal of plus 13.17 inches, which had supplied underground moisture and filled up reservoirs, ponds and streams. These had not dropped too much and growers were quick to utilize every method of getting moisture

to the bogs. Those who had sprinklers used them to good advantage, there was the so-called "flash-flooding," water was held high in the ditches, and makeshift sprinkler devices, including use of rubber hose and sprinkler heads out on the bogs were brought into use.

Drought warning cards were sent out on June 11 and again June 25 and the 29th. These suggested that

to get a good crop, the bogs required about one inch of water per week up to the harvest season, and urged growers "not to make the mistake of using too little water and too late," as was done last year, contributing to the disastrous '52 drought damage.

Drought Month Early

This dry spell started a whole month earlier than that of last summer and many crops were suffering throughout the State. The Cape's half-million dollar strawberry crop was cut 60.70 percent in the estimation of Cape County Agent Bertram Tomlinson. Warnings of the danger of forest fires were issued by State Forestry Director Raymond J. Kenney. By July first everything was tinder dry, the soil powdery, "burning point," in woodlands very high.

Bloom, Set, Good

Bloom on most bogs was excellent, the set of berries starting off well, and, in spite of fears there would not be as many wild bees around as usual, there seemed to be a goodly number at work, and more growers than in years were

Vernon Goldsworthy

Cranberry Specialist and Grower

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6. Custom marsh work of any nature.

resorting to hiring honey bees as auxiliary insurance.

Insect Control Good

Insects were not doing the damage that was anticipated a month or so ago, and while there were plenty around growers were getting after the pests, promptly and with vigor and obtaining satisfactory control. Spring frost losses were finally set at about only 2 percent. There had been slight scattered hail injury, as there was hail on the Cape and around Kingston, Hanson district as a fringe of the tornado, this terrific storm having left the cranberry area unscathed, although Civilian Defense had been alerted in a number of towns in Southeast Massachusetts.

No Bumper Crop

In summary, crop prospects were still unusually good at July's beginning, but conditions were such that the bumper yield many foresaw earlier in the season is not now expected to develop. But everything depended upon the rain situation as July proceeded.

Final keeping quality forecast issued by Drs. Cross and Franklin was that "weather data through June 5th indicates that the general keeping quality of the Massachusetts cranberry crop for 1953 will be only fair. Growers who have bogs that usually produce weak or tender fruit should consider spraying them twice with a fungicide."

June Blistering Month

Temperatures during the blistering 30 days of June averaged about three degrees a day above normal. Highest temperatures recorded at the State Bog in the shelter were two 91 degree days, the 21st (first day of summer) and the 29th. Private thermometers elsewhere in the sun were often in the high 90's and more than 100. Sunshine hours were very high, but this factor is not so important in June for the current crop as in some other months.

Blueberries Looked Good

As for the cultivated blueberries Joe Kelley, recognized authority on this crop, said as of July first, there appeared to be plenty of pollination, insects were no more severe than normal. Prospects as

of then were for a good yield—except again, as for cranberries, all depended upon rain during the early part of July. Size of berries was satisfactory, but would shrink without sufficient moisture. Growers with overhead irrigation were using plenty.

Picking was expected to begin about July 10-14, with prospects of a better than average production, but without the rain, the crop in the making would shrink—and badly.

Labor Not Plentiful

On June 25th County Agents sent out the following report on cranberry labor: "It is the opinion of a special cranberry labor committee that Puerto Ricans will be needed this fall to supplement our regular labor forces. Growers who believe they will need imported workers should contact their local employment officers very shortly and inform them of their total harvest labor requirements. Final arrangements for importing Puerto Ricans must be completed by July 14th."

NEW JERSEY

Cheerful Over Crop Outlook

Despite the unfavorable weather during the latter part of June, New Jersey cranberry growers are generally optimistic in regard to this year's crop. Most growers are looking forward to a better than normal crop.

Dusting for leafhopper, sparganothis, and other insects was carried out at a rate of about 20 percent more than last year. Fertilizing of bogs was conducted at a better than average pace.

More Honey Bees

Honey bees are being used more extensively and intensively this year. Some growers have constructed stands and placed the hives on them in the center of bogs. The early set of fruit appears to be quite good, and it is very probable that the bees have more than earned their rental fees. Growers are looking forward to the results of Prof. Robert Filmer's cranberry pollination studies he is making at Whitesbog this year.

Bogs held until May seem to be

slow in getting started. It is probable that they have been slowed down by our cool spell in late May and early June. These bogs have probably been more vulnerable to our dry spell the latter part of June than the early drawn bogs.

In general, cranberry growers in N. J. are remaining optimistic and their enthusiasm in improving their bogs goes on. If we get adequate rain, the continuation of the upward trend in N. J. cranberry production should keep on.

Late June, Dry, Hot

The weather at Pemberton for month of June was cooler and dryer than normal. The average temperature was only 70.8°F., 2° below normal. Only 2.08 inches of rainfall occurred, a deficiency of 2.55 inches. The latter part of June was extremely torrid and dry, while the first 15 days were quite cool and about normal with regards to precipitation. Since the 14th of June only .12 of an inch of rain fell and there were seven days in which the temperature exceeded 90°F. with a 94° maximum on the 20th, 21st and 22nd. Some drought injury was beginning to show up on blueberries in sandy soil by the end of June. There was not at this time any signs of damage to cranberries.

WISCONSIN

There has been nice weather in the Three Lakes region of Northern Wisconsin, with plenty of rain and the crop looked good at end of June. Thunder Lake marsh (Golds-warthy) had a light crop in '52, and as an off-set, a heavy blossom, this season, was in full bloom about July 14th.

Central, South Better

However, it is expected the crop generally in Northwest and Northeast sections will be down from last year. As of July first it appears the Central part of the State and the Southeastern will have better production than in '52. All marshes were in full bloom by the Fourth.

Insect Damage Light

All over, insect damage to beginning of this month, has been very light. During early July the

second brood of blackheaded fireworms was being combatted. This had just begun to hatch July first. Many growers dusted for the fruitworm miller, using Parathion dust, 2 percent. This is an experiment being watched with much interest.

The bumble bee population appears to be fairly good in most areas. This, of course, increasing pollination, and along the same line, growers are using more cultivated bees than ever before. Some use as many as five colonies per acre.

Temperatures during June 1953 were above normal, especially during mid-month and the last several days.

Maxima were often in the 80's and reached the low 90's on 12th, 19th, 30th and July 1st.

Minima fluctuated considerably. Lowest readings of the month were recorded on morning of the 7th and ranged from 26 to 32° with lowest in the Mather-Warrens, Cranmoor, and Three Lakes areas. Other cold periods were on the 2nd with a range of 30 to 37° and on the 23rd when readings were 32 to 38°. 40 to 44° readings were noted on 10th and 17th. Otherwise minima were near 50° except near 60 on 12, 15, 17, 18, 19, 29, 30, and July 1st and 2nd.

Rainfall

Rainfall was heavy in northern bogs and moderate in the south. Some northern marshes reported from 5 to as high as 9 inches of rain, the greater part falling during the last decade in connection with numerous heavy thunderstorms. In the South total rainfall was from 1½ to 3 inches and, except for a dry period early in the month, it was rather evenly spaced.

Although there were numerous instances of hail and high winds during the month, especially over northern counties, no appreciable damage to marshes has been reported.

WASHINGTON

Heavy Frost Damage at Grayland

It is now very evident that the heavy freeze of May 31 did very extensive damage to the coming

crop. For one thing there was a large number of growers in the Grayland area, who were "sold" on the idea their bogs were in a frost-free location, hence they did not install sprinklers. This frost practically wiped out prospective production on all bogs not covered by systems. There were some exceptions of course, mainly bogs that have been resanded earlier in the season or young bogs where the sand was still showing through the vines.

Most of the Long Beach bogs are covered with sprinklers, so there was not much damage on the peninsula.

OREGON

There has been an exceptional amount of rain, but also some good weather during blossoming time. Outlook as of July first was for an exceptionally good crop. Growers did not have to irrigate during June.

BANDON FESTIVAL EARLIER THIS YEAR

Dates for Bandon's (Oregon) Cranberry Festival have been set two weeks earlier than usual, Oc-

tober 16-17. Preparations are well under way.

Two organizations have already chosen candidates, leaving five more to be selected. Bandon Woman's Civic Club has submitted Barbara Wright and Ocean Rebekah Lodge has announced sponsorship of Louise Sheckler.

To be eligible a girl must be unmarried, a junior or senior in high school next fall, have an average, or better scholarship record in her class; reside in the area bounded by Riverside on the north and Port Orford on the south.

NCA ANNUAL MEETING AUGUST 19th

Annual meeting of National Cranberry Association is to be held this year on Wednesday, August 19th. It was originally scheduled for the 18th but that is the date of the annual meeting of Cape Cod Cranberry Growers' Association.

Meeting will be held at the plant at Onset this year, and it is expected that many NCA members from various states will be on hand for the session and for the growers' gathering.

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CAPE COD'S ASSOCIATE COUNTY AGENT IS A CRANBERRY GROWER

"Red" Lane is Assigned to the Fruit as his Major Project— Impressed by Possibilities of Sprinkler Irrigation and Believes Half of Barnstable County Bogs Can Get Water For Dryness and Frost Protection.

By CLARENCE J. HALL

Barnstable County (Cape Cod proper) cranberry growers have an Extension Service man within their own ranks. He is Associate County Agent Arnold C. Lane, operating out of the office of Bertram Tomlinson, county agent manager at Barnstable. Lane owns and conducts a bog of about five and one-half acres at Centerville.

Cranberry culture is the assignment from Tomlinson which occupies the greater part of his time, but he also has vegetables and landscape gardening. He has been in his position since May of 1951. "Red" Lane, as he is generally known, because of the color of his hair, putting in a great deal of time and energy in field work, has won the respect of those he serves.

Being a fellow cranberry grower himself he enjoys his contacts with growers of this fruit, which is not to imply he neglects his other duties. He conducts weed and insect clinics, arranges panels and other speakers for cranberry club meetings. Of course, he is enthusiastic about cranberries, or he wouldn't have turned to growing the berry in his spare time. "I believe cranberries have a great future," he says.

Does Most of His Own Work

Like most any small grower he does "practically all my own work. I have to." His bog, off South Main Street, is only a few steps from his home, enabling him to get in some licks at bogging, early mornings, late afternoons and weekends.

Lane doesn't come of a Cape cranberry growing family. In fact, he was born in Peterboro, New Hampshire, June 20, 1914. But when he was about eight his father and the family moved to Centerville, where his father managed an estate, as he had managed estates in the Granite State, raised vegetables and had at one time managed the New Hampshire State Farm.

"Red attended grade schools in Centerville and was graduated from Barnstable High School (Centerville is a village in the Town of Barnstable) in 1933. He received his B. S. degree from the University of Maine and his M. S. from

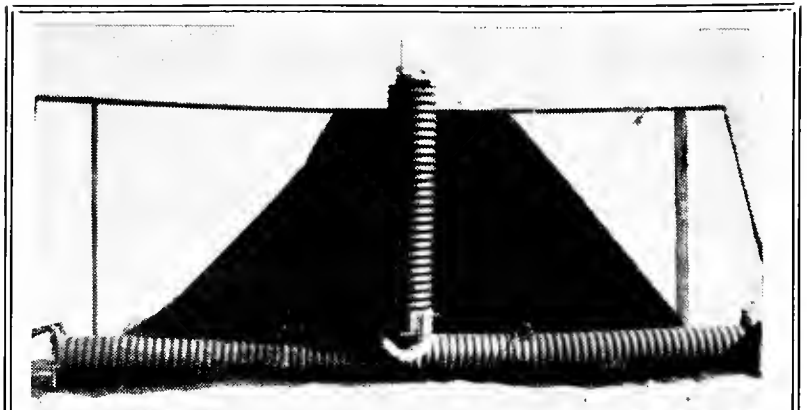
the Penn State College. He majored in Agricultural Economics.

Five Years in Navy

During the Second World War he saw five years of service with the U. S. Navy, mostly on mine sweepers and LST's. He covered a lot of ground, or more accurately water, doing duty in Europe, Africa, South America and the Pacific. He was discharged with the rating of lieutenant, Senior grade. For about a year he was engaged in cutting fallen cedar on the Cape, knocked over by the hurricane, this lumber being used in boat building. For a time he was manager of a fertilizer factory in Oklahoma.

The bog he bought at about the time he entered Extension Service was owned by Seabury Bearse. He got into Extension Work because he had decided that he wanted to

(Continued on Page 10)



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No mere photograph could show all the parts, many of which are permanently imbedded inside the pipe. There are the Stainless steel contraction and expansion cones, the casts aluminum divided throat machined to close tolerances, the Stainless anchor bolts taller than a man, the five ball bearings and one needle bearing, and the other standard Outboard parts except the motor.

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In WISCONSIN see GOLDSWORTHY

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LANE

(Continued from Page 8)

stay on the Cape, and Extension Work tied in with his previous training, and experience.

The property was more than 50 years old, and like many other old Cape bogs was not in the best of condition. He has begun an intensive renovation program.

He is mowing off sections of the bog, then giving it a rototiller treatment. For sanding, he used an old beach buggy. The bog was set to mostly Early Blacks with a few Howes. He is replanting with Early Blacks. The bog has adequate winter flood, but not sufficient water for frost flowage. The water is from seepage and springs and he does get a good flow for winter.

Wants Sprinkler System

However, what he wants to have eventually, and in fact, as soon as possible, is a sprinkler system. Like many others, he is convinced sprinklers are becoming a necessity, especially on the Cape where so many bogs are dry, or partially dry. He is working, in conjunction with Soil Conservation Service, upon half a dozen irrigation projects for others. Two installations plans have only recently been completed, one for Ernest Ellis of Ellenville—which happens to be in Plymouth County—and the other for Theodore Krafts of Brewster. At current pipe prices costs are now about \$750 per acre, for complete frost coverage, cutting every corner possible, yet not skimping enough to provide insufficient service. Straight irrigation coverage which entails moving the pipe from place to place is much cheaper per acre. He thinks probably about half the acreage of Barnstable County can be given overhead irrigation. That is, that water sources in natural ponds of which there are many on the Cape, or man-made ponds or sump holes or driven wells can be made available. In this program geodetic maps are often used, which tell to within a few feet of the depth at which water will be found by the well points. The water table may be found at only two of three feet, or sometimes much

deeper. His own bog is about five feet above sea level.

As further concerns sprinklers, he is interested in the possibilities of applying fertilizers and insecticides, as at least three Cape growers are doing, apparently with complete satisfaction.

Lane, in his first year, produced only 25 barrels, 75 last year, and hopes to have about 125 barrels this coming fall. Naturally, he knows this is a poor showing for the acreage, but, as he is making improvements, he is getting increased barrelage, and in due time will have his bog in such shape

that it will bear satisfactorily in comparison with other Massachusetts bogs.

Markets Through NCA

He markets through National Cranberry Association. Although he has a greenhouse on the property he finds it more economical to ship his berries direct from the bog to NCA for screening.

Lane has two children, Marjorie, 3 months, and a son, Arnold, (Butch) five years. He is a member of the Upper Cape Cranberry Club and is a Mason, member of the Mariners' Lodge of Cotuit.

RAIN BIRD

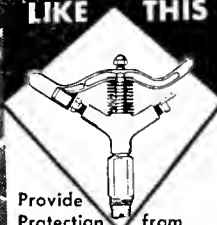
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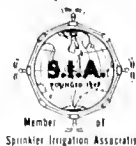


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Experimental Sprinklers Play Over Mass. State Bog

As was promised by Dr. Chester E. Cross, the ever-increasing problem of drought and consequent irrigation need is being taken up at the Massachusetts State Chanberry Bog, East Wareham, this summer. For the first time sprinklers have been whirling there in experimental research.

Dr. Cross has on loan from the University of Massachusetts a 20 h.p. engine, a quantity of two-inch pipe and four sprinkler heads. He has raised the water level in the ditches and is obtaining his water source in this way through suction hose.

He is testing out the theory that cranberries need at least an inch of rain per week at this time of the year and on June 10 he gave a section its first measured inch. This was on the highest section of Late Howes (about $\frac{3}{4}$ acre). He has also been applying spot treatments by moving the equipment. One of these is the highest section of the bog. Here he also applied a

mixture of water and liquid ammonia (fertilizer).

The areas under treatment have been given the inch of rain each week, since (as reported elsewhere June brought practically no rain to the cranberry area), and this was applied during daylight hours.

On July first, Dr. Cross was able to report that whereas the Howes section is greener than the untreated areas of the bog and the high spot, which was browning, is definitely growing again and was green.

The same portable system has been moved and placed in use on the cultivated blueberries at the bog.

Dr. Cross has not forgotten what occurred last year when an estimated 250,000 bbls. was lost due to drought at a value of \$4-5 million dollars. He is testing out various ideas, with a major thought being more sprinkled acres at the least possible cost.

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WHAT IS NEW?



The first planting of Selection 31.

The committee of the Cape Cod Cranberry Growers' Association has distributed cranberry selection No. 31 to a number of cranberry growers. This selection appears to be very promising for Massachu-

setts growers. Sixteen of the most promising selections of the 114 which have been grown in Massachusetts are also being tested in new locations.

SOME "DOPE" ON FROST SPRINKLING IN WASHINGTON

D. J. Crowley Explains Operations on West Coast—Believes If All Bogs in Washington Had Systems, Ever-Green State Could Produce 100,000 Bbl. Annually

(Editor's Note: The following interesting article upon sprinkler frost control and irrigation, was sent in by D. J. Crowley, director of Washington Cranberry-Blueberry Laboratory, who really is the "father" of the intensive sprinkler use on the West Coast cranberry bogs. Dr. Crowley is referring to the article in last month's issue, concerning the marsh of Myron and Wallace Ryder and particularly the fact the Ryders leave ice on vines in the morning for the sun to thaw out.)

After reading Mr. Ryder's article on Frost Control by Sprinkling on the Cape Cod Bogs, I was impressed by that fact that practices that prove very satisfactory in one part of the country may fall short of their goal in other areas. Because of this, our experience with sprinklers both for frost and heat

control may be of some interest.

On May 31st a severe frost occurred on the Washington bogs that killed all blossoms on bogs not protected by sprinklers, so western growers are frost conscious at the present time. Even the sprinkled bogs with heavy vines got nipped slightly, during this freeze.

While sprinklers for frost control on cranberry bogs is no longer new, just how the control is affected may not be clear to all growers. First there is a little heat added because the water used for sprinkling is well above freezing. Here in Washington the water temperature is generally about 45° to 50°F. The main protection, however, comes from the latent heat in the water, which is released when the sprinkled water turns to ice on the vines.

This released heat is an impressive quantity, amounting to 1,200,000 B. T. U. per 1000 gallons of water. Because many cranberry growers are old enough to have forgotten high school definitions, it may not be amiss to state that a British Thermal Unit is the amount of heat it takes to raise the temperature of a pound of water

1°F. Therefore as long as you continue to sprinkle and the water freezes, you are adding heat in the above amounts. While it is true that the slush ice formed over the vines insulates them somewhat, nevertheless as soon as the sprinklers are turned off no more heat is being added, consequently the temperature drops rather rapidly. Even with the sprinklers operating steadily, a temperature below 25° may nip some of the blossoms. Above that temperature, complete protection is assured, provided the sprinklers are operated continuously. Where the frost injury in unprotected bogs is less than 20 per cent, intermittent sprinkling would undoubtedly give complete protection.

We are often asked if sprinkling before sunrise instead of during the night will not prevent frost injury. The answer of course is that if the plant cells are already injured by the freeze, the morning sprinklers will be of no value. On the other hand if the frost was on the border line the sprinkling could be beneficial.

Under Washington conditions the ice formed on the vines during the night may remain on until well into the forenoon during cool weather. The heat required to thaw this ice is taken from the air and also from the vines underneath the ice. Using minimum thermometers to check the temperatures, we

(Continued on Page 14)

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GEORGE SPEAS

Necedah, Wis.

DROUGHT, AN INCREASING MENACE

DROUGHT! A major scourge of farmers. But something that something can be done about. In fact something must be done, on cranberry bogs particularly in Massachusetts, according to Dr. Cross and others who are conducting sprinkler experiments at the State Bog this summer.

Maybe "artificial" irrigation isn't quite as satisfactory as well-spaced rains, but there are few growers who now question the desirability, and positively definite need of adequate man-produced moisture when the skies for long periods refuse to let down this rain. While sold on the desirability of sprinklers for irrigation—and also frost protection, at least on many bogs or portions of bogs, the cost has been a drawback to more common installations by growers so far. The East is way behind the Pacific coast line in this, but of course, the problems on both coasts are not the same.

However, it may be recalled that Dr. Cross in an article in CRANBERRIES, February issue, estimated that last summer's heat and drought cost about 250,000 barrels, valued at \$4-5 millions of dollars. With such losses, is the admittedly costly irrigation **too** costly?

There seems to be a trend, shown by many indications, that in Massachusetts, at least, and probably Jersey, too, toward warmer, drier summers. If this is the case, and the overall cost of getting a barrel of cranberries to market is to remain high, as it undoubtedly is, mere "hope" to provide irrigation systems, turns practically into a necessity.

Cross and his associates are closely scrutinizing this cost angle. All power to this project. In the meantime growers themselves can give more attention and study this apparently increasing menace—drought.

And maybe growers are becoming inclined to rely less upon Nature in other respects. We are thinking of pollination at the moment. While it doesn't appear the wild bees have let the growers down to any serious extent this season, more and more cranberry men are becoming inclined to have some rented honeybees on hand, just in case. This is true in Massachusetts, New Jersey and Wisconsin.

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Although some portions of the material in the article upon Financing the Cranberry Crop," by Bernard T. McGowan beginning in this issue are "Old Hat" to every cranberry grower, it does no harm to refresh our memories now and then and see us as others see us. We may or may not agree with all conclusions drawn, but remember the article is prepared from the viewpoint of banking, and for the consumption of bankers, primarily.

FROST SPRINKLING

(Continued from Page 12)

have found that where we sprinkle until the ice melts, the temperature rarely goes below 32°. In the sections where the sprinklers are shut off, the temperatures may go as low as 29° depending on how long it takes the ice to melt. This ice takes heat from the vines as well as from the air, so if the ice takes several hours to thaw, it may depress the temperatures of the vines considerably.

Even though the injury to the blossoms may be minor, nevertheless it slows growth which may be an important factor under Washington conditions. If a week's growing weather is lost in the Spring, no unusually hot weather occurs to make up for the loss. Temperatures as high at 80° here are about the equivalent of a heat wave in Massachusetts or New Jersey. A considerable amount of scald may result if the sprinklers are not used at this point. Fortunately when those hot days oc-

cur, the relative humidity is low and the evaporation from the wet vines lowers the temperature rapidly.

Washington growers use the sprinklers to prevent a setback from late Spring frosts which may prolong dormancy. The sprinklers are used for frost control during danger periods after growth starts. They are used to prevent scald or heat injury during July and August. They are used for irrigation purposes and should a frost occur during the harvest season they are operated to prevent freezing of the berries. I think it may be stated conservatively that when all the Washington bogs have sprinkler protection, the cranberry production in the state will not be far off 100,000 barrels annually.

MEYERS BUYS PARRISH BOGS IN WASHINGTON

Guy C. Meyers of New York and operator of Cranguyma Farms at Long Beach, Washington has bought the Rolla Parrish property at Long Beach. The transaction adds 238 acres to the Cranguyma holdings.

The late Rolla Parrish at one time had 90 acres of cranberry bog, the largest acreage owned by any one on the West Coast before Mr. Meyers developed Cranguyma. Some of the Parrish bogs are still in production, while many have deteriorated.

It is understood rebuilding of some sections will be begun this season. The sale was concluded by Mrs. Parrish.

New Mass. Bog Built With Newest Methods

Most new bogs today are being built by strictly modern, mechanized methods as shown in the sanding picture on the opposite page. Here, a light model, stripped-down auto with home made dump body drops about one-third of a yard of sand, while light catapillar tractor spreads. Later the sand will be "honed" to level. At left, an empty truck is leaving for a new load, while a third may be seen arriving to replace the one on the bog. A shovel in the sand pit fills the small trucks with one dip. Operation is continuous and fast. About four inches is being spread.

This scene is on a new bog for Herbert E. Dustin of West Wareham, Mass. which is located on Pierce Avenue in South Lakeville, a tract of about 20 acres having been purchased from Merrill Washburn. An acre and an eighth of Early Blacks had already been put in. Mr. Dustin is building about three acres of new bog and setting with Howes which do well, in this more inland location than on the Cape. Several more acres can be built later. Ample water flow is by gravity from the Old Fish Pond.

Bulldozers and a crane were used in building and grading. Peat averages about a foot in depth. Work was all custom, crane work by Ernest Briggs of Marion, grading by Homer Weston of Carver and sanding by Toivo Erickson of Middleboro. The vines were disked in by Ralph Thacher of Hyannis. The vines were cut from a bog owned by Mr. Dustin at West Wareham, coming originally from the bog at Carlisle, formerly owned by Dr. H. J. Franklin. Ten or twelve barrels to the acre were used.

Mr. Dustin, who owns considerable bogs, and operates much acreage for others, is a director of the New England Sales Company, and plans to make this as nearly a "perfect" bog as can be achieved.

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NCA REPORTS FATHER'S Day Success

NCA reports promotion of Ocean Spray for Father's Day was a big success. There was much advertising on the part of buyers. Proof of success was in that within a week following that date, NCA received straight carload orders for 32 cars, also ten truckload orders of 25,000 pounds each, plus many small orders, the co-op says. The orders indicate that buyers depleted their stocks and were replenishing.





FINANCING THE CRANBERRY CROP

Editor's Note: The following is a condensation of a library thesis by Bernard T. McGowan, Office of the Comptroller of the Currency, First Federal Reserve District of Boston, after a comprehensive survey of the cranberry industry from the viewpoint of banking finance. The original paper is available, free of charge, upon application to the Federal Reserve Bank of Boston, attention L. A. Zehner, asst. vice president, upon a basis of "first come, first served." A condensation will appear in the "Federal Reserve Bank Monthly Review," which is mailed to every member bank in the country, financial houses, colleges and universities and research centers.)

By Bernard T. McGowan

If the question, "Where are cranberries grown"? were asked to the average school child or adult in most any place in this country,

the answer would invariably be "Cape Cod, Massachusetts". It is surprising then, for these people to learn that cranberries are also grown in commercial quantities in the states of New Jersey, Wisconsin, Oregon and Washington. Smaller quantities of cranberries are grown in Maine, Rhode Island and on Long Island.

The cranberry industry in New England, New Jersey and Wisconsin is an old one, while the industry in Oregon and Washington can measure its history in a few decades. The industry flourishes in those parts of the states and on a type of land where it is not competitive with other types of agriculture. Hence, its geographical dis-

NEW RESEARCH MAN FOR NCA

A. C. Garland, Cape Cod cranberry grower, has become National Cranberry Association's Research Chemist, taking the place of Eugene V. Laughery who recently joined the Coffee Brewing Institute. Mr. Garland grew up on cranberry bogs in Sandwich, Mass. and his interest in cranberry development led him to change his course at MIT from Chemical Engineering to Food Engineering. He received his S. B. degree in 1934.

His first job was with the tobacco industry working on the control and production of sugar by-product fermentation—solvents and flavors. For further research, he later went to Puerto Rico Sugar Refinery and Distilleries.

During the war he worked on synthetic organic chemical production for the war effort both in Detroit and New York. As Research and Development Engineer, he took processes from the laboratory to commercial stage.

The Garlands and their four attractive daughters are now living in Sandwich, where Mr. Garland was born. He's raising cranberries on an old bog that he's reworking.

Crops Thirsty?

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tribution is quite unlike any other crop.

Cranberry culture is a highly specialized type of agriculture. Successful cranberry growing requires particular skills and knowledge. Cranberry cultivation requires sizeable capital investments for bog construction and maintenance. From three to four years are required for a newly planted bog to mature before the grower can normally expect a return from his investment. The normal value of cranberry acreage is very high when compared with the value of acreage devoted to other specialized branches of agriculture. Successful cranberry cultivation requires great care in selecting the proper location for the bog. The marsh land used must be highly acid, the water supply ample and slightly acid, the humus of considerable depth and a source of "loam-free-coarse" sand accessible nearby.

In most all agricultural endeavors there is a common denominator—the struggle with the natural elements. The cranberry industry is much better prepared to cope with these elements than are some other branches of agriculture. This industry has developed effective tools for frost prevention and the control of some insects. The degree of control sought for the natural elements, which are harmful to the industry has a direct relationship upon the net returns to the grower.

Economic Importance Of the Cranberry Industry

The industry is comparatively compact as to the number of primary operators and as to the total of bog acreage under cultivation. Slightly over two thousand growers cultivate approximately 27,000 acres of cranberry bogs, with the other acreage used for sand banks and water facilities estimated at over 300,000 acres not taken into consideration. The cranberry industry gives employment to more than 40,000 people throughout the season; surely then, the regions where cranberries are grown would be economically poorer without this form of agriculture. The cranberry annual production is now over 900,000 barrels and the leaders in the industry are planning for a million barrel crop. The income

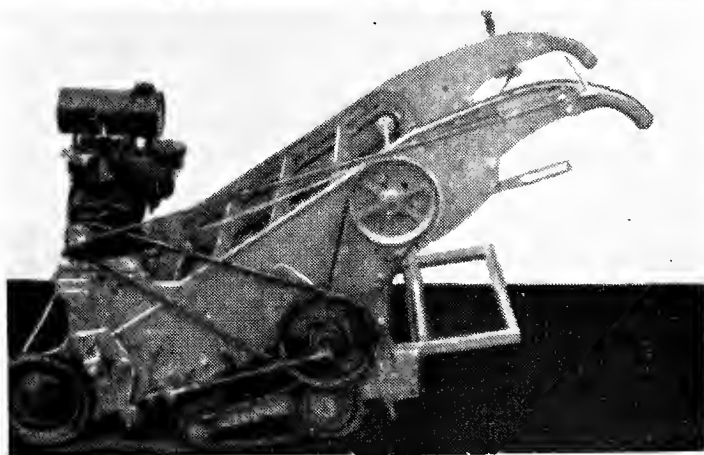
from the first family bogs was used primarily as a means of raising the yearly taxes, but today, the crop produces an average gross return of better than \$16,00,000.

Cash Outlay Before Initial Harvest

The cost of building a cranberry bog today would be similar to other building costs—it would be sky high. It would depend on the natural conditions and location of the marsh land, on the ability and experience of the men who oversee the work, on the extent of use of labor-saving machinery and the efficiency with which they are employed, and on the wages. A good bog, well located and built, planted with the right varieties, and given good care, should be nearly permanent. An initial investment of upwards to \$3,000 is required for every acre of cranberry bog that is planted today. It further costs from \$100 to \$200 an acre each year to care for the bog until it crops. The investment in a new bog before it begins to give the owner a possible return on his investment may amount to as much as \$3,800 an acre.

Today, in the Massachusetts and the New Jersey districts, there are few new bogs being made and put into production. Increased bog acreage is reported yearly in the States of Wisconsin, Oregon and Washington. However, in the East greater emphasis is currently being placed on bog renovation. Making over an old bog that is in a good location may call for the destruction of all growth and for grading, drainage, sanding and complete replanting. While unproductive bogs can sometimes be returned to a profitable condition by merely following good management practices, complete bog renovations range in cost from \$500 to \$1,000 an acre, depending on the work required.

The small cranberry grower who dies all of his own labor, excepting that required for the harvest, has the smallest outlay per barrel of harvested cranberries; the commercial grower employing all labor naturally experiences a higher per unit cost for the cranberries harvested. The greater the cash outlay for labor the less is the return on the investment to the grower.



Above is a picture of the 1953 WESTERN PICKER. This year there are 14 tested improvements on a picker that has already revolutionized the Cranberry Industry in Massachusetts. You can't go wrong with a picker that has been constantly improved for eight years, and we watch you like a hawk till you learn to run it (and keep it in repair for you afterwards.) The "bugs" are now out and the price is the lowest in history.

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Cranberry Harvest

The cranberry picking season is relatively short, extending from mid-September through late October. The harvest period is so short that many growers, especially if the season is late, have to begin when the fruit is only partly colored. The longer the berries are allowed to remain on the vines, the

larger they will grow and the greater is their sugar content. However, there is a definite period when certain varieties should be harvested, for experience has shown over the years that the keeping qualities of the berries depend in a large measure upon the time and humidity conditions when they were harvested.

The methods of harvesting vary somewhat from one region to another. In the East the picking is largely done with "scoops" which the pickers push ahead of them as they move through the bogs on their knees. They proceed with a rocking motion as the wooded prongs comb the berries from the vines. In Wisconsin, Oregon and Washington, the cranberry bogs are flooded so that the tips of the vines are above water and the berries float near the surface. Pickers then wade through the water, raking the berries from the vines with scoops. This is a cheaper method of harvesting when the berries go to the cannery, for there is little loss of berries when harvesting is done with this method. On the other hand, when the berries are sold in the fresh market, they have to be dry scooped or picked with a mechanical picker, both of which methods entail a loss of at 10 percent of the berries left on the vines. Accordingly, the cost of harvesting is greater and there is no salvage of the berries left on the bog, which often may mean the difference between a profit and loss for the season.

Complete mechanization of the cranberry industry may be near at hand. Mechanization of the harvest has found greater use in the western growing regions, where the bogs are better laid out and the machines can be used to better advantage. Again, their yields per acre generally are greater than in the East. In the eastern regions there are large numbers of small individually owned bogs that are not adaptable to machine harvesting. The rising cost of labor and the scarcity of skilled labor will in due time force most of the growers to machine harvesting. The owners of bogs not presently adaptable to machine harvesting will be forced to renovate their bogs in order that the machines can be operated efficiently.

Cost of Hand Harvesting vs:

Cost of Mechanical Harvesting

Cranberry crops for the past three or four years have yielded few dollars over harvesting expenses which, for some bog operators, has meant deficits. In some cases, the choice of an operation yielding the least loss has been the

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most profitable one. An example of the case where a deficit for the total cranberry crop is certain, but the value of the harvested crop is more than the cost of the harvest. Here, the margin of value over the harvest cost can be used to reduce the total crop deficit.

The high cost of harvesting, relative to other cranberry operations, and the low returns for berries in recent years are factors to be considered in determining how the crop should be harvested. The need for the bog operators to curtail certain uses of labor or to substitute machinery for men is obvious. Machines harvest an acre at a constant rate, regardless of yield. This means an acre under normal conditions, not with wet or frosted berries, or extra long heavy upright vines. The normal rate being about ten hours for the machine to harvest an acre, and it can harvest from 5.6 barrels to 18 barrels per hour. The yield is important in determining this figure; for example, ten hours to harvest an acre yielding 75 berries would mean 7.5 barrels per hour. Even the lowest production for the machine, 3.6 barrels per hour, is nearly two and one-half the 1.5 barrels per hour commonly expected from hand scoopers.

Translated into dollars at a rental figure of \$2 an hour, a machine used for ten hours (\$20), should harvest 48 barrels. Allowance for labor and other operation costs of \$13.50 would make a total cost of \$33.50 or about 75 cents per barrel. Hand scooping would require approximately 30 hours at a cost of \$42 or 93 cents per barrel. Again, plans to extend the harvest could be made without having to allow for extra workers on certain dates.

Production and Marketing

From 1949 through 1952 the crop averaged 861,250 barrels, which is a substantial increase in comparison with that of the ten year period 1930-1939, of 603,600 barrels, or the ten year period 1940-1949, of 728,800 barrels.

Approximately 56 percent of the growers are members of at least one of the five major grower-cooperatives of the industry; these growers produce about 70 percent of the crop. The other 30 percent of the crop is raised by the 44 per-

cent of the growers who are known in the industry as the Independents.

The percentage of the total crop

that is sold direct by the grower to the ultimate consumer is so small that it does not exert any



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great influence on the price obtained. The majority of the individual growers either are members of one of the cooperative mar-

keting agencies or sell their berries through one of the several independent distributing agencies. The independent distributing

agency buys the berries from the grower and does the marketing of these berries with those they have produced themselves.

The independent producer and marketer serves a very useful purpose in providing yardsticks and checks upon the larger cooperatives, and in providing a performance by which the larger organization can measure its own. The existence of the independent allows for experimentation in merchandising methods. The competition of the independent agencies act as a stimulant and a prod to other marketing agencies to do a better job under the threat of losing members.

Today, the preparation, standardization and grading to rigid specifications, together with the marketing of the fresh and processed fruit, are primary functions of the Cooperatives.

Cooperatives as Marketing Factor

Cooperatives have been important in marketing cranberries for many years. The American Cranberry Exchange, a federated cooperative selling agency, handles over 50 percent of the cranberries sold on the fresh fruit market. The National Cranberry Association, a centralized cooperative processor, operates canning plants in all producing areas. Both of these cooperatives have conducted effective consumer advertising and merchandising for years.

During World War II there was a scarcity of cranberries. The fresh fruit lost much of its appeal to the housewife because she could not purchase the large quantities of scarce, rationed sugar required. The price of cranberries rose because of short crops and bidding among marketing agencies to get the available supplies. The apparent boom in processed cranberries then brought in many independent canners, and record packs of cranberries were turned out.

Continued Next Month

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Growers Of

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WAREHAM, MASS.

**IRRIGATION FLOODING
DURING BLOOM IN MASS.**

Growers attending Massachusetts insect clinics in early July were informed that bogs in full bloom might be flooded with no apparent harm. Dr. H. F. Bergman said 30-40 acres had been so irrigated and no injury had shown up. A five to six hour submergence should be the limit.

These meetings, with fruitworm forecast in consideration were at Sturtevant bog, Maple Tree Farm, Halifax, Nahum B. Morse bog, Freetown, State Bog, East Wareham on July 6th. In Barnstable County, West Barnstable, NECSCO screenhouse, followed by bog visits on request; and North Harwich, NCA association screenhouse with bog visits.

Second Cape meetings were scheduled for West Barnstable and North Harwich, July 15th.

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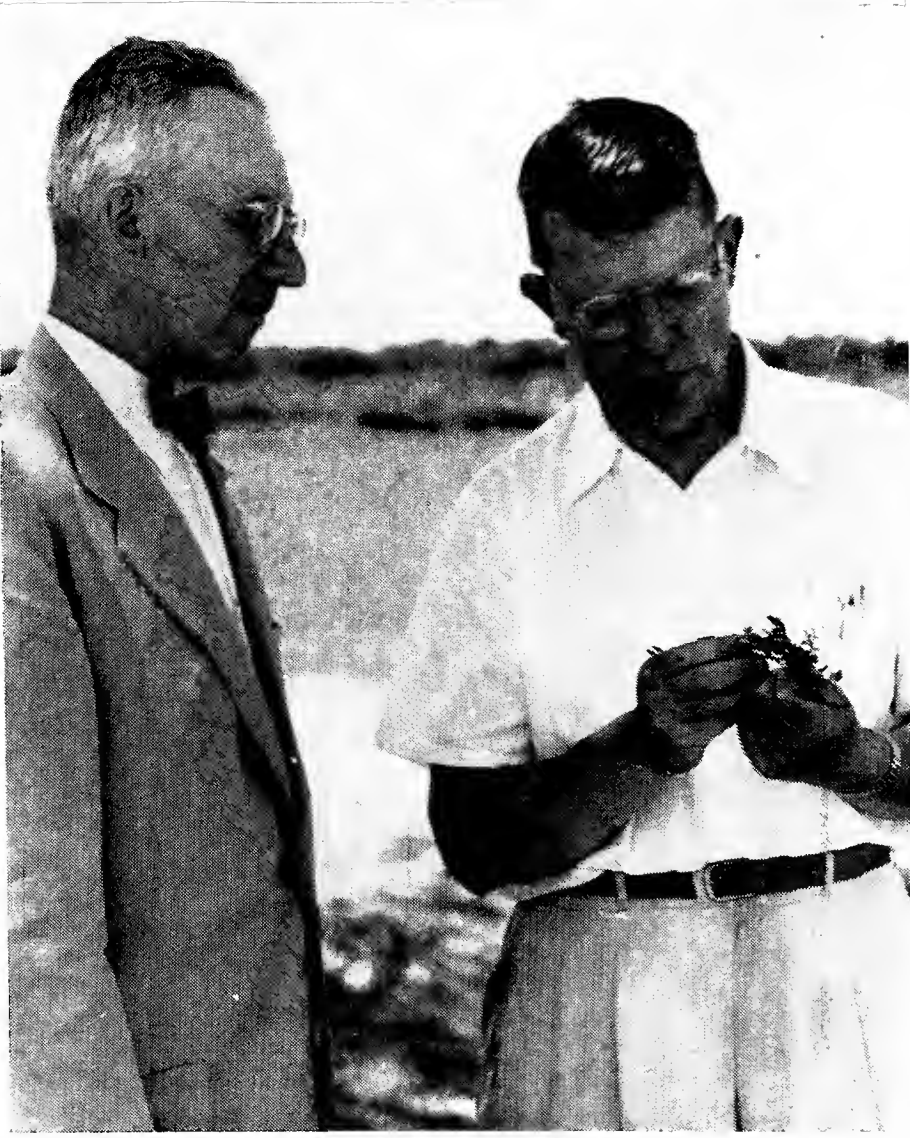
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Cranberries

THE NATIONAL CRANBERRY PAGE



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WISCONSIN
OREGON
WASHINGTON

JUDGE AMEDEO V. SGARZI and Clerk of Courts George P. Olsson, Cranberry Growers. Story on Page 6 (CRANBERRIES Photo)

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North Carver, Mass.

NCA Meeting At Onset August 19th

Annual meeting of National Cranberry Association is to be held Wednesday, August 19th at the Onset plant, Massachusetts. A program built around the cooperative's advertising theme for July and August will be presented. Session will open with registration between 9:30 and 10 a. m. when members will pick up ballots and luncheon tickets.

At 10 President Marcus L. Urann will give his customary address of welcome. There will follow the report of the secretary, John C. Makepeace, secretary-treasurer. At 10:15 will be a vote to determine the number of directors, followed by appointment of tellers and opening of the polls.

The financial report will be given by John F. Harriott, assistant treasurer.

Miss Ellen Stillman, vice-president in charge of advertising, will give her report for 1953 on advertising and outline plans for 1954. H. Gordon Mann, vice-president in charge of sales, will make his sales report.

Mr. Urann will make his report and this will be followed by a question period.

At 12:15 will be adjournment and at 1 o'clock will come a chicken-cranberry barbecue. Afternoon will bring election results and at 2:30 the Board of Directors will meet.

In the notice to members it was pointed out that, although a large crop is anticipated this fall, the co-op was entering the season "with confidence and aggressiveness."

A considerable number of members and guests are expected from all the cranberry areas.

Mass. Cranberry Station and Field Notes

by J. RICHARD BEATTIE
Extension Cranberry Specialist



We are considerably more optimistic about the prospects of a good crop than we were a month ago. In fact, until the middle of July Massachusetts bogs were suffering from another severe drought. However, the rains began July 13 and have continued at fairly regular intervals through the remainder of the month. Total rainfall recorded at the Cranberry Station for July was 5.28 inches compared with .40 inches for July 1952 when drought and heat drastically reduced our crop.

There were only three days in July when temperatures of 90 degrees or higher were recorded in our weather shelter as compared with 13 days of 90 degree temperatures in July 1952. The highest temperature for this period was 92 degrees compared to 102 degrees a year ago. Based on present conditions, the writer believes the general optimism in Massachusetts is justified as to prospects for a good crop this fall.

Growers are now on the process of estimating the size of the crop. We sincerely hope that they will fill out their crop report blanks and return them promptly to C. D. Stevens' office in Boston. There are only three requests made for these reports during the season and the information gained is highly essential to the development of a sound marketing program.

Speaking of marketing, the writer was indeed gratified by the excellent response that he received from the various marketing organizations concerning the problem of securing more crop reports. Letters (cards, and news stories) were prepared by most of the marketing agencies and mailed to their respective growers, urging them to send in their crop esti-

mates. We believe that this appeal will pay dividends in the form of many more cooperators with this particular project.

The 66th Annual Meeting of the Cape Cod Cranberry Growers' Association will be held Tuesday, August 18, at the Cranberry Experiment Station in East Wareham, beginning at 10 a. m. Dr. H. F. Bergman, Senior Pathologist, who retires in September, will be honored for his outstanding scientific accomplishments and many years of service to the industry. The program committee has also arranged for several other features including proper recognition for Clifford L. Davis, our weather observer in Worcester, and Mrs. O. P. Griffith, our telephone distributor in Carver, for their many years of faithful service.

C. D. Stevens will give his crop estimates which is always a highlight at this particular meeting. President E. L. Bartholomew announces that all cranberry growers and their families are cordially invited to attend this Annual Meeting of the Association.

Insects

We have a few notes on insects of interest to growers. The fruit worm season as of August 1 has not been as active as we expected. However, growers should continue to make their egg counts well into August since this pest has the habit of causing extensive damage late in the season in certain years. The second brood of blackheaded fireworm was active on many bogs and the new brood of weevil have been plentiful. The blunt-nosed leafhoppers are still too common throughout the cranberry area. Joseph Kelley and the writer are of the opinion that the 1953 season will be classified as about a normal insect season. One final

word on the subject of pests. Grub-flowed bogs should be carefully checked for cutworms ten to twelve days after their grub flow has been removed.

Weed Control

Dr. Cross has a few timely tips on mid-summer weed control. He suggests that once or twice a year growers drag a hook or potato digger completely around their bogs in the shore ditches. The purpose is to discover and pull out runners of the small **bramble**, **poison ivy**, and **morning glory** before they cross the ditch and anchor themselves on the bog. The thin areas of bogs are already producing such weeds as **corn grass**, **barnyard grass**, **pitchfork** and **fire weeds**. If these annual weeds can be checked now, it will prevent them from seeding another year. Directions for controlling these particular weeds with **copper sulfate** and **sodium arsenate** solutions are found in the weed chart. **Stoddard solvent**, **fuel oil**, **Ammate** (2-½ lbs. per knapsack of water) and **sodium arsenate** (½ lb. per knapsack of water) can be used to check weeds in canals, ditches, and on shores.

Labor

The Cranberry Harvest Labor Committee has been active under the able leadership of Frank Butler. After reviewing the harvest labor problem with representatives from the Mass. Division of Employment Security and with growers, it seemed advisable to supplement local harvest labor forces with approximately 200 Puerto Ricans. These workers will arrive during the first week in September. Growers who have contracted for this type of help during the past few seasons have been very much pleased with their work.

Vernon Goldsworthy

Cranberry Specialist and Grower
B. S. M. S. University of Wisconsin
STURGEON BAY, WISCONSIN

1. Growers supplies of all kinds
2. Vines for sale: Searls, Jumbo, Hewes McFarlin. All highest quality—state inspected.
3. Hail insurance
4. Management and consultation by year or individual assignment.
5. Interested purchasing cranberry properties in Wisconsin.
6. Custom marsh work of any nature.

Oscar, the big Cranberry Grower down on the Cape, went up to Boston to see his banker. While there he asked the banker how he got his start.

"Well, I just put a sign 'Bank' over my door. The next day a fellow came in and gave me \$100. Next day a fellow gave me \$200. By then my confidence was so great, I put in fifty dollars of my own money."

Oscar told this banker that he had confidence in a mechanical Cranberry Harvester called the "WESTERN PICKER". It had now been in operation for several years, was constantly improving and their agents were constantly checking up on new users problems, and all users spoke highly of it.

So this banker had so much confidence in Oscar's confidence that he gave him the money for several Western Pickers, saying that he wasn't bragging about his ancestors coming over in the Mayflower; the immigration laws weren't as strict in those days, but he liked to see new things tried out.

(ADVT)

Jersey's Annual Meeting Aug. 20

The American Growers' Association will hold its annual summer meeting on August 20 at Clayton's Cabin ((State Highway 72 near Cedar Bridge, N. J., 10 a. m., to 2:30 p. m. At the close of the meeting there will be a tour of some nearby bogs. The program of the meeting is as follows:

Theodore H. Budd, Jr., President's Address; Clifford Sims, Crop Estimate; Chester E. Cross, Chemical Weed Control and Some General Notes on Cranberry Culture; Charles A. Doehlert, Progress Report on "What Makes a Cranberry Upright Produce Fruit"; M. T. Hutchinson, Field Control Studies on Cranberry Scale; Robert Filmer, Preliminary Remarks on Cranberry Pollination.

There will be an exhibit of live bog weeds.

NCA Reports Out Of Berries By September 1

National Cranberry Association reports it expects to have all its freezers empty of berries by September first. This is in sharp contrast to years when there was a large carry-over.

However, this leaves the Co-op without a needed 50,000 barrels for operation, and it is usually about September 15th before berries start coming in, in any volume, and later still on the West Coast.

DRILLING FOR OIL IN LONG BEACH CRANBERRY AREA

Drilling for oil is going on in the cranberry area of Long Beach, Washington. One unsuccessful well has been sunk at a reputed cost of about \$70,000.

A new well is to be started by the Long Beach Oil Company. The first attempt was capped July 19th at a depth of 2103 feet. The new well will be just outside the city limits of Long Beach on sands just above high water mark.

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Cranberries

THE NATIONAL CRANBERRY MAGAZINE

ISSUE OF AUGUST 1953 - VOL. NO. 4

Published monthly at The Courier Print Shop, Main St., Wareham, Massachusetts. Subscription, \$3.00 per year. Entered as second-class matter January 26, 1943, at the post-office at Wareham, Massachusetts, under the Act of March 3, 1878

FRESH FROM THE FIELDS

Compiled by C. J. H.

MASSACHUSETTS

Prospects "Upped" in July

August, final pre-harvest month is here, and the picture of production in this state (as of Aug. 7) has vastly changed from that of the first of July. Prospects appear good on most bogs. From all over the growing area favorable reports are heard.

Good Rainfall Did It

This change in the viewpoint is due primarily to the rainfall of July. There was a total of 5.28 inches recorded at the State Bog. This was well-spaced, there being some precipitation on 13 different days. June had brought only .29 inches. "We could scarcely have asked for better," observed Dr. Cross of the Experiment Station as July ended. The rains kept adding size to the fruit.

Fruitworm Bothering

Fruitworm last of the insects was troubling considerably at July end. There was not a very heavy infestation, but more "red" berries were showing up than many growers liked to see on their bogs. Eggs appeared to have been later and lasting longer than usual. Many growers were applying rigid controls.

Harvest May be a Week Earlier

It appeared that harvesting would probably begin during the first week in September. This would be a week earlier than last season.

No Harvest Troubles Anticipated

Additional Puerto Ricans were being brought up from that island, to help with the harvest, as prospects of the crop increased. There will probably be more than 200 available. Little trouble, generally

speaking, seemed to be feared in getting the fruit off. With this "imported" labor, the usual local sources for scoopers, and more mechanical pickers in the field, it was felt the situation could be coped with.

First Week of August

As of the end of the first week of August, while there could well have been more rainfall, conditions continued satisfactory with a single exception. Rainfall for the seven days totalled only .25th inch as recorded at State Bog, whereas an inch a week is desirable. However, temperatures were unusually low. Berries were sizing rapidly and will apparently be large. The one adverse factor was that fruit worm kept on taking a larger toll than had been anticipated.

NEW JERSEY

Weather Report

July at Pemberton was a month of extremes—extremely hot, extremely cool, and with extremely dry periods. Although there were 12 days in which the temperature reached 90°F., or above, with a maximum of 100°F. on the 12th, there were also some rather low temperatures for July. On 11 days the thermometer registered below 60 degrees and an usual minimum of 49 degrees was recorded on 3 days, the 11th, 26th, and 27th.

Rainfall 3.65 Inches

Averaging out all the extremes, the month of July goes on record as being 1.3 degrees cooler than the average of 76 degrees. The rainfall totalled 3.65 inches, only .57 of an inch less than normal.

With respect to rainfall, the June

and July total is only 5.73 inches, or 1.2 inches below normal. The three-month total of May, June and July is 12.17 inches, or 1.7 inches above the normal for this period. The proper conservation and use of water from the copious supply during the early part of the year has somewhat mitigated the effects of the June-July drought on New Jersey cranberry bogs.

Crop Developing Well

The New Jersey crop continues to develop well. Size of berries is above normal; field rot and insect damage seems to be no worse than usual. On a number of unprotected bogs there is a reduced crop because of the frost of May 28. In general, however, the set of berries is above normal. At this time of writing, the size and coloring of berries seem to indicate an earlier ripening date than usual.

Killing of Vines

The serious dry weather of late June and early July resulted in the drying and killing of vines in a good many high areas. This has

(Continued on Page 19)

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Barristers Became Bog Men Because They Felt A "Duty" And Find They Like It

"One of the primary industries of this part of the country (South-eastern Massachusetts) and to which our local economy is largely geared is the cranberry industry. If we are interested in the welfare of this district, we should be interested in cranberries.

"Many of our friends and associates in business, social and civic affairs are cranberry growers. We have long been generally familiar with and are sympathetic towards cranberry cultivation."

That is about the way a Jurist and Clerk of Courts sum up and explain why they have recently gone into the cranberry business as a side issue.

The men are Judge Amedeo V. Sgarzi, Justice of the Third District Court of Plymouth, and George C. P. Olsson, Clerk of the Superior Court, which sits at Plymouth and Brockton, in Plymouth County, Massachusetts. Both are well known for their multiple interests in legal affairs, community, civic improvements, legislation and politics—the two men are active, loyal Republicans in political belief.

This year, they took over the interests of Albert A. Thomas of Middleboro in the Rocky Meadow Cranberry Company, Inc. The corporation, dating from 1887, has operated under different managements. The Rocky Meadow cranberry bogs, one of the older properties, in Plymouth County, is situated just over the Middleboro town line from Carver. Judge Sgarzi is president of the corporation and Mr. Olsson is treasurer.

Rocky Meadow consists of about 50 acres, mostly in good bearing condition, some of it built only about 29 years ago. It's location is off Purchase Street, a rather isolated place even for a cranberry bog. Rocky Meadow is a part of an original purchase, "The South Purchase," of land bought from the Indian Chief Tispaquin, known as "The Black Sachem."

Weston, in his "History of the Town of Middleboro, Massachusetts," describes the area known as "Rocky Meadow" as follows: "It has an area of about forty acres entirely turfed over with grass, and is sometimes called Mahuchet Pond, and from it a

brook by that name flows to the south. The roots are so woven together that when people walk upon them the surface waves like that of the ocean, but they are strong enough to bear up a man without difficulty. Under this depth of grass and roots there seems to be water to the depth of from twenty to thirty feet. Nearby there was a sawmill dating back for more than one hundred years, owned by Captain Joshua Eddy; on its site has been erected a house for the storing of cranberries, which are gathered in large quantities from the extensive bogs."

The bogs, in two chains, are flowed entirely by gravity from two streams, the Rocky Meadow and Spring Brooks, which con-

verge at Purchase Street. The new management may eventually put in pumps to increase flowage abilities and may put in sprinklers for additional irrigation and frost control. Rocky Meadow is set to Early Blacks, Late Howes, some McFarlins and a few Centennials. Sand is plentiful and easily available from banks around the plantings.

The buildings on the property consist of a garage, a toolhouse, a screenhouse and two or three buildings where the foreman and workers live. The foreman is Edward Viera, who is a newcomer to the bog, and there are two other year-round employees. In the past, the bog has been hand-scooped, although this fall there are plans to experiment with a picking machine, as well as a scooping crew.

Rocky Meadow has a production average of 2,000 barrels—has produced 3,300.

Neither Judge Sgarzi nor Mr. Olsson come of cranberry forebears.

Mr. Olsson was born in Boston, but when he was a child his parents moved to Brockton. He attended schools of that shoe manufacturing city and was graduated from Brockton High School. Entering Boston University School of Law, he graduated in 1926 and began a career as a practicing at-

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A View of Rocky Meadow Bog

(CRANBERRIES Photo)

torney. Two years later, he was appointed Clerk of Courts for Plymouth County.

He is Past President of Plymouth County Bar Association and also of the Boston University Law School Association. He is extremely active in Republican affairs, and is a Past President of the Plymouth County Republican Club. He was elected delegate from his district to the Republican Party National Conventions in 1936 and 1940. He was an Aide on the Military Staff of former Massachusetts Governor Robert Bradford.

During the Second World War, he was a Lieutenant in the United States Naval Reserves, serving mostly in the Corpus Christi area of Texas.

Boy Scouting has been an avocation to him and he is a Past President of Squanto Council, and holds the Silver Beaver award, the highest recognition at council level. Mr. Olsson's younger son, Philip, 14, in July attended the National Boy Scout Jamboree in California. The Squanto and Anawan Councils sent a total of 36 boys on this cross-country trip.

The Olssons, Mr. Olsson having married Mary Craig of Plymouth,

have another son, Dexter, 17, who enters Massachusetts Institute of Technology this fall. He was a Star Scout. The family makes its home in the Chiltonville section of Plymouth.

This interest in scouting is one of the several things Mr. Olsson and Judge Sgarzi have in common. Judge Sgarzi is present President of Squanto Council, and like Mr. Olsson, holds the Silver Beaver award.

Mr. Olsson is a director of the Plymouth Savings and Loan Association. He is a member of the Plymouth and Massachusetts Bar Association; of Paul Revere Lodge of Masons of Brockton, Plymouth Post American Legion; Plymouth Grange and the Massachusetts Farm Bureau. He is a trustee of the Chiltonville Congregational Church.

He is a governor of "Plymouth Plantations, Inc.," chairman of the Plymouth Pageant Committee, which plans to stage a summer historical pageant at Plymouth. He is also a member and trustee of the Pilgrim Society, Plymouth.

Judge Sgarzi is also a governor of "Plymouth Plantations," and is a trustee of the Pilgrim Society.

The Pilgrim Society has been doing a great deal to retain atmosphere, restore and reproduce Pilgrim life and history, and both of these cranberry men have been leaders in this endeavor. In 1947, the Society aided in establishing "Plymouth Plantations, Inc.," whose purpose is "the faithful reproduction of life and times of men and women of the 'Old Colony' in order that present day and future generations may better understand the Pilgrim story and the contributions of these early Americans to our country."

Henry Hornblower, 2nd, of Boston and Plymouth, and at one time Treasurer of the Cape Cod Cranberry Growers' Association, is President of "Plymouth Plantations, Inc." This unit has already built a replica of a Pilgrim house near Plymouth Rock; recently completed a replica of the first Pilgrim Fort, also near the Rock. This was dedicated last month by Harold Stassen, now Director of Mutual Security Agency. The next planned project is a full scale model of the Mayflower, to be placed near Town Brook at Plymouth Harbor.



View of Lower End of Rocky Meadow

(CRANBERRIES Photo)

Judge Sgarzi is a native of Plymouth and has lived there all his life. He was graduated from Plymouth High School in 1919 and from Northeastern University School of Law, Boston, in 1927. He became a practicing attorney in 1928. From 1934 until 1937, he was a Selectman of the shiretown of Plymouth. He was elected Moderator of his home town in 1939 and still serves in that capacity, important in a New England town.

He was elected to the Plymouth Planning Board in 1939 and continues as a member.

In 1940, he was made a member of Selective Service Board 131, and is now Chairman.

He was appointed Justice of the Plymouth Court in 1948 by Governor Bradford.

He serves as Director of Jordan Hospital, Plymouth, having been appointed in 1940, and is a trustee of the Plymouth Savings Bank. He is a Past President of the Plymouth Bar Association, and is now on its Executive Committee. He is a member of the Massachusetts Bar Association and on the grievance committee of that organization. He is a Judge of the Appel-

late Division of the Southern District, of the district courts.

He is married to the former Fannie E. Borghi of Plymouth. The couple have two sons, Louis, 17, a senior at Phillips Academy at Andover, and Vincent, 15, who is entering Governor Dummer Academy at South Byfield, Massachusetts. Both boys are Eagle Scouts.

Since Rocky Meadow has been under this new management, there has been a good deal of work done. Improvements during the past six months are being continued. About 20 acres have been re-sanded by the "jalopy" method, there has been grading and ditch cleaning but no actual major renovation as yet.

The new Rocky Meadow operators are frank in saying they know little so far about cranberry growing, in spite of their general familiarity with the business as a whole. Rocky Meadow Company, Inc. is a member of National Cranberry Association, while Judge Sgarzi and Mr. Olsson are members of Cranberry Growers' Mutual; they intend to join Cape Cod Cranberry Growers' Association

and will probably become members of one of the Plymouth County cranberry clubs.

That the Massachusetts industry has been strengthened by the addition of these barristers and leaders in so many civic and political matters can scarcely be doubted. They are already talking and acting like cranberry men. On the day of this interview at Rocky Meadow, the Judge kept poking at the soil, then powdery dry, and hoping for rain, while the Clerk of Courts was wishing he had brought along a hand lens to look for a fruitworm in a small berry he had just picked and which didn't look quite healthy to him.

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Cape Growers To Honor Retiring Dr. H. F. Bergman

Annual Event on August 18 Will Be Along Lines of "Dr. Franklin Day," of '52

Annual meeting of the Cape Cod Cranberry Growers' Association at State Bog, East Wareham, Tuesday, August 18 will include, as a special feature a "recognition" of Dr. H. F. Bergman, Senior Pathologist, United States Department of Agriculture, who is retiring. This will be along the lines of "Dr. Franklin Day," last year upon the retirement of the long-time Director of the Station.

Dr. Bergman has served the cranberry industry for many, many years. There will be a presentation of gifts and speakers at this time will be Dr. Chester E. Cross, Station Director; Dr. Franklin, Dr. Frederick B. Chandler, Dr. George N. Darrell, head of the U. S. Bureau of Plants and Soils at Beltsville, Maryland, and John C. Makepeace of Wareham.

Recognition will also be paid to Mrs. O. P. Griffith, who has been a frost warning distributor at Carver for more than 30 years and also of Clifford L. Davis of Worcester, who has been a weather observer at the Worcester post (important in preparation of frost forecasts) also for more than 30 years.

Program will start at 10 a. m. with the customary business meeting, which includes the election of officers. There will be recognition of representatives of marketing organizations and inspection of commercial exhibits.

Noon will bring a chicken pie dinner.

At the re-opening of the meeting at one there will be a guest speaker, Louis Webster, Division of Marketing, Mass. Dept. of Agriculture. Then will follow the presentation of gifts to Dr. Bergman.

As always, a real highlight of the meeting will be the release of the Government forecast of the size of the 1953 crop.



A BRIEF BIOGRAPHY OF DR. BERGMAN

Dr. Bergman's retirement will be after 27 years and five months of service with the Agricultural Research Administration of the United States Department of Agriculture.

He has worked in each of the four major cranberry producing states, but during most of his period of service he has been at the Cranberry Experiment Station at East Wareham. His research work and results should be known to every grower.

His studies have consisted mainly of work on plant diseases, false blossom and, research upon a special interest of his own, the relation of the oxygen supply in flood waters to plant life, most particularly as concerns cranberries. He demonstrated that the best time to flood bogs is not on

cloudy days, as many believed, but on bright sunny days. Injury to vines is less if the flooding is done in such weather. He also devoted much time to the relationship of oxygen deficiency and ice and snow upon bogs under flood.

Dr. Bergman was born at Medicine Lodge, Kansas, September 15, 1883. He is a graduate of Kansas State College, where he majored in botany. He took a postgraduate year at the University of Nebraska. He was in Minnesota as assistant professor in Botany, and while there he took additional postgraduate work, this time specializing in plant ecology, which is the relation of vegetation to its environment. He received his Ph. D. in 1918.

Following Minnesota he entered the service of the Bureau of Plant Industry, USDA. In this connection he first came in

contact with cranberry growing, his early work being in Massachusetts and New Jersey, followed by Wisconsin.

He left the USDA and went to Honolulu to become professor of botany at the then College of Hawaii but now the University of Hawaii, where he remained for ten years. In 1929 he returned to the service of the USDA. He was in Oregon in 1928 and also in Washington. In more recent years he has divided his time between studies at the University of Massachusetts at Amherst, where he makes his home during the winter and studies at the Massachusetts Cranberry Experiment Station, East Wareham.

He has been a contributor to many scientific journals, including the "Annals of Botany", a British journal; "The American Journal of Botany." He has graciously contributed to this magazine.

Dr. Bergman is a member of the Botanical Society of America, the American Society of Phytopathology, American Society of Plant Physiologists, the American Mycological Society, the American Genetic Association, the New England Botanical Club and is one of the Sigma XI fraternity.

Even after retirement, Dr. Bergman will not cease his studies. He will continue work, "upon his own," upon plant life including cranberries; also in the same connection he will make observations of the effects of frosts on cranberries, as often times it is difficult to determine whether injury is due to frost or oxygen deficiencies.

"I'll be doing these studies for my own satisfaction, as there are some theories I'd like to prove or disprove. I think there may be some theories wrong about some aspects of the cranberry culture.

When pressed if he might not take some leisure, Dr. Bergman admitted "occasionally I might take time off for a few diversions."



Late Legislator Receives Cranberry Gift from Cranberry Queen Beverly Richards. (CRANBERRIES Photo)

Senator Robert A. Taft made at least one brief contact with the cranberry industry, when he visited Edaville, South Carver, Massachusetts, in July of 1951. At that time he was guest of the Plymouth County Republican Club. Wearing a brakeman's cap he

rode in the cab of the famous narrow-gauge locomotive "No. 7." He was one of 1500 partaking of a clambake.

Hundreds of photographs were taken during the day, these appearing in publications over the countries. (CRANBERRIES photo)

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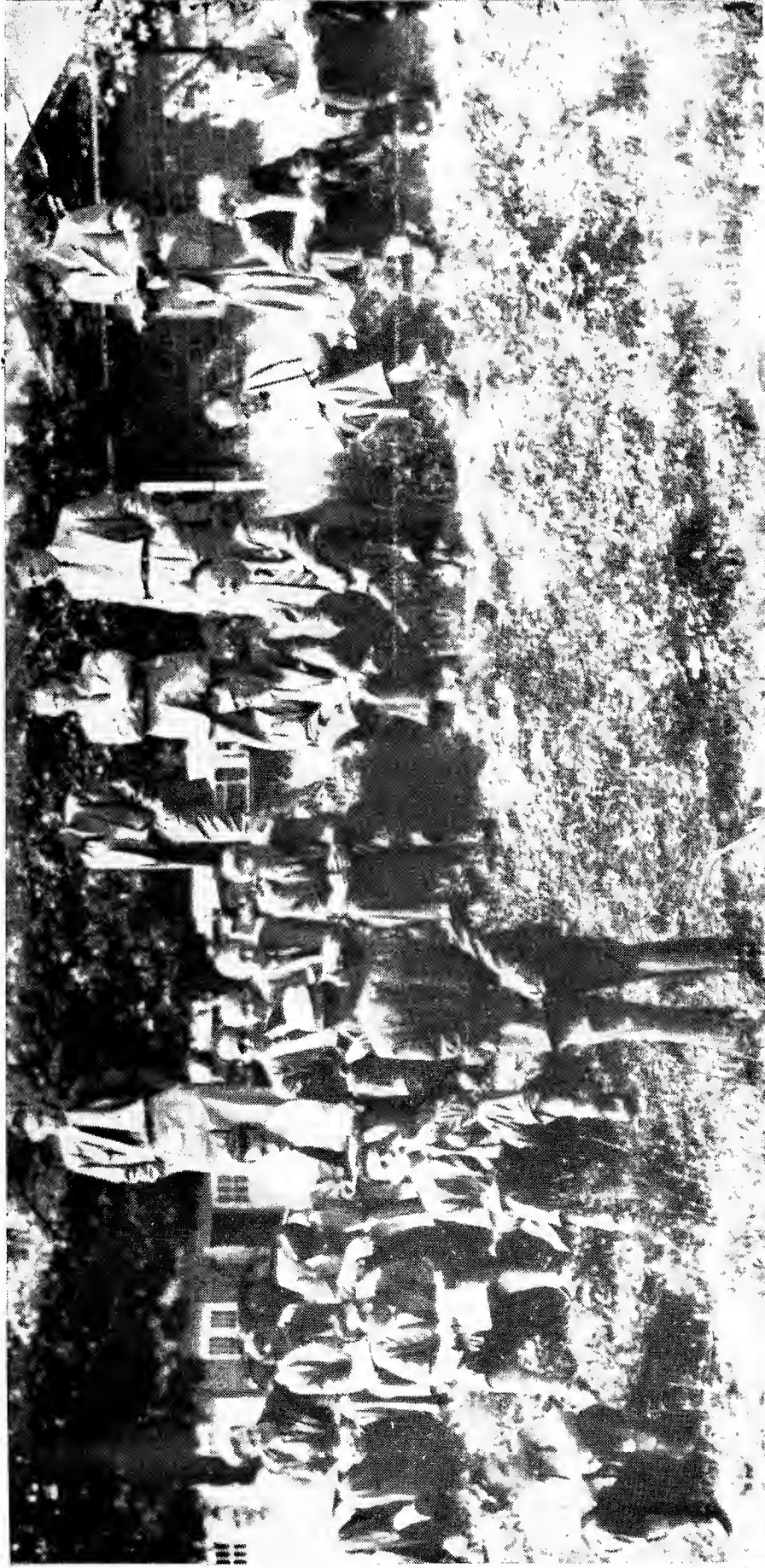
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About 25 European food technicians, teachers, workers in government or private interests in foods, plus one technician from Uruguay, South America, visited the Massachusetts State Bog this summer. This was similar to the visitation by a delegation last season. The group came to this country through Mutual Security Agency, using Marshall Plan funds in the exchange visitation program. In Massachusetts, the University of Massachusetts took charge. After visiting the State Bog and the Ocean Spray canning plant at Carset, the group left the Bay State for California.

Countries represented were Austria, Belgium, Germany, Great Britain, Italy, Norway, the Netherlands and Hungary. A surprising number spoke, or understood English to a certain extent. Those from the northern countries, such as Norway and England were familiar with the native cranberries of their homelands.

Photo shows Dr. C. E. Cross addressing the group at State Bog side. The visitors sailed on the return voyage August 4. (Cranberries photo)

BLUEBERRY HARVEST AT MASSACHUSETTS STATE BOG



This group, happily picking the blue fruit is Mrs. William E. Tomlinson, Jr., of Sagamore and her five children. Almost hidden behind the bush is "Bill" Tomlinson, the third, next to Mrs. Tomlinson, George, in foreground left to right, Barbara, Elizabeth and Richard. Mr. Tomlinson is entomologist at the Massachusetts Cranberry Experiment Station. (CRANBERRIES Photo)

The cultivated blueberry crop of Massachusetts will be a good one this year—better than that of 1952. Earlier it seemed the drought might prove bad, but rains came just in time to save the fruit.

Picking in general, began July

15 and some will be harvesting until August 15. What the final total of quarts will be has not been estimated.

At Massachusetts Cranberry Experiment Station the planting was opened to the public, as it has been

for several years. This is done on a basis of "pick your own berries, in your own containers for 25 cents per quart." Many have availed themselves of this opportunity to gather their own fruit.

NEW JERSEY CONFIDENCE

WE have visited New Jersey a number of times. We have found the growers in varying moods of optimism or discouragement. History tells us that once Jersey was the leading state in production, and for quite sometime. A few years ago it looked as if the Garden State might almost be going out of the business, except maybe for a few bogs.

There was a time when it seemed that blueberries would to a considerable degree supplant cranberry-growing in general interest. We haven't at hand production figures of the blues, but it must be high and will remain high. Yet, there seems to be a little of a reversal in popular appeal back to cranberries—an old standby.

But, the point of this whole piece is this. After talking with several growers and several who might be termed prime sources of information, we come to the conclusion; that confidence in cranberry growing has been renewed, there is growing enthusiasm, that Jersey will continue to be a cranberry state for a considerable time, at least, and will produce bigger crops most years in the immediate future.

AGAIN A SCIENTIST HONORED BY THE GROWERS

THE Cape Cod Cranberry Growers' Association does well in paying a tribute to retiring Dr. H. F. Bergman, at its forthcoming annual meeting, as it did last year to Dr. Henry J. Franklin. The work of a scientist is not always at once apparent, for noticeable results, years often must elapse.

With all due respects to you growers do you think you would be able to produce such crops as the industry is bringing forth now, without benefit of the research of the scientists? We would doubt this—and so do you. Insect control, weed control, frost control! Where would we be in these without our research workers? And the least of our "cranberry" scientists has not been Dr. Bergman.

It is a different outlook for the Massachusetts crop at the end of July than of June. Do we hear of a U. S. crop of a million barrels, or possibly a little more being mentioned?

CRANBERRIES - WAREHAM, MASSACHUSETTS

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CODFISH are leaving Cape Cod, scientists working at the Woods Hole marine laboratory have concluded. This fish, foremost since Pilgrim times, is now fifth in catch. Conclusion is that Cape waters are becoming too warm to suit the Cod. That means climatic change, which is borne out by weather bureau figures.

It would look as if Cape cranberries will, for the immediate future, at least, be grown under warmer and presumably drier conditions,

Cranberry Literature Exchange

Cranberry growers who have literature such as bulletins or articles pertaining to cranberries which they no longer want, may be interested in securing other bulletins or articles which they do not have. Cranberries will try to assist you in exchanging the literature which you do not want for some of the articles which you do want. If you are interested, send us the title of the publication you have for exchange to "CRANBERRIES," Wareham, Mass., and specify what you wish to have sent to you. We will publish the title you wish. As soon as it becomes available it will be forwarded to you.

This is a series offered by "CRANBERRIES" to get cranberry literature to cranberry growers. It is a plan by which you send your duplicates or issues you no longer want for exchange for what you desire. Old issues of Cranberries may be sent in for newer issues or for other publications.

No charge for this service.

Cranberry Expert Enthusiastic Of Industry Future

Dr. Fred B. Chandler, extension cranberry specialist from the Massachusetts experimental station, expressed enthusiasm for the cranberry industry's future while visiting with cranberry growers in the Bandon area recently.

Dr. Chandler was of the opinion that local yields could be substantially increased by greater frost protection and more complete insect control, according to Jack Thienes, county extension agent.

While spending two days in the Bandon area before going on to Washington and Canada, Dr. Chandler and his wife and daughters, Margaret and Betty, were the guests of Mr. and Mrs. Ray Bates.

"Western World," Bandon, Oregon, July 23

PROCESSING BERRIES

The following is from the "Western World" of Brandon, Oregon:

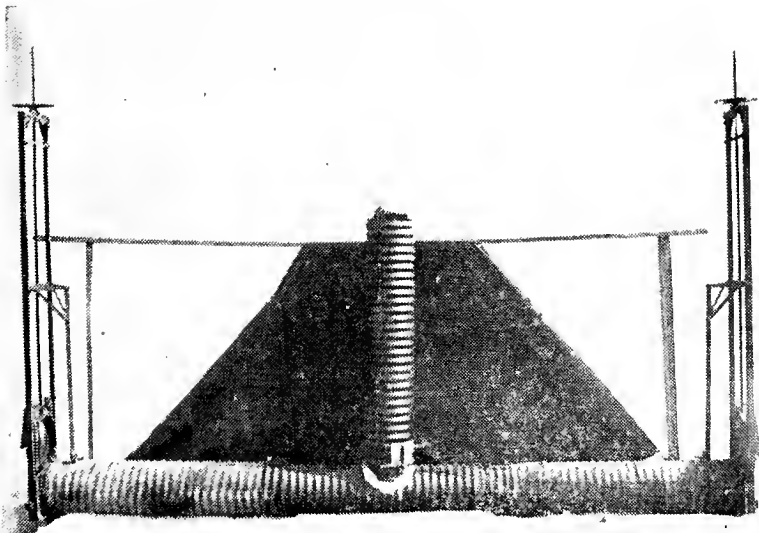
Oregon ranks second in the nation in the percentage of its cranberry crop canned for year-round markets.

Almost 84% of Oregon's 1,075-ton cranberry crop went to processors last year, placing the Beaver state second only to Washington among major cranberry-producing states in the proportion of cranberries processed, said Dr. H. E. Michl, economist for American Can Company.

In the same year, Massachusetts processed only 55% of its crop, Wisconsin 32% and New Jersey 79%, with Washington processing 98% of its crop to lead the nation, he said.

The economist for the container-manufacturing firm whose research laboratories develop new methods to improve the appearance and flavor of canned foods pointed out that available records show no Oregon cranberries were processed before 1937. In that year only 5.3% of the crop was processed.

By 1946 nearly half of the state's cranberry crop was going to pro-



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processors and every year since most Oregon-grown cranberries have been canned, Dr. Michl said. "Western World," Bandon, Oregon.

Industry now spends more on agriculture research than government does. Perhaps this may come as an uprise to you. Yet estimates indicate that industry spends \$140 million a year for research on agricultural products and on machinery and materials used in agriculture. Public expenditures for agricultural research, both State and Federal total \$107 million. Ezra Taft Benson, Secretary of Agriculture.

CONTINUED FROM JULY ISSUE

FINANCING THE CRANBERRY CROP

Editor's Note: The following is a condensation of a library thesis by Bernard T. McGowan, Office of the Comptroller of the Currency, First Federal Reserve District of Boston, after a comprehensive survey of the cranberry industry from the viewpoint of banking finance. The original paper is available, free of charge, upon application to the Federal Reserve Bank of Boston, attention L. A. Zehner, asst. vice president, upon a basis of "first come, first served." A condensation will appear in the "Federal Reserve Bank Monthly Review," which is mailed to every member bank in the country, financial houses, colleges and universities and research centers.)

By Bernard T. McGowan

During the period immediately following the war, the cranberry growers faced serious problems in spite of the strong organization within the industry. Production was increased from an average of 715,000 barrels in the 1939-1948 period to 984,300 barrels in the 1950-1951 season, an all time record. The production for the 1951 season was 932,500 barrels.

By 1948, it became apparent that canned cranberries could not be sold in the quantities packed and under the many unknown and unadvertised brands that had sprung up. These supplies backed up in the channels of distribution, and the prices fell to disastrous levels. A surplus of berries for canning increased to nearly 500,000 barrels. As this surplus grew, it acted as a "drug" on both the fresh and processed markets. The burden fell upon the fresh fruit market to sell unusually large quantities. Here,

the industry came into competition with itself.

The cranberry is a food item which retailers often use as a "sales leader." This is shown by the figures indicating that the greatest quantity is sold during the fresh fruit season. These sales indicate that the canned product is acceptable to a very large percentage of the population. Thus, a profitable price cannot be commanded for the fresh fruit in competition with a low-priced can. Furthermore, when the price of the can is low, the trade realizes that it can get neither price nor volume from the sale of fresh fruit and is inclined not to handle cranberries in any form.

By using a cheap can to push sales of the canned product during the fresh fruit season, both the market and consumer are diverted from the fresh fruit. The unit sales are then made in terms of the canned product instead of the cellophane pound package of fresh fruit. The processed can contains but one-third of a pound of cranberries, the rest being sugar and water. It appears that the Industry has been attempting to promote one-third pound sales at the expense of one pound sales when there are not enough potential sales units to absorb this dilution.

Formation of Growers' Council

To solve this paradoxical situation the growers turned to their cooperatives. In analyzing the situation, it was seen that the need was for orderly marketing of the cranberries and to build back the lost demand. Out of the need grew the formation of the Cranberry Growers' Council, an organization of grower-members of the two cooperatives and other growers. These growers charged the Council with determining how much of the crop to sell fresh, and how much to process, and with approving advertising budgets. The three-year operational experiment of the Council has produced some encouraging results. The large carry-over has been eliminated, sales of fresh and processed fruit have increased, and order and confidence has been restored to cranberry marketing by assuring the trade that most cranberry growers were working together to solve their

problems. The adherence by the cooperatives to the marketing program recommended by the Council is one of the most important happenings to the industry in many years.

Financing the Cranberry Crop

The early history of cranberry growing in the United States, and particularly in the Cape Cod region of Massachusetts, was for the most part, pioneered by those natives who were fortunate enough to own

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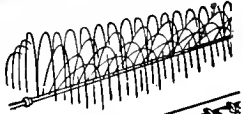
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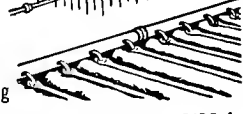
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 for controlled furrow watering



Also **SYPHONS** for furrows; **SURFACE PIPE** for flooding; **TOW-A-LINE** power moves for pastures.

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Distributed by
CHARLES W. HARRIS COMPANY
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Send full information on systems checked:
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Name _____
 Address _____
 Town _____ State _____
 Crops _____ Acres _____

READ CRANBERRIES ADS

suitable bog lands upon which they constructed the first bogs. Their investment was principally their own labor. The rapid success of these early bog ventures led to larger projects, which required more labor and capital than the individual had at his disposal. The first solution to this problem was by the way of a joint-venture partnership, where the bog was constructed "on shares"; an informal arrangement by which a few friends or relatives each contributed that which he was capable of giving, namely: land, labor, or funds. Each then shared in the partnership to the extent of his contribution. In many cases, however, there was not even a formal arrangement for dividing the real estate or the ensuing crops. In some instances, the verbal arrangements made by the original parties are still being used by the descendants of the original owners.

Many of the early growers who planned to extend their holdings sought financial help from individual lenders. Here was the beginning of large concentration of holding by the grower-lender. The terms of their loans were such that they were largely favorable to the lender; a breach of contract meant speedily foreclosure and a new bog for the lender.

The building of a bog is a three-to four year proposition before a crop can be raised the return from which can be expected to be over the cost of maintenance. In the years past, it was considered that a bearing bog would repay its cost of building and maintenance within a 10-year period. Today, with taxes eating heavily into earnings, with increased maintenance and harvesting costs, it is rather doubtful that full amortization could be accomplished within the old 10-year period. Financing for construction purposes, then, is in the nature of capital lending and not within the functions of commercial banking. Some financing for construction purposes has been done by savings bank where the mortgage was written to cover other real estate of the borrower besides the bog.

banks were very reluctant to make loans on established bogs, due, in part to the rather hazardous crop prospects from year to year and to the lack of an organized market for the crops when harvested. Today, with the increased use of scientific knowledge in cranberry culture and with the means at hand for controlling, to a large extent, the natural risks that made the annual crop uncertain, the commercial bank is more willing to consider the bog loan application upon application upon its own merits and not reject it per se. Another reason for this considered attention by the banks is the more orderly marketing program and the stabilizing influence of the Cranberry Growers' Council over the entire industry.

From a survey of the lending policies of the banks situated in the cranberry growing regions of the country, it was found that all extend short-term credit with satisfactory results. These banks make crop production loans to cranberry growers, generally supported by the financial responsibility of the borrower, with payment schedules predicted upon the estimated income from operations and all requiring full liquidation each season. In a few instances, the banks added further support to these loans by taking a crop mortgage to assure themselves of receiving all returns from the cranberry sales and, if sold through a cooperative pool, they request an assignment and an acknowledgement from the cooperatives. The notes under which these short-term lines are usually drawn have a maturity date to coincide with the date the funds will be available from crop sales to effect liquidation.

These banks likewise report that they have never experienced a loss on any loan to a cranberry grower for the purchase of existing bogs. The banks in Oregon, Washington and Wisconsin report that they have experienced some very difficult workouts in loans of this type. The principal reason for these workouts was chiefly due to the unrealistic appraisals made of the bog property whereas more conservative appraisals were made in the East and, furthermore, they required the borrower to put in of his own funds

Commercial Banks Change Viewpoint
 For many years commercial

as much or more than the bank itself was willing to risk. Also, in the East, there is a hard and fast rule of extending credit for bog purchases only to experienced growers.

Great Importance of Appraisal

Much of the trouble that befell the cranberry grower of recent years was due in a large measure to the over-granting of credit based upon unrealistic appraisals of bog property. Cranberry culture being a very specialized form of agriculture requires a more comprehensive method of appraisal than is generally necessary for any other agricultural pursuit.

Bog Appraisal

Preliminary review of the completed loan application by the Loaning Officer, who then passes it along to the Real Estate Committee for appraisal.

1. The applicant is scored on the following basis:

- a. Experience —20%
- b. Character —10%
- c. Capacity —10%
- d. Capital —10% 50%

2. The Bog property: 50% 100%

The real Estate Committee views and examines the bog property. At least one of the members of this committee being an experienced cranberry grower. The maximum percentage values allotted to the following bog properties are:

Bog, 10%:

Title: Clear, Cloudy—If so, can impediments be easily removed?

Size: Number of acres—. (A six to an eight acre bog be properly cared for by the owner with a minimum of hired help. Larger acreage requires additional help.)

Shape: Is the bog level?—. Is it well adapted for the use of mechanical harvesting equipment?—?

Depth of peat—. pH content of humus—. (Minimum pH requirement of 4.0 Field test pH—. (Acid content).

Type of bottom—. (Hard bottom requires more fertilizer).

Age—yrs. (May reflect on bog condition if there is evidence of neglect).

Facilities: Kind, Condition, Suitability—



The RED BOOK is a "bible" of the produce business, rating all these engaged in any way as to both financial and moral standing. A very small percentage of the firms receive an additional recognition known as the "RED BOOK Business Character Award". It is, in their words, given to firms with "a high degree of financial stability and whose records and trade dealings are consistently favorable". INDIAN TRAIL holds this award, which is particularly gratifying due to the relatively few years that we have been engaged in business.

Cranberry Growers, Inc.

Mead-Witter Bldg.

WISCONSIN RAPIDS

WISCONSIN

Water Supply, 5%:

Quantity, sufficient for all seasonal requirements or, is it only ample for early seasonal purpose?

Quality: Alkaline, Acid, (Litmus Paper Test.)

Ownership:—Does the owner have uncontested rights to the source of supply?

Location, 5%:

Does the location permit easy gravity flooding and draining?

Does the location require water pumping facilities?—If so, is the water supply nearby and can this water be handled economically?—

Flooding, Draining.

Planting, 5%:

Varieties: Standard, Mixed

Condition of vines

Evidence of disease—If so, kind—?

Treatment—?

Evidence of insect damage—If so, kind—? Treatment—?

Sand, 5%:

Quality, Quantity, Availability

Date of last sanding—?

Production, 20%:

Average production for the last 5 to 10 years.

Source of production figures: Owner, Cooperative.

The level of bog values being tied to the average annual per acre yields. There are costs common to all bog operations, regard-

less of the per acre yields but there is a diminishing return to the grower as production goes down.

The bog being classified according to its annual per acre yields:

Production

Over 60 bbls.	Over 50 bbls.	Over 40 bbls.	Over 30 bbls.
20%	15%	10%	5%

If the average annual production record of an established bog is under 30 barrels per acre, it is considered as not having a sufficient earning potential to warrant further consideration.

If the present production is below average, is it the fault of the management, the bog, or a combination of both?

If the property that is being appraised is comparatively new and without a production record, comparisons are made with similar properties having approximately similar conditions, to estimate the probable per-acre yields. Bog production classification is then made on the basis of the estimated yields.

The foregoing method of bog appraisal is a more realistic approach in determining the fair value of cranberry bog property for mortgage loan purposes. With cranberry bog property having a value of \$2,500 to \$3,000 an acre, the maximum amount the bank will ad-

vance is 50 percent of the per acre value, and that amount is only advanced when the Real Estate Committee gives a 100 percent rating to the bog property. All other advances being based proportionately upon the percentage rating determined for the bog.

The basis appraisal would, of course, be necessary if the applicant were an individual or company engaged in cranberry growing. If the applicant were a company, incorporated or not, the procedure before the granting would not be quite as simple as that of a loan to an individual grower. The bank would request certain other information and documents from the company which would define the conditions of the loan which would be incorporated in the Loan Agreement.

In discussions and correspondence with leading bankers and spokesmen for the industry, the conclusion could not be escaped that the cooperatives were actively taking care of the financing needs of the industry and that their policies were such as to preclude successful bank competition. However, with one of these cooperatives discontinuing financial services to its members and another restrict-

ing those services, the growers are, perforce, obliged to look to their banks, governmental agencies, or private sources for their credit needs. Now that the industry apparently is on the threshold of a brighter future, it becomes readily apparent that, if it is to thrive and be prosperous in the future, credit must be made available, and if such credit is to be soundly based it must flow from the banks.

Financing the Private Distributing Agencies

The private distributing agencies not only market the berries which they themselves grow but also the berries received from other non-member growers. These agencies are, for the most part, financially capable of taking care of their own seasonal needs and seldom require outside assistance. Ample bank credit is available to these agencies on an unsecured basis.

Financing the Cooperatives

Ample credit for the sales companies for their normal operations has in the past, been available from the banking system, and the experience has been satisfactory. Since their normal seasonal needs are beyond the legal limits of the

country banks, they have obtained this credit from the city banks.

The large procession cooperatives have for many years used the facilities of the Springfield Bank for Cooperatives for their credit needs. Presently, they have outstanding a working capital loan, which is seasonal and self-liquidating loan and is based more upon the financial condition and the operating record than upon the security available. They also have outstanding a facility loan which is in the form of mortgages covering the real estate and fixed equipment of the canning plants located in the five producing areas. The Springfield Bank for Cooperatives report satisfactory performance for these loans and maintains that it is better equipped to service the needs of this cooperative than are commercial banks, because of its specialized knowledge and experienced personnel engaged in servicing this branch of agriculture. Furthermore, this institution claims a more sympathetic attitude toward agricultural endeavors, an attitude not always shared by commercial banks.

Future of the Industry

The future of the cranberry industry in the United States would be difficult to project. The crops of recent years were disposed of at prices which were quite satisfactory to the cranberry growers. The better returns have created optimism among the growers, and the winter sanding operations have been reported in all the cranberry growing regions. This sanding should result in higher yields and even better returns for the cranberry grower in this and succeeding years.

The working arrangements between the two large cooperatives will be continued for an indefinite period through the Cranberry Growers' Council. If the pattern developing from the marketing program as recommended by the Council is used as a basis for future policies, it will result in the most successful decade for the cranberry growers that has ever been experienced.

Conclusion

The mechanization of this industry will create a large potential of new business for the commercial

LOOK—STUDY!

THE 5 POINTS LISTED BELOW.

They tell you *why* you can
have confidence in *us*

- Nationwide Distribution for Cape Cod Cranberries
- Aggressive sales planning and control
- Efficient and economical operations
- Simplified accounting — prompt payments
- Cooperating with other agencies to correct present weaknesses of the cranberry industry.



MEMBERSHIP OPEN

write or phone

CAPE COD CRANBERRY COOPERATIVE, Inc.

17 Court Street, Plymouth, Mass.

Tel. Plymouth—1760

banks in the several growing regions. The cranberry industry appears ready and willing to offer to these commercial banks an opportunity to make constructive and profitable short-term loans. However, these commercial banks will be required to compete with the aggressive lending policies of governmental lending agencies and the Cranberry Credit Corporation for this business, must recognize the necessity for arranging terms to fit the particular borrower, and adjust maturities to coincide with the sale of the crop.

Conservatism and caution are indicated for all long-term loans to the cranberry industry, until a greater degree of harmony exists within the industry, and the markets for cranberries remains restabilized.

OREGON CRANBERRY FIELD DAY AUG. 30

Southwestern Oregon Cranberry Club is to hold its annual field day August 30th. Members and guests will visit various bogs in the Bandon area. These bogs will be those on which the owners have worked on various insect control and other problems.

The executive committee of the organization met at the home of Mr. and Mrs. C. F. St. Sure to work out the final plans and to set the date.

MR. URANN WITHDRAWS HIS CANDIDACY

M. L. Urann is withdrawing as a candidate for another term representing NCA on the Board of Directors of the Farm Credit Administration at Springfield, Mass. He has served a number of years but now is planning to devote his full time to NCA's business, which is increasing in sales each year.

Ten percent is the reduction in insurance costs in most of New England when lightning rods are installed on farm buildings according to Master Label Standards. With the additional security that a lightning rod system affords, rods make a pretty good investment.

Fresh From the Fields

(Continued from page 5)
probably served as a warning for promptness of irrigation between now and harvest in case of another hot, dry spell.

Fort to Wisconsin

Walter Z. Fort has flown to Wisconsin Rapids to show his cranberry kodachrome slides at the annual meeting of the Wisconsin State Cranberry Growers' Association on August 8th.

WISCONSIN

Hope for Above Average Crop

Berries continue to grow very well. Fruit, in ripening is ahead

of last year. Berries are of an average size. Feeling is there should be an above average production.

Insect Damage Light

Insect damage was very light up to August 4th. Frost damage, on the average was not too severe.

Plenty of Fall Water

From July 25th to August 4th there was a heavy amount of rain. Reservoirs are full, so there should be no shortage of water for fall frost flowage.

Personal

C. D. Hammond, Jr., general manager of Wisconsin Cranberry Sales Company, in late July, was

RAIN BIRD

Protects Cranguyma!

1000
RAIN BIRD
SPRINKLERS
LIKE THIS

Provide
Protection from
Frost and Drought
at Cranguyma Farms,
Long Beach, Wash.

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.

Be sure that the system you buy meets the minimum requirements for design, installation and performance of a sprinkler irrigation system, as approved by the American Society of Agricultural Engineers.

Our research and planning department is at your service. Consult us today without obligation.



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AZUSA, CALIFORNIA

RAINY SPRINKLER SALES, 1633 WEST LAKE ST., PEORIA 3, ILL.

AUGUST

Is a Hot and Busy Month

A time when you need every
Labor and time saving assistance possible.

ELECTRICITY

Is an economical and invaluable servant.

Plymouth County Electric Co.

WAREHAM — PLYMOUTH

TEL. 200

TEL. 1300

DECAS BROTHERS

Growers Of

*Cape Cod
Cranberries*

Phone 147

WAREHAM, MASS.

In Answering Advertisements
Please Mention CRANBERRIES

a visitor to Canada, where he visited marshes at Drummonsville, Maetier and Balla. He found there had been severe damage there from frost and also some blackheaded fireworm.

Weather

July weather was both warm and wet.

Sufficient Rain

Maximum temperatures were well above normal and minima were slightly above. Precipitation was near to a little above normal over northern bogs but was well above the average over the central and southern marshes.

Light Hail Damage

Moderate to heavy showers were widespread on 19th, 21st, and 28th while light to moderate showers occurred frequently, mostly during the last two decades. Hail was reported from several marshes in the west-central and extreme south-western areas shortly after July 1st but overall damage was classified as very light. Moderate to locally heavy rains continued for the first three days of August.

Low Temperatures

Temperatures were uniformly low on mornings of 3, 8, 9, 10, 11, and 24th with readings on those dates in the middle and high thirties. Bog thermometers reached as low as 32 degrees on 8th and 10th while a few colder marshes in the north reported 28 to 30 degrees on morning of 24th. Except for low 40's on 6th, 19th and 23rd, readings were well up into the 50's or low 60's.

Arthur F. Wolford,
Meteorologist

MANY LAWNS SURVIVE WEEKS WITHOUT WATER

The lawn can turn yellow or brown in hot weather without dying. Many lawn areas can survive in this condition for several weeks without water, advises Dr. Ralph E. Engel, extension turf specialist at Rutgers University, New Jersey.

Avoid watering the lawn as long as there is soil moisture in the root zone, he suggests.

Apply the water slowly to prevent runoff or standing water, if you find your lawn is really dying. Discontinue watering when the

moisture has reached a depth of 4 to 6 inches.

Usually one good watering a week is enough for most lawns even in dry hot weather. Frequent sprinkling encourages crabgrass to spread rapidly. And too much water may destroy turf grasses.

Has your town any building laws? A good building code is one of the best preventives against fire. The National Building Code prepared by the National Board of Fire Underwriters, 85 John St., N. Y., is suggested as a good basis for a local law.

The Worcester County tornado showed up the lack of windstorm insurance on farms. Only one dollar in five of the farm loss was covered by insurance. The farmers themselves had to stand the rest of the loss.

AT YOUR SERVICE

Let us make a free survey of your bogs for Sprinkler Irrigation Frost Control



*Portable and Stationary
Pumps and Power Units*

Tractors and equipment of all sizes for care and maintenance of your bog

FIELD - BROOK EQUIPMENT Inc.

Bedford St.

East Bridgewater

Phone E. B. 8-2761

CORRECTION: The words in bold type "more than" third line were omitted from the ad below in the July issue, through a printer's error, spoiling the sense. Ad is now as it should have appeared.

The **NEW ENGLAND CRANBERRY SALES COMPANY**, the largest unit of **EATMOR CRANBERRIES, INC.**, does not claim that **more than** the market price can be obtained for any of its shipments or brands of cranberries but does claim that it obtains through **Special Merchandising Services** and **National Advertising**, **TOP PRICES** for its members' cranberries.

During the past three years these **TOP PRICES** have grossed to our members a total of \$4,362,258.75 with more to be added to this figure when the 1952 **All Season General Shipment** is closed.

**Eatmor
Cranberries**

New England Cranberry Sales Company

(The Cranberry Cooperative)

Telephone 200

9 Station Street,

Middleboro, Mass.

TO GROWERS WHO ARE NOT MEMBERS OF NCA...

Dear Fellow Grower:

If you have been selling your cranberries through a sales agent who finds a ready market for all your berries, who is giving you good service and getting good returns, then read no further. This letter is not for you. No one can serve you better than that.

But if you have been dissatisfied with your affiliations, we invite you to explore what NCA has to offer and what it is that seems to satisfy the 1900 cranberry growers who are members of this cooperative.

Our objectives are these:

1. To receive our members' berries just as fast as they are harvested in order to avoid shrinkage. Most of our members deliver their berries to canning plants the day they are picked.
2. To find a market for increasing crops. Ocean Spray has increased its consumer sales steadily year after year until today Ocean Spray sales are at a national average of .8% of a pound per person.
3. Our aim for 1953-54 is "More Dollars for More Berries."

If these objectives are the same objectives that you want, we invite you to stop in at any one of our plants and explore still further what benefits NCA can offer you. Or, if you cannot come in person, write or telephone and we shall gladly send someone to **you**.

1900 growers who produce more than 50% of the national crop find it worthwhile to be members of NCA. Maybe there's something in it for you, too.

NATIONAL CRANBERRY ASSOCIATION

THE GROWERS' COOPERATIVE

Hanson, Massachusetts

Cranberry

THE NATIONAL CRANBERRY MARKET



CAPE COD
NEW JERSEY
WISCONSIN
OREGON
WASHINGTON

EATMOR Cranberries, Inc., publicity shot, opening the season's fresh fruit sell campaign. (Story on page 19)

SERVING THE CRANBERRY INDUSTRY

Morris April Bros.

Bridgeton - Tuckahoe
New Jersey

Apples
Cranberries
Peaches

GROWERS AND
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Cape & Vineyard Electric Company

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Expert Workmanship
Only Genuine Parts used

Engine Driven Generators
For Emergency
Portable and All Applications

Power Mowers
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Alan Painten Co.

Established 1922

Tel. 334 HANOVER, MASS.

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and

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Welcome Savings Accounts
Loans on Real Estate
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FALMOUTH 80

EQUIPMENT

HAYDEN

— SEPARATOR —
WAREHAM - MASS.

PUMPS

SPRINKLER IRRIGATION

SEPARATORS —
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The National Bank of Wareham

Conveniently located for Cranberry men

Funds always available for sound loans

Complete Banking Service

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Extensive Experience in ELECTRICAL WORK

At Greenhouses, Bogs and
Pumps Means Satisfaction

ALFRED PAPPI
WAREHAM, MASS. Tel. 626

DIRECTORY FOR CRANBERRY GROWERS

HARDIE SPRAYERS
BUFFALO TURBINE
Sprayer—Duster
DISSTON CHAIN SAWS
MALL ELECTRIC CHAIN
SAWS
GORMAN-RUPP
Centrifugal Pumps
MATHEWS WHEEL and
ROLLER CONVEYOR
INSECTICIDES
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24 Mill St.
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Always Especially

WELCOME

to

Visit and Ride

THE EDAVILLE RAILROAD

South Carver, Mass.

Mrs. Ellis D. Atwood

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INSECTICIDES

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INDUSTRIAL POWER UNITS

6 Sizes

4-6 & 8 Cylinders

A size for every need.

Local Service and Parts

H. A. SUDDARD, Inc.

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CRANBERRY GROWERS

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Niagara Dusts, Sprays and
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Niagara Chemical Division

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SERVICES

BOG SERVICE & SUPPLIES

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Agent for
WIGGINS AIRWAYS
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and Dust Service

R. F. MORSE

WEST WAREHAM, MASS.

• • •
"cranberries" was the original and still is the only
general magazine of the industry. you should be a
regular reader.

FOR SALE

Wooden Cranberry Dryers,
Crates, Scoops and Rakes
South Paris, Maine

Write M. F. FLETCHER

1134 So. Thomas St.
Arlington, Va.

DIRECTORY FOR CRANBERRY GROWERS

WATER WHITE KEROSENE

For use on Cranberry Bogs

Also STODDARD SOLVENT

Prompt Delivery Service

Franconia Coal Co.

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Tel. 39-R

PUMPS
for all uses

PUMP REPAIRS

WATER SUPPLY

MOTORS — ENGINES

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TANKS

INDUSTRIAL HOSE

AETNA ENGINEERING CO.

HANOVER, MASS.

Cranberry Prices

Harold Bryant, general manager of Eatmor Cranberries, Inc., announced this noon its opening price for Cranberries as \$17 per barrel which compares to \$19 for the short crop of last year and \$15 in 1951. Mr. Bryant felt that this was a level which would promote necessary increased distribution at the start of the season and would allow gradual price rises thereafter during the season.

Because of the hot weather there has been a delay in the coloring of the fruit and Eatmor shipments won't begin in volume much before Sept. 20.

CORRUGATED BOXES

of Special Design

Manufactured for cranberry growers for over fifteen years.

J. & J. Corrugated Box Corp.

Fall River, Mass.

Tel. 6-8282

Special Service

Have your
uplands mowed
by Cub Tractor
before picking
season.

Morse & Thacher

Wareham 405-W-4

or

Hyannis 715-M

FOR SALE

Quarter Barrel Cranberry
Shipping Boxes

FRANK H. COLE

Tel. 46-5

North Carver, Mass.

Growers Hold Meeting At Wisconsin

Wisconsin's record crop was forecast, in a preliminary estimate, by Leo A. Sorenson, secretary-treasure of Wisconsin State Cranberry Growers' Association at the annual meeting of that group at the Whittlesey Cranberry Company bogs, Cranmoor August 7. His forecast was for 250,000 barrels, (later Gov. figure 255,000) this crop

being due, he said, to 1,000 more acres bearing now than in 1948 when Wisconsin established its previous record of 250,000; and a high percentage of blossoms turning into fruit, plus the size of the berries.

Meeting opened at 10 a. m., when various cranberry equipment was placed on display and demonstrations given. This included mechanical pickers, pruners, clippers, dust-ers, ditch diggers. Growers also saw an irrigation project developed by Newell Jaspersen, operator of the Whittlesey property.

Afternoon session, beginning at 1:30, brought the guest speaker, Walter Z. Fort, general manager of Growers' Cranberry Company, New Jersey. Fort showed his remarkable collection of colored slides on cranberry insects, culture, etc., which is recognized as the most outstanding in the industry. It was the first showing in Wisconsin and met with the most favorable response, as did Fort's accompanying comments.

Several research men and department heads from the University of Wisconsin who are setting up programs for cranberry fruit-worm control and weed control for the Growers' Association attended the meeting and were introduced.

Mass. Cranberry Station and Field Notes

by J. RICHARD BEATTIE
Extension Cranberry Specialist



Massachusetts cranberry growers experienced a variety of weather conditions in August typical of New England. Temperatures dropped into the low 30's on some bogs early in the month and have ranged well over 100 degrees the last few days. A hurricane passed uncomfortably close to Cape Cod August 15 and left nearly a 5-inch rainfall which flooded many bogs. At the present time (September 3) a record heat wave for this time of season has hit the Cape. We have already encountered five consecutive days when temperatures of 90 degrees or higher were recorded in our weather shelter. In spite of these extreme conditions damage to the crop from flood and heat has not averaged much over 3 percent. However, if the present heat wave continues a few more days and increases in intensity, the Massachusetts crop could be cut substantially. The heat and lack of rain since mid-August has greatly reduced our rather ample water supplies enjoyed at that time. A real "nor-easter" would be a welcome relief from the present weather pattern.

Harvest

We expect harvesting will begin quite generally about Sept. 8. Many growers had planned to start picking a few days earlier but postponed operations because of the excessive heat. There is some evidence of a shortage of harvest labor. It would seem at this time that the special cranberry labor committee, under the able guidance of Frank Butler, exercised good judgement when plans were initiated last June to import some

Puerto Ricans this fall. The Division of Employment Security, known locally as the Employment Service, worked very closely with our cranberry labor committee and their fine cooperation is appreciated. Approximately 200 Puerto Ricans have arrived and will supplement our local labor forces. We hope that their visit will be a pleasant one. The employment offices in New Bedford, Brockton, and Hyannis have established temporary field offices throughout the cranberry area for the convenience of growers in recruiting and placing local help which is our first responsibility.

Fall Frost

The subject of harvesting and its related problems always brings to mind the threat of fall frost. Frankly, it requires a little imagination to even discuss frost as this article goes to press. However, plans have been completed to send out frost warnings as usual. The Cape Cod Cranberry Growers' Association is again sponsoring the popular telephone frost warning service. We still need new subscribers and hope growers will encourage their neighbors to become frost members if they value this work. The fall radio schedule which supplements the telephone frost warning service will be as below:

Management

A few suggestions on fall management are outlined for the growers consideration. We believe that it is good practice to flood a bog as soon as it has been picked regardless of whether the floods are to be salvaged. This flood has a double purpose. It gives the vines

a good drink of water which helps revive them after the rough picking operation, and it removes much of the harmful trash that accumulates on bogs each year. We refer to it as the "fall clean-up flood." The airplane propeller-type float boat driven over the flooded bogs at high speeds does an excellent job of bringing up this trash to the surface of the water where it can be collected and disposed of in suitable manner.

Insect Control

The cranberry girdler may need attention on some bogs at this time of year. A full flood is effective in controlling this pest. The flood should be put on between Sept. 15-26 and held six days. In severe cases, it is sometimes necessary to hold the flood with berries still on the vines. The Howes variety should stand this flood very well and still be suitable for the fresh fruit market, while the Early Blacks usually have to be sold to the processor. In most instances Early Blacks could be harvested prior to this flooding treatment.

For bogs lacking an adequate winter flood, we suggest that pruning, raking, and sanding operations be postponed until next spring. Apparently the mechanical injury to the vines makes them more subject to winter killing.

Checking the spread of the fungus disease known as fairy ring is another fall task. It is easily recognized on bogs as those circular areas of dead or dying vines. Dr. Bergman recommends the copper sulfate treatment as outlined on the Insect and Disease Control Chart. Applications should be made from mid-September through October after the berries have been picked. At this time the writer

Vernon Goldsworthy

Cranberry Specialist and Grower

B. S. M. S. University of Wisconsin
EAGLE RIVER, WISCONSIN

1. Growers supplies of all kinds
2. Vines for sale: Searls, Jumbo, Howes McFarlin. All highest quality—state inspected.
3. Hail insurance
4. Management and consultation by year or individual assignment.
5. Interested purchasing cranberry properties in Wisconsin.
6. Custom marsh work of any nature.

STATION	PLACE	DIAL		Afternoon	Evenings
		A. M.	F. M.		
WBZ	Boston	1030 K.	92.9-46.7 mg.	2:30	Monday-Friday 9:30
WOCB	W. Yarmouth	1240 K.	94.3 mg.	3:00	9:30
WBSM	New Bedford	1230 K.	97.3 mg.	3:00	9:00

Please note the change in time for Radio Station WBZ

Last minute **Instructions** to users of the **Western Picker**:

1. Keep the points of the teeth about 12 inches ahead of the face of the Vine Roller.

2. Keep the side shoes at least one quarter inch above ground.

3. Keep the points of the teeth about three quarters of an inch above the ground for most vines.

4. Keep the tooth space on the right side next to the closed off space about one half the width of the other spaces because all cross runners tend to constrict themselves to this space.

5. On the 1953 Models, hang a piece of cloth over back tie rod to prevent berries going over back edge of sack.

6. Move dolly to very back edge of platform.

7. At end of season spray teeth with light oil to preserve fine polish acquired during picking season.

8. If you have any persistent trouble call Frank Cook Service, Middleboro 763-M-3.

would like to express his appreciation to Dr. Bergman for his valuable contributions to these monthly articles. It has been a real privilege to have worked with him. We at the Cranberry Experiment Station are happy that Dr. Bergman will be with us after his retirement and that he plans to do some private research.

Growers appear to be reasonably optimistic as we enter a new marketing season. Progress was made last year in establishing greater confidence with the trade by furnishing them with a good pack at fair prices under relatively stable marketing conditions. Let's do our part by furnishing these selling agencies with high quality fruit. This means careful handling of the crop from harvest through their screening operation. Avoid as much bruising of the fruit as possible, remove field heat from the berries, and screen carefully. It is important that those first shipments be judged favorably by jobbers, wholesalers, retailers and Mrs. Consumer, and that we maintain a high quality pack, both fresh and processed, throughout the season.

COUNCIL ALLOCATION AFTER MIDDLE OF THIS MONTH

Cranberry Growers' Council, meeting at the Onset NCA cannery plant, August 18, immediately after hearing Government estimates of the 1953 crop at the Cape growers' meeting, decided the allocation to its members between fresh and processed, will be made shortly after the middle of September. Last year this was announced October 11th.

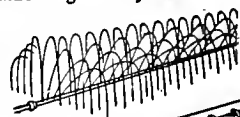
John C. Makepeace, president of the body said it was advisable that no allocation be made earlier—production could vary considerably from the preliminary 1,075,000 forecast, among possible causes being an East Coast hurricane, severe frost, or any one of a number of factors. Also at that time a better check on quality is ascertainable.

One solution to the spending problem would be to place a limit on what luxuries the Joneses could have and let them set the pace for the neighbors.

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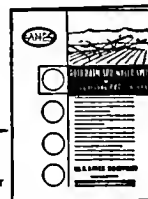


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Cranberries

THE NATIONAL CRANBERRY MAGAZINE

ISSUE OF SEPTEMBER 1953 - VOL. NO. 5

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FRESH FROM THE FIELDS

Compiled by C. J. H.

MASSACHUSETTS

Late August Not Too Good

Harvesting got under way in earnest for most growers Tuesday, Sept. 8th. August after the first three weeks, or so, did not come up to hopes. Temperatures ran a little bit above normal. There was an excess of rain for the month, 5.58 inches. There were not the bright, cool days desired. Earliest picking, however, began on August 24th, but these were not berries to go on the fresh market.

The fruit by the 8th was slow in color contrary to expectations, and the size was not increasing rapidly. The rains helped some, with .62 inches up to that date being recorded at the East Wareham State Bog. Cool nights, were being hoped for.

Labor

Help, local, plus about 200 Puerto Ricans, with the mechanical harvesters now in use, did not appear to be a problem.

NEW JERSEY

Weather

The weather at Pemberton during the month of August was a little cooler and dryer than normal. The temperature averaged 72.6°F., 1.70 below normal, and the precipitation was 4.15 inches, .63 inches below normal. An extremely hot period during the last six days of the month, during which the maximum temperatures were from 92° to 98°, caused some withering of berries. The rainfall was not well distributed since only .24 inches occurred after the 17th. As of the 1st of September, cranberries were in definite need of rain; continuation of the drought could

result in many undersized berries.

Harvesting Conditions

The severe heat is delaying the cranberry harvest. On most properties, some Early Blacks were ready to pick on September 1. So far, browned berries were not visible on the vines except on high sandy areas and some low wet spots. However, once the berries were off the vines and in the scoopers' crates, they have sunburned quickly.

Growers' Meeting

The annual summer meeting was attended by over 80 persons. Following the speaking program, which is reported in this issue, there was an interesting tour of the Stanley Switlik bogs at Mayetta and Stafford Forge. Extensive changes have been made, especially by construction of roads across the large bog areas so that all parts of the bog are easily accessible.

WASHINGTON

Washington Might Have Hit 75,000

This state could possibly have hit 75,000 barrels this year instead of the estimated 49,400 had it not been for the bad May frost, in the opinion of Dr. Crowley. Berries are large and there was little or no loss from insects or disease. Washington last year had its record, 57,500, while the 1942-51 average is 38,030. Therefore 75,000 would have been practically double.

Bulk Harvesting Starts Sept. 25th

What few Early Blacks there are were being harvested the first part of September; the bulk of the picking scheduled to begin about the 25th of this month.

WISCONSIN

August Ended Beautifully

Weather at August ending was beautiful and ideal for the growing of cranberries, although there could well have been more rain. Berries were sizing up very well and starting to color.

Fruitworm Control Effective

Contributing to the estimated record production of 255,000 barrels was the fact, fruit worm damage did not turn out to be as serious as feared, but this was primarily due to the extensive control work the growers did.

Labor Adequate, But Not Plentiful

A number of growers are expecting picking will start anywhere from the 15th to the 25th of September. Pre-harvest indications are that harvest labor will be adequate, but not plentiful.

Cranberry Weather

Precipitation in August, while totals were not far from normal, was plentiful during the first decade and was mostly very light for

(Continued on Page 18)

KILL WEEDS AT LESS COST WITH AMSCO STODDARD SOLVENT

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Caldwell Lane	
Conshohocken, Pa.	6-1010
MILWAUKEE, WIS.	Greenfield
1719 S. 83rd St.	6-2630
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Retiring Dr. H. F. Bergman gives farewell address to members of Cape Cod Cranberry Growers' Association, August 18, at State Bog, East Wareham. To his right are president E. L. Bartholomew; treasurer Mrs. Ruth Beaton, and secretary Gilbert T. Beaton. (CRANBERRIES Photo)

Million-Barrel Crop Estimate Is Met With Confidence

Distributors at Annual Meeting of Cape Cod Cranberry Growers' Association Say Crop Can Be Marketed—Dr. Bergman, Retiring Researcher Honored, As Are Two Long-Time Workers In Frost Reports.

Dr. H. F. Bergman, Senior Pathologist, United States Department of Agriculture retiring after 26 years and five months of service with Agricultural Research Administration was suitably honored at the 66th annual meeting of Cape Cod Cranberry Growers' Association, at Massachusetts Cranberry Experiment Station, East Ware-

ham, Aug. 18, and a large attendance of growers finally heard the long-anticipated Government Crop Reporting Service forecast given by C. D. Stevens that more than a million barrels of cranberries may be produced in the country this fall. Actual figure is 1,075,400.

Previous record yield was 982,700 barrels in 1950. Furthermore, Dr. Stevens asserted it was seldom that a large crop is over-estimated leaving the indication it could be even larger. Massachusetts crop is estimated at 640,000, a record, as compared to 610,000 in 1950 and 440,000 in '52. Wisconsin is set at 255,000, also a record crop for the Badger State, last year yield was 190,000. New Jersey is the same

as last year with 104,000. Washington is accorded 49,400, not a record, and Oregon, 27,000, a record. Last year's total (final revised figure) 790,500, or about 300,000 less than this season.

Massachusetts will have about 55 percent Early Blacks, 40 percent Late Howes and 5 other varieties, about the same as last year. Massachusetts berries will be above average in size and ripen early.

Stevens declared it was his opinion that the million-barrel and more crop, came in a year when "if there was ever a good chance to successfully market such a crop it is now."

State and Federal agricultural officials paid tribute to Dr. Bergman; growers attended from New



Group Views Cranberry Equipment.

(CRANBERRIES Photo)

Jersey, Wisconsin, Oregon and Washington State. Mrs. Bergman was given a corsage, presentation being made by Mrs. Henry J. Franklin. Dr. Bergman, as a gift, was provided with a desk, a chair and filing cabinet in the "Dr. Henry J. Franklin Room," at the Station, this addition having been built as a tribute to retiring Dr. Franklin a year ago.

Also honored and presented with handsome plaques were Clifford L. Davis of Worcester, who has been a weather observer at that city, a key point in making frost forecasts, for more than 30 years, and Mrs. O. P. Griffith of Carver, frost warning distributor for more than 30 years. The recipients were introduced and plaques presented by J. Richard Beattie, Massachusetts Cranberry Specialist.

"Dr. Franklin came up to Worcester more than 30 years ago with a truck with a box on back of it and said he wanted readings of maximum and minimum temperatures. I've been at it ever since. I'm 71 now and I will try to continue as long as possible," said Mr. Davis.

Of Mrs. Griffith, Beattie said, this spring when in the middle of the night she was unable to get subscribers on the telephone she sent the frost warnings with neighbors.

Presiding over his final meeting was president E. L. Bartholomew of Wareham. He is succeeded by former vice-president Frank P. Crandon of Acushnet, who was ill and unable to attend. First vice-president is Arthur M. Handy, Cataumet; second vice-president, Ferris C. Waite, Kingston; re-elected secretary was Gilbert T.

Beaton and treasurer, his wife, Mrs. Ruth E. Beaton, of Wareham.

Directors are Robert Whiting, Plympton; Charles Savary, Cotuit; Asahel Drake, Harwich and Frank J. Butler, Wareham. Honorary member is Chester Vose, Marion and Honorary Director Dr. Franklin. Business session at 10 began the day, and as is usually the case perfect weather was provided for the growers, the meeting being held outdoors under shade trees.

Reports given by officers included those from Mr. Bartholomew who said the association needed more members as did the frost warning service. Beattie, who heads up this work said there are now 199 subscribers, only nine more than last year; Frank Butler, chairman of the labor committee, said 200 more Puerto Ricans were to be brought up by plane from that island on the 2nd, 3rd, and 4th of September to assist in harvesting. Transportation is \$65.50 and the grower advances the fare. Mr. Butler said this would have to be his final year as chairman of the committee.

Ralph Thacher, reporting for the committee on the distribution of the new cranberry seedlings, explained that these had been distributed to a certain number of "co-operators," who had the hybrids set at their bogs. In three or four years they must give 50 percent of the vines to be re-distributed to other growers who wish the new varieties of cranberries—the first "humanly designed cranberries." The most popular variety, he said, appeared to be a cross designated as "Number 31."

Called upon for brief talks in the morning session were James

Dayton, University of Massachusetts; Dean Dale H. Seiling, U. of M. Extension Service Director; Sidney Vaughan, Plymouth County Agent Coordinator and Congressman Donald W. Nicholson, Wareham.

Dean Seiling spoke on the changes the past fifty years had brought and said the next 50 years would bring much more in the way of new achievements. He declared that Extension Service was vital to the growing of food to feed this nation.

Congressman Nicholson, interjecting a note of politics into the session, asserted that if the rest of agriculture asked for less government aid, as do the cranberry growers, who ask for nothing, the Nation would be better off. He said aids to agriculture have gotten to be rather tough and the question is "how far can the country go in aiding farmers?"

He added "we should put a stop to so much money to Europe in economic aid and to Indo China.

Noon brought a chicken pie lunch, served by ladies of Wareham Methodist Episcopal Church. The afternoon was mainly devoted to tributes to Dr. Bergman, with the crop report the closing event.

Marketing agencies which will have to dispose of the record crop were heard from briefly. All expressed confidence that the huge yield could be sold successfully.

Said Clyde McGrew of Eatmor Cranberries, Inc., "We want that million barrels this year." Harold E. Bryant, general manager of Eatmor said his staff had been traversing the country and outlets for fresh cranberries "are not afraid of that million barrels."

George H. Morse of Morse Bros., Attleboro, said he was confident the fruit could be sold and so said Melville C. Beaton of Beaton Distributing Agency, Wareham.

Guest speaker of the day was Louis Webster, chief of Division of Marketing, Mass. Dept of Agriculture. He said, "You people are so individualistic you do not seek the aid of the Massachusetts Department of Agriculture, but we are always ready to cooperate and help you in any way." He complimented the growers in their promotional program in tying up with poultry.

Walter E. Piper, Mass. Dept. of Agriculture, after greeting the growers, spoke briefly concerning the coming cranberry festival, Sept. 26th, as part of his duties to promote.

Among the distinguished speakers was Dr. George M. Darrow, principal horticulturalist USDA, Beltsville, Md., introduced by Prof. "Jack" Bailey. "We are proud you have recognized Dr. Bergman's work while he is living. We hope others in research will uphold the same high standards as he has," said Dr. Darrow.

Dr. C. E. Cross, director of the East Wareham Station, speaking in a personal vein called Dr. Bergman a "tower of strength to a young weed specialist," as he was when he first became associated with the Station. "To have a person to whom you can appeal in time of trouble is an asset; having him available for consultation in the future, with his decades of experience behind him will be a vast contribution to the industry."

Dr. Franklin spoke as follows: "I count it a rare privilege to appear on this program and to add my bit to the expressions of appreciation of my old colleague, Dr. Herbert F. Bergman, now retiring.

"I want to tell you again, what most of you know so well by now, that he is a rare man and has in his 26 years with us rendered a very great and very real service to the cranberry industry.

"We know that the passing of time is making a change necessary and we regret it. We know that a successor to the Doctor must be chosen, and it is our guess that the finding of a real one will not be easy. We shall have to depend heavily on our Director Seiling in this.

"Last year, this Association with other friends presented me with a nice new room in which to continue my labors at this Station. It is open for inspection here today. It has been very useful indeed and I appreciate it greatly. I have offered to share space in this room with Dr. Bergman and I am happy to say he has accepted this."

"It is entirely appropriate that we should recognize Dr. Bergman's



Mrs. O. P. Griffith of Carver receives a plaque in recognition of more than 30 years of frost warning service for cranberry growers. Plaque is presented by Cranberry Specialist "Dick" Beattie.

(CRANBERRIES Photo)

more than 25 years of service to the cranberry growers in every area," declared John C. Makepeace, Wareham. "It is my hope he may live long to see the fruits of his work"

Dr. F. B. Chandler speaking directly to Dr. Bergman said, "Your work in oxygen deficiency in flood waters has produced more important results than any other plant study." He spoke further in great appreciation of the research of Dr. Bergman in the new seedling varieties of cranberries, which will increase production, particularly in the East.

Among those introduced were Alden Brett, member of the Board of Trustees of University of Massachusetts; Theodore H. Budd of New Jersey, president of Eatmor Cranberries, Inc.; Guy Potter, Wisconsin; Isaac Harrison, New Jersey; Dr. Eugene H. Varney, plant pathologist, USDA.

Exhibitors at the bogside, their equipment viewed by growers during the day included: Niagara

Chemical Division of Food Machinery and Chemical Corporation, N. E. headquarters, Ayer, Mass.; Blue Hill Apiaries, Mattapan, Boston; Busy Bee Apiaries, So. Weymouth; Ames Irrigation, Charles H. Reed, Seekonk; Arthur F. Clarke, Barnstable; Frost Insecticide, Arlington; Joe Hackett, No. Hanover; Western Pickers, Coos Bay, Oregon, and Middleboro, Mass.; C. & L. Equipment Co., Acushnet; H. A. Suddard, Inc., Wareham.

AVERAGE AMERICAN FARMER IS 48

Age of the average American farmer is a little more than 48 years, according to a report of the Census of Agriculture. He has operated his farm on an average of 13 years. Farm owners are ten years older than farm tenants.

Any man who claims to understand women is either a psychologist or badly in need of one.

Right—Upper is Clifford L. Davis receiving his plaque for 30 years of service as a weather observer.

Right, Lower—Statistician C. D. Stevens announces the first government estimate of the cranberry crop.

(CRANBERRIES Photo)



NEW PRESIDENT

Frank A. Crandon of Acushnet, who last month was elected president of the Cape Cod Cranberry Growers' Association intends his "darndest" to make his term of office do the association all the good he can possibly accomplish.

The new head is a man who has much "weight" in the industry. He is a man who has a long-standing habit of getting things done.

He says, "As soon as the fall cranberry activities are over, I will meet with the boys (directors) and we will decide the most important elements to form a successful program. I want to get more young men in with us," by which he means more active young interest in the association. Crandon believes that one good plan to do this is through the winter and early spring Cranberry Club meetings.

He plans to send out a direct appeal to these growers. He thinks that many in the Massachusetts' industry need to have brought to their minds the valuable services



the Cape Association has done in the past, is continuing to do and should do more of in the future.

Crandon's bogs are at Long Plain in Acushnet and at Tihonet, Wareham, comprising 80 acres in all. The property at Tihonet is owned jointly with "Bob" Pierce and is known as the C. & P. Company. Average production he has achieved at Long Plain is about 75 barrels to the acre.

Crandon is also manager of other bog properties.

He is well known as a successful grower of cranberries and also a man with many other business interests, but today he is devoting more and more time to cranberries.

He states without qualification, "In my opinion there is a wonderful future in cranberries, or I wouldn't invest my money in bogs.

"I feel it is my responsibility to do the best I know how for the Association, and I am very appreciative of the honor of being elected president of the Cape Cod Cranberry Growers' Association."

Crandon served for 16 years as director of the Brockton (Mass.) Egg Auction, last year withdrawing his name for re-election. He is a director of National Cranberry Association, president of the C. & L. Company which manufactures cranberry equipment, president of Cranberry Credit Association since its organization, and is president of Production Credit.

Annual Festival At Edaville September 26

Plans are set for the annual Cranberry Festival at Edaville, South Carver, Saturday, September 26. Highlights are: selections and crowning of new queen, to succeed Miss Joy Reese of Harwich, Mass., and Massachusetts, New Jersey, Wisconsin, Oregon and Washington have been invited to provide candidates; a pageant, "The Cranberry Story," with a cast of 50, the chicken-cranberry barbecue; proclamation of "Cranberry Week," from Massachusetts Governor Christian A. Herter, about to become a cranberry grower him-

self; contests and awarding of prizes in various events.

On the morning of that date, events really start at the adjacent, historic town of Plymouth, with floats competing in a parade, sponsored by the Plymouth Chamber of Commerce, with cranberries as the general theme. Queen contestants will ride in the parade, and then proceed to Edaville.

Seatings for the barbecue are at 11:30 a. m., 12:30 and 1:30 p. m.

Master of Ceremonies for the festival will be Ken Dalton of Brockton, who has served in that capacity a number of times previously. Marcus L. Urann, president of National Cranberry Association will give the address of welcome. He will be followed by the proclamation of the Governor.

Then will be the pageant.

Contests include the following: "Biggest Berry" of 1953, with award presented to grower producing the biggest berry of the current crop, by Massachusetts Commissioner Henry T. Roderick; best cranberry dish contest, an event in charge of Mrs. Ruth Wakefield of Massachusetts famed "Toll House;" this portion of the program featuring "Cecil, the Cranberry Elf;" events for children will be a cranberry jam (eating) contest, ages ten or younger; free balloons, crowning of the queen by Massachusetts Senator Edward C. Stone of Cape Cod.

In the biggest cranberry contest, which will be judged by Dr. F. B. Chandler of the East Wareham, Mass. Experiment Station, there will be four awards. Entries will be divided in classes, (1) McFarlins, Centenials and Hollistons; (2) Howes, (3) Early Blacks, (4) Searles and others.

Two previous contests have been held the biggest cranberry in 1951 being an entry of H. E. and M. F. Maurer of Hauser, Oregon and in '52 by William Stillman in Scituate, Mass.

A pound of berries should be sent to Dr. Chandler to receive them by Sept. 23, and he will determine the biggest of each variety by taking cup count and the average berry weight.

From Sea To Shining Sea

F. B. Chandler

As we all know, cranberries grow on both the Atlantic and Pacific coasts and in Wisconsin, but there is a lot of America to be seen between cranberry sections. Not until one makes the trip across the country by car does he realize just how big and wonderful our country is.

We had talked for several years about taking a trip to California to visit relatives and friends but for various reasons such a trip never got beyond the talking stage. I appreciate that in Massachusetts, vacations can be accumulated so that one may take two years' vacation at one time which made it possible for us to go to the west coast this summer. Mrs. Chandler and I with our two daughters, Margaret and Betty, left East Wareham the latter part of June. Our first stop was in Beltsville, Md., for a conference with Drs. Darrow and Goheen on cranberry breeding. During this meeting we discussed past, present and the future of cranberry breeding, and Dr. Darrow expressed the hope that there might be a meeting this winter of those actively engaged in this work. When we left Beltsville, we left cranberries for a while.

We visited friends in Virginia and the first night going west we camped in Green Ridge Mountain Park in Maryland. The tent was up just in time as we had a cooling thundershower. The following day we went through the hills of the mining country in Pennsylvania and West Virginia and saw several roadside statues of "Madonna of the Trail" dedicated to the pioneer mothers of America. It is very fitting that the mothers who did so much to develop our country are recognized. The family enjoyed visiting Lincoln's home, (we were especially interested in seeing the 7 foot black mohair sofa which Lincoln had had made) and tomb in Springfield, Ill., and New Salem Park. New Salem Park is one of the historic shrines of America, a re-creation of the village where Abraham Lincoln spent six years

of his life as store clerk, postmaster, surveyor and legislator. Many cabins and shops, post office, a church and school and Rutledge Tavern, furnished as they were in the 1830's gave us a real feeling of life over a century ago. We were very curious about the formation of a group of logs in the yard of almost every cabin and learned that they were ash hoppers to leach the ashes for lye used in making soap. We talked with the postmaster who is very proud to be the first postmaster in New Salem since Lincoln. On one special day he had received mail by Pony Express, Stage Coach, Air, and the Boy Scouts had brought in a pouch over a foot path.

When we stopped in Hannibal, Missouri, both of our daughters exclaimed "Oh, there is the fence the boys whitewashed!" We had stopped in front of Mark Twain's boyhood home which is visited by people from all over the world. There was the kitchen where Aunt Polly did the cooking, and a stairway over the former chicken house took one up to the bedroom of Mark Twain. We visited the hill where Tom and Huck played which is now a small park and took two more pictures.

It was such a terrifically hot night and as we would be going through prairie country, we decided to drive all night and saw the sun rise in west central Kansas. Breakfast was enjoyed in Oberlin, Kansas (coffee 5 cent) and we entered Colorado at noon. In eastern Colorado we saw several groups of migrant workers with combines, trucks and old trailers, but there seemed to be no work for them in the harvest fields. Much of the wheat had been ruined by rust and was not being harvested. The men and their families looked very hot and discouraged and we felt sorry for them. The day was extremely hot, dry and windy. At Idalia we put the air conditioner on the car and it helped revive us. The person sitting in the right front seat had the job of pulling the cord to keep the felt wet.

By the middle of the afternoon we were in Denver, the Mile High City, where the Hospitality Center supplied us with information about

what to see and how to get there. The State Capital, the dome of which is covered with gold leaf from Colorado mines, glittering in the sun, overlooks Civic Center. As we arrived in Bear Creek Canyon we were blessed with one of those mountain showers that takes the dust out of the air, lowers the temperatures and makes one feel glad to be alive. We purchased a few groceries in a little mountain store and then set our tent up by a roaring mountain stream. It was

a beautiful spot with a number of trails wandering off through the woods and across a long log over the stream. Our girls so much enjoyed the mystery of these paths that we had to call them to eat and they left as soon as possible to climb a trail part way up one of the mountains. The sound of the rushing water deepened our sleep and we awoke in the morning ready for new adventures.

(Continued from Page 18)

MECHANICAL PRUNING AND RAKING OF CRANBERRY BOGS

The following questions are the ones most frequently asked by cranberry growers . . .

How long does it take to cut an acre?

One to two hours to cut . . .
One hour to rake.

How many uprights do these machines cut off?

Less than any other method of pruning.

How often do the knives have to be sharpened?

We have operated knives over 100 hours without doing anything to them except washing them.

Do the rakes do any damage to the bog?

No . . . if properly handled.

These answers are based on three years of experience. If you are thinking of pruning your bog this Fall, get your orders in early, as the number of machines is limited.

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MAKES TOUGH CUTTING EASY

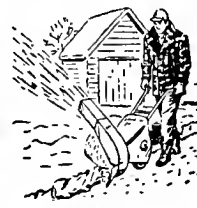
28" Sickle bar cuts weeds, brush, grass—trims close to buildings and trees. Climbs hills.



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20' Full Floating Reel



16' Rotary Snow Thrower

Hanson Lawn Mower Shop
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Hanson, Mass.

Dahill Co.

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Route 123, North Hanover, Mass.

Lawn & Garden Equipment Co.

65 Stafford Road
Fall River, Mass.

H. M. Christensen Co.

1382 Main Street
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Crowell's Lawn Mower Service

75 Iyanough Road
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THE Clapper CO.

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WEST NEWTON 65, MASS.

500 AT ANNUAL NCA MEETING HEAR URANN SAY CO-OP WANTS 516,000 BBLs.—BARBECUE

Expects to Make Good Return to Growers, National Processing 96 Percent of Canned Fruit—James Glover Elected First Vice President.

With the theme this year of "More Berries For More Dollars," President Marcus L. Urann of National Cranberry Association told more than 500 members meeting at the Onset (Mass.) cannery Aug. 19th, the processing co-op needed and could dispose of 516,000 cases of the record '53 production. He further said 5,000,000 cases would be sold, the price of \$2.00 as case would be maintained, bringing in \$10,000,000, and he expected to pay "at least \$16.00 a bbl. this year, about the same as last." First advance would be \$7.00, as last year.

NCA, Mr. Urann asserted, is now processing 96 percent of the total U. S. cranberry crop. Of this year's huge anticipated production, with Ocean Spray handling approximately half, Eatmor Cranberries, Inc. (former ACE) 280,000-300,000, fresh fruit independents 200,000 and independent corners, about 20,000, the yield would be disposed of. In answer to a question, he asserted directors of NCA had voted not to accept new members and "surplus" berries for the pool after October 1. Spring and summer campaigns had been unusually successful and more than 200,000 barrels had been sold. More sauce is now sold at Easter than at Thanksgiving, he said.

50,000 bbls. were needed before September 15th to supply orders, he declared. Nothing is carried over from last year.

Research is being carried on all the time, he continued, to get more sauce from cranberries, without decreasing flavor and quality. "We now get 11 1/4 cases from a barrel, whereas previously we got 11 and one-tenth.

As to the future he says officials

of NCA map out yearly campaigns. The aim now is to achieve in the U. S. one can of cranberry sauce consumption per capita by 1957 per year, he said. This goal has already been reached or passed in 8 markets in the country. consumption is now 1 1/4 cans in New England, more than a can in Miami area, Chicago over a can, also Albany, as examples.

He referred to a "tremendous" market, Ocean Spray is building up in Canada. He said NCA now has more than 1900 members, with new ones coming in "every day." Production capacity is now 60,000 cases a day. He referred to the splendid investment the association had in plants and equipment which currently could not be duplicated for many times the cost.

Trained "Runners-Up"

He dwelt at some length upon the soundness of the co-op in having "thoroughly-trained runners-up," for every key position in the organization. These assistants could take over, at a moment's notice, the duties of their superiors, he said.

H. Gordon Mann, vice president in charge of sales, told of distribution of outlets throughout the country, and how Ocean Spray was continually making more money for these brokers so they were pushing cranberries with ever-increasing vigor. "We give the broker all the tools, we give him creative and consistent advertising—a complete package to produce results."

"The management of NCA will continue to be aggressive. So you can continue to turn in more berries with confidence of successful disposal."

Miss Ellen Stillman, vice president advertising and publicity told of promotion campaigns. On a wall of the meeting room were huge and attractive ad layouts.

(Continued on Page 14)

WHOSE AFRAID OF 1,000,000 Bbls.?

IT SEEMS to be in the harvest now, this fall of 1953—that million barrel (and more) crop of cranberries. Best of all would appear the confidence, with which those responsible for the marketing of it, that they can sell it successfully.

The fact the industry could, and would, some year produce a million barrels has long been realized, and it has been looked forward to in a way. If the major distributors have secret trepidation this is too many cranberries to sell they are concealing it well. We believe the industry is now geared to such a disposal. For one thing there is not the dismaying spectre of a freezer surplus lurking over head.

Both the major co-ops, Eatmor, in the fresh market (and going into a cranberry fresh freeze campaign for more extended consumption next month) and NCA, which has successfully built up year-round demand for canned sauce, say they want and hope to get very sizeable proportions of the '53 yield. Independents such as president Orrin Colley of Cape Cod Cranberry Co-operative, "Mel" Beaton, Beaton's Distributing Agency, Morse Brothers, "Barney" Brazeau of "Indian Trail" out in Wisconsin, to name a few of the chief outlets, with keener merchandising programs, have said, at one time or another, they don't believe such a production is too big to handle.

Anyhow, the Government estimate of the 1,000,000 barrels has been made. It is our opinion that the words of N. E. Crop Statistician C. D. Stevens, "If there ever was a good time to market such a crop, it is now," were carefully considered and apt. As stated, the marketing end of the industry has in the main, merchandising campaigns which are rolling and increasing in intensity; such programs are accumulative, their benefits being built up year by year. While there is far more cautious spending, U. S. employment remains high and people have money to spend. We have all read about that "clock" in Washington which is ticking up a constantly increasing population—**more** people should buy **more** cranberries.

There need be at least one word of caution, however. And, that is, the market should not receive unripe fruit in its early opening to spoil demand and price.

CRANBERRIES - WAREHAM, MASSACHUSETTS

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New Jersey Cranberry and Blueberry Station
Pemberton, New Jersey

Our appreciation to Wisconsin Cranberry Sales Company for once again becoming a group subscriber to this magazine. We can do a better job for the industry with more readership and support.

NCA Meeting

(Continued from Page 12)

Leon Proesch, promotion, spoke briefly on the aims and progress of the co-op.

John Harriott, assistant treasurer, and Mr. Urann answered questions, these particularly concerning value of NCA stock, common and preferred. Opinion was expressed stock would eventually have a collateral value. Growers now own 60 percent of all assets, the remaining 40 being in mortgage.

Mr. Urann told the assembly of the condition of his brother, Carl B. Urann, former vice president, who was stricken with a shock last spring. He has now been returned to his home at Middleboro from a Boston hospital, and was making recovery with hope for restoration of his eyesight, following several operations.

Lunch in a Tent

A fine barbecue of chicken with cranberry sauce was served at noon by Ladies of the Wareham M. E. Church, this served in a big tent set up for the occasion. The barbecue pit was directly on routes 28 and 6, main road to the Cape, attracting much attention from the travelling public. All growing areas in U. S. were represented with a particularly large delegation from New Jersey, and a number from Wisconsin.

Election Results

Members balloted for directors and these later in the day chose officers and appointed executives.

Officers re-elected were president, M. L. Urann, Hanson; vice-president, Jas. M. Glover, Middleboro; secretary-treasurer, John C. Makepeace, Wareham; Miss Ellen Stillman, Hanson, vice-president in charge of advertising and publicity; Marcus L. Havey, vice-president western division. Wilho Ross, succeeding late William Jacobson, Grayland, Washington, vice-president Pacific Division; H. Gordon Mann, Hanson, vice-president in charge of sales; Ferris C. Waite, Plymouth, vice-president in charge of growers' relations; M. S. Anderson, vice-president Pacific sales and John F. Harriott, assistant secretary-treasurer.

Directors named were: Mrs. Althea Atwood, South Carver; Carlton Barrows, Boston; Frank P. Crandon, Acushnet; George Briggs, (Eatmor Representative), Ply-

mouth; Kenneth Garside, Duxbury; Harrison F. Goddard, Plymouth; Samuel R. Gurney, Boston; Robert S. Handy, Cotuit; John C. Makepeace, Warcham; Russell Makepeace, Marion; Bertram Ryder, Cotuit; Carl B. Urann, Middleboro; (New Jersey) Enoch F. Bills, John E. Cutts, Isaac Harrison; Thomas Darlington (succeeding J. Rogers Brick), Wisconsin; Albert Hedler, Fred N. Lange, Charles L. Lewis, Guy N. Potter, Robert Rezin, (Eatmor Representative) Guy N. Potter, (Washington) Leonard Morris, David Pryde.

30th Anniversary Of Long Beach Station Observed

Many West Coast Growers
Pay Tribute to Work of
D. J. Crowley Since 1923
—Some of New Hybrids
Eliminated at Field Day
Event.

Annual Field Day at the Cranberry-Blueberry Experiment Station, Long Beach, Wash., was observed August 14, with special ceremonies, as 1953 marked the 30th anniversary of the Station. About 150 growers assembled from the Peninsula and Grayland areas of Washington and from the Bandon and Clatson districts in Oregon.

D. J. Crowley, director of the Station, who has been at cranberry work there since 1922 was in charge of the program, assisted by County Agent Ralph Tidrick.

A number of representatives from Washington State College, which has supervision of the Long Beach Station were present, these including Regent Ralph Gilesie, who brought greetings from the College; Dr. Mark T. Buchanan, director of the State Experiment Station; Dr. George W. Fisher, head of the department of plant pathology, Dr. T. A. Merrill, head of the department of horticulture.

Reducing of Hybrid

One important step during the Field Day program was selection of cranberry hybrids these being cut down to less than 100 in number. At harvest time these will be reduced to 20 or less. Dr. Crowley declared he felt some of the new hybrids would "give the MacFarlins a run for their money."

Referring to these crosses, Mr. Crowley is inclined to believe that because of different growing conditions, hybrids which are promising in the East may do less well on the Pacific, while the reverse will be true of others.

Dr. J. H. Clarke of Cranguyma Farms reported on experiments conducted with different varieties of cranberries sent from the East for trial and asserted he thought none of them promised much better results than the old stand-by, the MacFarlin, except that a few crosses promised an earlier ripening date.

Tour of Property

Tours were made of fertilizer test plots, the new green house was inspected and Charles Doughty, assistant to Crowley gave a talk on hormone sprays. Lunch was served by ladies of the Peninsula Cranberry Club and greetings to visitors were extended by Mayor Ted Lentz of Long Beach.

Dr. Mark Buchanan said one purpose of such field days is to demonstrate to the taxpayers that their investment in experiment stations and colleges is sound, standing to increase yields ten times over in a period of years. However, he asserted one primary purpose, this year, was to celebrate the advent of experimental work hereby Washington State College, and its representative, D. J. Crowley, as a 30 year anniversary. He made way for Superintendent Crowley to respond.

Crowley's Story of Early Days

Crowley's story of the industry there went back as far as 1910, when he said there were a few small bogs of no known varieties. A promotion campaign had sold raw bogs to preachers, teachers, doctors, dentists and lawyers with the idea that all one had to do was to get the bog planted, then come back in four years and enjoy prosperity and the annual harvest. Usually, they could not even find the bog after four years of absence.

Appeals were made to the United States Department of Agriculture, and the Washington State College for help to get the industry out of the resulting trouble. His own advent was about 1922 when he and Dr. Bain surveyed the situation, Crowley on foot and Bain on a bike.

Crowley's report was optimistic, so the college authorities said "You go and take care of the situation." He has been at it since 1923.

The original troubles were considered to center on fruit pests, but it soon developed that frost was a killer of cranberry production. The battle against both has been continuous. Smudge pot heaters from the apple and orange orchards were tried, but it was soon found, the heat all went up into the air, benefiting the low-lying cranberry but little. After that airplane propellers used as blowers gave promise of aid until it was found they blew cold air, as well as warm, over the vines depending on the temperatures of the air layers available. Final success was achieved only after an initial demonstration that the latent heat released by ordinary cold water, sprayed on the vines at the critical moment, was sufficient to raise temperatures the few degrees necessary to save the blooms and berries from freezing. This demonstration was first made in 1926, but it was a matter of ten years, or more, before growers began to overcome their skepticism, and found practical means to put the idea in practice. Now, Crowley said, the growing of cranberries is a gamble without water sprinklers.

The problems of pest control were solved in the course of the years with the development of new and better insecticides and the great problem of marketing has gone through a similar experience. Harvesting, which formerly depended largely on the women of the community, and their children, picking by hand, is now done far more expeditiously by flooding, fol-

lowed by the so-called "eggbeater", and the scoop.

Weed Control Not Fully Solved

The one problem that Crowley seemed to feel is not fully solved is that of weeds. Progress in methods and weed killers has been made, and there is promise of advancement in that line. In any event, he thinks that cranberry growers are ahead of other fruit growers in getting the better of all their enemies, and the industry is on a sound basis.

Crowley paid great tribute to the intelligence and resourcefulness of the men in the industry, who work incessantly to devise and put in practice better methods and better equipment, many of their ideas and inventions turning out remarkably well.

Robert W. Savary

CHRYSLER-PLYMOUTH

SALES and SERVICE

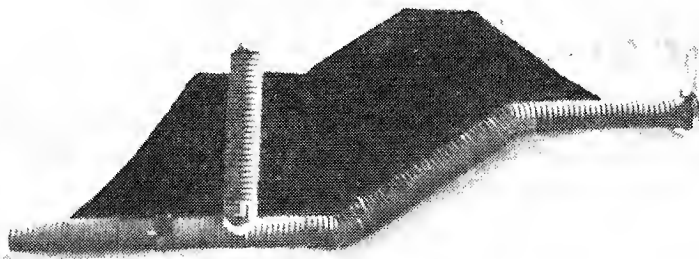
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One public official who will spend less money is better than a hundred who can raise more taxes.



One - Way Medium - Lift TRUFANT STRAIGHT - LINE PUMP

Shows installation layout for lift of about six feet. Sloping pipe is extended for higher lifts. Same basic 10 HP pump.

You are looking for the lowest cost — installed, in place, ready to pump.

You can install a Trufant pump in a day with a clamshell; no spiling, no concrete, no need to dry the hole. And 100% salvage if you decide to rearrange your system. That is the kind of economy you are looking for. And the parts which could wear or break are all low-cost, mass-production parts.

In WISCONSIN see GOLDSWORTHY

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RUSSELL A. TRUFANT

Carver 64-11

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FOR IMMEDIATE SALE

16 acres producing marsh
15 acres cleared for development, on 220 acres of land.

Fully Equipped

Now operating warehouse, Modern house. Must sell due to death in family. For detailed information contact—

C. STUBIG

R. 3, Hayward, Wisc.

Annual Meeting Of the Growers Of New Jersey

Summer Meeting — A C G A

Over 80 persons attended the annual summer convention of the American Cranberry Growers Association in New Jersey. Under the chairmanship of Theodore H. Budd, Jr., the speaking and business program began at 10:45 a. m. and continued until 3 p. m. when a tour of Stanley Switlik's bogs at Mayetta and Stafford Forge was begun.

Mr. Budd said, "Our New Jersey production for the last 3 years shows an increase of approximately 27 percent over our 1940 to 1949 average. From my observations, the 1953 crop will increase this percentage even greater. I cannot remember when New Jersey growers were in a more aggressive but cooperative spirit. The cranberry growers are fortunate in having a more solid sales organization than any other agri-

cultural group can muster. If we can maintain this aggressive spirit we are going to be a tough team to beat."

Chester E. Cross, director of the Cranberry Experiment Station on Cape Cod, particularly emphasized the need for making cranberry vines grow well if the benefits of weed control and other work are to be realized. This means especially a proper balance of the use of fertilizer and water management. Sometimes when fertilizer is badly needed, its use will also stimulate rank weed growth. But the job is first to grow cranberry vines and then to cope with the weeds, by mowing, by crowding them out, by use of kerosene and weed killers.

Walter Fort of the Growers' Cranberry Company exhibited a collection of common cranberry weeds which Dr. Cross used in illustrating answers to questions about specific weed controls.

Clifford Sims, Crop Forecaster, stated that the expected crop for New Jersey is the same as last year, 104,000 barrels.

C. A. Doehlert, of the Pemberton Station's Department of Horticulture, reported some interesting facts on the 1953 response of Champion vines to fertilizer based on measurements taken from small squares. On very poor vines, a single treatment of 200 lb. of 8-8-8 per acre on Nov. 5, 1952 resulted in doubling the crop and putting the vines and fruit buds in much better condition for next year. This test was run on a field scale. In another experiment involving small plots but with vines cropping fairly well, the use of 8-8-8 in June increased the crop 50 percent.

Doehlert again placed special emphasis on the value of sprinkling or flooding the same day or evening that a portion of a bog is harvested.

Martin T. Hutchinson of the Experiment Station Department of Entomology reported on the methods for controlling cranberry scale. He stated that spray tests made during October 1952 and evaluated during August 1953 showed that Malathion was as effective as the recommended Metacide for cran-

This is the year we need the **CRANBERRY GROWERS MUTUAL**

If we can market this year's crop without a break in prices we have proved we have stabilized our industry and we can move forward on a sounder basis.

This is a year for greater cooperation—by the grower to see that he doesn't flood his selling agent with berries and add to his problems—by the selling agents to see that he is acting for the best interests of the grower and not for his commissions alone.

— SUPPORT —

the Cranberry Growers Mutual and you support the whole INDUSTRY.

Compliments of
CHARLES N. SAVERY Company
Registered Land Surveyors
&
Civil Engineers
Cotuit, Massachusetts

berry scale control. Also determined was the fact that 100 gallons of Metacide spray (1½ pints of 50 per cent emulsion concentrate per 100 gallons) was as effective as was 600 gallons. Neither Malathon nor Metacide affected the rooting ability of cranberry cuttings. The scarcity during August of heavy infestations of scale in New Jersey may possibly be due to the activities of parasites.

Robert S. Filmer, also of the Department of Entomology, gave an interesting progress report on his studies of bees and cranberry pollination.

These data will be presented in two papers, one on "The Effect of Insect Pollinator Populations on the Set of Cranberries" and the other on "The Blooming and Fruiting Habits of Early Black Cranberries in New Jersey."

The Tour of the Switlik Ocean County Bogs was of special interest because of the improvement of vines secured in one year by use of fertilizer and kerosene.

Fresh From the Fields

(Continued from page 5)
the remainder of the month. Scattered moderate showers fell almost daily for the first 7 days. The northwestern bog areas received moderate to locally heavy showers on the 13th and 24th and western and northern bogs had moderate showers on night of 29th and morning of the 30th. Southern and southeastern bogs were obliged to irrigate during the last half of the month.

Temperatures were above normal during the first half of August and in the last 7 days. Below normal readings were experienced from the 15th to 23rd, especially 15th to 20th during which time temperatures were consistently between 35 and 40°. Lowest readings were 33-38° on the 17th and 29-37° on 19th. Maximum temperatures were near 90° (above 90 in southern bogs) from August 25th through September 2nd after which a cooler trend set in.

Arthur F. Wolford,
Meteorologist

There would be fewer war debts if people were compelled to do the footing before the arming.



The RED BOOK is a "bible" of the produce business, rating all these engaged in any way as to both financial and moral standing. A very small percentage of the firms receive an additional recognition known as the "RED BOOK Business Character Award". It is, in their words, given to firms with "a high degree of financial stability and whose records and trade dealings are consistently favorable". INDIAN TRAIL holds this award, which is particularly gratifying due to the relatively few years that we have been engaged in business.

Cranberry Growers, Inc.

Mead-Witter Bldg.

WISCONSIN RAPIDS

WISCONSIN

LOOK—STUDY!

THE 5 POINTS LISTED BELOW.

They tell you *why* you can
have confidence in *us*

- Nationwide Distribution for Cape Cod Cranberries
- Aggressive sales planning and control
- Efficient and economical operations
- Simplified accounting — prompt payments
- Cooperating with other agencies to correct present weaknesses of the cranberry industry.

MEMBERSHIP OPEN

write or phone

CAPE COD CRANBERRY COOPERATIVE, Inc.

17 Court Street, Plymouth, Mass.

Tel. Plymouth—1760

"cranberries" was the original and still is the only general magazine of the industry. you should be a regular reader.

From Sea to Shining Sea

(Continued from Page 11)

Red Rock Theatre, a very unusual outdoor theatre seating about 9000, was only a few miles from our campsite by way of a very winding road. Nature created a marvelous location with almost perfect acoustics, to which man added seats and lights, a stage floor and dressing rooms. During the summer there are many symphony concerts, ballets and plays

presented here but we were not fortunate enough to be there the night of a performance. We left these unusual and beautiful red rock formations to go north to Boulder where we drove through the campus of the University of Colorado. It is a lovely campus with buildings of red stone and mountains all around the town. North of Boulder we sighted snow covered Long's Peak (Altitude 14,255 ft.) in the distance. We went

up through Loveland Pass and the Big Thompson Canyon and stopped for lunch by the big roaring mountain stream in the Canyon. Near the picnic area was a small power plant and we learned that there were a number of them on this stream. As we left Big Thompson to go into Rocky Mountain National Park through the village of Estes Park, we stopped for pictures at Deer Mountain Lodge. This was an excellent opportunity to look back over the mountains we had come up and to look ahead to those we would climb. Near the entrance to the Park on Trail Ridge Road which we took, was a sign marked "The longest, highest drive in the world." We stopped at one of the turnouts to get a picture of the view and were surprised to find chipmunks everywhere, so tame they would eat from one's hand. Into the car again and soon another stop for the children to make snowballs as there was snow on both sides of the road.

The flowers in the mountains are beautiful and quite different from those we see at home. Most of the blossoms are close to the ground and are usually on a southern exposure. No wonder the flowers are different—the season is shorter and we were at an altitude of over 12,000 feet. Timberline is 11,000 feet where the trees were very short, yet probably hundreds of years old. These trees were twisted and often the branches were all on one side.

We crossed the Continental Divide and the Never Summer Range of Mountains was in view. How well they were named as they were all snow covered on the first of July. It is impossible for me to adequately put into words the beauty of those snowcapped mountains!

That night we stopped at Timber Creek Camp and it was a camper's dream in reality, with lovely sites. It didn't take us many minutes to get unpacked and to get those steaks which we had purchased in Denver, out of our refrigerator and pan broiled over our Coleman stove. How delicious they tasted! That night was so beautiful with the bright stars, really brilliant, we almost hated to go to bed, tired as we were. (Con't. in next issue.)

BEST WISHES—NOW

This message, perhaps, is an unorthodox time to send you our best wishes, however, we do—"May you all have a good, sound crop of Cape Cod Cranberries that will sell well from coast to coast."

Eben A. Thacher

Brewer & Lord

INSURANCE

40 Broad Street, Boston, Mass.

Telephone: Hancock 6-0830

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

Bryant Confident Trade Welcomes Big 1953 Crop

Eatmor Cranberries, "Kicks Off This Year's Merchandising Program Before 400 Produce Distributors and Guests at Chicago Presentation.

Plans for this program, "OPERATION SELLMOR," were unveiled to nearly 400 produce distributors and guests in a presentation at the Hotel Sherman in Chicago, Aug. 9th. Master of Ceremonies was J. Gordon "Buck" McKinnon of Boston, assisted by a "Cranberry Girl" and "Cranberry Dan," a forty-seven inch midget, costumed to represent the Eatmor cranberry man trademark. Distributors were told of the array of prizes, largest ever offered in the fresh fruit and vegetable industry, that consumers, retailers and distributors can win in the contest.

The program, as outlined at the sales meeting, consists of 4 parts:

(1) A consumer contest where housewives have a chance to win a 1954 Cadillac Convertible or one of 60 other valuable prizes by selecting the most appropriate first and last name for the "Cranberry Girl" and telling in 25 words or less why they like Eatmor cranberries. A label from the Eatmor cellophane bag or window box must be mailed with each entry.

(2) A display contest where retailers and their distributors will be out to win a Jaguar sports car. Outboard motors, Polaroid cameras and electric clock radios are also being offered.

(3) A special bonus to distributors to help boost the number of displays and total sales in the display contest. Distributors will be entitled to a Polaroid camera for every 15 stores they get to enter the contest.

(4) Freeze Fresh Cranberries Week, October 16-24. A special promotion to build multiple unit retail sales of fresh cranberries for home freezing.

Blow-ups of Eatmor's magazine, newspaper and trade advertisements and samples of point of sale material were displayed to the audience.

Some ten million entry blanks have been printed by Eatmor for the consumer contest and a grand total of 23½ tons of point of sale material has been ordered by retailers planning to enter the display contest.

Trade Advertising Increases

Space advertising to consumers will total about the same as last year but advertising in trade and grocery papers has been increased

to encourage greater participation by retailers in the contest.

At the conclusion of the program, to emphasize the profits in the promotion, "Cranberry Dan" and the "Cranberry Girl" threw plastic golf balls to the crowd. These were later exchangeable for silver dollars to the catchers. Novel cranberry pins were also passed out to the audience.

A surprise at the refreshment hour, which followed, was an appearance by Claude Kidchner, TV star of "Super Circus," one of the top children's programs.

RAIN BIRD

Protects Cranguyma!



1000
RAIN BIRD
SPRINKLERS
LIKE THIS



Provide Protection from Frost and Drought at Cranguyma Farms, Long Beach, Wash.

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.

Be sure that the system you buy meets the minimum requirements for design, installation and performance of a sprinkler irrigation system, as approved by the American Society of Agricultural Engineers.

Our research and planning department is at your service. Consult us today without obligation.



NATIONAL RAIN BIRD SALES & ENGINEERING CORP.
AZUSA, CALIFORNIA
RAINY SPRINKLER SALES, 1533 WEST LAKE ST., PEORIA 5, ILL.

SEPTEMBER!

and HARVEST MONTH!

It pays to make the fullest use of

ELECTRICITY

In your packing house—in your home.

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WAREHAM — PLYMOUTH

TEL. 200

TEL. 1300

DECAS BROTHERS

Growers Of

Cape Cod Cranberries

Phone 147

WAREHAM, MASS.

In Answering Advertisements
Please Mention CRANBERRIES

Eatmor personnel present at this "kick-off" party were Theodore S. Budd, Sr., president of Eatmor, Russell Makepeace and Clarence Searles, directors; Mr. Bryant; E. C. McGrew, Eastern sales manager; Lester F. Haines, Western sales manager; Lloyd R. Williams, merchandising manager, and Stanley D. Benson, assistant merchandising manager. Others in the official party were Charles F. Hutchinson, executive vice-president of Chambers and Wiswell, Inc., the advertising agency for Eatmor, and Jack Manning, director of radio and TV for the agency.

Novel Way of Increasing Bog Bumble Bees

Vernon Goldsworthy of Wisconsin this season tried a very interesting experiment in an attempt to increase the bumble bee population around his Thunder Lake Marsh at Three Lakes. He simply put out old automobile seats, along the sides of the dikes, then threw a little dirt over them. He found they made ideal nesting places for the bees. He says he never had so many of them as this past season and obtained excellent pollination. He plans to increase the experiment next year.

Mr. Goldsworthy is taking over supervision of the Larocque bogs at Drummonsville in Quebec, Canada. An expansion program is in progress. He will visit the bogs several times a year.

CAPE CRANBERRIES IN TIME CAPSULE TO BE EATEN IN YEAR, 2053

Cape Cod's first "time capsule" buried last month in the lawn of the First Baptist Church of Hyannis, Mass., contained, among other items, enough dehydrated cranberry sauce to serve 100 people when the box is opened in 2053. Other contents were sixty messages by State and local officials, a Sears Roebuck catalog, boat model, telephone directory, a piece of Sandwich glass jewelry, candles, postage stamps and copies of current Cape Cod newspapers.

**NEW ENGLAND SALES
COMPANY OFFERS
CASH ADVANCE**

Manager Blake of New England Cranberry Sales Company, at pre-harvest time announced an advance of \$3 a barrel would be made to such growers who brought in fruit in the chaff to company screen-house, and asked for this sum. This was designed primarily to aid growers who needed the cash to cover picking costs.

Most men will tell you they're worth more that they're getting—the remaining few set about proving it.

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This Company welcomes inquiries concerning its operations and extends a cordial invitation to every cranberry grower to join.

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Harold E. Bryant
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EATMOR CRANBERRIES, Inc.

The only nationally advertised name in fresh cranberries.

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SERVING A \$200,000 A YEAR INDUSTRY

Cranberries

THE NATIONAL CRANBERRY MAGAZINE



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OCTOBER 1953

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Statement required by the Act of August 24, 1912, as amended by the Acts of March 3, 1933, and July 2, 1946 (Title 39, United States Code, Section 233) showing the Ownership, Management, and Circulation of
CRANBERRIES, the National Cranberry Magazine, published monthly at Wareham, Massachusetts, for October, 1953.

1. The names and addresses of the publisher, editor, managing editor, and business managers are:

Publisher—Clarence J. F. Hall, Wareham, Mass. Editor—Clarence J. F. Hall, Wareham, Mass. Managing Editor—Clarence J. F. Hall, Wareham, Mass. Business Manager—Clarence J. F. Hall, Wareham, Mass.

2. The owner is:

Clarence J. F. Hall, Wareham, Mass.

3. The known bondholders, 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. F. HALL.

Sworn to and subscribed before me this eighteenth day of September, 1953. (Seal)

MORRILL S. RYDER,

Notary Public.

(My commission expires April 6, 1959)

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All with reservoirs
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WARMER WINTER?

A guess as to the mildness of the coming winter in Massachusetts has been hazarded by Dr. H. J. Franklin, retired head of Massachusetts Cranberry Experiment Station, who has forecast correctly before.

The winter will be mild, he believes, and the facts upon which he bases his conclusions may likely be relied upon. The present is a cycle of general warming up in the entire Northern hemisphere. In Massachusetts each month since last October has been warmer than normal, and that month was only a degree below average.

Since January there has been an excess temperature of 669 degrees (Sept. 30) piled up at Boston. Boston Weather Bureau long-range forecast is for probably sunny, pleasant October in Massachusetts, with first general heavy frosts about the 28th as is usually the case.

Eatmor Allocated 275,000 Bbls. of Crop

Growers' Council, which allocates the proportion of the cranberry crop handled by Eatmor Cranberries, (formerly American Cranberry Exchange) and National Cranberry Association, meeting at NCA, Hanson, Sept. 22, decided upon a partial disposition. The amount assigned to Eatmor to be sold fresh is 275,000 barrels; to NCA, 516,000, which is the barrelage, expressed as desired by that co-op.

If present estimates of the total U. S. crop of 1,075,400 is correct, approximately 90,000 barrels of Council berries will remain to be allocated between the fresh and processing cooperatives.

FOR SALE

Quarter Barrel Cranberry
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Mass. Cranberry Station and Field Notes

by J. RICHARD BEATTIE
Extension Cranberry Specialist



Weather conditions in September and early October have been unusually favorable for the harvesting of our record crop of cranberries. We have been fortunate in this respect since labor has been a little scarce and water supplies have been critically low on many properties. Only three general frost warnings have been released to date (October 8). However, temperatures as low at 16° were experienced on some of the inland bogs on the night of September 23, but apparently there was sufficient water to flood these colder locations since very little frost damage has been reported. We enjoyed one stretch of thirteen consecutive days of picking. Sun scald resulting from the heat wave that occurred in late August and early September was estimated to be about 3%—a definite nuisance factor when screening the crop from certain bogs. Before leaving the subject of weather we would like to remind the growers that the telephone distributors would appreciate knowing as soon as anyone has finished picking. It will save the distributors considerable time and the Cape Cod Cranberry Growers' Association unnecessary phone bills. We are operating on a very limited budget and the growers' cooperation in this matter would be greatly appreciated.

The writer would like to comment Ellen Stillman, Advertising Director of the National Cranberry Association, and her committee for the very successful Cranberry Festival that was held at Edaville September 26. Miss Stillman was general chairman of the festival committee and as usual arranged a fine program that attracted several thousand people. A festival of

this type not only has great promotional value for our industry and its products, but it also serves as an excellent medium for stimulating good public relations with Mrs. Consumer and her family. A complete story of this colorful event is found in this issue of CRANBERRIES.

We have a few reminders on late fall management. Fairy rings should be treated after harvest. Reference is made to those unsightly, circular areas of dead or dying vines that are so conspicuous on bogs at this time of year. The recommendations for the control of this fungus disease are carefully outlined on the Insect and Disease Control Charts.

Fall Fertilizing

Many growers like to fertilize their bogs in the fall. Application of fertilizers at this time of year will stimulate vine growth the following season and not encourage the growth of annual weeds. 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 on the condition of the vines. For further details we suggest that growers get in touch with Dr. Chandler.

Joe Kelley points out that pruning, raking, and sanding operations should be postponed until next spring on bogs lacking an adequate water flood. Mechanical injury to the vines apparently makes them more subject to winter killing.

Dr. Cross calls our attention to the fact that sanding areas where poison ivy, small bramble, and cut grass are growing stimulates the growth of these weeds. The poison ivy patches should be left unsanded, or PDB crystals spread under the

the sand as recommended in the Weed Control Chart. The PDB treatment can be used with good results as late as November 1 and apparently is more effective if the woody, upright branches of the ivy are removed before applying the crystals and sand. Dr. Cross suggests the pulling of woody plants such as hardtack and meadow sweet after harvest. It still isn't too late to pull out beggar ticks or pitchforks before they go to seed. It is better to defer the sanding of low spots where cut grass is growing until the drainage problem can be solved. Spot treatment of grassy areas and tussocks of sedges and rushes with kerosene or Stoddard Solvent is also helpful.

Quality of Crop

The general quality of our 1953 crop has received considerable attention this fall. A few comments seem in order at this time. Growers will remember that two Keeping Quality Forecasts were released this spring and early summer. These forecasts indicated that weather conditions did not favor good keeping quality and that fungicidal treatments or holding the flood waters until late May would be in order for those bogs that tend to produce weak fruit. Those who treated their bogs in this manner have been very much pleased with the results. Our experiments here at the Cranberry Station show a tremendous improvement in the quality of the crop where the bog was treated with two applications of fermeate. We have yet to meet a grower who wasn't pleased with the results of late holding of the flood waters.

Vernon Goldsworthy

Cranberry Specialist and Grower

B. S. M. S. University of Wisconsin
EAGLE RIVER, WISCONSIN

1. Growers supplies of all kinds
2. Vines for sale: Searls, Jumbo, Howes McFarlin. All highest quality—state inspected.
3. Hail insurance
4. Management and consultation by year or individual assignment.
5. Interested purchasing cranberry properties in Wisconsin.
6. Custom marsh work of any nature.

EDITORIAL

Another cranberry picking season is about over. Western Pickers, Inc., is very much gratified for the part it has played in a very successful season.

Nearly every grower is now forecasting that in five years, or less, the whole Industry will be mechanized in its picking.

As the Western Picker is the only established picker in the field, we feel that some of the kudos should go to Western.

We introduced machine picking against a great prejudice—that it couldn't be done now because of the many failures in the last eighty years. (Patent Office Records).

We brought out Picking in bags instead of boxes.

We combined pruning, combing and picking in one machine for a great saving in costs to the Industry.

We provided a great proving ground for all the ideas of growers in the field, for the advancement of cheaper and better vine conditioning and picking.

We furnished a means of rehabilitating old bogs which could not be brought back into profitable production by any other method.

We clean up your bogs.

We prevent injury to your bog from excessive tramping, kneeling, standing and storage.

We eliminate uneven ripening of your berries by eliminating unevenness due to whirl cowlicks, and knee marks due to hand scooping in all directions. This also tends to make your berries even in size.

We reduce scalding by raising the berries off the ground and make the new growth serve as a cover when the berries approach ripness.

We beautify your bog by making it look like a smooth carpet.

We increase your yield over a three year average period. The highest producing bogs in Massachusetts are Western Picked.

We provide service night and day to growers—making them feel that they are a part of a great Fraternity—having common objectives and a common way to achieving them—that these growers are not orphans.

We are the common information center for detailed conditions in all the cranberry producing areas.

Western Pickers are never obsolete. (ADV).

To the cranberry industry goes our salute for its valiant effort in carrying on in good times or bad. Cranberry growers have given us an outstanding example of going it alone. During war time, top prices were restricted by ceilings, but never in all the war and post-war period have berries been supported at any price levels fixed by the Government.

The industry has had its ups and downs and has been beset by heart-breaking economic problems over a three or four-year period beginning in 1948. Despite all this it has solved its own problems and showed a determination to carry on without Government aid.

Now, as the industry has turned the corner and is headed toward new achievements in cranberry production and distribution, we salute you—cranberry growers. We wish you all the success that you most certainly deserve by this demonstration of your ability to work out your own problems. We are pleased to point out that in doing so, you have maintained the characteristically independent attitude which marked those early pioneers who landed at Plymouth and established the first settlements right here in the cranberry land of Massachusetts. (From "The Cran-Bog Crier," published at Festival and Harvest Time by the Massachusetts Department of Agriculture, Walter E. Piper, editor, Elizabeth S. Fox "chief scooper.")

PENINSULA CLUB

SEPTEMBER MEETING

Speaking at the September meeting of the Peninsula Cranberry Club, Long Beach, Washington, were Leonard Morris and Frank Glenn, both of whom in August made airplane trips to Massachusetts meetings. They discussed features of the trip. Mr. Glenn also gave a showing of several reels of sound movies and the evening was concluded with a lunch served by Joe Rowe and Mrs. Frank Turner.

As October is harvest month, it was voted not to hold any meeting this month.

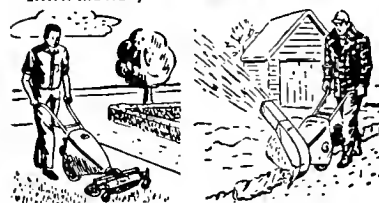


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Cranberries

THE NATIONAL CRANBERRY MAGAZINE

ISSUE OF OCTOBER, 1953 VOL. NO. 6

Published monthly at The Courier Print Shop, Main St., Wareham, Massachusetts. Subscription, \$3.00 per year. Entered as second-class matter January 26, 1943, at the post-office at Wareham, Massachusetts, under the Act of March 3, 1878

FRESH FROM THE FIELDS

Compiled by C. J. H.

MASSACHUSETTS

70% Harvested by Oct. 1

Harvesting, getting under way in real earnest about the week of September 20th (although some fruit had been picked in thin vines and high spots the latter days of August) was estimated to be about 70 percent harvested by October 1st. Many growers began on their Late Howes the last week of the month. Picking was slow the first of September, even though ahead of last year, as berries were reluctant to gain color and size, due chiefly to warm weather. First half ran about four degrees warmer than normal a day.

Crop Running Over

By month's end picking was rushing and it appears the government estimate of 640,000 barrels might be exceeded by as much as 10,000. For one thing the Cape proper has a beautiful crop, perhaps as much as 100,000 barrels. Bogs which have borne much, if anything in years, were producing this fall.

Rainfall Off

Rainfall for September totalled only 2.40 inches, or nearly an inch below the norm. Much of this fell on the 21st in a heavy "line" storm. This occurred on the exact 15 anniversary of the disastrous "New England Hurricane" of 1938. Total precipitation for the 24 hours, as recorded at State Bog was 1.96 inches. The rain poured in every direction, straight down, slantwise and from apparently every direction except up—and then some drops splashed high as they hit the earth hard. The storm aided the crop as conditions were becoming pretty dry.

Frost Loss Slight

The night of September 23

brought the first really heavy frost of the fall. While only 30 was reported at the State Bog, there were recordings of lows in cold spots of 22, 23, 24, 25 and 26, with the latter the most common figure. There had been some frost the night before, that night officially bringing in Autumn at 4.07 a. m. Inland areas reached 22½ (Foxboro) 26 (Sharon.)

There was slight frost loss during September, most of it occurring on the 23rd. Director Cross of the Station has put down the toll for the whole month as not more than 2,000 barrels.

For the month as a whole temperatures ran about two degrees a day above normal.

WISCONSIN

Cranberry Weather Notes

Precipitation was well below normal. There were only a few light showers which were spread thinly through the month. Most stations received under one inch and totals were barely over one half inch in southern bogs. Abundant sunshine and relatively low humidities contributed in depletion of surface moisture.

Maximum temperatures were near to slightly above normal but minima were on the cool side. There were numerous frosts. Bog temperatures as low as 32° were recorded on 5, 7, 8, 13, 14, 16, 19, 21, 22, 23, 26, 27, 28, and 30th; however, in numerous instances northern marshes were above 32 due to winds and clouds. Lowest temperatures were on the 13th and 18th when readings below 20° were recorded.

Arthur F. Wolford,
Meteorologist

Harvest Over-Running?

Harvesting got into full swing around the 24th of September, and there was considerable opinion that the crop will over-run previous estimates.

Some Water Shortages

Water supplies were becoming short in some areas. The rainfall was negligible, and several heavy frosts caused growers to use up a lot of water.

NEW JERSEY

Weather

The weather during September at Pemberton was abnormally dry but was normal as to temperature. Despite temperatures exceeding 95° the first five days of the month, the average temperature was brought down to 67.6°, 0.6° below normal, by the many cool nights. There were 13 nights when the temperature dropped below 50 degrees. The laboratory frost warning service issued four frost warnings on the 13th, 17th, 22nd and 23rd, when minimum bog temperatures were 28°, 28°, 24° and 24° respectively. Rainfall totaled only 1.43 inches, which is 2.74 inches deficient from the usual precipitation for this month.

At the end of the month there was a very great shortage of reservoir water. A severe frost could do much damage. Other possible disadvantageous effects of the lack of water are the excessive scoop damage to vines, excessive drop of berries before and during scooping, and inability to collect floaters.

Harvest

Almost continuous dry, clear weather has favored the harvesting of cranberries, although heavy
(Continued on Page 18)

Grower Advises Other Growers Considerable Sums Are Vital For Proper Cranberry Promotion

“Advertising Is a Long Pull, Like Stalking a Bear,” Asserts
Perley B. Merry, With Bog Interests in Massachusetts and
A Merchandising Executive Position in New York.

By CLARENCE J. HALL

“Advertising has been defined as ‘salesmanship in print.’ It is a powerful force when harnessed properly, but is frequently misunderstood. For example, good advertising will not cause people to fight to buy a product—advertising, powerful as it is, can be largely wasted money, unless the product is properly merchandised before the advertising appears.

“Advertising is a long pull. It is like stalking a bear. Merchandising is being sure you have the gun loaded for the bear when you catch up with it; with the right kind of ammunition in the gun, that the gun is aimed accurately and then fired at the right time.

“Advertising and merchandising are absolutely essential to the welfare and prosperity of the cranberry industry. Every grower should fully appreciate that fact, to protect his own pocketbook.”

Is in Cranberry and Textile Business

These are the statements of Perley B. Merry of 16 Inness Place, Manhasset, Long Island, who describes himself as being in both the cranberry and textile businesses. He is a merchandising executive for the Van Heusen shirt company, New York, being in charge

of four departments. His activities include buying and selling. He has been a buyer for the huge R. H. Macy department store in New York City and a vice president and sales manager for the B. V. D. Corporation.

From this experience, outside cranberry growing, he believes he has achieved something of an un-

derstanding of both advertising and merchandising. And, speaking as a grower, to other growers, he urged that Eatmor Cranberries, Inc., National Cranberry Association and such independents as are putting on extensive, even though costly advertising and merchandising programs, are absolutely on the right track.

A Million a Year for Cranberry Promotion

Today, competition within the corner grocery or the super market for the housewife's dollar is such that strong programs must be carried out, he says. A half-million dollars a year, minimum, and perhaps as much as a million is not too much to spend in promoting cranberry sales. The Van Heusen company, for example, he says, spends a million and a half a year to advertise its products because it estimates the job can't be done for less, even with skillful merchandising.

Mr. Merry's cranberry interest lies in 19½ acres of bog, owned by his wife, Mrs. Catherine Merry, who is a member of New England Cranberry Sales Company. The bogs are located in Rochester, Mass. They are in two sections about 400 yards apart on either side of the West Branch of the Sippican River. One piece was built by Mr. Merry's late father, Bion C. Merry and consists of 9½ acres and the other, of 10 was built for Merry by Thomas Brothers of Middleboro four years ago.

In expressing his thoughts upon advertising and merchandising, Mr. Merry feels he is carrying out the oft-repeated request of industry marketing leaders that even the smallest grower should interest himself in what becomes of his berries after they leave his hands—that is, be vitally concerned with marketing as well as production. His opinions that the advertising and merchandising dollar is not being wasted will be put forward in more detail a little later in this article.

Making a pun, Mr. Merry says, during the past few years he had a hard time living up to his surname, Merry, as concerns the cran-

FALL HAZARDS

During the Harvest and Shipping Season do you worry about truckloads of cranberries tipping over? Do you worry about the theft of berries from your buildings?

These, and many other hazards can be inexpensively covered by insurance. Call us for the complete story.

Eben A. Thacher

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40 Broad Street, Boston, Mass.

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berry business. "Now I feel a whole lot better. I am optimistic again over the whole cranberry future."

"I'm happy at the way the two big co-ops and some independents are working together. The advertising and merchandising campaigns and the present progressive attitude of Eatmor are making things different. I think both co-ops, as a matter of fact, are doing excellent jobs of selling our cranberry production."


The Merry Bogs

The Merrys are not a cranberry family. Perley's father, a man from Maine, was an educator. The elder Mr. Merry went to Wareham as superintendent of schools not long after the turn of the century. He soon began to hear much about cranberries, and decided that some day he would be a grower himself. He bought land, suitable for cranberries, in 1906. However, many years passed, and shortly before, 1929, he, as superintendent of schools, took his life savings and had the bog built by hand labor under his own supervision.

He built one of the best possible bogs, not sparing costs, and planted it all to Early Blacks. It's production over the years attests to how good a bog it is, average being 50 barrels to the acre over a ten-year period.

When Bion Merry died, 12 years ago, the property was passed along to his son, who continued growing cranberries there. Then, as stated, four years ago, Perley built his own bog, all by most modern mechanical methods and planted this entirely to Late Howes. It produced its first real crop last fall.

Actual management of both pieces is in the hands of Herbert E. Dustin of West Wareham, whom Mr. Merry considers "one of the smartest growers in Massachusetts," and declares he could not get along without his supervision. However, Mr. Merry spends considerable time, spring, summer and fall at his summer home at Planting Island, Marion, adjacent to Wareham, and gets up to the bogs a good deal.



Perley Merry sits on bog flume while he discusses his views on cranberry marketing and advertising. He is most always smoking a good cigar, as shown here.

(CRANBERRIES Photo)

Mr. Merry is, of course, much interested in these bogs. He points out, with pardonable pride, the almost weedless condition of the bogs, the fact he has roadways all around the properties, and both have automatic electric pumping equipment to keep ditches at a desired water level. Bogs have complete frost and winter flowage. There is plenty of good sand.

cluded. There is no screening equipment. About 35 acres of upland are in- ment since berries are taken to NECSCO packing house at near- by Tremont.

But, this is more of a story of advertising and merchandising cranberries than of cranberry bogs.

Perley Merry was born in Boston and later his family moved to Lexington, Massachusetts and



Looking down main ditch, showing almost perfect condition of first Merry bog.

(CRANBERRIES Photo)

while at high school there he was awarded a scholarship. This, he says, enabled him to go to Dartmouth College, without too much financial strain upon his father—this and the fact he worked summers as a common laborer. He was graduated from Dartmouth in 1926 with a B. S. degree. He then took an additional year at the associated Tuck School of Business administration and Finance, receiving the degree, M. C. S., or, master of commercial science. He doesn't take either degree too seriously.

After school he entered the business world, having nothing to do with cranberries until his father passed away. In addition to the bogs already mentioned he is a small minority shareholder in the Eldridge bog, adjacent to the first Merry bog, now operated by the J. J. Beaton Company. This stock had been acquired by his father. He built the second Merry bog

when his second son, Robert was born. The Merry's other son is Donald. "I felt," Mr. Merry says, "that these two bogs will keep the

boys at least in beans in the future, but won't give them enough money to spoil them."

Mr. Merry's thoughts upon ad-

BEATON'S DISTRIBUTING AGENCY

NATIONAL DISTRIBUTORS

OF

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Tel. Wareham 130 or 970

vertising and merchandising cranberries and upon the industry in general follow.

"Advertising is as I said, salesmanship in print." It is also "demand for cranberries insurance" and you've got to pay the premium every year, or, like any insurance policy, it is no good. Advertising is money wasted unless you keep it up.

"Even though you do a good job of advertising, people are not going out of their way to buy cranberries, unless you make it as convenient as possible for them. That is where merchandising came into the picture.

"This means bringing cranberries and the consumer together under advantageous conditions, which in turn means cranberries should be attractively displayed; there should be 'inside-the-store' advertising, or 'point-of-sale' advertising, to attract attention. There should also be a streamer or cranberry banner in the store window.

"To get the housewife into the store to buy cranberries there should be timely newspaper advertising, and, in the local papers because they 'pull' so well. There should be spot radio and TV advertising. Whether the cranberries are fresh or processed an attractive package is necessary.

"If you want the most out of your advertising money, you must plan your merchandising and advertising at least 9 months before cranberries go on sale because they must first go through 'the trade.' In fresh cranberries considerable is dependent upon the weather, how well and at what time the fruit ripens. Nature has to give us enough berries properly colored early to successfully land them in the hands of the consumer to get more in home freezers for use the year round.

"More fresh cranberries in more home deep freezers is a new objective of Eatmor.

"Independents Essential"

"I would like to say here, I think both co-ops are doing excellent jobs of advertising and merchandising. I hope that for their own health and for the good of all growers they have really stopped fighting each other.

"This conviction of mine may not be popular in all quarters, but I believe the independents are extremely essential in cranberries, or any other business. They are essential for the free enterprise system of the American way of life. They also frequently have good ideas of their own to contribute to the good of the industry.

"I might be impudent enough to make one observation, and that is this; 'if all growers worked together to make a bigger cranberry pie and stopped worrying about the individual slice each may get, the bigger pie would give a bigger piece to all.

"I humbly suggest we all let 'bygones be bygones.' One of the signs of a big man is his willingness to admit and sometimes apologize for his past mistakes. At the same time I recognize there is never a complete meeting of minds, and it is frequently fortunate there isn't, because in different ideas lie the best way to achieve progress.

Listen to the Other Man's Point of View

"If everybody in the cranberry business would listen to the other man's point of view, weigh arguments pro and con, and then use his own good commonsense, everybody would win, because I firmly believe that the strength of democracy's foundation is the common sense of the average man and woman.

"The views I have expressed are one man's opinion, and the opinion of a small grower, but one who genuinely admires every grower, merchandiser or salesman that he has ever met within the industry."

Mr. Merry is modest enough to admit there is probably little new in the ideas he expresses, but he hopes, coming from a grower, other cranberry men will be convinced that cranberries do not sell themselves in this day of intense store competition and so must be merchandized and advertised.

LOOK—STUDY!

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- Efficient and economical operations
- Simplified accounting — prompt payments
- Cooperating with other agencies to correct present weaknesses of the cranberry industry.

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"cranberries" was the original and still is the only general magazine of the industry. you should be a regular reader.

Record Attendance at Annual Massachusetts Festival



Governor Herter seated between State Senator Edward C. Stone (left) and President Marcus L. Urann, National Cranberry Association, enjoys fried chicken, eating with fingers in the old-fa-

shioned way at the Cranberry Festival, Edaville, last Sunday. Note big gobs of cranberry sauce on the plates. (Courier photo)

U. S. Senator Saltonstall Places Crown on Head of Lee Saunders, Choice of Wareham High — Mass. Gov. Herter Reads Cranberry Week Proclamation.

U. S. Senator Leverett Saltonstall (R-Mass.) September 26 placed the crown of the National Cranberry Festival upon the blond head of Miss Lee Saunders, 16, of Rochester, Wareham High's candidate for the queen contest. Miss Saunders was selected over Miss Polly Norris, 17, Bourne High's selection and she succeeds Miss Joy Reece of Harwichport. There were no candidates from New Jersey as had been anticipated.

With perfect early autumn weather, a bright blue sky, white puffy clouds and a tinge of nip in the air, the largest crowd on record attended this 6th festival at Edaville, South Carver. Notables present besides Senator Saltonstall included Gov. Christian A. Herter, who is becoming a grower, State Senator Edward C. Stone of Oyster Harbors and Congressman Donald

W. Nicholson, Wareham. There were food editors, TV, radio commentators and cameramen, scores of professional and amateur, still, and movie photographers present.

Grand prize in the biggest berry contest went to Edward Shilling of Kingston, with a Batchelor, weighing 4.46 grams of a berry "23 to the cup." A high note in the affair (for growers, at least) was a remarkable exhibition of harvesting implements, with scoops dating from Civil War days to the present, and cranberry containers, from the old 100 lb. barrel through to cellophane packages, collected and arranged by State Cranberry Specialist "Dick" Beattie, assisted by Ralph Thacher of Hyannis. There was a best cranberry dish contest, and a dining room arrangement with cranberry theme contest and a jam eating contest for boys and girls.

The affair began with a parade at Plymouth sponsored by the Plymouth Chamber of Commerce which proceeded to Edaville, in which the queens rode in an open car. Carver Chief of Police Arthur P. Moskos, and former Chief A. Tremaine Smith besides the Carver force were assisted by police from Han-

son in handling the traffic.

More than 2500 sat down to the chicken and cranberry barbecue, and more than 1,000 requesting tickets were turned away. An excellent pageant written by Miss Ellen Stillman, NCA vice president in charge of advertising and publicity was presented on a stage with a natural-seeming background of evergreen trees. A pageant, taking in episodes from Columbus discovering America to present day were presented by elaborately-costumed employes of NCA. Drawing the most applause was the episode of Henry Hall making his discovery, on the beach at East Dennis, that where sand had grown over wild vines, berries grew best. This led to the building of the first bog in 1816 (still in existence). A portrayal of Marcus L. Urann working in his kitchen in 1910 making the first can of Ocean Spray cranberry sauce, was also shown.

Ken Dalton, Brockton radio broadcaster was master of ceremonies and narrator.

Welcome address was by President Urann, then Mrs. Ellis D. Atwood of Edaville was introduced, Mrs. Atwood saying, "I think today is the outstanding success of all the festivals." Mr. Urann introduced Governor Herter.

Gov. Herter proclaimed National Cranberry week, October 4 to 10 and then gave a short talk.

He told how cranberries are Massachusetts' leading export crop. As a prospective grower he asserted he had wild cranberries growing at his home in Sharon and had joined NCA.

"There is no greater enjoyment than looking at a cranberry bog throughout various seasons. It has an esthetic value." He concluded by saying "Thank you for letting me participate in this event."

Following this President Urann introduced Senator Saltonstall saying, "No one has done better in Washington."

The Massachusetts Senator said recently he flew from Marthas Vineyard to New Bedford, over the Sound he saw the beautiful harvest moon which was a lovely sight. "I am happy to be at this harvest festival. We are proud of our cranberry harvest and the worth of our crop, a multi-million dollar production.

"You cranberry growers stand on your own feet. You are independent citizens. We in Washington respect your independent freedom. You are a great example of what we want to carry through in government. We have to be strong to be free."

Turning to Korea he spoke of the peace conference and warned his audience not to become impatient because of slow progress. "Our greatest duty today, is to keep the peace if we have to keep at the conference table everlastingly. We must make the conference successful."

M. C. Ken Dalton introduced Miss Reece, the '52 queen, and she said her meeting in New York with "Rocky" Marciano was one of the high points of her reign. Miss Reece wore a pink evening gown. She is now attending a secretarial school in Boston to learn stenography and might do some modeling on the side,



Miss Betty Buchan, publicity, for Ocean Spray, sits on a cranberry wheelbarrow used to wheel berries "ashore" before World War I. She is dressed in old fashioned "picking" clothes of about the same vintage. (NCA photo)

Miss Reece draped the royal purple robe over the shoulder of Miss Saunders who wore a strapless evening gown of deep blue, handed her the large silver loving cup into which Mr. Urann placed a check for \$250 which is to go for her future education.

The new queen, who is 16 and the daughter of Mr. and Mrs. Stephen Saunders said she hoped to go to college to study interior decorating and hoped to study piano in addition. Miss Norris said it was her ambition to be an airline hostess and do some modeling. She is 17 and a senior at Bourne High School. These two girls were selected from nine candidates from high schools in the Massachusetts cranberry area in a contest at King-

ston, the preceding Monday. Both Miss Sanuders and Miss Norris received checks for \$50 at that time.

After asking how it felt to be chosen Cranberry Queen, Lee Saunders said, "It feels wonderful, I am so surprised. Thank you for everyone who has helped me and believe me, a lot of people have."

Judges for the contest were Mrs. Atwood, Senator Stone and State Senator Hastings Keith of Brockton.

In addition to the scoops and containers, of particular interest to growers were showings of mechanical pickers, these including one patented in 1893, the modern Western, the Carlson and the Darlington. There were also dusting machines, fertilizer spreaders, sand-

ing jalopies, dusters and sprayers, pruners, power mowers, weed clippers, and various hand implements. First prizes in best cranberry dish went to Mrs. A. Morton of Plympton with a cranberry cheese cake, table arrangement to Mrs. Frank Davis, Norwood.

Concluding event of the program was a presentation by Mr. Urann to Miss Stillman of an armful of chrysanthemums and—a complete surprise, a large silver fruit bowl.

That evening the Misses Saunders, Reece and Norris were guests of honor at a banquet at the Toll House, Whitman.

September 29 Lee and Polly broadcast at 9 o'clock over radio station WBET, Brockton.

Berry Contest

The cranberries entered in the Biggest Cranberry Contest were somewhat larger than those entered in 1952 but smaller than those entered in 1951. The largest berry was weighed, the cup count of the largest berries was determined, and the number of berries per pound counted.

The biggest berry in the contest was also the biggest berry in Class 1. It was raised by Edward Shilling of Kingston, Mass. It was a Batcheldor with 23 berries filling a cup. Second, W. E. Tomlinson, Jr., Buzzards Bay, Mass., Centennial, 27 per cup. Third, Charles W. Adams, Grayland, Washington, McFarlin, 31 per cup. Fourth, Lauri Ovaska, East Taunton, Mass., McFarlin, 30 per cup. Fifth, W. E. Tomlinson, Jr., Holliston, 30 per cup. Sixth, E. J. Sundquist, Grayland, Washington, McFarlin, 34 per cup. Seventh, M. S. Duarte, Vineyard Haven, Mass., 30 per cup (the largest berry in this sample weighed less than the largest berry in the sample which was fifth). Eighth, William Stillman, Scituate, Mass., Batcheldor, 38 per cup.

The biggest berry in Class 2, Howes, was raised by Sidney L. Evarts, Madison, Conn.; there were 49 per cup. This entry arrived late and weight, cup count, and number per pound were not available when announcements were made at the Cranberry Festival. Ellen and Anton Makela, Hanson, Mass., also entered in this class with Howes which had a cup count of 71.

Class 3, Early Black, had eight



Clarence J. Hall, editor of "Cranberries" talks about the cranberry business with Governor Christian Herter at Edaville Cranberry Festival. (Photo, Matt Riley)

entries. First, Harold W. Shepard, Marsons Mills, Mass., cup count 49. Second, Bailey and Cole, Duxbury, Mass., 57 per cup. Third, M. S. Durate, Vineyard Haven, Mass., 60 per cup. Fourth, George R. Roberts, Alfred, Maine, 67 per cup. Fifth, Ellen and Anton Makela, Hanson, Mass., 50 per cup. Seventh, Herbert W. Ellis, Plymouth, Mass., 53 per cup. Eighth, William Stillman, Scituate, Mass., 60 per cup.

Class 4, other varieties. First Eben W. Nye, Sagamore, Mass., Early Red, 34 per cup. Second, Lauri Ovaska, East Taunton, Mass., mixed, 36 per cup. Third, George R. Roberts, Alfred, Maine, mixed, 38 per cup. Fourth, Daniel Decoste, Fatima, Magdelen Island, Quebec, Canada, wild berries, 62 per cup.

BOG 64ths

Some old-time Cape Cod cranberry bogs are capitalized on a basis of 64th interests. This goes back to the time when old seafaring men turned from ships to cranberries. In their sailing days they had raised capital to build new vessels by selling interests in "64ths." The cost of the prospective ship was divided into 64 parts

and investors bought one or more of these parts.

When the heyday of sailing was over for those hardy Cape Codders, many of them turned to cranberries. It was only natural that they use this same method of financing the construction of their bogs—that is, by selling "64th" interests.

So, to this day a few of Cape Cod's bogs still belong to some thirty or forty owners, the heirs of sea-faring folk who bought one, two or more "64ths" at the time the bogs were built.

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"ADVERTISING IS LIKE STALKING A BEAR"

WE suggest the reading of the article in this issue upon the thoughts of Perley Merry concerning merchandising and advertising of cranberries. Some growers, perhaps many, still ask "What's the use of advertising cranberries? It's money thrown away."

Maybe the cranberry advertising dollar was not as important in an earlier day as now, but can any grower really believe this year's more than 1,000,000 barrels could be marketed in present competition in groceries without proper promotion? We believe this would be utterly impossible.

This is why we think the reading of the Merry article is worthwhile. Here is a grower, with extensive experience in "outside" merchandising and advertising, who realizes this, and tries to explain to fellow cranberry men the value of such programs. That's why we say the points he brings out should be carefully considered. There is not too much new in what he says, as he explains. But it is from one grower to another—and should bear weight.

FESTIVAL TIME AGAIN

FALL in one respect is a time of frivolity for the cranberry industry. But only to an extremely limited extent, otherwise it is just about the busiest time of the entire year.

In the aspect of frivolity we are referring, of course to the cranberry harvest festivals. These are really getting to be something. Some growers call them a nuisance, in certain respects, but they do help make the general public cranberry-conscious at the start of the fresh cranberry season.

They really do turn out publicity in newspapers, magazines, radio and television. A surprising lot of it. A National festival at Edaville in Massachusetts brought out more than 4,000 with such dignities present as the Massachusetts governor and a U. S. senator. It is true there were not many growers attending, really a rather lamentable number—but most growers were busy harvesting. There was interest in the biggest berry contest, with more entries than ever before; in the truly remarkable exhibit of cranberry

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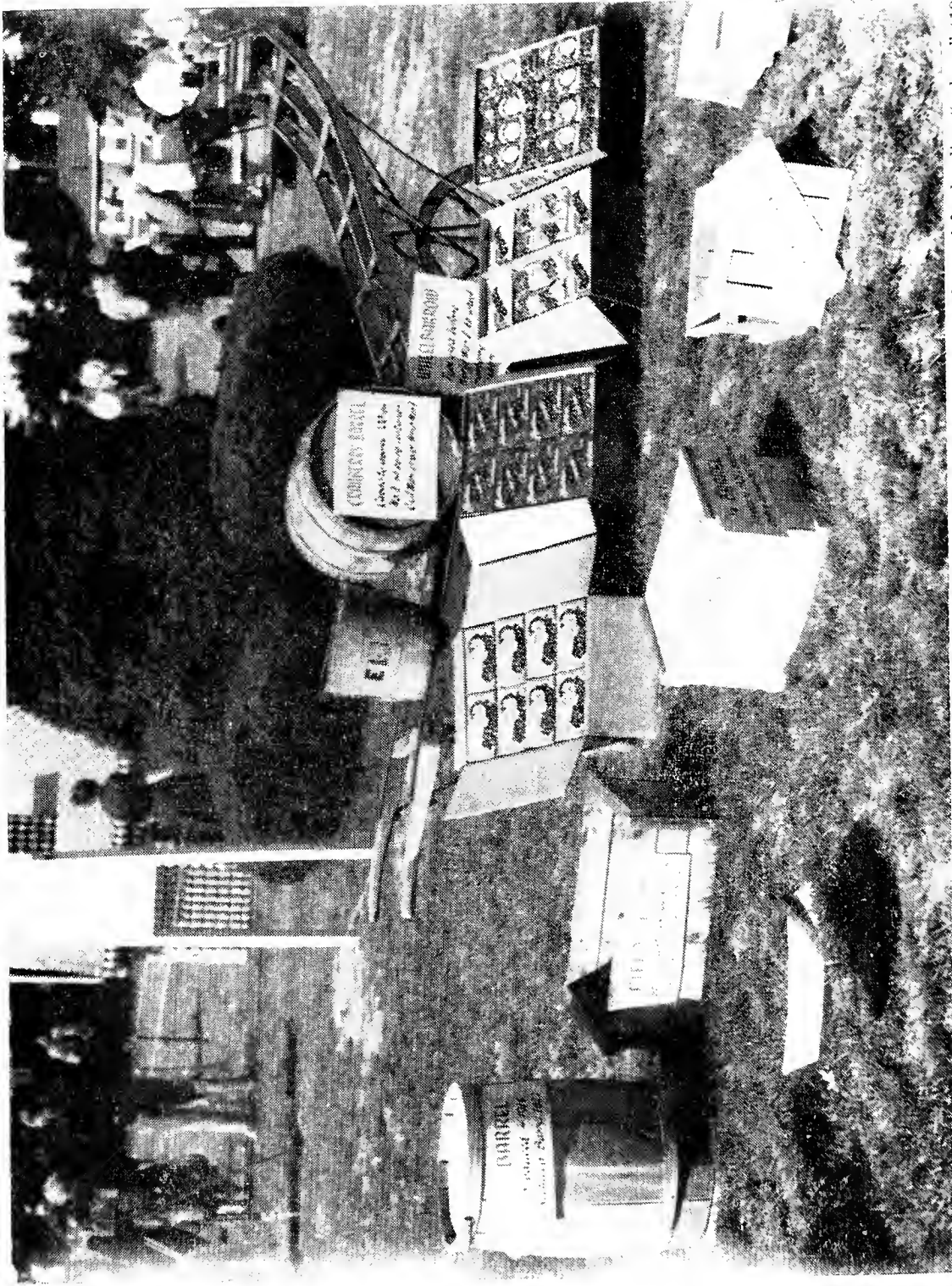
CHARLES A. DOEHLERT

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New Jersey Cranberry and Blueberry Station
Pemberton, New Jersey

harvest and shipping equipment from Civil War days to the present, assembled by Cranberry Specialist "Dick" Beattie..

Out in Wisconsin Rapids, the Milwaukee Journal estimated 70,000 attended the two-day "Cranboree," that noted paper giving considerable news and picture space to the occasion. A total of 24,000 pieces of cranberry pie was distributed free. There was a three-mile-long parade with thirty-five bands. Oregon will have its cranberry festival this month; Washington its affair in November. We think, the publicity gained, the pleasure afforded thousands upon thousands, the attention focussed upon the cranberry is well worth the price of the candle.



Cranberry shipping containers from the old 100 lb. barrel resting at rear on cranberry wheelbarrow formerly used for hauling "ashore" (1900 to second World War) half and quarter barrels, shipping boxes and today's cellophane and window boxes were of great interest to growers. More than 75 years of cranberry packaging was in the display at Edaville. (CRANBERRIES Photo)

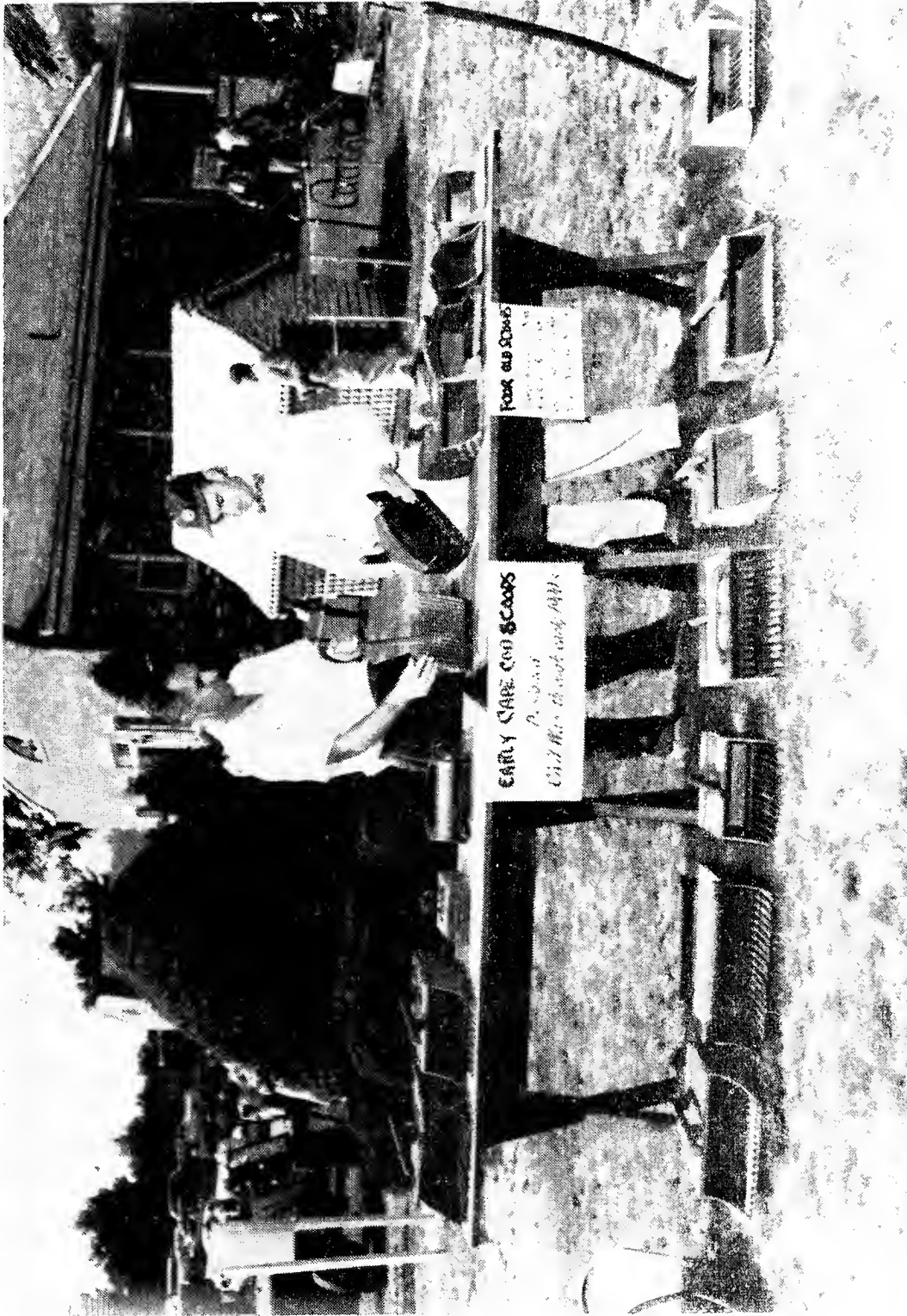


Exhibit of cranberry harvesting equipment from Civil War days to the present is shown in this collection at Edaville gathered and displayed by State Cranberry Specialist "Dick" Beattie (left) assisted by Ralph Thatcher of Hyannis. They are shown holding two of the oldest scoops, once used on wild bogs on Sandy Neck, Cape Cod. (CRANBERRIES Photo)

NEW JERSEY CRANBERRY MEN AND WOMEN VISIT IN MASSACHUSETTS



A large number of New Jersey growers attended the recent annual meeting of National Cranberry Association at Onset, Mass. These included: seated, left to right, J. Rogers Brick, R. Colby, Austin Bozarth, Ross Cutts, John E. Cutts, Isaac Harrison, Ray Hendrickson; standing, Theodore H. Budd, Sr., Enoch F. Bills, Clarence North, Leon Hopkins, Mrs. Leon Hopkins, Richard Hopkins, Mrs. Rogers Brick, Fred Miller, Mrs. Jack Throop, Mrs. John Lee, Edward V. Lipman, John Lee, Richard Switlik. (Photo by Randall Abbott.)

Wisconsin's Fifth Annual Cranboree Draws 75,000



National Cranboree Queen Leanne rides with her Court at Wisconsin Rapids. (Wisc. Rapids Tribune Photo)

18-Year Old Wisconsin Rapids High Girl Chosen Queen Over 15 Contestants — Event Becoming Known as "Mardi Gras of The North."

Wisconsin's fifth annual "Cranboree," September 25th and 26th jammed more than 75,000 spectators and participants into a cranberry-happy Wisconsin Rapids. The city was literally full of cranberry pies, a total of 24,000 pieces being distributed free. Restaurants provided pie and lunches and also cranberry cocktail.

The byword of the "Cranboree" which is presented by the Wisconsin Rapids Chamber of Commerce is "something for everybody," and because of its great size and interest has come to be known as the "Mardi Gras of the North."

There was a three mile long parade on the second day, with 35 colorful bands and marching units, floats. Events of the first day were network radio broadcast, open to the public, 'Old-Timer's "Reunion luncheon (by ticket), clowns, street entertainment, kiddy rides, "Ban-

anoree" parade, a mock affair, pavement dance, coronation program, Miss Leanne Parmenter, 18, of Wisconsin Rapids having been chosen 1953 Cranberry Queen, drum and bugle corps competition.

Queen Leanne rode with her court in the parade, wearing a formal dress of "deep cranberry" color. She was crowned by U. S. Senator (R) Alexander Wiley, of Wisconsin.

Saturday's events included Peter Panoree show, clowns, street entertainment, free cranberry pie, the parade, special exhibition and massed finale, "Cranboree Ball" with pre-dance program and finally the "Cranboree Hoedown."

Old Timer's Reunion

A feature growing in popularity is the "Old-Timer's" event. A total of 225, all residents of Wisconsin Rapids more than 50 years ago, then a pioneer city were on hand. They came from many states in the Union and Canada. Some were in their 50's many 60 and not a few over 80. It was estimated their combined ages represented well over 18,000 years of life.

"Banoree" Silly Side

The parade of the first night is aimed at being a silly affair, with everybody in the parade being out of step and the bands out of harmony. Citizens paraded in barrels and long-handled underwear. Costumes included space suit, (gold fish and long underwear), a weird individual with flying saucers, King Rex was enthroned upon a high truck atop a bathroom fixture, and there was Salami of Mustard, doing an Egyptian dance. Wrecks of old cars were hitched together and appeared to be able to go either ahead or back (and did.)

A fine spectacle was the massed finale with 35 bands joined in the playing of "Semper Fidelis." The Racine (Wisc) Boy Scout Bugle and Drum Corps won the tournament.

Queen Contest

The gifts the cranberry queen received included a diamond ring, a coat, a \$100 certificate. The runner-up was Elaine Coon, who received a gift of luggage. Other gifts went to Marge Mackaben, third place, a radio; Caroline Link, fourth, pearl necklace; Linda Brun-



1953 Queen "Sis" Parmenter is bussed simultaneously by band leader and Senator Wiley. Miss Parmenter is 18, nicknamed "Sis", daughter of Mr. and Mrs. Walter Parmenter, Wisconsin Rapids, is a student at Wisconsin Rapids High. She has blue eyes, curly brown hair and is a member of the school Dramatic Club and President of Girls' Athletic Association. She was chosen from 15 contestants.



Mrs. Elmer Looek, Wisconsin Rapids, won cranberry pie baking contest over 25 others with an old-fashioned recipe. Her prize was an electric range. (Wisconsin Rapids Daily Tribune photo)

didge, fifth, a cosmetic kit. Each queen candidate was given a compact.

The parade had more than 135 entries and took nearly two hours to pass a given point.

During the coronation Senator Wiley declared; "We have come to the middle west to see people engaged in sincere and pleasant living," and he added a note of gratitude for, "allowing me to be your servant, and then led the audience in singing "God Bless America."

First day of the "Cranboree" was cold and cloudy, the second a beautiful late September day.

Plans for next year's festival are already beginning as this event has grown hugely each time.

Fresh From the Fields

(Continued from Page 5)

morning dews were at the same time a disconcerting handicap. Apparently by October 1st the harvest was not quite half completed, with indications that it would exceed the August crop estimate. The berries have excellent color and the quality is reported as better than the previous three years.

Too Dry

Dry weather has held down the size of the berries except, perhaps, where frost flowing has kept the soil well moistened. Heat damage caused in late August has been reported from some bogs, stopping the damage growth of green berries and causing spoilage to set in.

OREGON

Some hand-picking and ditch work was begun the last week in September, and several of the smaller bogs were utilizing mechanical pickers. Rains followed and held up operations, so the big push did not begin until October.

Ten or 15 growers were expecting to have berries ready for the cannery by the first week of October. The NCA cannery at Coquille started operations October first on a few berries.

WASHINGTON

A similar bad storm at start of harvest delayed operations, but by October 2nd berries were well-ripened. In spite of the bad frost of last spring there appears to be

a good crop, as bogs which were not damaged have excellent prospects.

From Sea To Shining Sea

(EDITOR'S NOTE: This is the second installment, continued from last month, in which Dr. Chandler tells of Oregon bog practices, differing from those in the East and Wisconsin.)

By F. B. CHANDLER

Next morning we drove out of the Park via Route 34 and then to Route 40 on our way to Salt Lake City. To drive through Utah on 40 one sees almost nothing but sagebrush, unusual rock formations of many colors, mountains, a few ranches far apart, in places flocks of sheep and large herds of Herefords. There were hundreds of miles of almost nothing, with Vernal, Utah, an oasis. We stopped at night at a lovely motel. Then on in the morning to Salt Lake City to arrive at Temple Square to hear the noon time organ recital at the Mormon Tabernacle. The music from that 11,000 pipe organ was wonderful and never-to-be forgotten. On a tour of the grounds, a city block square, conducted by a grandson of President Brigham Young, we learned much of the beliefs and works of the Latter Day Saints who tithe both time and money. A dip into Salt Lake, an experience one feels he must have, left us completely covered with a layer of salt and the hot salt-crusted beach made us sure this would never be tried again.

As we learned that the temperature of the desert had been 106 during the day, we decided to go through at night and we were well rewarded for the scenery became fascinating at sunset, for the red of the setting sun across the purple mountains gave beautiful and changing colors across the ripples of salt which covered the ground as far as one could see.

Our route took us to Reno which we were interested to see and we arrived there at noon on July 4th, a big day in Reno for it was Rodeo Day! Harold's Club, one-arm machines and silver dollars we will always associate with Reno.

We were looking forward to getting to Lake Tahoe but we did take a side trip to see the old mining



The RED BOOK is a "bible" of the produce business, rating all these engaged in any way as to both financial and moral standing. A very small percentage of the firms receive an additional recognition known as the "RED BOOK Business Character Award". It is, in their words, given to firms with "a high degree of financial stability and whose records and trade dealings are consistently favorable". INDIAN TRAIL holds this award, which is particularly gratifying due to the relatively few years that we have been engaged in business.

Cranberry Growers, Inc.

Mead-Witter Bldg.

WISCONSIN RAPIDS

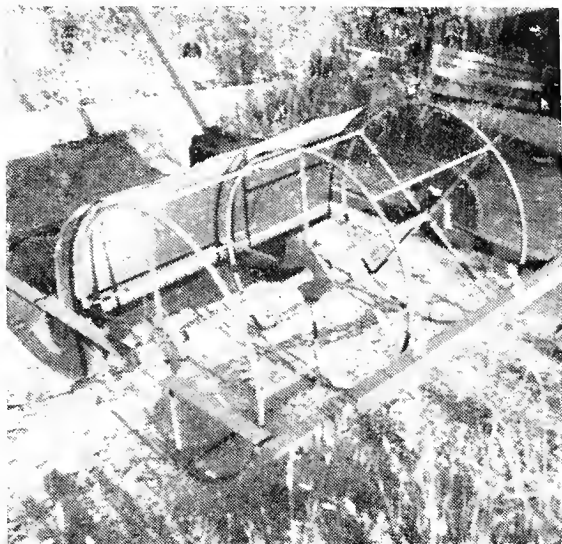
WISCONSIN

town of Virginia City way up in the mountains. There is interest in reconstructing this ghost town which was once a good-sized city and one wonders how it became what it was being situated so high in the mountains above Carson City or other towns. Down the mountain again and on toward Lake Tahoe, part of which is in Nevada and part in California. What a perfectly beautiful lake—the water is a deep deep blue and it is surrounded by snow capped mountains! How refreshing and inviting it was especially on such a hot day. The forests surrounding the lake were of tall, straight pine and spruce trees and the girls found huge sugar pine cones, up to 18 inches in length. We loved this spot and left it reluctantly the next day.

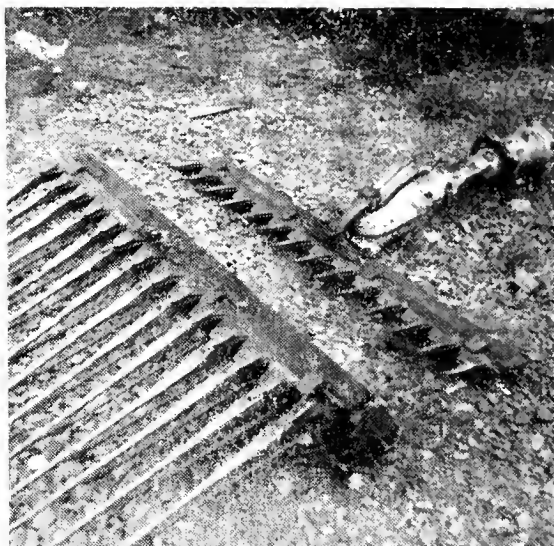
That afternoon we crossed the line into California at last and began our most thrilling and hazardous drive of the whole trip, crossing the Sierra Nevades through Tioga Pass on the Tioga Mine Rd., and into Yosemite National Park. A one-way road, but two-way traffic with turnouts, complete hairpin turns, steep grades and on every turn the car was at the edge of the road with a deep canyon below. We sat on the edge of our seats, my wife pushing the floorboards and Margaret would say "Oh look

Daddy, my isn't it beautiful," and Betty "Don't look, Daddy, watch the road". It was quite an experience and we are sorry it wasn't possible to find a place to park in order to take some pictures of these turns in the road and the beauty of the mountains and canyons. There was a tremendous down-grade to get into Yosemite Valley where we had our first glimpse of Yosemite Falls before dark. Like all tourists, we were interested to see the fire-fall at 9 p. m., from Glacier Point, about a mile above the valley. The next day we drove up to Glacier Point to see Half Dome and a panorama of the entire valley and the falls.

In the morning we took a trip up Glacier Point where one sees giant Half Dome rock and a breathtaking view of the valley far below, then down the mountains and south to the Mariposa grove of Sequoia trees. We left the park following the Merced River, a roaring stream which centuries ago carved out Yosemite Valley, and drove into a hot desert type of country. Merced is a fruit packing town and we saw our first view of California orchards. Later we saw thousands of acres of walnut, olive, apricot, peach, almond and plum orchards in the Sacramento Valley.



"Beater" used to knock the cranberries from the vines in water harvesting.



Trainer and pruner to go on a Graverley mower. (All photos by Dr. Chandler)

For a few days we stayed with relatives near Oakland and with them as guides we enjoyed immensely seeing fascinating San Francisco. Crossing the long Oakland-San Francisco bridge we saw Golden Gate Bridge and our first glimpse of Pacific waters and we had finally reached the other "shining sea."

During a visit at the University of California at Davis I learned about fruits and irrigation in California from men heading these departments. Following the office visits we all enjoyed a trip through the orchards to see some of the irrigation projects, experimental plots and new varieties. The new varieties of strawberries, which are disease resistant and heavy yielding, are changing the areas of production on the Pacific coast.

A little farther north in the state we visited other relatives and enjoyed our stay in the Valley of the Moon where grapes are the chief agricultural crop. At the Luther Burbank gardens and home in Santa Rosa we saw many of the trees and plants Luther Burbank worked with, and were especially interested in the huge Cedar of Lebanon tree and the edible cactus plants.

As we had been making good time and by making our visits with the family a bit shorter, we decided we would make a quick trip up the coast to the cranberry sections of Oregon, Washington and Vancouver, B. C.

To be in the redwood country was one of the outstanding experiences of the entire trip. These trees are so tall and huge and straight, it is impossible to describe or to photograph them to do justice to their beauty and majesty. We spent a wonderful night in one of the California State Parks in the Redwoods and listened to a ranger talk in the evening.

The coast of Oregon with its rocks and surf and sparkling water in beautiful, and we especially were delighted going through a section of Rte. 101 where the highway was lined on both sides with huge rhododendrons and mountain laurel. We wished we could have been there a few weeks earlier when they were in blossom. We saw a few Oregon cranberry bogs before dark when we arrived in Bandon. I spent a day and a half visiting cranberry bogs in the Bandon area under the guidance of Ray Bates, Jim Olsen, Charles St. Sure, Jack Thienes (county agent), John Conrad, Jack Dean and Bill Bates. We discussed their problems and I learned something of the methods they had used to overcome these problems. Nearly seventy pictures were taken to record some of the observations, but only a few of them can be used here.

Bandon Bogs

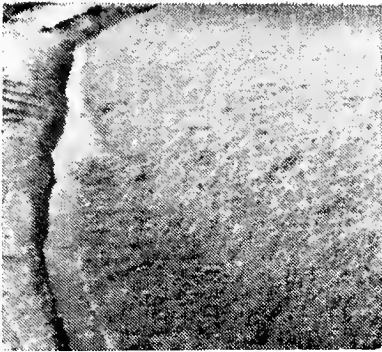
The bogs in the Bandon section are very flat, some of them level and some with a gentle slope to the outlet. The center ditch is us-

ually planked on the sides and the top which increases the expense at the time of construction but greatly reduces later costs as ditch cleaning and ditch weeding are nearly eliminated. The marginal ditch may or may not be planked. Some bogs had very shallow marginal ditches and some had none. A small reservoir or a wide ditch is usually near the bog. Vines (runners) for hill setting are purchased by the bundle and set upside down to get the new runners to be on the bog surface from the start. Another method of planting is to scatter vines on the surface and pressing them in by a power driven barrel with metal rings. Water may be put in the barrel to increase the depth of planting.

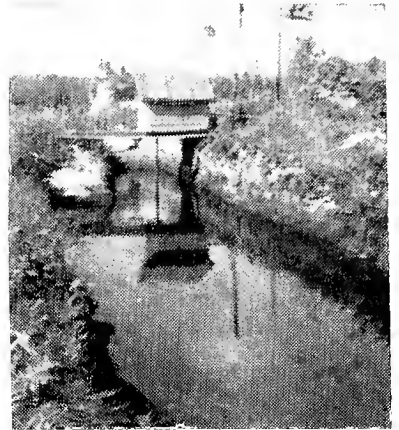
Frost is controlled by sprinklers which may have the main lines and laterals on the bog or they may be raised. Many of the growers use an alarm system. The pump and house is often set over the narrow reservoirs which has a sufficiently rapid recharge rate so the bog can be sprinkled on successive nights.

The strawberry root weevil has caused considerable damage in Oregon. The damage somewhat resembles that caused by grubs. In recent years many bogs have been treated with lindane to control this insect. Oregon has other insects but this one appeared to have done the greatest damage in recent years.

Many of the weeds found in other sections are also found in Oregon



Shallow marginal ditch and upland which is cleaned annually.



Picture on left shows close-up of marginal ditch showing construction. This bog is drained with wooden drains. (see front of crosspiece). On the right a number of pump houses are located over the reservoirs in Oregon.



Yellow weed or loosestrife along a planked ditch. Ray Bates on the left and Jim Olsen on the right.

bogs, but they have a few which are not common in other sections, such as dandelion, subterranean clover and astoria bent. Thinner, or solvent, is the most commonly used herbicide and the rate depends upon the weed to be controlled, the method of application and the time of year. One grower each year cleaned his marginal ditches and the upland for several feet as a weed control measure.

A number of pieces of cranberry equipment have been developed by cranberry growers, such as the "oil rake" used to apply thinner below the leaves. The "beater" is used to knock the berries off the vines in the bogs which are flooded for harvest. The berries are then taken from the water with scoops adapted for the purpose. They have

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developed two pruners, one with revolving cutters which cuts slightly diagonal to the path of travel, the other is a specially built cutter bar which raises the runners before cutting them.

Something entirely new to us were "stilts" (shoes with a wooden bottom to which were fastened pegs about 2½ inches long). These were worn by everyone going on the bogs to prevent damage to the berries.



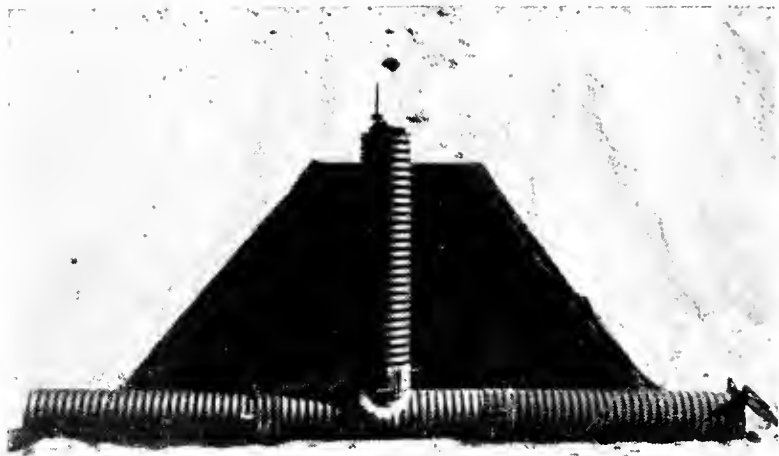
Electric Alarm for frost. The cover over alarm is raised or removed when in use.

Lumbering is a very important industry in Oregon as we all know, but we were impressed by the size of the logs being hauled on the highways to the lumber mills which seemed to be everywhere. The minimum wage in the lumbering business is two dollars per hour, which makes cranberry bog labor very expensive and hard to obtain.

While in Oregon I heard, saw and pictured much more than can be included in this issue of Cranberries. Next month Long Beach and Grayland Washington and a little about Vancouver bogs will be discussed.

NCA Bookkeeper Accused of \$53,000 Larceny

An employee of National Cranberry Association, Mrs. James Wood, of Thompson Street, Middleboro, bookkeeper and stenographer, has been accused of the larceny of \$53,000 from that co-op. She was



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This is the simplest Trufant pump setup—just the pump, piping and one fully-automatic discharge valve. Yet it can be made reversible at any time by adding a second discharge valve and controls for both valves. The dike may be wide or narrow.

By pushing the water through the dike rather than lifting it over the top (or over flashboards) you pump against the lowest possible head at all times. There is no power-wasting fountain or cascade. No spectacular display, just power purposefully used.

In WISCONSIN see GOLDSWORTHY

PREFABRICATED FLUMES BOG RAILROADS

RUSSELL A. TRUFANT

Carver 64-11

North Carver, Mass.

placed under arrest, September 24 and pleaded later not guilty in Hingham Second District Court and was held in bonds of \$25,000 for a continuance and trial.

Mrs. Wood has been in the employ of NCA since September 1951. She is the wife of Lieutenant-Commander James Wood, now on sea duty. She lives on Thompson St., Middleboro, where she is said to have bought a farm three years ago, apparently spending a considerable sum of money, stocking it with horses and other live stock. She was the former Edwina Doyle of Plymouth.

An official for National said it was her duty to receive slips for berries sent in from receiving centers, deduct whatever costs a grower might have against him, and then make out a check for the balance of a \$7.00 a barrel advance NCA is paying. It is alleged she selected the names of growers from a list of members who had not been active since 1947.

The official further said, at early harvesting season, berries come in rapidly and from 25 to 150 such accounts are handled daily. Later the rush subsides. The checks were allegedly deposited and then cashed at Middleboro and Taunton banks.

Mrs. Wood was taken into custody at the cooperative's main plant at Hanson as she was returning from lunch. Arresting officers were Hanson police chief Kenneth McKenzie and state police detectives John M. Butler and Edward J. Feeney, attached to the office of Plymouth District Attorney.

All but about \$46,000 of the alleged embezzlement occurred this fall, the rest last year, it is said.

Officials of NCA became suspicious when berries which were purportedly delivered to the Onset plant of the co-op were not there, and when, a check, which seemed an exorbitant amount for a grower with only four acres of bog, was noted,

M. L. Urann sent out the following notice to NCA members, "You will hear about one of our girls who forged berry receipts and state checks issued in payments. The amount is about 5 cents a barrel on the berries passing through. We are bonded against such losses and explain and expect full restitutions."

The Plymouth County Grand Jury on October 8 returned 51 indictments against Mrs. Wood for forgery, uttering and larceny from NCA. Thirty-nine were for larceny mostly by check; five for uttering and instrument and forged endorsements; five for forgery of an endorsement and two for forgery and uttering.

Arraigned to enter a plea in Superior Court, October 9, Mrs. Wood pleaded not guilty and the case was continued. She was held in bail of \$30,000.

Late Developments

Blacks Price Advanved

Eatmor Cranberries, Inc., announced an advance in its price for early Blacks, of Massachusetts and New Jersey, of 25 cents a quarter to \$4.50 or \$18 a barrel on Oct. 6. At the same time it opened on Wisconsin s at \$4.50 for Wisconsin Natives and \$4.65 or \$18.50 a barrel for Searless.

Wisconsin fruit is reported as of beautiful quality, as well as a large crop.

The market was reported as being god as October came in, although it is said there were isolated cases of price cutting by some shippers. In Massachusetts rail shipments through Middleboro at first of October were described as about normal, but it is becoming more difficult to use this major shipping points as a barometer of crop movement, since probably at least half the crop today rolls by truck.

First round of shipments was generally completed by first week in October. Unseasonably hot weather over most of the nation and particularly in god cranberry market territory probably slowed down sales a little. Many Massachusetts growers were having toruble to find storage space for the volume of fruit they are harvesting. "Everything's full."

Crop Over-Running

Reports of over-run on the early

government crop estimates come from all over Massachusetts, New Jersey and Wisconsin also seem to be in for even better propsects than anticipated. It is believed official October crop estimate will be up over August and September.

Storm in Washington

Long Beach, Washington had a severe storm the last days of September, there were rains, hail and high winds over the peninsula. Flower and vegetable gardens were damaged and trees blown over. Winds up to 45 miles an hour were recorded at Astoria (Ore.) weather bureau across the Columbia. Nearly three inches of rain fell at Cran-

guyma in two days. Records there showed rain fell on 12 days for a total precipitation of 3.86 in September. Sprinklers were used on bogs during the month to keep temperatures down, the lowered readings being 78 on the third and 80 on the 20th.

A really heavy, general frost took place the morning of October 9th, ice being formed on uplands. Temperatures in Southeastern Massachusetts of from 17 to 20 were recorded, with lower ones inland. Some cranbery damage could have taken place.

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PHOTO COURTESY OF PORTLAND OREGON JOURNAL

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Carver POW Gets Big Homecoming

Carver, (Mass.) greatest cranberry growing town in the world, (2,916 acres) turned out in force the evening of Saturday, Sept. 19, to give official welcome home to its returning POW, "Ted" Goodreau, and other veterans of the Korean war. Cpl. Goodreau was held by the Chinese Communists for more than two years.

At 4 p. m., Goodreau, his parents, Mr. and Mrs. Theodore H. Goodreau, the former being a bog worker at the Ellis D. Atwood property, his six brothers and sisters, Korean veterans and wives, and banquet committee had a dinner in Bridgewater. Returning at 5:30 a line of parade was formed in front of the Goodreau home at Eda Ave., Edaville. Leading were police, the Consolidated School Band in a truck, Goodreau and parents in an open car driven by Mrs.

Robert Bolduc of North Carver, others of the family in a second open car, followed by a long line of cars of other welcomers.

The parade toured to route 58 to South Carver, to Center Carver, to North Carver and then to the Consolidated School. The parade arrived at 7:30 with the public seated in the auditorium. Then came the official entrance of "Ted," family and other Korean veterans, Gold Star Mothers, town officials and special guests.

Official welcome followed, with music, speakers and the presentation of gifts including a sum of money which had been raised by public subscription by a committee of which Earl Boardway was chairman.

Goodreau had volunteered for service June 13, 1950 when he was 17, just before Korean hostilities broke out. He was sent overseas Feb. 17, 1951. He was reported missing in action April 25th, 1951.

Regarding his experience while prisoner, Goodreau said he'd rather not talk, except to say he was treated "pretty well, better than a lot of other fellows."

"I lived through it, that's the main thing," he said.

He was captured about 5 miles north of the 38th parallel about in the middle of the peninsula. There had been a road block, he said, and the Chinese "came at us too fast."

As for the future, "Ted," has no definite plans. He will rest, stay with his family and "maybe pick a few cranberries."

CRANBERRY FESTIVAL OREGON-WASHINGTON

Late developments in the Bandon, Oregon cranberry harvest festival have made it necessary to spread the celebration over three days instead of the previous two. New dates are October 15, 16, 17.

The queen selection and coronation (seven contestants) is to be the first evening. The "Cranberry Fair" is scheduled for Friday and Saturday and a football game between Coquille and Oregon is to be Friday evening at 8 o'clock. Festival parade will include the Queen and her Court, high school bands, commercial and organiza-

MECHANICAL PRUNING AND RAKING OF CRANBERRY BOGS

The following questions are the ones most frequently asked by cranberry growers . . .

How long does it take to cut an acre?

One to two hours to cut . . .
One hour to rake.

How many uprights do these machines cut off?

Less than any other method of pruning.

How often do the knives have to be sharpened?

We have operated knives over 100 hours without doing anything to them except washing them.

Do the rakes do any damage to the bog?

No . . . if properly handled.

These answers are based on three years of experience. If you are thinking of pruning your bog this Fall, get your orders in early, as the number of machines is limited.

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tional floats, individual entries, children's sections, veterans, etc.

Final event will be the harvest ball on Saturday evening.

Grayland Festival

Grayland, Washington will crown a queen at the annual festival, Saturday night, Nov. 14. The event is sponsored by the local Lions Club. There will be a lunch, featuring cranberry pie. Prizes will include an electric blanket, deep freeze and other items. Coronation will be followed by a dance.

FOR SALE

Searles vines free of weeds, State inspected. \$175 a ton delivered in Wisconsin in truck-load lots. \$150 F. O. B., Hayward, Wis. Weighed sprinkled but not soaked in water. Run through cutter free if desired.

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Hayward, Wis.

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Eatmor Cranberries

New England Cranberry Sales Company

(The Cranberry Cooperative)

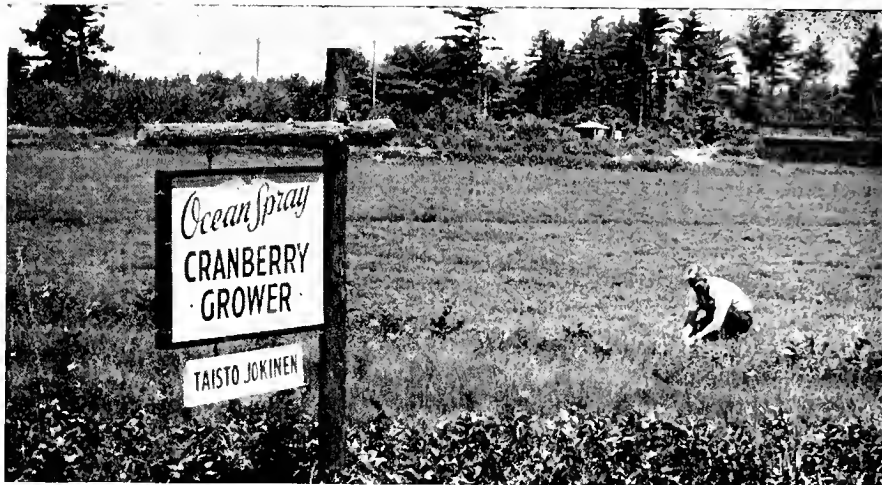
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"Membership in NCA"



If you are **not** a member of NCA, it might be well, now in the midst of another cranberry season, to compare **your** advantages with those enjoyed by the 1800 cranberry growers who are members of NCA. . .

1. A market for 100% of your crop, or whatever part you contract to sell through NCA.
2. Immediate delivery of berries. No shrinkage.
3. An expanding market to take care of increasing crops. Ocean Spray sales in the last 5 years have increased from 2,472,279 cases at the close of the fiscal year 1948 to 4,617,072 cases at the close of the fiscal year 1953, a gain of 87%.

Membership in Ocean Spray's 1953-54 pool closed on October 1. If you are completely satisfied with your present affiliation, this message is not for you. But if NCA can offer you benefits you do not now enjoy, we will welcome you as a member in 1954.

NATIONAL CRANBERRY ASSOCIATION

THE GROWERS' COOPERATIVE

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Cranberries

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WASHINGTON

Thanksgiving Cranberry-Fed Turkeys of Quail Hollow, Sandwich, Mass. (CRANBERRIES Photo)

30 Cents

NOVEMBER 1953

Mass. Cranberry Station and Field Notes

by J. RICHARD BEATTIE
Extension Cranberry Specialist



A ten-day rainy period that occurred the last of October postponed the completion of our record cranberry harvest. It now appears (November 3) that a few growers will be picking until about the middle of this month. The "monsoon" left a substantial rainfall that was badly needed to replenish diminishing water supplies.

The frost warning service functioned smoothly this fall. A total of nine general warnings were released compared with eighteen sent out last year during the harvest season. The inland bog operators were alerted on twelve additional nights during September and October. Damage from frost has been negligible. Before leaving this subject, the writer would like to commend George Rounsville for his splendid forecasting work. We are also indebted to Dr. Franklin for his valuable services as our frost consultant. It has been a long season for these men beginning about mid-August and apparently will continue well into November. Their many hours of service are deeply appreciated by the industry.

A cranberry TV show is scheduled for November 19 on Channel 4, WBZ, Boston, at 9:30 in the morning. Gilbert Beaton of the John J. Beaton Company, Mrs. Richard Beattie, and the writer will appear as guests on Joe Brown's "Down to Earth" program. We hope to bring the cranberry industry a little closer to Mrs. Consumer and demonstrate some of the uses of our products, both fresh and processed.

It is a pleasure to report that Dr. Bergman, who retired on October 1, is now enjoying his new quarters

in the Dr. H. J. Franklin Room. Growers will remember that Dr. Franklin invited his associate of many years to share his new room with him and that the Cape Cod Cranberry Growers Association purchased a fine desk, chair, and filing cabinet for Dr. Bergman's use. He has recently been appointed a collaborator for the United States Department of Agriculture. We are really fortunate to have these two men so closely associated with the Cranberry Station.

Congratulations are in order for Alton Garland, Research Chemist of the National Cranberry Association, for his splendid cranberry exhibit that he arranged and set up at the recent Horticultural Show in Boston. This educational exhibit won two awards for its excellence. The staff at the Cranberry Station assisted "Al" in collecting some of the material, including a separator that was in operation and attracted considerable attention, a large section of bog, old and new scoops, various cranberry products, insects, disease and weed specimens, plus many other interesting items. This was the first time that the cranberry industry participated in this particular show and those connected with it felt that the time was well spent.

We have the following reminder on late fall management. 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. Bearing bogs are usually flooded about December 1 or as soon as the bogs surface remains frozen all day. Dr. Franklin states in his 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 part 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." Professor Tomlinson, our new Entomologist calls our attention to another point concerning the winter flood. He and Dr. Franklin have observed that a relatively new cranberry pest known as the **mealybug** has never been a problem on bogs that have been properly flooded for the winter. It has caused some damage on a few bogs that have not been regularly flooded and has been a serious problem on a few dry bogs on the lower Cape.

Kenneth Faulkner, a young exchange student from Australia, visited the Station during the month. He owns and operates a large dairy farm near Sydney and is studying dairy methods in our country. When asked who was taking care of his herd, he told us that several of his neighbors had kindly offered to help by adding a few of his cattle to their own herds and would look after them until he returns. They also assisted by raising sufficient capital to send this promising young farmer to our country. Australia must be a very neighborly place in which to live. Mr. Faulkner apparently enjoyed his visit to the cranberry area. He told us he is very fond of our cranberry products and hopes to take some of them home to Australia.

We are still receiving glowing reports from the results of "late water" and fungicidal treatments

Vernon Goldsworthy

Cranberry Specialist and Grower

B. S. M. S. University of Wisconsin
EAGLE RIVER, WISCONSIN

1. Growers supplies of all kinds
2. Vines for sale: Searls, Jumbo, Howes McFarlin. All highest quality—state inspected.
3. Hail insurance
4. Management and consultation by year or individual assignment.
5. Interested purchasing cranberry properties in Wisconsin.
6. Custom marsh work of any nature.

used to improve the general keeping quality of the crop. Unfortunately, the acreage was very limited that received these treatments. Growers will remember that two keeping quality forecasts were released last spring and early summer. They indicated that the general keeping quality would be **only fair**. Results to date would seem to substantiate the forecasts. They have been sent out under Dr. Franklin's supervision for five years and the results have demonstrated that they have been amazingly accurate. We hope more growers will seriously consider these forecasts when planning their spring work.

Cranberry Insects Resistant to DDT

By W. E. TOMLINSON, JR.
Associate Research Professor
Mass. Agricultural Experimental Station

During the spring of 1953 failures to control black-headed fireworms and blunt-nosed leafhoppers with DDT were brought to our attention on a few bogs. Since most of these were following airplane or helicopter applications, it was felt that the application might be at fault rather than the DDT.

Ground spray tests in the field and laboratory cage tests with blunt-nosed leafhoppers from one of these bogs were run which showed that the leafhoppers were definitely resistant to DDT. No such tests were run with black-headed fireworms, but field observations indicate a similar DDT resistance is developing in a few instances with this pest also.

A portion of a bog in Carver where the leafhopper count was in excess of 500 per 50 sweeps was divided into plots and thoroughly sprayed with 50 percent DDT wettable powder at 2 pounds in 100 gallons, with 33 percent DDT emulsion at 1-½ quarts per 100 gallons, 55 percent malathion emulsion at 1-½ pints per 100 gallons, 25 percent malathion wettable powder at 2-½ pounds per 100 gallons, 25 percent methoxychlor emulsion at 2 quarts per 100 gallons, 50 per-

cent perthane emulsion at 2 quarts per 100 gallons, and 25 percent TDE emulsion at 2 quarts per 100 gallons.

Check sweeping 4 days after the sprays were applied revealed little if any reduction in leafhopper population in either of the DDT plots. Perfect control was obtained in the malathion, methoxychlor and perthane plots where no leafhoppers were collected in 50 sweeps. TDE reduced the population appreciably, but there were still 3 or 4 leafhoppers in 50 sweeps 4 days after the sprays were applied.

As an additional test 50 leafhoppers were introduced into each of three battery jars in which cranberry uprights were placed in moist sand. One such jar was left as a check with no treatment while the other two were sprayed with 50 percent DDT wettable powder, one at the rate of two pounds and the other at four pounds of DDT per 100 gallons. At the end of seven days both the check jar and the jar receiving two pounds of 50 percent DDT had 25 live leafhoppers remaining while the jar that received four pounds still contained 14 live leafhoppers, which is no control for all intents and purposes.

Fortunately, the resistance to DDT is not at all widespread at present. Most growers can still use DDT for leafhoppers and black-headed fireworms and expect the usual good control that they have had in the past. The organic phosphates offer a substitute for controlling DDT resistance insects, but because of the extreme hazard associated with the use of most of them they should not be adopted without an appreciation of the hazards involved, nor applied without all of the necessary precautions. Malathion is an organic phosphate that is an exception in that the hazards are no greater than with DDT. However, it has produced a premature vine and berry reddening on Early Blacks which at present has not been fully evaluated.

Even though a methoxychlor spray gave perfect control, 5 percent and 10 percent methoxychlor dusts failed to control resistant leafhoppers in two instances. Perthane, which is a new material, was

not tested further but from the results obtained with our sprays, it warrants further testing another season.

Three Brooded Black-Headed Fireworm

By W. E. TOMLINSON, JR.
Associate Research Professor
Mass. Agricultural Experiment Station

The black-headed fireworm, always a bad actor in Massachusetts, was generally less troublesome than usual during 1953. However, the experience on one large Cape Cod bog this season was worse than is usually expected with this pest when it was not content with the usual two generations, but produced a third generation of worms in early August. There were at least three generations on this same property the previous year also.

Though two generations is the usual number per season as far as black-headed fireworm is concerned, three generations is not new as J. B. Smith reported this number back more than fifty years ago.

This does not mean that the black-headed fireworm will generally change its usual habits and become three-brooded throughout the cranberry area of Massachusetts. It is probable that local weather conditions on the property in question were such during the past two seasons that three generations were able to develop there. Such conditions may occur again soon or they may not again for several years to come.

Increased Council Allocations Made

Executive committee of the Cranberry Growers' Council, meeting at NCA, Hanson, Mass. October 9th made allocations of its berries as follows:

Increases of the Eatmor crop from 275,000 barrels to 300,000; increase of National's allocation from 516,000 to 525,000.

Cranberries

THE NATIONAL CRANBERRY MAGAZINE

ISSUE OF NOVEMBER, 1953—VOL. 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, 1878

FRESH FROM THE FIELDS

Compiled by C. J. H.

MASSACHUSETTS

October Rain Helpful

October rainfall came to the rescue of the crop with a total of 5.73 inches. This should make for a good crop in 1954.

September had an excellent sunshine factor, a total of 272 hours, which is 45 more than normal.

Still another favorable factor is that growers have had more money to work with than in some years past, and so a great deal of bog work has been done.

About 600,000 barrels can be considered about a normal crop for this state.

NEW JERSEY

Weather

A report on the weather at Pemberton during the month of October would be misleading without some account of more detailed statistics. Actually the month was very dry and very mild, yet the total rainfall, 3.82 inches, is .36 more than normal, and the average temperature was 56.7°F., only .5° warmer than normal.

The average daily maximum temperature was a very high 71.7°, the third highest for October ever reached at Pemberton. The extreme mildness is shown also by the fact that it was the first October in Pemberton's weather recording history in which the maximum daily temperature did not go below 60°F. The very cold nights—there were 14 recordings of temperature below 40° and six nights of frost—lowered the monthly average temperature to about normal.

From October 1 to 25 only .55 of an inch of rainfall occurred; .27 of an inch on the 25th and 3 inches

on the 28th and 29th brought the monthly total to the above average total of 3.82 inches.

From June through October New Jersey has suffered what is considered a severe drought. Here at Pemberton the deficiency from the normal in the rainfall for this 5 month period has been 6 inches. The long spacing of rains rather than the insufficiency has been the main cause of crop damage in this area.

Effect on Cranberry Crop

Preliminary observations indicate that cranberries have not suffered much from the drought. The dry weather caused more berries to drop during scooping than are normally lost. This will reduce the harvested crop, especially since there is less gathering of floaters this fall than usual.

Effect on Blueberries

There is evidence that the dry weather has caused severe damage to blueberries, not only in the killing and weakening of plants on light soils but also in the general reduction of the number of fruit buds set for next year's crop. This will complicate pruning and will probably cause somewhat more difficult picking conditions in 1954, as well as reduction of crop.

New Jersey Blueberry Open House

The tentative program for this annual meeting of all New Jersey blueberry growers has been drawn up. On this occasion the Experiment Station reports to the industry on its work of the past year. Present plans indicate that Philip E. Marucci will speak on the commercial control of cherry fruit

(Continued on Page 13)

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NEW JERSEY MAN BUILDS BOG IN UNUSUAL MANNER AND HAS ACHIEVED SUCCESS

The story of a New Jersey man who has a "green thumb" and is not afraid of work.

By CLARENCE J. HALL

This is the cranberry story of Archer Coddington of Tom's River, New Jersey—a man who has the "green thumb;" and who, working with loving care, doing much of the labor himself, without too much working capital, now has a fine bog. It has high production, good berries and for the past seven years has never failed to make a profit for him.

He started with solid woods, really far back in the woods, on land he "guessed" would make good cranberry property. He now has 20 acres, all in one piece. His first picking produced just under 900 barrels. Other crops have been 1500, 1600, and his top—so far—has been 2000.

As a young man he had a fine farming experience, since his father raised excellent garden truck. Archer helped out. In his early years for his father, he worked on raspberries, strawberries, cantaloup, beans, among other produce. At the age of 20 he left the farm, and farming, until he returned to agriculture as a cranberry grower.

Supervisor of Clay Mine Co.

For 28 years he was supervisor of the United Clay Mines Corporation, which is partly in Berkley and Manchester township, with offices at Trenton. It was from United Clay that he purchased his property—having discovered it as good prospective cranberry bog area, while he was out prospecting for clay. This property, like United Clay, is in both Berkley and Manchester township. He made the purchase, looking ahead to the time he would want semi-retirement.

So, when he was about 50, in the winter of 1933 and 39 he began his project.

Labor was easily obtainable then, as it was during depression years. The bog site lies in a natural hollow, surrounded by sandy shores and with slightly-rising uplands. Some of the bottom is of savannah and some of fairly deep mud.

Water comes from Wrangle Brook, which flows through the bog. Fresh springs from the hillsides form a stream which joins the main bog ditch, giving a secondary source of supply. This brook and stream provide enough water for

winter flowing, but not enough for frost protection. However, even though he is in a location, relatively frost "safe," he is now working toward putting in a sprinkler system, at least on some parts.

Built in Unique Manner

Actual building of the Coddington bog was in a manner truly unique. Of this work Coddington says, "I cut the bog site off and cleaned up every living thing and

burned it all. Then I kept the bog flowed for two years. This killed off all vegetation and also provided a splendid turf for the planting of vines."

For his bog he wanted vines of quality. These he obtained from Dr. H. J. Franklin of Massachusetts Cranberry Experiment Station, they originating from Dr. Franklin's own bog in Middlesex County, Massachusetts. They are entirely Early Blacks. He planted without first spreading sand. Some years thereafter he has spread sand lightly.

Meticulous Care

As the writer admired this originality and method of bog building and planting, Mr. Coddington went on to tell of the meticulous care, constant weeding which he did. Incidentally, the bog was not stumped. The trees were sawed off close to the ground and by now the vines are beginning, and, will in time, overcome these stumps.

His grass is controlled with solvents. He has a spray rig, this having a boom, with 500 feet of hose. Eleven men are required for the operation of this. For insects he uses three sprays; the first is DDT and Zerlate the second Zerlate and

LOOK—STUDY!

THE 5 POINTS LISTED BELOW.

They tell you *why* you can
have confidence in *us*

- Nationwide Distribution for Cape Cod Cranberries
- Aggressive sales planning and control
- Efficient and economical operations
- Simplified accounting — prompt payments
- Cooperating with other agencies to correct present weaknesses of the cranberry industry.

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then DDT and Zerlate for the final one. Whenever a spraying operation is in progress, Coddington works right along with his men.

He is a believer in the necessity of an "insurance" of good pollination. He keeps five hives of honey bees on the edge of the bog.

For his harvesting he uses local labor, the men hand scooping. Fifteen to 25 pickers, when conditions are such that they can work right along, the whole 20 acres has been picked in 14 or 15 working days. One reason he can obtain good, local labor is because his berries are usually heavy set and pretty. So he provides "good picking" for his harvest crew, always picking by the bushel.

His fruit is sent to National Cranberry Association.

On his home place near Tom's River he has a cranberry house, 20x30 feet, with a basement, where his bog equipment is kept.

Success Formula

In addition to keeping his bog in the best possible condition, he keeps his uplands well cleaned off. Not even rattlesnakes prevent Mr. Coddington from getting his work done. He estimates he has killed 16 on the uplands and in case he meets one of these vicious reptiles he always carries a heavy stick when working along the shores. He has found no rattlers on the bog itself.

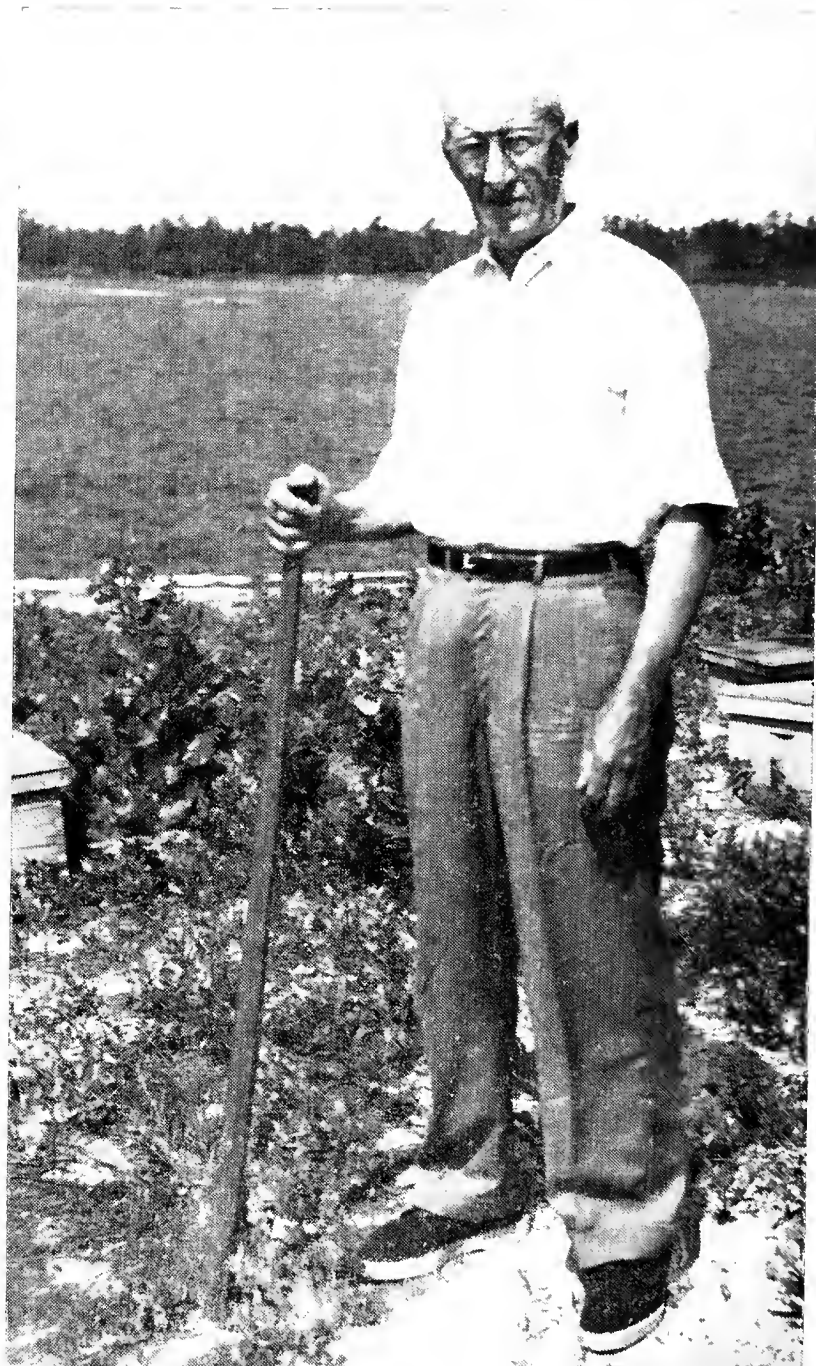
It must be evident that Mr. Coddington is a very practical man. He is modest and unboastful in telling of his cranberry theories and of what he has done and is doing.

In 1952 he was president of the American Cranberry Growers' Association.

When asked to what he attributed his success in cranberry growing; "You have got to know what to do, and then you have got to see that it is done, when it should be done."

Bandon Affair Biggest Yet

Bandon, Oregon held its seventh annual Cranberry Festival October 15, 16 and 17 opening with an evening coronation ceremony when Barbara Wright, sponsored by the



ARCHER CODDINGTON

(Cranberries Photo)

Bandon Woman's Civic Club, was crowned by Peggy Helme. Seven young women of the queen's contest represented the various communities which make up the Bandon and Northern Curry area.

Special entertainments, a mammoth parade, two football games, the Cranberry Fair and the wind-up Harvest Ball made up the three day program.

For the first time all merchants and business houses decorated their windows in the festival spirit. Mrs. L. M. Kranick was chairman of the committee to arrange this feature. A special certificate of appreciation was issued each business house.

Many dollars in prizes were presented the lucky winners of the floats, costumes, pets and Fair contestants.

A YEAR OF ACHIEVEMENT

THIS is a year that the cranberry industry has achieved a record crop of all times. The industry must face the fact that growers can and will consistently produce more cranberries than even the top crops of recent years.

There has been so much improvement in cranberry culture developed largely by our scientists that there is hardly a fear of insect damage. If growers will do, and can afford to do, as our scientist say, they are practically certain that their bogs will be insect free. Our frost warning systems are so very nearly accurate that there is hardly a fear of frost damage. Our merchandisers have taken most of the drudgery of selling off our hands.

NOVEMBER

NOVEMBER is the month of our holiday which is truly the most American of all our holidays; our Thanksgiving Day. It is a day in which we all pause from our duties and hark back to our early beginning. What a contrast there is in the way of life of the early settlers and in our proud American way of life.

We have come a "far piece" as one of those sturdy men might have said. And yet are we so far advanced? True we have every modern gadget to make life comfortable, but are we any nearer to the important secret of a happy and contented life than our forefathers were?

They quickly adapted themselves to a wilderness. Are we adapting ourselves to the frantic strains of modern world-wide living or like the Dinosaur who couldn't adapt himself to changing conditions and became extinct doomed to extinction ourselves?

CRANBERRY FLAVOR

WE are equally fortunate that our product is unique, not in size, not in color, although the color is always a delight to the eye, but just because of that savoriness that is so palatable with almost any food.

Cranberries taste good. Some call them sour but tart and tangy are more descriptive of their singular distinctive flavor. We drink the juice, we like them with meats or any main course at dinner, we combine them with all manner of fruits, cakes and ices for sweets.

CRANBERRIES - WAREHAM, MASSACHUSETTS

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Those clever men and women who plan and execute our publicity programs tell us that the people who live in moderate, cool and cold climates eat more cranberries than those people whose homes are in warmer regions. This may in part be due to their natural traditional eating habits. We may be certain that when the time comes that every grocery store in each city and town located in the warmer parts of the globe carries merchandising displays of our fruit, and packs its counters with cans and cellophane packs, the people will respond. Cranberries have the same flavor in the South as in the North.

It all boils down to the fact that people buy cranberries because they taste so good!

From Sea To Shining Sea

(EDITOR'S NOTE: This is the last installment continued from our October issue in which Dr. Chandler tells of Oregon bog practices, differing from those in the East and Wisconsin.)

By F. B. CHANDLER

We ferried from Astoria, Oregon across the Columbia River to Washington and then drove to Long Beach arriving there about noon. I stopped at the Cranberry Blueberry Station early in the afternoon and found Prof. Crowley on a nearby bog. The bogs in the Long Beach area are very flat and the uplands are not much higher than the bogs. The bogs usually have board or plank dikes which are used at harvest time when the bogs are flooded for water picking. Frost is controlled with sprinklers which are also used for irrigation. The bogs are built on peat which is usually not over eight feet deep.

Most of the bog holdings in Oregon and in Washington are family sized operations which vary from 2 to 15 acres. However, Cranguyma at Long Beach is an exception, and I very much enjoyed seeing it with Dr. Clarke and Mr. Glenn as guides. This property is very large, containing about 100 acres of producing bog, about 100 acres being prepared for cranberry culture and another hundred which can be put into cranberries. This property has ample reservoirs for its acreage. The bearing acreage at Cranguyma is all in one piece with five miles of standard gauge railroad so located in the bog that most of the work is done from it. Eleven hundred sprinkler heads are used to protect this bog from frost. The water comes from a lake on the property through a pump house which is capable of delivering about 6000 gallons per minute. Part of the fertilizer is applied through the sprinkling system. The mains of the sprinkling system also supply water for harvest.

Cranguyma also has large plantings of raspberries, blueberries, strawberries and an exceptional collection of rhododendrons. In addition, Cranguyma has its own pro-

cessing plant where new and delicious cranberry products are being developed.

The USDA cranberry selections which are being grown in all sections but Oregon, are planted at Cranguyma and have been under Dr. Clarke's care. It was very interesting to observe the selections under Pacific Coast conditions. Without exception, the selections which looked good at Long Beach were selections which had not done well on the East coast. A few of the selections which are being observed in Wisconsin are also doing well on the Pacific coast. Nearly all of the crop in Washington and Oregon comes from McFarlin vines which produce very well. Many of the growers expect to average 150 barrels per acre per year and some speak of crops which are over 200 barrels. With crops of this size it will be difficult to select a new variety which will yield more than McFarlin.

Prof. Crowley has had a cranberry breeding program for a number of years and I was glad to be able to see the results of his work. He has crossed the lingenberry with the native blueberry, and has used Stankovitch (a West Coast variety) in some of his crosses. Besides these seedlings the Cranberry-Blueberry Station at Long Beach has 4-5 acres of cranberries and a good sized blueberry plantation. Railroad tracks are not on all bogs in this section but there is one at the Station. Spraying is done from a stationary spray tank located in the pump house and the main spray line goes along the railroad tracks.

I did not happen to observe any scale damage but Mr. Crowley said they have San Jose and Oyster Shell Scale more commonly than the Cranberry Scale. These are controlled with DDT at the time the insects migrate. The West coast has some other insects such as fire worm and fruit worm but so far their insect problems are considerably less than those on the east Coast or in Wisconsin.

Most of the weed control is with thinner which has been used on the bogs in the Long Beach section for a longer time than any other section.

jari, jr.

POWER SCYTHE

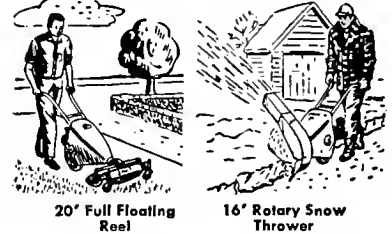
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MAKES TOUGH CUTTING EASY

28" Sickle bar cuts weeds, brush, grass—trims close to buildings and trees. Climbs hills.

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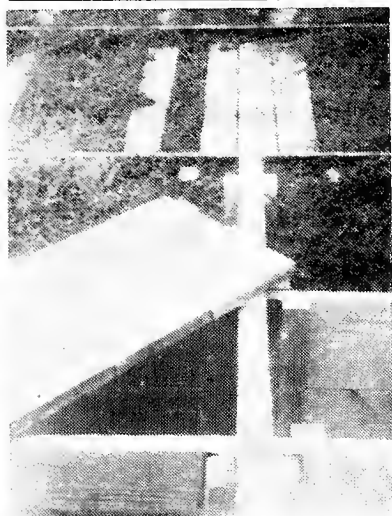
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Crowell's Lawn Mower Service
75 Iyanough Road
Hyannis, Mass.



1181 WASHINGTON STREET
WEST NEWTON 60, MASS.

Cranberries show a growth response to nitrogen only and therefore most of the fertilizer applied is ammonium sulfate. This is applied to give 10, 20, or 40 lbs. of nitrogen per acre (about 50, 100 or 200 lbs. of ammonium sulfate per acre). Generally 20 lbs. of nitrogen per acre is used each year as the large amount has a tendency to produce top runners. Some growers in Washington have also used superphosphate at the rate of 200-400 lbs. per acre and 100-200 lbs. of potassium sulfate (potassium chloride or murite of potash gives some burning).



Railroad, plank dike and flume (for harvest only). The rails have a narrow cut through which a piece of metal is placed to contact the center tie and bolts to the plank to make a watertight dam for harvest.



Foreground, Charles Adams bog and reservoir. He and neighbor own sprayer together. Note track connecting the two bogs.



DOING OUR SHARE TOWARD MOVING THE 1953 CROP BY—

1. MORE ADVERTISING
2. NEW AND AMPLE POINT OF SALE MATERIALS
3. NEW AND IMPROVED PACKAGE DESIGNS
4. MARKETING PROMOTIONS
5. CONTRIBUTING OUR FULL SHARE TOWARD SPECIAL UMI DECEMBER CRANBERRY PROMOTION

Cranberry Growers, Inc.

Mead-Witter Bldg.

WISCONSIN RAPIDS

WISCONSIN

After spending a little more than a day in Long Beach we went on to Grayland. In this section most of the original swamps were long and narrow. The owners have developed cranberry bogs across the

original swamps so that they have long, narrow bogs of five acres or less. At the time these were built the income from a five acre bog would care for a family, but with a greater increase in the cost of living than in the increase in re-

THANKSGIVING

Harvests are in—This is a time for quiet joy and Thankfulness.

ELECTRICITY

has played its part well in your season's endeavors.

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WAREHAM — PLYMOUTH

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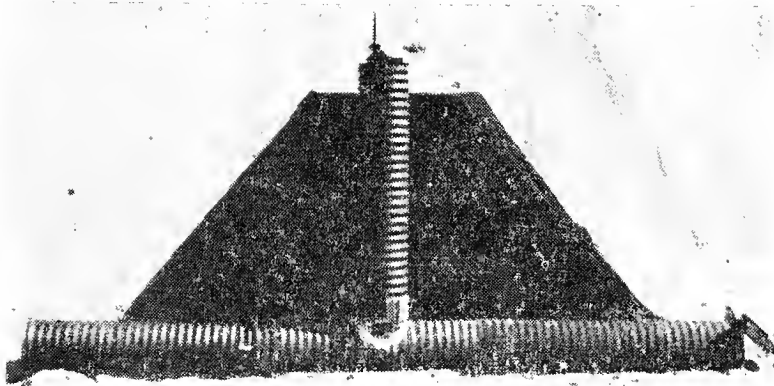


Spray mounting commonly used in the Grayland section.

(All photos by Dr. F. B. Chandler)



Dave Pryde's bog in Grayland showing the railroad located over the ditch. This bog has two water holes, one in the center and one on the far end.



ONE-WAY LOW-LIFT

TRUFANT STRAIGHT - LINE PUMP

This is the simplest Trufant pump setup—just the pump, piping and one fully-automatic discharge valve. Yet it can be made reversible at any time by adding a second discharge valve and controls for both valves. The dike may be wide or narrow.

By pushing the water through the dike rather than lifting it over the top (or over flashboards) you pump against the lowest possible head at all times. There is no power-wasting fountain or cascade. No spectacular display, just power purposefully used.

In WISCONSIN see GOLDSWORTHY

PREFABRICATED FLUMES BOG RAILROADS

RUSSELL A. TRUFANT

Carver 64-11

North Carver, Mass.

turns from cranberries it is more difficult. All or nearly all bogs in the Grayland section have railroad track in the center of the holding and about half of the bogs are equipped with sprinklers. The only method of preventing frost damage is with sprinklers. This year the entire Pacific Coast experienced a very severe frost on May 31st which caused a great deal of damage in barrels. There was no damage on bogs where the sprinkling systems were operated but damage was 100 percent on bogs which had no sprinklers. Water is somewhat limited in this section but the water table is very near the surface and more sprinkling systems could be installed. The Grayland section harvests a large part of its crop with the vacuum picker.

We stopped at the Vancouver and Puyallup field stations in Washington and found that they were also interested in blueberry culture. The Puyallup Station had a number of experiments and many varieties were being tested.

After a short but enjoyable stop in Seattle we continued north and were fascinated with the beauty of Mt. Baker and the view from Bellingham over the Straits to the San Juan Islands with the mountains of Old World Victoria in the distance. The Peace Arch erected at the International Boundary Line is

very impressive with the inscription above the opened gates "May these gates never be closed." It is a delightful place to stop for Customs and the flower gardens are lovely.

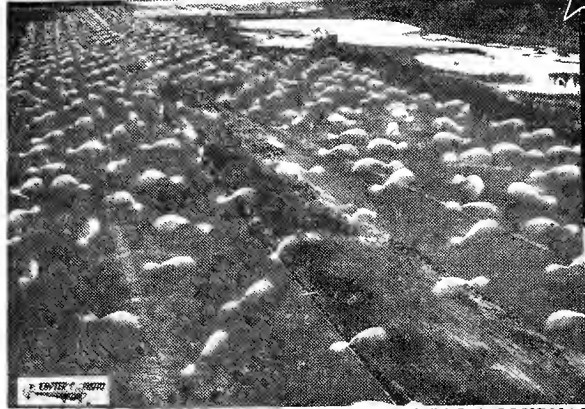
In Vancouver, British Columbia I learned that there are about twenty cranberry growers but the acreage is very small. I enjoyed a visit with Mr. Carncross at the Western Peat Company Bog which is only a nine acre bog at this time but there are 1000 acres which could be planted. The vines were set in peat and altho it has not yet been sanded, it is free from trash. The vine growth is good and it appears to be a promising location for development. Problems of insects and frost have not been studied in this area.

I might mention a few highlights of our return trip—Grand Coulee Dam in Washington, a visit at Montana State College, twenty-four wonderful hours in Yellowstone Park and a Rodeo at Cody, Wyoming. We will always remember with reverence the Passion Play and the majesty of Mt. Rushmore where the likenesses of four great Americans are cut in solid granite. As a result of our trip we now have a much greater appreciation of America and the words

"O beautiful for spacious skies,
For amber waves of grain,
For purple mountain majesties
Above the fruited plain"
And we say as the author did
"America, America,
God shed His grace on thee
And crown thy good with brother-
hood From sea to shining sea!"

RAIN BIRD

Protects Cranguyma!



**1000
RAIN BIRD
SPRINKLERS
LIKE THIS**



Provide Protection from Frost and Drought at Cranguyma Farms, Long Beach, Wash.

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.

Be sure that the system you buy meets the minimum requirements for design, installation and performance of a sprinkler irrigation system, as approved by the American Society of Agricultural Engineers.

Our research and planning department is at your service. Consult us today without obligation.



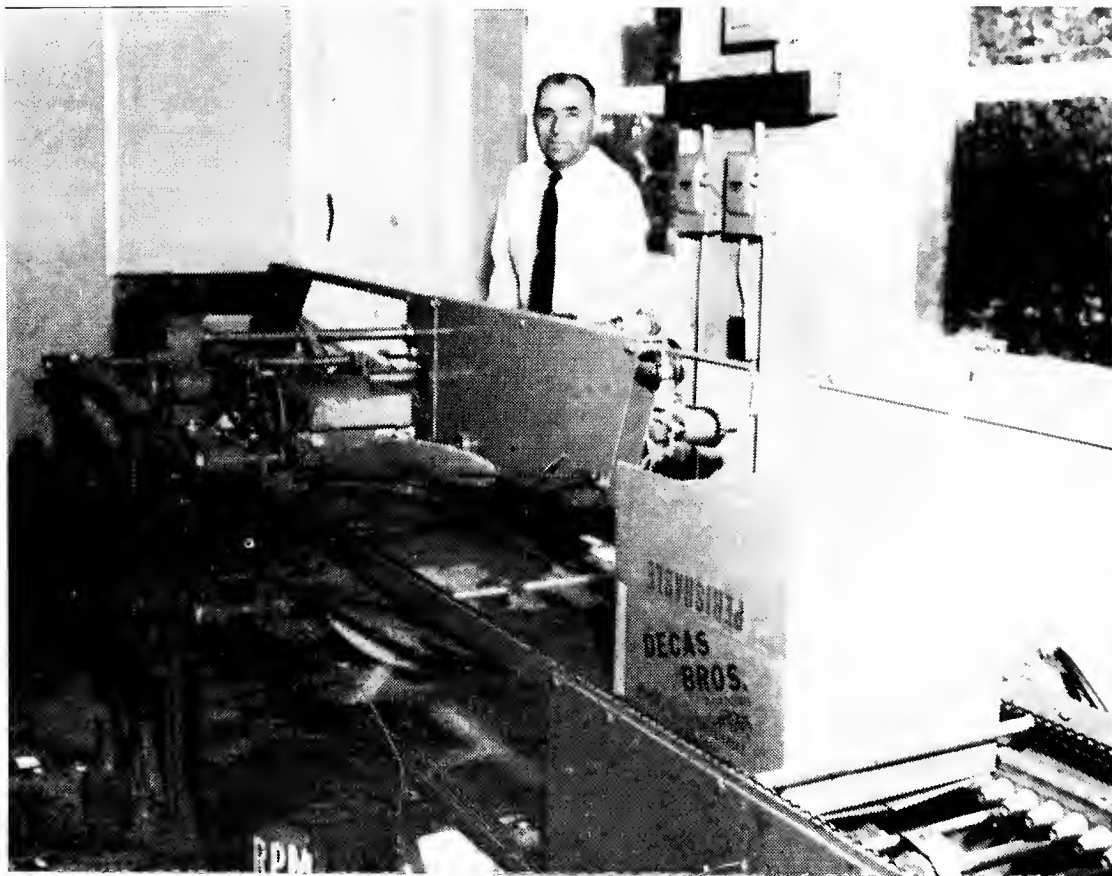
NATIONAL RAIN BIRD SALES & ENGINEERING CORP.
AZUSA, CALIFORNIA

RAINY SPRINKLER SALES, 1633 WEST LAKE ST., PEORIA 5, ILL.



New bog in Oregon, center and marginal ditches are planked with part of center ditch covered with plank. Bundles of runners which were not used are still on the edge of the reservoir.

DECAS BROTHERS STREAMLINE CRANBERRY BUSINESS WITH AUTOMATIC PACKAGING



Bill Decas watches his Pack-O-Matic machine automatically close covers and paste tightly cardboard shipping containers of cranberries, operating at the rate of 150 cartons a minute.

(CRANBERRIES Photo)

Announced last month was the purchase by Decas Brothers of Wareham, Mass., of the big cranberry property at Lakeville of the late William S. Eaton, wealthy Bostonian. The cranberry property consists of 90-95 acres, screenhouses, an apple orchard with apple packing house a large manor house and several other houses.

The bogs are about evenly divided between Early Blacks and Late Howes with a few odd varieties. The property is mostly in the Betty's Neck section of Lakeville. Mr. Eaton, who died in 1949, at the age of 94, left a personal property estimated at more than \$1,000,000, he leaving half to charities.

This purchase increases the cranberry acreage of the Decas Brothers Company to more than 200. The other bogs are in Rochester near Mary's Pond and in Mat-

tapoisett. Harvest for the total holdings this year totalled more than 16,000 barrels. Decas Bros., a family-controlled corporation, is comprised of "Bill" Decas, senior of the three brothers, "Charley" and "Nick." As well as being growers the Decas Brothers are distributors of Cape Cod cranberries, operating as independents. Their label is "Protection" brand. This year with their own production and that of others, they expect to distribute about 60,000 barrels.

Operating a fresh fruit retail and wholesale produce business in Wareham for many, many years, they have acquired considerable real estate holdings and entered cranberries comparatively recently, in 1935. Their progress within industry has been rapid since that time.

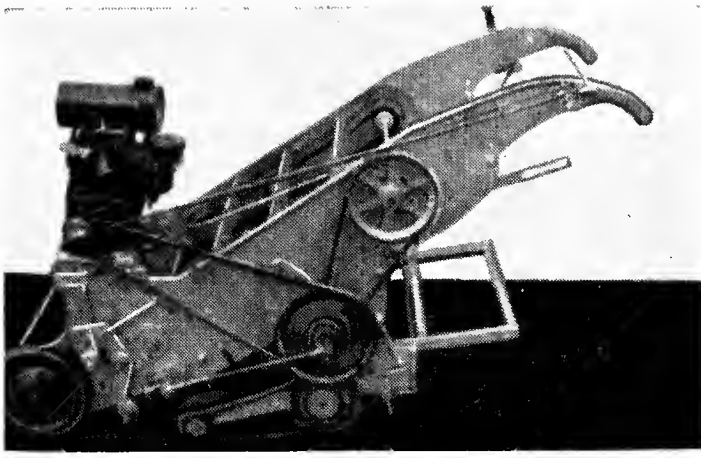
Streamlined Screenhouse This Fall

This fall they finished the remodeling and installation of new streamlined equipment at their screenhouse at Mary's Pond. This building is now 108 feet in width with a depth of 126 feet. It has a processing capacity of about 600 barrels a day when in fastest operation.

Arrangement within the interior is such that there is no "back-tracking," as the fruit progresses through; entering at the rear by trucks, the cranberries emerge at the front, packed and ready to be loaded on trucks to be hauled to market.

Berries are first run through a battery of 8 Bailey separators, then hand screened in a well-lighted sorting room. From the

(Continued on page 13)



Sales Prices of the 1954 WESTERN PICKER

Basic Established Price — \$930.00

DIFFERENT SALES CONDITIONS

All cash paid in advance	(1)	If complete purchase price is paid before Jan. 1, 1954, subtract 15% of \$93.00 or \$139.50, making the price	—\$790.50	
		(2)	If complete purchase price is paid before Jan. 1, 1954, subtract 10% of \$930.00, or \$93.00, making the price	—\$837.00
All cash on delivery	(3)	If picker is ordered before Jan. 1, 1954 and \$50 paid down and balance of \$770 paid on delivery, price is	—\$820.00	
		(4)	If picker is ordered before May 1, 1954 and \$300 paid down and \$560 paid on delivery, the price is	—\$860.00
Cash to be paid after the next picking season	(5)	If \$50 is paid with order before Jan. 1, 1954, and \$250 more on delivery, then the balance of \$580 will be due on Dec. 1, 1954 making the total price	—\$880.00	
		(6)	If the picker is ordered before May, 1, 1954, and \$300 paid with order, then the balance of \$630 will be due on Dec. 1, 1954, making the total price	—\$930.00
		(7)	If picker is purchased after May, 1, 1954, and \$300 paid down, then the balance of \$660 will be due on Dec. 1, 1954, making the total price	—\$960.00

NOTE—

- (a) We give early discounts to help finance Construction of Pickers.
- (b) We also know more closely how many to build.
- (c) It is cheaper for a grower to borrow money at his bank, than it is for us to carry him. We gladly allow him the difference in a much larger cash discount for early orders.

“Western Pickers Are Never Obsolete”

Address Order to:—

WESTERN PICKERS INC.

1172 Hemlock Ave.
Coos Bay, Oregon

Our Cover Photo— Cranberry-Fed Turkeys

Cranberries and turkey, especially for Thanksgiving, have traditionally been combined. Now they are being gotten together in a new way on Cape Cod, where Peter Place Cook of Quail Hollow, Sand-

wich, is marketing "cranberry fed" turks. This is not expected to interfere to any disastrous extent with the cranberry sauce sale, or the year-round "chicken 'n cranberry" campaign.

Mr. Cook, who has been in the turkey business commercially for three years, now says he has been told, "turkeys don't seem to have the old fashioned flavor they used to have." Being aware of the excellent qualities of cranberries, and

having a few small run-down bogs on his property, still producing some fruit, he decided to mix the berries into the diet of the turkeys. This he does, in the ration of 12 to 1, with their grain. He has already had a number of compliments from customers as to the flavor of these cranberry-eating creatures.

At first, he found the turkeys reluctant to touch cranberries, as he says they shy away from any new food offered them. Now they like cranberries. He imagines it more than likely that native wild turkeys ate the native wild cranberries, along with other foods, before either became cultivated.

Mr. Cook raises broad breasted Hollands, which are a white turkey, about 1200 birds in all in 1935. Mr. and Mrs. Cook, the latter having an interest in the turkey business, too, own about 80 acres near Shawme Lake, living in one of the finest examples of Colonial homes, about 12 rooms with numerous fireplaces, dating, in original building, from 1724 and having been remodelled and enlarged in the early years of the past century. It is as completely furnished in the antique as can be, with little concession to modernity, most of the pieces having come from the family of one or the other.

Mr. Cook who was formerly in the insurance business in Providence, R. I., and served in World War II with the U. S. Naval forces, also keeps a few chickens, has ducks in a pond, a cow and a couple of riding horses, and some dogs for hunting. The couple also specialize in growing rhododendrons, azaleas, laurel yew. The turkeys they send out frozen, ready for the oven. The bogs, 5 or 6 scattered acres, are located at Upper Shawme Lake and were originally built by the late Fred Eldred, and were set to Early Blacks, Howes and Bugles.

Mr. Cook expects eventually to rebuild and replant these, thus add cranberries to his interests, and has, in fact, already had a pump installed.

MECHANICAL PRUNING AND RAKING OF CRANBERRY BOGS

The following questions are the ones most frequently asked by cranberry growers . . .

How long does it take to cut an acre?

One to two hours to cut . . .

One hour to rake.

How many uprights do these machines cut off?

Less than any other method of pruning.

How often do the knives have to be sharpened?

We have operated knives over 100 hours without doing anything to them except washing them.

Do the rakes do any damage to the bog?

No . . . if properly handled.

These answers are based on three years of experience. If you are thinking of pruning your bog this Fall, get your orders in early, as the number of machines is limited.

C. & L. Equipment Co.

Power Scythes

Multi-Use Pullers

Cranberry Vine Pruning Machines

F. P. CRANDON

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Tel. Rochester 89-3

H. C. LEONARD

191 Leonard St., Acushnet
Tel. New Bedford
3-4332

ADVERTISE
IN
CRANBERRIES

Fresh From the Fields

(Continued from Page 2)

worm and recent research findings about blueberry maggot; Charles A. Doehlert, on adapting the fertilizer program to the drought conditions; Ernest G. Christ, on adjusting pruning methods to drought injury; Martin T. Hutchinson, on controlling cranberry fruit worm in blueberries, and Eugene H. Varney, on the control of mummy berry; William Boyd on the status of stunt disease in the State. Mr. Boyd is a member of the State Department of Agriculture.

The final Open House program will be mailed to growers in the latter part of November. This meeting usually starts at 10 or 10:30 a. m., includes a luncheon at the place of the meeting, and continues in the afternoon until about 3:30. It will be held at Fenwick Hall, Pemberton. Reservations for lunch (1.50) should be sent to the Cranberry and Blueberry Research Laboratory, Pemberton.

WASHINGTON

Harvesting

Harvesting was nearly finished by the end of October. Except for the frosts of last spring Washington would have had a much bigger crop. The State bog at Long Beach produced 750 barrels from five acres and sent entire crop to NCA.

This is by no means the best crop on the Peninsula as several growers are doing better. One grower has averaged 160 barrels per acre on slightly over five acres for some years.

J. D. Crowley predicts that Washington is not very far from producing a hundred thousand barrel crop. When all growers have frost protection this figure will be attained.

Rain was ample for the harvest and the rainy days were far enough apart so they did not interfere with the work.

Grayland produced a satisfactory harvest as well as the Long Beach section.

Cranguyma Farms expects to harvest somewhere between nine and ten thousand barrels which will also go to NCA.

OREGON

Weather

Favorable weather conditions enabled most growers to harvest their crops much earlier than last year. Rain during September and the first of October made water picking possible. October 21 brought the first frost of the season but not much damage reported.

Mechanical Picking

Three methods of mechanical picking are used this year. The Vacuum, Western and a water beater. Jack Dean is using a mechanical elevator to pick up his water picked berries and then loads his pickup trucks.

10,000 at Coquille

N. C. A. canning plant at Coquille has been expanded to keep up with the increased production of the Bandon area. Mr. Hughes, manager at Coquille, reports 10,000 barrels of berries have been received this year as compared to 4,000 last year by October 22.

Bryant Confident Of Good Returns

Fresh cranberry distributors apparently welcome the record production of this year, affording plenty of the fruit, according to Harold E. Bryant, general manager of Eatmor Cranberries, Inc., New Bedford. This conclusion is reached by sales staff members of the co-op, who have been "on the road," making contacts with Eatmor outlets recently. Mr. Bryant further says this assurance from the trade, coupled with an increased demand for the 1953 new merchandising program should lead to good grower returns.

Decas

(Continued from Page 10)
sorting room fruit is conveyed to the packaging room, which is on a lower level, the berries dropping into hoppers for bagging by four "Speedies," each capable of filling and weighing 36 packages (cellophane bags or window boxes) a minute, usual run, although top speed is 48.

Containers are sealed by Doughboys, then roller conveyed to a "Packomatic," which closes and pastes tight cardboard shipping containers, working automatically at the rate of 150 cartons a minute. These containers then go to the shipping room and are ready for distribution.

Price Advance

Cranberry markets advanced Oct. 27 following an opening price of \$5.25—\$5.40 per case for eastern and Wisconsin Late Howes.

Eatmor General Manager, Harold E. Bryant reported that despite unseasonably hot weather during Freeze Fresh Cranberries Week, one-third of the estimated fresh fruit tonnage has already been sold placing the market in a sound position for balance of the season.

Retail sales, he said, have been most encouraging for this stage of the season and consumer entries in the Name the Cranberry Girl contest are beginning to pour in, indicating an active demand and rapid movement for the important Thanksgiving marketing period ahead. At least 50 percent of supplies available as fresh fruit are normally sold in November.

The opening Eatmor F. O. B. price of \$5.25 for eastern Late Howes and \$5.40 for Wisconsin Late Howes is a dollar a case below last year and designed to allow a retail price that will promote volume sales of the increased supplies of fresh cranberries available this season. Early Blacks are now in limited supply but prices for remaining stocks are being held at \$5.40 per case. Wisconsin Searles are quoted on an F. O. B. basis of \$4.65 and Wisconsin McFarlins at \$4.75 per case.

Almost invariably — wherever you choose to live—you'll find water underground. You may have to drill several hundred feet deep to get it, or there may be plenty of flow just below the surface. A good well driller can guess pretty accurately the height of the water table (underground water level), and thus your chances for an adequate water supply.

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Hanson Open House

The Cranberry Canning Plant on Route 27 in Hanson held a public Open House on Saturday afternoon, October 31, from 12:30 p. m., to 5:30 p. m. Guides took guests along the same route that the berries go from the time they are delivered from the bogs until they are ready to be shipped to dinner throughout the country.

Modernized equipment has recently been installed at the Hanson Factory and one of many innovations of interest to visitors is a glass pipe, 3300 feet long, which carries the berries from the wash tank to the stainless steel cooking kettles.

When the cook is ready to make a new batch of sauce, he gives the signal, and in 1½ minutes 600 pounds of cranberries are swished through the pipe, drained and dropped into the waiting kettle. For that brief time, the swimming berries change the pipe to cranberry glass.

Canning operations were going full speed, Saturday, preparing cranberry sauce for the nation. The Hanson Plant's daily pack is about 9,000 cases.

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USE IS UP IN 1952

Use of fertilizer in the United States increased by 6.9 percent in 1952 over 1951, says National Fertilizer Review. Fertilizer bounced to a record high of 20, 119,039 tons in '52.

Commercial sales accounted for the lion's share—20,036,122 tons, while direct government distribution totalled 82,917 tons.

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The members of the New England Cranberry Sales Company have through the years directed their entire strength towards STABILIZING the business of packing, shipping and selling of Cranberries.

The industry needs this support but it also needs the support and cooperation of many more cranberry interests if growers are to be successful in future years.

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Cranberries**

New England Cranberry Sales Company

(The Cranberry Cooperative)

Telephone 200

9 Station Street,

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COOPERATION NEEDED!

Fresh cranberries do not have to be given away to produce sales. They can be effectively merchandised at retail stores to give you increased sales and larger returns at a stable market price.

Operation Sellmor was geared to do this important selling job for you. Through the "Name the Cranberry Girl Contest" it provides the extra incentive for consumers to buy. Through our national display contest it awakens the interest of the entire trade in setting up effective displays.

However, Eatmor has only 60 percent of the fresh fruit tonnage. It will take a united approach by the entire industry to prevent a price break for fresh cranberries and allow this program to produce maximum returns for you.

Harold E. Bryant

EATMOR CRANBERRIES, Inc.

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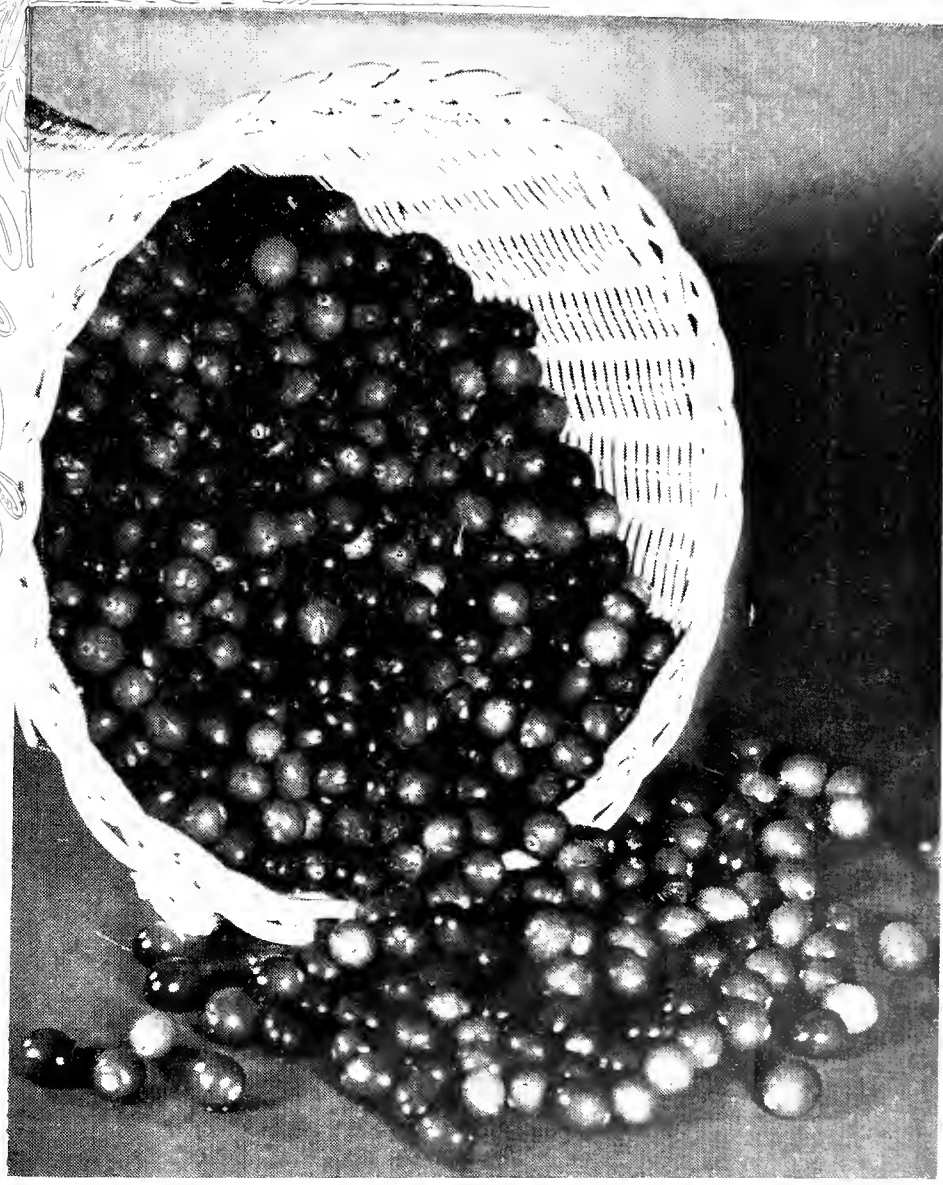
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WASHINGTON

"MERRY CHRISTMAS!" May your Blessings be as many as the Cranberries pouring from this Cornucopia. (See inside cover)

30 Cents

DECEMBER 1953

OUR COVER

This photograph was provided by Chambers & Wiswell, Boston, advertising firm, handling the account of Eatmor Cranberries, Inc. It lent itself so attractively for a Christmas Greeting to cranberry growers that we adapted it to our cover.

A friend in need is not necessarily a friend when not in need.

Rolling Control For Wire Grass?

Vernon Goldsworthy, widely known grower of Wisconsin, has been carrying out some weed control with reference to wire grass, the control consisting of rolling with a heavy roller. This work was done this fall, and it looks so promising to "Goldy" that he has re-

quested the College of Agriculture, University of Wisconsin at Madison, to have a qualified person check over the results.

After his experiments he noted that anywhere the roller passed the grass was bent over, and it seemed to be dying at the point at which it was bent, and the area turned brown and was apparently dead.

In his request to the College of Agriculture, Goldsworthy included a query to see if there was any detrimental effect on the fruit bud for next year's crop. He has cut several hundred buds and found no apparent damage.

He is also interested in, and included in his request to the State, to check into what he believes is an undue amount of bud damage in general in Wisconsin this fall. On some marshes which he has had a chance to observe and make checks by actually cutting the buds, he has found this injury runs almost 50 percent.

State foundation seed representatives are designated by State experiment stations to contact with growers for seed production and handle other foundation seed project details.

Tourists are people who travel thousands of miles to get a Kodak pictures of themselves standing by the car.



It's Christmas!

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may the joys of this Holiday Season surround you and yours, and may you dwell amid the blessings of peace, health goodwill and happiness...

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North Carver, Mass.

NEW NCA FREEZER

National Cranberry Association is to build a new 50,000-barrel freezer on route 28, to the east of the Onset (Mass.) canning plant. The new unit will cost about \$200,000, and will be approximately 110 feet square.

This will be the 9th freezer to be owned by the co-op, others being at Centralia, Markham and Long Beach, all in Washington; Coquille, Oregon; Bordentown, New Jersey; North Chicago, Illinois; Hanson and Chatham, Mass.

Mr. Urann estimated that, as of last month, there was a total of 296,587 barrels in 29 freezers. He has estimated the cost of carrying berries in co-op-owned freezers is about \$1.15 a barrel a year, while to carry berries in rented space amounts to \$2.70. He, therefore, estimates a saving of \$1.55 a barrel in a 12-month period and on a 200,000 barrel hold-over it would mean a saving of \$310,000 a year.

The new Onset plant will be capable of quick-freezing about 1,000

barrels a day during the harvest season. About a dozen men will be employed. The building is to be constructed by John W. Rhodes and Son of Wareham, Harry Rhodes, the son, being a cranberry grower.

Some of the building material has already arrived, and construction will start as soon as the necessary steel and other items come. Completion of the plant is expected in time for the 1954 crop. A factor in the selection of the Onset location, rather than Hanson, is an advantage in tax rate.

REALLY RAINY ON LONG BEACH PENINSULA

The Long Beach Peninsula in Washington experienced one of its wettest Novembers in years. Rain fell every day except the 2nd, 3rd and 8th up to the 27th. For the first 24 days of the 30 precipitation totalled 11.67 inches.



With Yuletide approaching,
we'd like to wish our
friends the merriest Christmas
ever, filled with life's blessings.

— ● —

CAPE COD CRANBERRY COOPERATIVE, Inc.

36 Main Street, Plymouth, Mass.

Tel. Plymouth—1760

Mass. Cranberry Station and Field Notes

by J. RICHARD BEATTIE
Extension Cranberry Specialist



The weather pattern for November more nearly resembled that of October. We enjoyed fourteen consecutive days without rain and temperatures averaged over four degrees per day above normal. Rainfall was confined to the first and last weeks of the month and totalled 6.79 inches—also well above normal. Weather conditions have favored the development of another good crop. Incidentally, Dr. Franklin believes there is an excellent possibility of enjoying another relatively mild winter.

Advisory Committee Meets

The Massachusetts Cranberry Advisory Committee met at the Cranberry Experiment Station December 3 to assist the Extension service in preparing an educational program for 1954. There was a fine representation from the Cranberry Clubs, Cape Cod Cranberry Growers' Association, Marketing Agencies, Cranberry Growers Mutual, County Advisory Committees, County Agricultural Agents, University of Massachusetts, and the Cranberry Station. A major portion of the meeting was devoted to the problems of raising high quality fruit and improving the quality of our pack, both fresh and processed. The suggestions and advice of this committee are most helpful and are sincerely appreciated. The following members were present: Frank Butler, Emil St. Jacques, Russell Makepeace, Fred Bailey, Arthur Handy, Asahel Drake, Ralph Thacher, Arnold Lane, Frank Crandon, E. L. Bartholomew, Ferris Waite, Homer Gibbs, Chester Robbins, Howard Hiller, H. Sidney Vaughan, Fred E. Cole, Herbert Stapleton, Dominic Marini, Oscar Johnson, Harold Woodward, Dr. Chester Cross, Joseph Kelley, Dr. H. J. Franklin, Dr. F. B. Chandler and the writer.

Oscar Johnson has returned from military service in Korea and has resumed his duties as Associate County Agent in Barnstable County under the capable leadership of Bert Tomlinson. Oscar has been assigned the cranberry project for his county and will carry on the excellent work of his military replacement, Arnold "Red" Lane, who is now employed by the National Cranberry Association. We wish Oscar Johnson and "Red" Lane success in their new work.

To Plan Winter Meetings

County Agents "Dom" Marini and Oscar Johnson will be holding their County Advisory meetings this month and will be preparing their educational programs for the coming year. These programs will include an interesting series of winter club meetings that growers will want to attend.

The Cranberry TV Show originally scheduled for November 19 was postponed until Thursday, December 17. It will be shown on Joe Brown's "Down to Earth" program, Channel 4, WBZ, Boston, at 9:30 in the morning. Joe's guests will be Mr. Gilbert Beaton, of the J. J. Beaton Company, and Mr. and Mrs. Richard Beattie.

Shortages Supplies, Equipment

The latest information available indicates there will be no critical shortages of agricultural supplies and equipment. It is, however, sound business to estimate normal requirements and place orders early. This is particularly true for those interested in purchasing new equipment.

Benson Breakfast

On November 20, a fine delegation of cranberry people attended a special Breakfast Meeting of the New England Council held at the Hotel Statler, Boston. The menu featured the major agricultural

products grown in the New England States. Growers will be pleased to know that cranberry juice was served at each table and their industry was given special mention in the program. The purpose of this meeting was to hear an address by the Secretary of Agriculture, Ezra T. Benson. Secretary Benson outlined the major agricultural problems facing the nation today and discussed some of the measures needed to correct or relieve these problems. His forthrightness and keen understanding of the situation won him a host of new friends. The agricultural interests of this country are fortunate to have a man of his experiences, integrity and moral standards in charge of this important branch of our economy.

December Wet—Warm

December was following the weather pattern of November, wetter and warmer than the norm. To the 10, precipitation was 2.59 inches, State Bog. Temperature excess was 163 degrees, or nearly 11 per day, bringing the year's plus to 921.

Consolidation Conference

A meeting of the special committees representing National Cranberry Association and Eatmor Cranberries, Inc., at Onset NCA plant Dec. 9th concerning consolidation of the two co-ops, resulted in a decision that such a merger, or "unification" was still desirable, but was not feasible at this time.

It was agreed that a consolidation might result in loss of some membership for the combination to one organization. An immediate practical solution was that a three-year contract be entered into between the fresh and processing co-ops, whereby Eatmor would provide from 30 to 50 percent of its production to National for processing.

This contract would replace the Cranberry Growers' Council which has been making the allocations previously. Plans will now be presented to both co-ops for approval.

(A more complete story on the proposed consolidation starts on page 11.)

Cranberries

THE NATIONAL CRANBERRY MAGAZINE

ISSUE OF DECEMBER, 1953—VOL. 18 NO. 8

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FRESH FROM THE FIELDS

Compiled by C. J. H.

MASSACHUSETTS

'54 Crop Prospect Good

November was a warmer and wetter month than normal—by far. According to Dr. C. E. Cross, director Massachusetts Cranberry Experiment Station, East Wareham, this gives the present outlook for 1954 crop as a good one in size, but possibly rather poorer in quality. The bud is good and improvements by growers are showing up. "Massachusetts bogs look good." November rainfall is an important factor in the production of the following year and also temperature. Both were above, but sunshine factor was deficient. However, October had a high sunshine ratio and adequate rainfall. September was warmer than normal, although deficient in rain.

November Rainfall 6.79 Inches

Rainfall for the month brought a total precipitation of 6.79 inches, much of this falling in two heavy storms, on the 23rd, 2.21 inches, and the 25th, 1.92 inches. These rains filled up streams, ponds and reservoirs, and growers in many instances had to hasten to pull planks, especially in the gale-like storm of the 25th to prevent dike washout. November average East Wareham is 3.84 inches. This has been exceeded only three times since 1887, 8.02 in 1898, 8.49 in 1944 and 9.19 in 1945.

There is apparently ample water for winter flooding. Some growers with new vines kept the water on, or began flowing by late November, although the ground had not remained frozen for an entire day, and, in fact had not frozen at all. (Rainfall for the year to Nov. 30th at Boston was plus 17.34 inches.)

Temperatures High

Temperatures for the month ran 4.2 degrees a day above normal, for a total of 128 plus for the 30 days, making the excess degrees from January 1st 823. The first half of November was colder than normal by 16 degrees to the fifteenth, but then followed true "Indian Summer." Days were soft, hazy, beautiful—practically shirtsleeve weather. The 17th brought a maximum of 64 in the shelter at State Bog, the 19th 67, the same on the 24th and there was a 57 and a 62. Unofficial readings by unsheltered thermometers were in the 70's. Coldest day of November was the 29th with 24.

Harvest Ended Mid-November

Harvesting in a few instances lingered long into November with some still picking by about the 15th. A good deal of fall work was gotten in. Majority of bogs will be winter-covered in December, as soon as the ground freezes. Some will hold off flooding unless the weather turns unduly severe.

Personals

Dr. Cross of the Cranberry Experiment Station, unit of University of Massachusetts, has joined a recently-formed Cape Cod Chapter of the alumni of that university.

Dr. F. B. Chandler and family have moved from East Wareham to Marion.

"Bill" Tomlinson, entomologist at the East Wareham Station, attended the New Jersey "Blueberry Open House," Pemberton, Dec. 3.

WISCONSIN

Little Precipitation

Precipitation for the past two months has been practically nil,

and the water situation, as November was ending, was becoming rather critical.

Some Bud Injury

Bud injury has been caused by extreme warm weather and then extreme cold and has been rather serious in some areas. However, several weeks of the summer-like temperatures has enabled growers to accomplish quite a bit of work, such as cleaning ditches, combing marshes, etc.

Record Crop

It has become very apparent that Wisconsin has harvested its largest crop in history. Even so, there seems to be some question that the latest USDA report of 290,000 will be reached. Barrelage shipped, in the opinion of "Del" Hammond of Wisconsin Cranberry Sales Company, is that the actual figure will be 260 to 275 thousand, probably closer to the latter quantity.

Deaths

Deaths of old-time cranberry growers of the State recently have been those of Mrs. J. J. Emmerick, Cranmoor, who was a charter member of Wisconsin Cranberry

Vernon Goldsworthy

Cranberry Specialist and Grower

B. S. M. S. University of Wisconsin
EAGLE RIVER, WISCONSIN

1. Growers supplies of all kinds
2. Vines for sale: Searls, Jumbo, Howes McFarlin. All highest quality—state inspected.
3. Hail insurance
4. Management and consultation by year or individual assignment.
5. Interested purchasing cranberry properties in Wisconsin.
6. Custom marsh work of any nature.

Sales Company, and C. L. Jepson, City Point, who was one of the longer-time members of the Sales Co.

WASHINGTON

75,000 Barrels

Harvest was completed by about the 20th, and it is believed the total will be 75,000 bbls. in the final tally. A few growers shipped fresh, the vast bulk, however, going to processing. The previous high in Washington was 57,000 in 1951. The crop in '52 was cut an estimated 30,000 because of drought. The increase of this year involves no increase in acreage.

Many Averaged Over 200 to Acre

Many bogs averaged more than 200 barrels to the acre. Bearing acreage at Cranguyma averaged 150. Carl Brateng produced more than 800 barrels on five acres.

100,000 if all Bogs Have Sprinklers

D. J. Crowley continues to point out that if all the Washington acreage was under sprinklers, the annual production would be close to 100,000 barrels. Almost one quarter of the Grayland crop was without this protection and was almost entirely frosted out last spring. More than 20 Grayland growers have ordered sprinklers

for 1954, so the losses from frost will soon be a minor factor in State production.

Station Production 752 Bbls.

Production at the Experiment Station Bog at Long Beach this year was 752 barrels from 5 acres. It was turned into NCA. It was not the best crop on the Peninsula, as several growers did better per acre.

Parrish Bogs Not Harvested

The former Parrish bogs were not harvested this fall because it was not thought worth while to do so. Sprinklers were not operated on the place so the Spring frosts took the entire potential. This is the largest individual cranberry property in Washington. It now belongs to Cranguyma and will undoubtedly be brought back.

Personal

Dr. and Mrs. D. J. Crowley this fall made a brief visit to Wisconsin, then went on to Detroit, where Mr. Crowley bought a new car. In Wisconsin the Crowleys visited Mr. and Mrs. Henry Bain at Wisconsin Rapids. Mrs. Crowley and Mrs. Bain had not seen each other since 1926, although they had maintained correspondence. Mr. Crowley accompanied Mr. Bain on a tour of the marshes and was much impressed by their fine appearance.

(Continued on Page 19)

Western Pickers, Inc.

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Telephone: Hancock 6-0830

Cape Grower Gets Big Crops On Former Dry Bogs

By CLARENCE J. HALL

Scores of good individual production were achieved this past Fall, or we wouldn't be having the super-record production which we have. Harvests of 200 barrels an acre and more were not uncommon on the West Coast, Wisconsin achieved some big crops and so did Massachusetts and New Jersey.

One of the better Massachusetts' harvests was brought about on Cape Cod proper by Onni Niemi of 655 Main Street, Hyannis, whose bog is on the Barnstable-Centerville road at Centerville. He grew 473 barrels on three and one-half acres.

He attributes this, and his crop of 1952 of 320 barrels mainly to sprinkler irrigation and frost protection. "I couldn't have done anything on my bog without sprinklers," he avers. Of this there can be little question for this is one of the "old-fashioned" Cape "dry" bogs, which formerly had scarcely a satisfactory winter flowage, let alone any water for drought irrigation or frost control. It has a muck and sand bottom.

Niemi expects to continue to obtain satisfactory production, and would have gotten more fruit this year, if all of his property of four and one half acres, some of which he did not pick had had sprinklers. He is rebuilding and has a little more than a third of an acre ready for planting.

Almost No Crop Before Sprinklers

It is his intention to enlarge his sump hole, providing additional water, and he will then install more portable pipe and sprinkler heads. "Before I put in my system I was getting practically no crops. I would only get, say, 75 barrels at the most."

During the long, intensively-dry spell of early last Summer he irrigated every other day. He turned his sprinklers on late in the afternoon. This was not because he felt it would be harmful to sprinkle during the heat of the day



Onni Niemi smiles happily beside his pumphouse. (Cranberries photo)

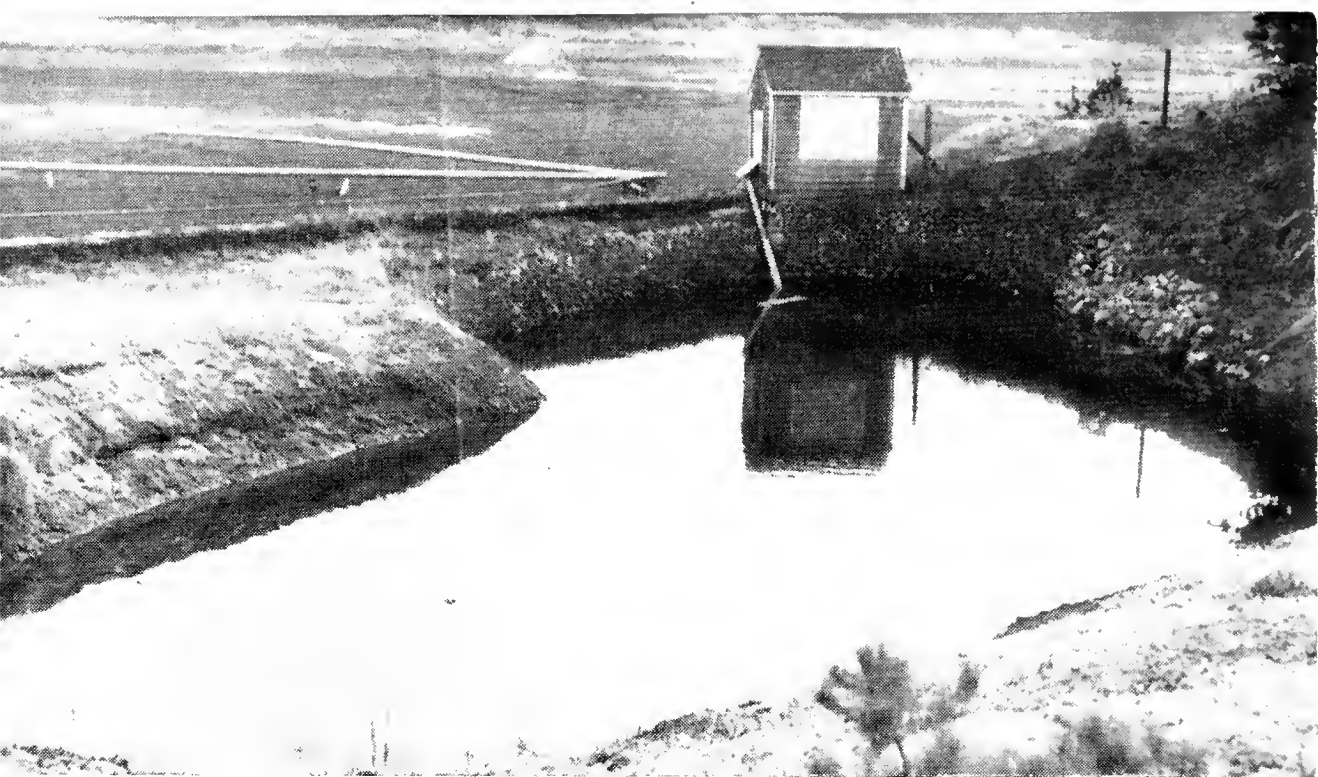
and with sun shining, but because his water source is none too plentiful. So he waited until sundown, when he felt there would be less water lost in evaporation, and then kept the water going until 9 or 9.30.

Excellent Frost control

He has had excellent luck in sprinkler frost control, but has found it necessary to try this only in the Fall, so far. With no water to waste, he delays starting up until the temperature falls to 30, or until he is certain there is going to be a frost that night. He has

no exact degree set down as the starting point, this depending upon the date and how far his berries have advanced.

But, once convinced the danger point is approaching, he turns on the sprinklers for twenty minutes, then cuts them off for 20 minutes, and so on through the night. It has been his practice to have the sprinklers "knock off" the ice before a warming sun gets into action. This is the theory and practice of frost sprinkling in the state



This shows the sump of Mr. Niemi with end stoned up to prevent wash.

(CRANBERRIES Photo)

of Washington, where the idea of sprinkler frost control was first developed.

However, as an experiment, he has cut off one of his sprinkler heads and left the ice on the area that head covered. He says he could observe no difference in the condition of the fruit where he had de-iced and that which he had not.

Bought in 1939

Niemi bought his bog in 1939, the old property, 3 acres, formerly owned by Mrs. Mary Tierny. Then he began to improve and to enlarge. Several years ago he had a test hole dug by the side of the bog for a water supply for sprinklers. He found water at a table 12 feet below bog level. A portion of this sump he stoned up to prevent wash in. He built a pump house, installed a Chrysler Army-Navy surplus pump, laid out five inch mains and three and four inch laterals of both aluminum and steel pipe. He put out 25 Rain Bird sprinklers heads — and was ready to fight dry spells and frosts. This was completed two years ago.

Weeded and Used Fertilizer

Of course the use of sprinklers at the proper times is not the only reason he got his good production.

Constant weeding played its share. "I am always at the weeds," he says. A glance at his remarkably clean bog proves this to be true. Then he took care of insects; the only one which troubled him to any extent being fruitworm and to control this he used Rotenone. His weeding was by hand, except for use of some kerosene. Next year he expects to use more.

His berries are all Early Blacks and as a member of NCA he gives that co-op his entire crop. He fertilized with cranberry fertilizer 7-7-7. He also applied NuGreen from his sprinklers with irrigation water.

In harvesting last Fall he snapped the new vines, scooped some of the older parts and machine picked the main portion.

Unconventional Bog Building

Niemi is a grower of plants by nature--he has been, and still is a landscape gardner. In enlarging his bog he used a method somewhat different from the conventional. Realizing there was additional bog soil around the original piece, he simply bulldozed back the shores, at certain points, in general simply enlarging the original contour. Then he spread back the top

soil. He dug marginal ditches, sanded and set vines. Old parts to be rebuilt were scalped.

This winter Niemi is going to try out the Jalopie method of sanding, he has his old truck ready. He will run out on planks at times, and he will also try driving the Jalopie directly on the vines and study how much, if any, damage he is doing.

Niemi is in the plowing, tilling, grading, sand and gravel business and has worked on many Cape estates. That he likes to grow things is evident from the fact he has planted a 1,000 or more trees of Norway spruce, pine and arborvitae near his bog. Some of these he will keep and others he will sell. In the past, cranberry growing has not been his main interest, but he expects it to become of more importance to him as he increases his bog size and gets it entirely improved and covered with sprinklers.

Niemi was born in south Carver, Mass., where his father was a bog worker. He attended schools in South Middleboro and then when his family moved to Barnstable, Barnstable High. He is 38 and married. He attends meetings of the Cape cranberry clubs, where he has picked up many ideas and of the Cape Cod Cranberry Growers' Association.



Pre-Thanksgiving dinner shows the family of J. Richard Beattie, at their home being photographed for a TV program. Group besides Mr. Beattie, carving, is Mrs. Lillian Beattie and children, Paul and Nancy. (Photo Hudson Studio, Brockton)

"Dick" Beattie One of Most TV'd In Cranberries

J. Richard Beattie of East Wareham, State Cranberry Specialist at the Cranberry Station, is one of the most televised persons in the industry. He has made a number of appearances before the camera.

On Dec. 17 at 9:30 he will be shown on WBZ-TV, Boston, channel 4, on the weekly program of Plymouth County Agent Joe T. Brown, called "Down to Earth." This will be a program devoted solely to demonstrating the uses of cranberries. Brown is the M. C. and his "guests," besides Mr. Beattie, will be Mrs. Lillian Beattie, who has had training in food preparation, and Gilbert T. Beaton of the J. J. Beaton Co., Wareham, secretary of the Cape Cod Cranberry Growers' Association.

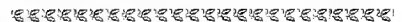
Beattie, with Mrs. Beattie and children, Paul and Nancy, enjoyed a turkey and cranberry sauce dinner in their home. This was for the benefit of television when National Association of Manufacturers made a movie of the cranberry industry.

The film shows the cranberry harvest, the canning process at Ocean Spray's Hanson plant and ends with this family dinner.

End result is that it will be shown on the program, "Industry on Parade," over 126 TV stations to an estimated audience of 60,000,000 people at a date to be announced later.

BETTY BUCHAN ON TV PROGRAM

Miss Betty Buchan, publicity director of NCA, appeared on Providence (R. I.) WJAR-TV, channel 10, the program from 1 to 1:30, Nov. 23 being "Let's Go Shopping." Miss Buchan told about Thanksgiving and cranberries.



We pray that
peace on earth
will rule supreme
and the love of
man for fellow
man will fill our
hearts.

THE EDAVILLE RAILROAD

South Carver, Mass.
Mrs. Ellis D. Atwood



Future Years May Bring Production As High, Or Higher

By F. B. Chandler

Cranberry growers have just harvested the largest crop in history. It is interesting to compare this crop with the trends published in the June issue of CRANBERRIES. The five year average 1949-1953 (1952 tentative 1953 estimated yield), for New Jersey exceeds the trend published in June but all other sections are below. The highest average five year (1949-1953) yield for Wisconsin was 62.9 barrels per acre. The preceding high (1947-1951) was 66.5 barrels per acre. The five year (1949-1953) average for the Pacific Coast was 56.2 barrels per acre. Massachusetts had a five year (1949-1953)

average of 36.1 barrels per acre. This is lower than the five year averages, 1949-1950 and 1947-1951, which were bolstered by the large crop of 1948. The New Jersey five year average was 13.2 barrels which is the highest since 1924-28.

Mass. Highest Ever

When the 1953 crop is considered as yield per acre, we find Massachusetts had about 44.4 barrels per acre which is the highest Massachusetts has ever had. New Jersey had 15.7 barrels per acre which is the highest produced since 1926. Wisconsin produced 76.4 barrels per acre which is the highest since 1948. The Pacific Coast, in spite of a heavy frost, had 76.7 barrels

per acre which is the highest yield they have had. The yield in Washington was over 90 barrels per acre.

When we think of this crop in relation to future crops, we must realize it is not outstanding when we consider as yield per acre. In Massachusetts the per acre yield is only 10 percent higher than the 1948 yield. New Jersey is 20 percent below the 1926 high. Wisconsin yield per acre this year is 10 percent below that of 1948. Washington yield was 12 percent above 1951. Oregon yield per acre was nearly 45 percent below their yield for 1947. Therefore, it appears that the cranberry production may be as high or higher in future years.

Cranberry Men Of Massachusetts Hear Sec. Benson

A number from the cranberry industry were in attendance at the 8.15 breakfast, Hotel Statler ballroom, Boston, Friday morning, Nov. 20, to honor Secretary of Agriculture, Ezra Taft Benson. This was a feature of the 29th Conference of the New England Council.

The cabinet member, who has been attacked from many quarters because of his more conservative views on the administration of his office than his predecessor, received a huge ovation as he entered the ballroom to sit down to a "New England Breakfast". This consisted of cranberry or apple juice, scrambled eggs, codfish cakes, blueberry muffins, peach plum jelly, doughnuts and coffee.

In his televised speech, Mr. Benson hit high farm subsidies. "We cannot continue on the present course of ever-growing surpluses and ever-increasing drain on our national economy," he said. He asserted he planned to discard the bad in the farm program, hold to what was worth retaining and to add to the good. He was not planning to resign, he said, but would remain in office as long as President Eisenhower wanted him to.

Included among those attending were J. Richard Beattie, State Cranberry Specialist, East Wareham; Dr. C. E. Cross, director



Secretary of Agriculture Ezra Taft Benson shown as he addresses New England Council gathering at Boston recently. (CRANBERRIES)

East Wareham State Experiment Station, Sandwich; Ralph Thacher, grower, Hyannis; Frank Crandon, Acushnet, president of Cape Cod Cranberry Growers' Association; Burt Leonard, Acushnet, grower; Plymouth County Agent Director, Joe T. Brown; Harold C.

Bryant, general manager Eatmor Cranberries, Inc., and Lloyd Williams, Eatmor merchandising manager; Larry Proesch, merchandising manager Ocean Spray, and Miss Betty Buchan, publicity; and Clarence J. Hall, editor of Cranberries Magazine.

CONSOLIDATION BETWEEN NCA AND EATMOR IN DISCUSSION AGAIN

Once again the possibility of consolidation between National Cranberry Association and Eatmor Cranberries, Inc. is under discussion by these major processing and fresh fruit co-ops. A meeting was held at NCA plant, Onset, Mass, Nov. 24. A second was scheduled for Dec. 9.

Both organizations seem agreed that if a legal and mutually-satisfactory arrangement can be made they favor a merger. Initial move was made by Theodore H. Budd, Sr., president of Eatmor.

The committee for NCA is Isaac Harrison, John E. Cutts, New Jersey; John Harriott, assistant treasurer, and Marcus L. Urann, president. For Eatmor it is Mr. Budd, New Jersey; Russell Makepeace and George Briggs, Massachusetts, and Harold Delong, Wisconsin.

Briefs proposed by each co-op are printed herewith. Also a major portion of a statement issued to NCA members by Mr. Urann, on Nov. 25th, (Note insert on page 4) expressing his views and a requested statement of opinion by Harold E. Bryant, general manager, Eatmor:

Eatmor Brief:

The Cranberry Growers Council program would be terminated. The overall program of distribution of berries would be under the general direction of the Board of Directors of National. The number of members of National's Board of Directors would be reduced to a more workable number such as twelve. National's Board would be so created as to have an approximately equal membership of those whose interest is primarily in the processed berries and those whose interest is primarily in the fresh berries. Likewise, provision would be made for representation of the various geographic producing areas on National's Board of Directors.

From the membership of National's Board of Directors, there would be created a marketing committee for day to day continuous supervision of the cranberry marketing program. This marketing committee would likewise, along the lines suggested for National's Board of Directors, reflect the viewpoint of both fresh and processed cranberry interests, as well as the viewpoint of the various geographic producing areas. The overall allocation between fresh and processed berries would be determined in the first instance by National's Board of Directors. This determination could be subject to change within prescribed limitations by the marketing committee, subject to review by the Board of Directors of National.

In other words, one overall body, representing all the berries involved, would be making the decisions as to the portion of berries moving into fresh and into processed channels, as well as what portion might be treated as a common surplus.

The distribution of processed berries will continue to be handled by National. The distribution of fresh berries would be handled by the Eatmor organization, pursuant to a service contract with National

for the distribution of fresh cranberries. Reference to the Eatmor organization embraces the locals as functioning units on the distribution of fresh fruit. For this service Eatmor would be compensated upon an appropriate basis per barrel to cover all necessary expenses including adequate compensation of its management. Proceeds of fresh sales, minus expenses, would be turned back to National in the first instance.

All berries, both fresh and processed, thus available to National will be in a single pool. Returns to members of both National and Eatmor shall be, after allowance for necessary expenses, on the same average basis per barrel delivered to National, whether ultimately sold in fresh or processed channels. National should accept nothing but 100% contracts. There shall be no discrimination whatever in favor of any berries, regardless of from whom received, all being treated on the same basis in returns and any other benefits to growers.

NCA's Brief

A. We believe unified selling of fresh and canned cranberries will . .

Like a far-reaching beam of light, may our sincere good wishes bring you a hearty, happy Holiday.



Plymouth County Electric Co.

WAREHAM — PLYMOUTH

TEL. 200

TEL. 1300

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POWER SCYTH
(Self-Propelled)

MAKES TOUGH CUTTING EASY

28" Sickle bar cuts weeds, brush, grass—trims close to buildings and trees. Climbs hills.

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20" Full Floating Reel **16" Rotary Snow Thrower**

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THE Clapper Co.
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 WEST NEWTON 63, MASS.

1. Eliminate the duplication and reduce the costs of selling.
2. Provide better security to growers by assuring the sale of the grower's total crop, rather than either the fresh or the processed portion of it.
3. Eliminate any friction of fresh vs. canned sales and focus attention on the sale of the whole crop, using both fresh and canned outlets to the best advantage.

4. Better assure the consumer quality at low cost by passing on to her a share of the economies which twin selling can bring about.

B. We recognize, too, that NCA owes its members a continuance of the security and earnings which years of hard work and loyal member support have produced, and we must be careful than any change in organization does not destroy these benefits.

And as we approach these discussions with some reservation, but nevertheless with a spirit of cooperation, hopeful that the one cooperative which so many growers earnestly desire can at last be consummated.

This brief has two parts: The first part deals with Organization, and covers the basic principles on which we feel it is necessary that we agree in order to achieve one cooperative. The second part deals with Operations of the cooperative after organization.

Organization

1. Any step which is now taken should be sound in principle and a wise move in the evolution of the cranberry industry. It must be legally and economically sound. The only sound cooperative is for each individual grower to be a direct member.

2. Common Stockholders shall be composed only of active cranberry growers.

3. Each member shall have a Marketing Agreement, as well as stock ownership.

Operation

It is impossible at this time to forecast the setup and procedure which should produce the best results, but here are a few suggestions we consider reasonable to expect. . .

1. With increased membership, we propose increasing the Executive Committee to 7, with 2 representatives from New Jersey, 2 from Wisconsin, and 3 from Massachusetts, to meet monthly, as they have in the past (with NCA management and staff, in order to actively guide the affairs of the cooperative. All questions of management, personnel, and procedure to be under the direct supervision of the Executive Committee.

2. There shall be one executive head of the cooperative with separate sales departments for fresh and processed cranberries, but with all other activities coordinated in single departments: Grower Service, Accounting, Production, Administrative, Research, Advertising, Purchasing, and Home Economics.

3. We believe one of the immediate objectives of the cranberry industry must be to halt and reverse the declining market for fresh cranberries. We believe this cannot be accomplished by the mere transfer of personnel from one organization to another, but needs an entirely new approach to the selling of fresh cranberries. If this responsibility is to be entrusted to NCA, then it must also be given authority to create and carry out its sales plans unhindered.

4. The one national cooperative will permit the elimination of duplicate services which have been performed by both cooperatives. NCA branches in the several states will serve all growers equally, expanding where necessary its growers' service departments, and its screening, packing, and freezing facilities, to take care of increased volume.

5. The total volume of the cooperative shall be allocated between the fresh and processed markets according to the size of the crop, the consumer demand, and marketing conditions, always with the view of keeping a strong active market for both fresh and canned cranberries, and selling the entire volume to the best advantage of the members.

6. There shall be one national pool for fresh and processed cran-

berries, combining all varieties in all states in one pool, so that all hazards and all advantages will be shared equally by all members.

MANAGEMENT'S POSITION ON CONSOLIDATION

Harold E. Bryant

Eatmor Cranberries, Inc.

In my opinion, it is out of order for Management or salaried personnel of either National Cranberry Association or Eatmor Cranberries, Inc. to be taking an active part in present discussions about consolidation of the two cooperatives. It is a decision for growers that should not be influenced by what might be considered personal interests of salaried personnel. I have told Eatmor's Board of Directors that I prefer they make their decision concerning consolida-

tion without interference from Management. I believe the same situation should apply to National.

Even though a salaried executive of National or Eatmor is a cranberry grower, I believe his position and statements should be classified as those of a salaried executive. Committees to study consolidation, in my opinion, should be primarily grower committees. Of course, all of us in Management will be glad to consult with and furnish information to our committee, but we do not want to be in a position of appearing to exert influence that might be misinterpreted by our members. Naturally, I have some very definite feelings with reference to the value, possible accomplishments, and limitations of consolidation. Also, I have definite beliefs as to the alternative if consolidation is not possible.

No "Absorption"

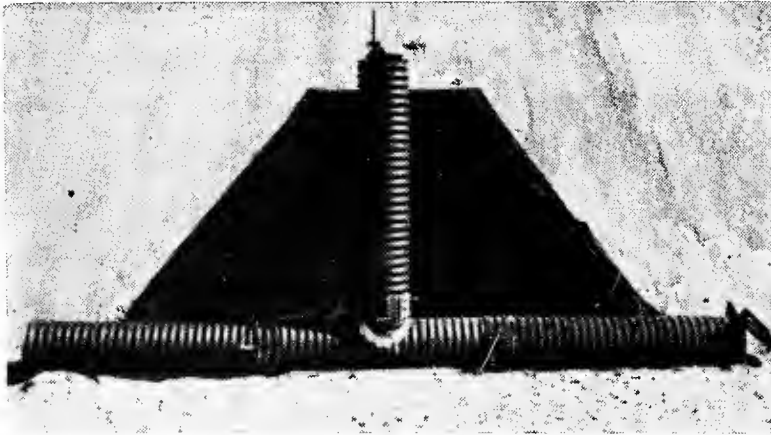
A few basic principles could be stated at this time. Any consideration of a union between Eatmor and National must be a true consolidation in fact and spirit and not domination or absorption of either organization by the other. If that cannot be accomplished, then I question the value of consolidation because certainly this industry needs the full strength of Eatmor's and National's sales programs and not just a consolidation of tonnage.

NCA's consolidation proposal, to some extent, and Mr. Urann's accompanying letter to his membership particularly, made some positive inferences that fresh fruit marketing and Eatmor's program had failed. This, of course, is incorrect and does not help in promoting the necessary harmony in attempting to effect consolidation.

Eatmor's Record Outstanding

Eatmor's record at the present time is that of one of the outstanding organizations in the entire fresh fruit and vegetable industry, an industry that is altogether different from processing and other "hardware" food items. Eatmor's merchandising program is recognized as the leading program in the fresh fruit and vegetable industry.

Accomplishments made under Eat-
(Continued on page 15)



ONE-WAY LOW-LIFT TRUFANT STRAIGHT - LINE PUMP

This is the simplest Trufant pump setup—just the pump, piping and one fully-automatic discharge valve. Yet it can be made reversible at any time by adding a second discharge valve and controls for both valves. The dike may be wide or narrow.

By pushing the water through the dike rather than lifting it over the top (or over flashboards) you pump against the lowest possible head at all times. There is no power-wasting fountain or cascade. No spectacular display, just power purposefully used.

In WISCONSIN see GOLDSWORTHY

PREFABRICATED FLUMES BOG RAILROADS

RUSSELL A. TRUFANT

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good fellowship
shine on us all
during the Holi-
day Season and
the year that
follows.

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ALLEN WOOD
78 King St., Raynham

HOLIDAY GREETINGS

THIS has been a bounteous year in cranberry production, even though all matters pertaining to the industry may not be exactly what we wish for. But, we have the satisfaction, for sure, of proving that we can grow fruit. The industry has made some mighty strides culturally speaking, and we have some first-class marketing programs.

The Holiday season is approaching, and CRANBERRIES takes this opportunity, to wish, to all, straight from the heart, an exceedingly Merry Christmas and a happier and more prosperous 1954.

CONSOLIDATION AGAIN

A GAIN the matter of consolidation between the two big co-ops, Eatmor Cranberries, Inc., and National Cranberry Association is under consideration. Whether this will at last be consummated remains to be seen.

A true merger, and not a swallowing of one by the other is a difficult problem, indeed. There would be many ramifications to be threshed out. The industry needs a strong fresh fruit unit, a stabilizer of marketing, as Eatmor has tried to be, and a pusher in the selling of cranberries as a fresh fruit. Chances of Eatmor swallowing NCA, on the other hand, are practically nil.

In case of a true consolidation would either NCA or Eatmor retain all their present membership and tonnage from all parts of the country? And would allocation between fresh and processed sales under one big co-op management still remain the problem it has been? That's where much of the friction really originates.

"Unification," of the industry has been used as a term instead of "consolidation." The industry does need more unification, more get-together in the sense of stimulating fresh sales. The fresh fruit market has lost too much to processing. Plans, such as the Fresh Cranberry Institute have been tried, but the fresh berry is a long way from playing the major role it formerly had.

What would the independents do? Most of them would probably remain as they are. Independents will always be in the industry and rightly so.

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ENCOURAGEMENT

We were grateful a little while back we had the opportunity to push ourselves out of bed and be on the dark road at 5:45 to pay \$3 for a breakfast in Boston to hear Ezra Taft Benson, Secretary of Agriculture give an address. His talk was refreshing, encouraging. A man holding cabinet position can be honest; dare to say and do what he believes is best for the country's common welfare. Especially did Mr. Benson's words give a lift, in view of the Communistic scandals, which have filled radio, TV and the press and squabbles between officials. America can remain America with sound men as leaders.

mor's merchandising program, with expenditures of roughly \$250,000 have been favorably compared with programs of other organizations spending \$1,000,000.

Eatmor's major problems are not sales and merchandising but rather the problem of contractual relationship with National through Council. For several years when supplies were short, Eatmor, to its own detriment, supplied a large percentage of its crop to National. This year, when Eatmor really needed the processing outlet, as did everybody, National refused to accept tonnage from us comparable percentage-wise to that of past years. This has created a serious problem for Eatmor. The contractual relationship between National and Eatmor has worked out to the effect of giving Eatmor's fresh fruit competitors a greater advantage that is given to Eatmor.

The other major problem in Eatmor's program is the fact that we do not have sufficient tonnage to stabilize the fresh fruit market. If stabilization can be achieved and internal difficulties between National and Eatmor corrected, there is virtually no limit to how far our sales program might go. This does not mean that Eatmor cannot be strengthened. Eatmor can be improved just as is true with the National Cranberry Association. Any consolidation to be successful must strengthen both organizations. Consolidation in itself will not move more cranberries for this industry. To be successful, a consolidation program must be set up in such a way that it strengthens and improves both outlets — fresh and processed.

If either outlet is made subordinate, then consolidation will not work and the industry will suffer.

**NAC Committee Written
By M. Urann**

I told Mr. Budd that our members voted in 1946, following the Industry Survey, to unite with members of the American Cranberry Exchange to form one National Cooperative and that we still believed that to be a sound move for the industry.

Following the meeting of the combined committee, our own committee met to discuss the proposal which Eatmor had made. The consensus of opinion was as follows:

1. That Eatmor's proposal is in substance a reorganization of National. We believe that a cooperative with National's record of success and growth is not in need of reorganization.

2. Eatmor's proposal means that the Eatmor selling organization will remain intact, and will operate just as it does now, except that the expense of that selling organization will be shared by National. We believe that the cause of the steady decline in fresh cranberry sales is due to the present policies and methods. Simply shifting part



The best and most economical way to do a job is by private enterprise. INDIAN TRAIL operates that way.

Cranberry Growers, Inc.

Mead-Witter Bldg.

WISCONSIN RAPIDS

WISCONSIN

May we extend to all, every good wish for the Holidays and a New Year of peace and happiness.



MORSE BROTHERS

G. H. MORSE

**47 - 49 Falmouth St.
ATTLEBORO, MASS.**

of the expense of Eatmor's organization to National in no way corrects the basic weakness.

3. We believe their proposal that a marketing committee be set up over the selling of the Eatmor and Ocean Spray is a dangerous and weakening step. The companies which are making sales successes are run not by committees but by aggressive management with authority to carry out sales policies. Sales experts are needed to formulate marketing policies and carry them out, not marketing committees.

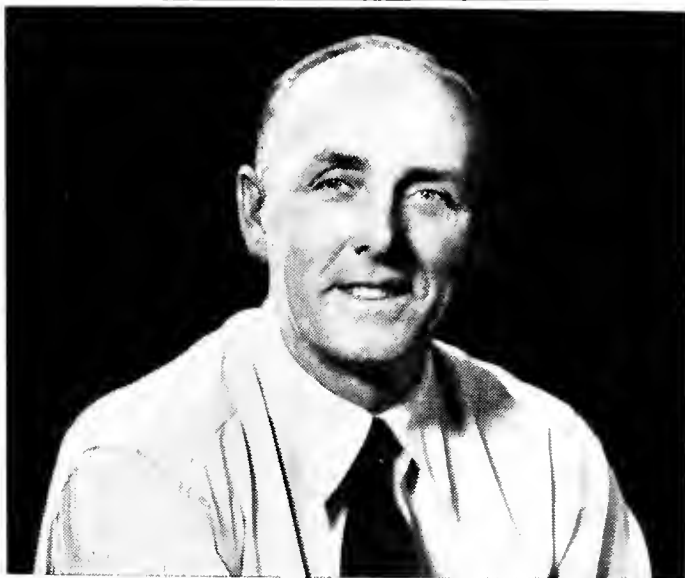
4. Notice the last sentence in the next-to-last paragraph of Eatmor's proposal. This means that Eatmor's earnings, whatever they are, would be turned over toward one national pool for fresh and canned cranberries. With the present outlook of fresh cranberry income and expense, this would definitely reduce NCA's net earnings and returns to members.

5. We believe their proposal that NCA accept nothing less than 100 percent contracts would be suicide for both Eatmor and Ocean Spray. Companies like the J. J. Beaton Co., Cape Cod Cooperative, Decas Brothers, Morse Brothers, and others who have developed their own fresh-berry outlets over the years have no intention of abandoning their business. For us to refuse to accept their canning berries would mean that they would be driven to sell those berries to commercial canners. Even under present conditions, commercial canners are selling sauce at \$1.62 $\frac{1}{2}$ a dozen as compared with our price of \$2 a dozen. This is costing us business in a number of markets. To swell the supply of berries to commercial canners, means suicide to Ocean Spray business. This is exactly what would happen if we refused to take less than 100 percent contracts.

To summarize, it is the unimous feeling of our committee that the Eatmor proposal in no way improves the possibility of extending the fresh cranberry market. It only reduces our volume of berries, restricts our freedom to carry out our sales policies, and saddles on to us the expense and the lower earnings of Eatmor's present fresh berry pool.

We agree for one cooperative. We believe it is sound for the industry. But we shall insist that such a move be a step upward and

not a step downward for the members of NCA who have worked for years to build a strong and sound cooperative.



JOE BROWN, MASS. HEADS NATION'S AGENTS GROUP

Joseph T. Brown, County-Agent Manager of Plymouth County, who since 1939 has been generally associated with the Massachusetts cranberry industry is now president of the National Association of

County Agricultural Agents, having been advanced at a recent meeting from the position of vice-president in an election held at Philadelphia. There are 3100 counties in the Nation, with more than that number of county agents and assistant county agents. He has won a signal honor.

"Joe" Brown was assigned to Plymouth County February 1, 1939

Beaton's Distributing Agency



With a bright Poinsettia,
may we point out our
wishes for a Merry Christmas
to all our friends.

Wareham, Mass.

Tel. Wareham 130 or 970

Cape Cod Cranberries

and one of his first duties was active work in the cranberry field. He was quick to assist in the organization of an educational program for growers. This was through a series of cranberry meetings, which still continue.

He was born on a dairy farm at Deerfield, New Hampshire in 1909. He was graduated from the University of New Hampshire with a B. S. degree in agriculture. After graduation he spent a year on the home farm and then for two years was a foreman for the New Hampshire Forestry Department. He was then, for three years, assistant county agent at Litchfield, Connecticut.

Brown has served on many Massachusetts agricultural committees. He has been president of the Massachusetts federation of extension service workers, and is current past president of New England association of county agents. Brown was the recipient of the national county agents' association "County Agent's Distinguished Service" award in 1950. The University of New Hampshire has honored him with a citation for distinguished service.

The "County Agent", publication for agricultural leaders and advis-

ors, published at Philadelphia, in an article upon Brown, refers to his weekly TV program "Down to Earth", which has made him known as "emcee" to thousands of people in the six New England States.

"His is the kind of personality that television program directors would forsake their 'ivory towers' to meet," said the "County Agent". Continuing, "His ability to carry on a friendly conversation without benefit of script, and timed to split-second accuracy, has probably done more for Extension in New England in recent years than any other single factor."

The "Down to Earth" program began in December, 1951 and while programs are especially beamed to rural people in New England, they are presented in such a way they also appeal to the interests of urban residents. There is an average audience of 50-60,000 people as determined by station survey, mostly within a 50 mile radius of Boston, the location of WBZ-TV, whose facilities he uses. This is a 150,000-watt station. Sixteen technicians are required to produce "Down to Earth".

Programs have included an agri-

cultural, a home-making, a 4-H club, better living with flowers, control of Japanese Beetles, lawn care, agricultural fairs, science serves everybody, make the best better, the teen-agers wardrobe, chicken of today, small fruits for the home garden. More than 200 persons have participated in the program since its inception. County and state extension workers and lay people have been included. Visual aids are used to express continuity. Participants do not memorize lines, but informality prevails.

The program is developed with the assistance of a state-wide television steering committee, which is made up of State Extension specialists from the University of Massachusetts and County Extension workers. This committee meets four times a year to select general topics. Final details, however, are left to "Joe" Brown.

Cranberry Crop Exceeds Estimate

The cranberry crop this year is just like Topsy. It has kept on growing and growing. It was not satisfied with having achieved a record, but has continued to get bigger.

Figures of the U. S. Crop Reporting Service issued Nov. 13 have placed the total for the country as 1,209,000. The first estimate in August was for 1,075,400, which would have achieved the all-time high. The total 1952 yield was 790,500 bbls. and the ten-year average (1942-51) was 788,170. Both these are now apparently exceeded by 53 percent.

A reason for the increase in Massachusetts was an October with very little rain until late in the month, and temperatures slightly above normal, making it very favorable for completion of the harvest.

Massachusetts was accorded 710,000 bbls. in the latest release. This is 60 percent larger than the 445,000 picked in '52 and 41 percent larger than the ten-year average of 503,600. There was very little frost damage this fall. Color and size of berries proved about average. Shrinkage, due to quality, was moderately heavier than usual, and keeping quality below average, particularly for berries from early water bogs.

October weather was favorable in Wisconsin, also, and production expectations were raised to 290,000, (Continued on Page 19)

Merry Christmas



DECAS BROS.

WAREHAM, MASS.



Miss Barbara Wright, winsome winner of Oregon's cranberry queen contest is shown below. She is shown in royal regalia and holding sceptre of office.

She was sponsored by the Bandon Woman's Civic Club.



Leanne (Sis Parmenter, Wisconsin's 1953 Cranberry Queen, has been doing a considerable job in making appearances for the industry. Above she is shown with the chef of the Park Hotel, Madison, Wisconsin, and turkey and cranberry sauce. This shot is expected to be used in a national trade magazine.

Fresh From the Fields

(Continued from Page 6)

It was the Crowleys' regret they could not continue all the way to the East Coast. They hope to be able to re-visit Cape Cod and New Jersey sometime in the future.

NEW JERSEY

TV Program

On November 5th the Rutgers University Extension Television Program featured the growing of cranberries and the marketing, processing and use of the fruit. This was repeated at a later date through several other stations.

N. J. Blueberry Stunt Disease

Each year the N. J. State Department of Agriculture inspects for blueberry stunt disease a portion of the blueberry acreage from which plant-growers take cuttings for propagation. A spring and a fall inspection are made. If, in these two inspections combined, there is 1 percent or less of stunt-diseased bushes per acre, the inspected area is certified by the State. To remain in the program the grower must remove any bush tagged by the inspector within 10 days.

William M. Boyd, Supervisor of Nursery Inspection, reported at the Blueberry Open House, held in Pemberton on December 3, that 338 acres were so inspected in 1953 and 317 were certified as acceptable within the program. On the certified acreage there was an average of 1.5 stunt-diseased bushes per acre. In the whole of the 338 acres inspected (including the 11 rejected acres) the average disease was 2.2 bushes per acre. In the past 9 years of inspection, this last figure has decreased from 4.7 bushes per acre to 2.2. It is understood, of course, that this is not typical blueberry acreage. It is a select portion set aside for propagating purposes. Mr. Boyd's full report will be published in the proceedings of the Blueberry Open House of the N. J. Agricultural Experiment Station.

Crop Estimate

(Continued from Page 17)

setting a record for that state. A considerable loss from spoilage was expected.

In spite of some loss from excessively dry weather in New Jer-

sey late in the season, the estimate of 110,000 exceeds slightly the 1952 crop of 104,000.

Washington and Oregon have record-large crops of good quality berries, these being estimated as 72,000 and 27,000 respectively.

GROWTH OF CRANBERRIES In WASHINGTON STATE

"Horticulture in the State of Washington," published by the Washington Department of Agriculture, in its latest issue has some interesting figures on the growth of the cranberry industry in that state. In 1939 acres harvested were 700, 615 tons were produced, the value being \$123,000.

The following year on the same acreage, tons harvested were 1,260, farm value \$277,000. In 1945 on the same acreage production had increased to 1,820 tons for a value of \$732,000. Biggest financial year of all was 1946 when on 670 acres 2,100 tons were harvested for a total farm value of \$1,344,000.

In 1951 on 720 acres production was 2,875 tons and value \$753,000. Last year on 750 harvested acres production was 1,500 tons for a value of \$450,000. The 1953 production and value when tabulated should prove another boost.

Grays Harbor county now has 200 acres and Pacific 500.

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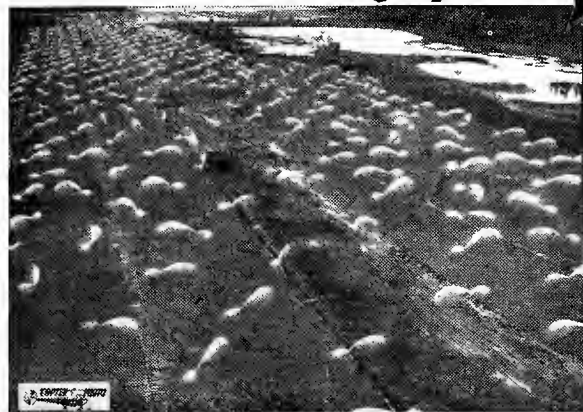
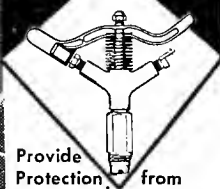


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“BIG” QUEEN PLACES CROWN ON HEAD OF “LITTLE” QUEEN

Miss Lee Saunders, Rochester, Mass., blonde National Cranberry Festival title holder, in one of her first official duties, takes part in ceremonies at the annual Cranberry Ball of Wareham, (Mass.) High School annual Cranberry Ball, Armistice Day eve. The Queen seated is brunette Jean Tassinari, junior, selected to reign over the ball.

(Cranberries Photo)

PRIZES FOR FRESH FRUIT PROMOTION

Distributors and retailers of fresh cranberries are being offered prizes in a fresh cranberry holiday promotion, Dec. 11 to 19. The promotion is being done by the United Merchandising Institute of the United Fresh Fruit and Vegetable Association of Kansas City and is sponsored by Eatmor Cranberries, Inc., Beaton's Distributing Agency, Wareham; Morse Brothers, Attleboro; Decas Brothers, Wareham; Cape Cod Cranberry Cooperative, Plymouth; Massachusetts, and Indian Trail, Wisconsin.

First prize is a 3-day trip to Havana, for the winner and his wife and all expenses paid. Second is \$200 and the third \$100.

Below is shown the silver jelly dish offered by NCA for 3 labels from an Ocean Spray can and \$2.50, and the redesigned silver server, with a cranberry-like motif pierced in the ladle, offered for 2 labels and 50 cents.

By Thanksgiving, requests totaling 9,175 had come in for the dish, 14,412 for the server, 138 for a whole berry server and 236 for the complete set.



**EATMOR CUTS PRICES
AFTER THANKSGIVING**

Immediately after Thanksgiving Eatmor Cranberries, Inc., announced a cut in prices of Eastern Late Howes of \$4.25 to a quarter, other late Massachusetts varieties, \$3.85; Wisconsin Natives, \$3.65; Searles, \$3.75; McFarlins, \$3.85; Wisconsin Late Howes, \$4.40.

Eatmor opened its market with Early Blacks at \$17 per barrel, September 10, (raised to \$18 Oct. 7) as compared to \$19 for the short crop of a year ago and \$15 in 1951.

FOR SALE

Searles vines free of weeds, State inspected. \$175 a ton delivered in Wisconsin in truck-load lots. \$150 F. O. B., Hayward, Wis. Weighed sprinkled but not soaked in water. Run through cutter free if desired.

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Hayward, Wis.

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A HABIT THAT'S STILL GROWING . . .

OCEAN SPRAY FOR CHRISTMAS



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This holiday recipe book, for example, which gives women ideas for serving Ocean Spray for Christmas, New Year's and every holiday in the year, is just one of the many ways we help the Ocean Spray habit to grow.

The more women adopt this Ocean Spray habit — the greater the sale of your berries and the better your returns.

This is the objective for which Ocean Spray is working.

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THE GROWERS' COOPERATIVE

Hanson, Massachusetts

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Cranberries

THE NATIONAL CRANBERRY MAGAZINE



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NEW JERSEY
WISCONSIN
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WASHINGTON

COLD JANUARY Scene, showing frozen bay on Cape Cod. (CRANBERRIES Photo)

30 Cents

JANUARY 1954

D. J. Crowley Retires on the West Coast

As Director of Washington Cranberry-Blueberry Laboratory, He Has Contributed Much to Pacific Culture in 30 Years.

As with Drs. Franklin and Bergman in Massachusetts, the resignation of D. J. Crowley, director of Washington State Cranberry-Blueberry Experiment Station is regretfully reported. Mr. Crowley reached retirement age last September after more than 30 years of service in his research capacity at Long Beach.

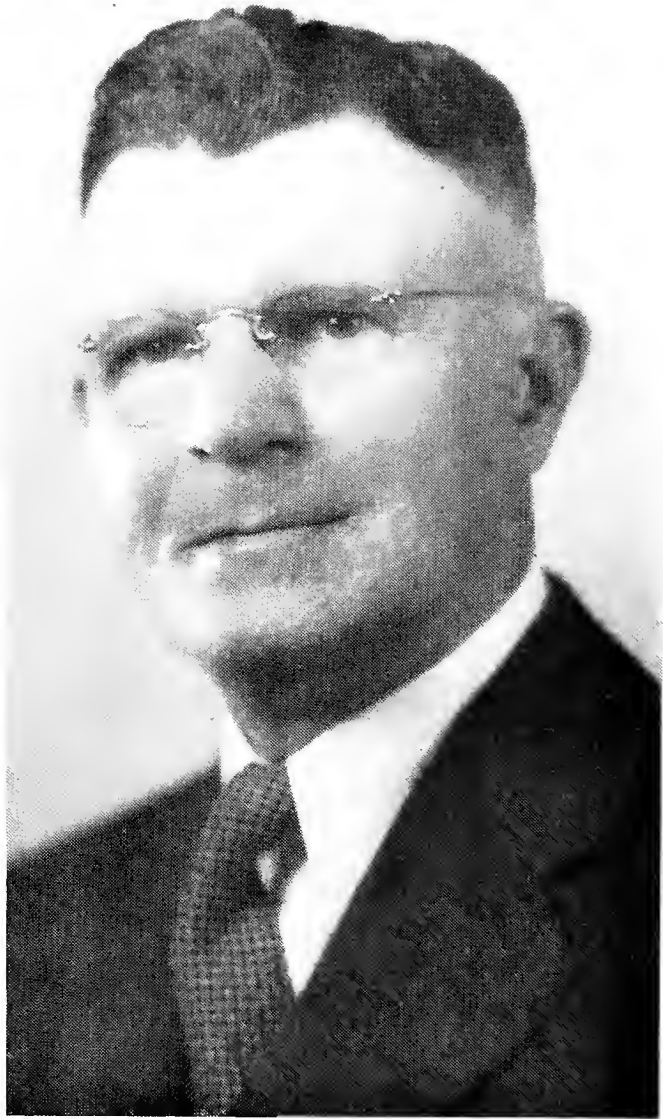
His successor is to be C. C. Doughty, a graduate of Kansas State College, who has worked at the Station the past two summers.

His retirement was announced by C. Clement French, president of Washington State College, and in doing so highly praised the achievements of the long years of service of Crowley.

When Crowley went to Long Beach peninsula in 1922 as an undergraduate in the department of plant pathology at Washington State, the Washington cranberry production was 9,800 barrels in 1924, first year record was kept.

This past fall it was 72,000 according to latest estimate, and would, it is believed, easily have reached 100,000 barrels if all the bogs had had sprinkler control during the severe frost of last spring. About 20 more growers plan to have systems in operation in 1954, and it is the considered opinion of Crowley that Washington production should hit the hundred thousand mark occasionally during the next few years.

During the summer of 1922 Crowley was asked to look over the many problems which the Washington cranberry men were encountering, and to make recommendations for improvements. He reported that insects, weeds and diseases were the most important hazards, and he felt these could largely be overcome. He later found that frost was causing nearly as



D. J. CROWLEY

much damage to the crop each year as were the three destructive elements he first noted.

Full-Time 1923

At the 1923 session of the Washington State legislature an appropriation was made for investigational work on cranberries and Crowley was sent to do this work after his graduation from Washington College in 1923.

For the first two years he did research work on various private bogs, but in 1924 Pacific County provided 13 acres of land on Pioneer Road at Long Beach to serve as an experiment station.

Later this property was decided

to the State and additional land was purchased so that the experiment station now contains 52 acres. Crowley went to Massachusetts and New Jersey in September of 1924 and made arrangements to get several Eastern varieties and blueberry cuttings which were later set out at the Station.

As to improving cultural knowledge on the Pacific, Crowley, over the years developed spray programs which have greatly improved control of fireworm and fruitworm, at one time two of the major insect pests. The practice of control is now about one tenth of what it formerly was, so much have con-

DIRECTORY FOR CRANBERRY GROWERS

ditions been improved. He has carried on research in weed and disease control.

The use of Stoddards Solvant or paint thinner was originated from experiments at the Station, Crowley reported on the possibility of kerosene in his annual report of 1926.

Sprinkler Frost Control

A very vital problem for West Coast growers was the loss from spring frosts. Crowley was the spearhead in working out a method of control by using irrigation sprinklers. He published his results in state college bulletins in 1925 and 1926.

This is credited as being the first time sprinklers were used in the United States, or elsewhere for frost control. Others in the area experimented with sprinklers, also. Many of the West Coast growers now have the sprinkler systems. In addition to the frost work, irrigation is a main factor and also in lowering bog temperatures during periods of West Coast "heats."

In 1948 a modern office and laboratory building, one of the most advanced in the industry, including radiant heat was built for the use of Prof. Crowley and his associates. A greenhouse was added four years later.

About the same time the new station was constructed, Mr. and Mrs. Crowley built a new home almost exactly across the road from the Station. Here the Crowleys have conducted rather extensive farming operations. One hundred acres are contained in the property.

The Crowleys will remain at Long Beach, where, as he says not being temporarily adapted to "sitting around" he will probably set out a few acres of cranberries on his own ranch this year or next.

Crowley is a native of Dublin, Ireland, his family moving to Manchester, England when he was still small, later migrating to Boston, Mass., and then to the State of Washington.

Crowley served in World War, enlisting at Seattle, and was active in several offensives in Europe. While at Washington State besides majoring in plant pathology he minored in entomology.

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Final Year's Crop Estimate Higher Yet

The total U. S. cranberry crop 1,230,000 according to the December 30th bulletin of the U. S. D. A. has now grown to an estimated November figure was 1,209,000 and the August forecast 1,075,400. The figure is a 54 percent increase over 1952 and 56 percent above the last ten-year average. The crop in each major area was larger than '52 and than the average. The crop is 25 percent over the previous record set in 1950.

Growing conditions were generally favorable in all areas, except for a period of exceptionally hot weather in Massachusetts and in New Jersey in late August and early October. The comparatively mild autumn allowed harvest of berries to continue later than usual with little frost damage anywhere.

Massachusetts is accorded 710,000 barrels; New Jersey, 114,000; Wisconsin, 300,000; Washington, 74,000; Oregon, 32,000.

Of the record crop last fall, Eatmor Cranberries, Inc., has just estimated that approximate total sales of fresh fruit were 500,000, with the co-op estimated sales as 250,000. This is a 40 percent increase over last year's fresh fruit market. It is estimated about 200,000 will be retained in cold storage for early canning.

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 CRANBERRIES

Mass. Cranberry Station and Field Notes

by J. RICHARD BEATTIE
Extension Cranberry Specialist



The Annual Farm Business Conference held at the University of Massachusetts for the last several years did not convene this year. Massachusetts cranberry growers who have attended these sessions have assisted in preparing an industry-wide report which included definite recommendations for correcting or relieving certain problems related to our industry. These recommendations were in turn referred to the proper organizations for action. We believed that it was to the advantage of our industry to prepare a similar report this year. For this purpose a representative group of cranberry people met December 8, and assisted Dr. Chester E. Cross and the writer in preparing the following report:

THE CRANBERRY INDUSTRY REPORT

The Situation

Production: The Massachusetts cranberry crop this year has hit an all-time record high with an estimated 710,000 barrels. This represents 55 percent more berries than last year's rather short crop. It was produced in the face of a serious June drought but with heavy water supplies built up last spring and what rain fell we got through the summer months. The acreage of Massachusetts cranberry bogs remains about the same and most growers are still convinced that increases in production can be obtained from the acreage already planted.

Marketing: The cranberry market in the fall of 1953 has absorbed more cranberries, both processed and fresh, than it has in any previous year. Of the record production this year, over 80 percent will be sold before the next crop is raised. Prices have averaged slight-

ly lower because of the ample supplies, and the fresh fruit season will be extended. Further improvements in the market are expected with improved cooperative marketing efforts. Most growers feel that the strong cranberry market can be still further strengthened by the raising of high-quality fruit.

Trends: Maintenance work on cranberry bogs continues at a high level as a result of satisfactory returns from the large crop. Production is therefore likely to continue at a high level in Mass. The outlook for 1954 appears now to be good.

The water table in the cranberry area which had been falling in the last few years has been remarkably replenished during 1953. Rainfall in the first five months and during the fall has been heavy. Reservoirs, ponds, and ground waters are all at very high levels. Supplies for winter flooding are excellent and the winter appears to offer few hazards to next year's cranberry production.

Production Problems

Labor and Mechanization: The labor situation in the Massachusetts cranberry area continues serious and, for the third year, Puerto Rican labor was brought in with the assistance of the Mass. Division of Employment Security. This device is regarded as temporary. The final solution will be the conversion to mechanical devices that will accomplish more with less manpower. During the last year considerable progress was made in machine sanding. Large acreages were treated using stripped-down pick-up trucks and tractors with trailers. In most cases the vehicles were kept on planks while loaded, but usually drove across the vines

when empty. Work is in progress to develop a satisfactory sanding distributor from these trucks and trailers. Many more harvesting machines were made and put to use during the fall of 1953. There appears to be an increasing interest in these for harvesting the crop. Possibly 15 percent of the '53 crop was harvested by machine. Devices for cleaning ditches and digging new ones, using the scoop and winch, proved satisfactory in many instances. Raking and pruning machines were used to considerable advantage. Aircraft applications of insecticide concentrates and fertilizers were used very considerably during 1953.

Irrigation: Heavy losses to drought in 1952 made the cranberry growers exceptionally alert at the onset of dry weather in June, 1953. Flash flooding, ditch irrigation, portable overhead systems were all used in far greater degree than ever before to protect the '53 crop against the devastating effects of dry weather that had hurt the previous crop so much. Most growers with overhead systems tried to apply an inch of water a week when there was no rainfall. Much overhead irrigation was done during the morning hours with little or no detrimental effect to the keeping quality of the fruit. Apparently there is no direct injury to developing berries when they are sprinkled under bright sunshine. Flash flooding should be used during the blooming period only when failure to water will cost the loss of vines. Blossom buds and newly-set berries are more liable to injury from flooding than open flowers and half-grown berries. The Department of Agricultural Engineering and Agronomy of the University of Massachusetts have been cooperating actively with the Cranberry Station to determine the most satisfactory irrigation system for cranberries. This work is continuing. Growers should know that the Soil Conservation Service is available in all cranberry producing area of Massachusetts for engineering and surveying advice

in developing irrigation facilities, establishing reservoirs, dikes, and in securing grades and levels.

Cultural Experimentation: Experiments with aircraft-applied insecticide concentrates continue to show effective controls for many of our cranberry insects. Experimental work on other phases of insect control is being set out in greater numbers with newer insecticides. Results of this work will be made available to the industry as soon as they appear to be worth general recommendation. The weed control research program, the study of water relationships in bog soils, and the whole problem of cranberry fertilization are being studied at the Station. Dr. H. F. Bergman of the U. S. D. A., retired September 1. A pathologist to be hired by the Commonwealth will take his place, it is hoped, in the near future.

Forecasts

Frost Forecasts: The younger men of the Cranberry Station took over the frost forecasting in 1953 being considerably helped by Dr. H. J. Franklin.

Keeping Quality Forecast: As in the last several years, two keeping quality forecasts were issued in 1953. The use made of these forecasts has proved to be somewhat disappointing, but the accuracy of the forecasts, not only in 1953 but in every year in which they have been issued, should interest all cranberry growers in adjusting their management practices to raising high quality fruits.

Drought forecasts: An attempt was made to warn cranberry growers of increasing hazards from dry weather in June. It is thought that this work helped to get the cranberry growers through that dry month. This work will continue in 1954.

Winter Injury Forecasts: Growers were warned last January of increasing oxygen deficiency conditions but subsequent weather proved so mild that further warnings were not issued. When and if serious weather conditions develop, warnings will be issued by the Station.

Varieties: Elimination of hybrids, seedlings, and unnamed var-

ieties has progressed to the point where the chief work now being done is on only 16 of these prospective strains. A committee of the Cape Cod Cranberry Growers Association has been named to take charge of the distribution of these selected varieties. Some distribution of seedling No. 31 was accomplished in 1953 with the sole purpose of increasing the amount of vine growth of this variety.

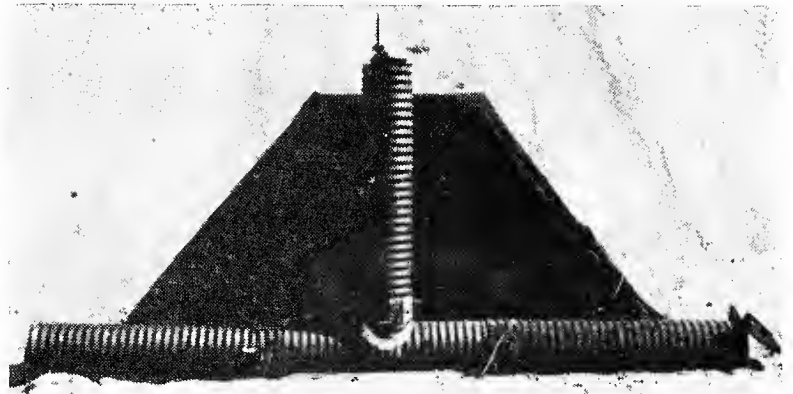
Gypsy Moth: The great value accruing to the cranberry industry from the eradication programs of 1949 and 1950 gives greater promise now of being reinforced by similar work in adjacent counties in 1954. It is the sincere hope of cranberry growers and many other interests on Cape Cod that the pioneering work accomplished now several years ago be protected by similar work in adjacent counties.

Forestry: Much of the forest

land of Southeastern Massachusetts is owned by cranberry growers. Proper management of these forest lands has proved to be a source of off-season income to the cranberry growers. Forest owners who wish to improve or to cash in on their forests should consult their county, district, and extension foresters to secure advice and assistance.

Marketing Problems

1. **Quality Fruit:** As a result of the hot and dry weather of late August and early September, the cranberry crop of 1953 matured slowly and coloring of the fruit prevented early shipment to the fresh fruit market. Growers have learned that it is best to ship only the best quality, well-colored fruit to the fresh market. They are sure to learn that it is to their advantage to ship only quality fruit and well-colored fruit to the processing



ONE-WAY LOW-LIFT TRUFANT STRAIGHT - LINE PUMP

This is the simplest Trufant pump setup—just the pump, piping and one fully-automatic discharge valve. Yet it can be made reversible at any time by adding a second discharge valve and controls for both valves. The dike may be wide or narrow.

By pushing the water through the dike rather than lifting it over the top (or over flashboards) you pump against the lowest possible head at all times. There is no power-wasting fountain or cascade. No spectacular display, just power purposefully used.

In WISCONSIN see GOLDSWORTHY
PREFABRICATED FLUMES BOG RAILROADS
RUSSELL A. TRUFANT
Carver 64-11 North Carver, Mass.

outlets. If growers can produce a maximum percentage of high quality, well-colored fruit, it is felt that the marketing problems will be greatly lessened.

2. **Packaging:** Research at the Cranberry Station on the keeping quality of cranberries in various consumer packages is continuing. Work by the U. S. D. A., in cooperation with the Massachusetts Agricultural Experiment Station and with some of the leading fresh fruit marketing outlets, indicates increasing preference for the cardboard window box container.

3. **Crop Reports:** The New England Crop Reporting Service issued a crop forecast in August which, as is usual in heavy crop years, was less than the final harvest

4. **Market Reports:** Growers are pleased with the radio and newspaper reports of the market situation and movement of the crop issued by the Eatmor Cranberries, Inc.

5. **Trends:** More than ever before the standards and require-

ments of both the fresh and the processing marketing outlets are being raised to a point where high quality, well-colored fruit is a necessity. It is felt that if growers can produce maximum percentages of this sort of fruit that both the fresh market and the processing market will profit sufficiently to take care of these million-barrel crops.

After the rather disappointing quality of the 1953 crop, the pressure is definitely on the cranberry growers to raise better quality fruit in 1954.

Schedule Fine Jersey Meeting February 4th

Theodore H. Budd, Jr., president of the American Cranberry Growers' Association, predicts an unusually interesting program at the annual meeting to be held in Pemberton, N. J., at Fenwick Hall on February 4.

High-nitrogen versus high-phosphorus-potash fertilizers will be discussed by C. A. Doehlert of the Pemberton Laboratory. Along with the widely increased use of fertilizer on New Jersey bogs, this topic has aroused more than usual interest among the growers. P. E. Marucci of the same Laboratory will report on a preliminary study of cranberry tipworm. Tipworm has been conspicuous this year, having been found in considerable numbers on every bog examined except those recently sanded. Mr. Marucci is making a thorough study of tipworm in order to decide what is fact and what is fiction about this much debated insect.

The TV "cranberry show", which was on New Jersey's airwaves before Thanksgiving, will be reproduced at the meeting. This was created by E. G. Christ, J. F. Hauck, and M. D. Kirkland of Rutgers University. For several years Dr. H. F. Bergman has been recording the facts about the blossom and fruiting habits of New Jersey cranberries. He will summarize the outstanding facts for this meeting.

The newest information on fruit rot, studied in relation to minor element sprays will be reported by E. H. Varney. Leland Merrill will tell how to use and not to use parathion. M. T. Hutchinson will report on food plants of the blunt-nosed leafhopper which spreads cranberry false blossom.

The meeting will start at 10 a. m., and end about 3:30 p. m. Persons wishing luncheon reservations should inform C. A. Doehlert, secretary, by February 1.

OREGON CRANBERRY COUNTIES MAKE TAX— POPULATION GAINS

Coos and Curry counties in southwestern Oregon, where the bulk of Oregon cranberries are grown, show rapid increases in population and taxable properties. Coos County in the past three years shows a ten thousand gain. Curry in the same period made the greatest growth in the state, one of 38.4 percent.

The second highest property increase in Oregon is that for Coos, a 23 percent uppage. Curry County taxes jumped 11.5 percent.

Sales Price of the 1954 WESTERN PICKER Base Established Price \$930.00

DIFFERENT SALES CONDITIONS

1. If complete purchase price is paid before May 1, 1954, subtract 10% of \$930.00 or \$93.00, making the price\$837.00
2. If picker is ordered before May 1, 1954 and \$300.00 paid down and \$560.00 paid on delivery, the price is \$860.00
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 b. We also know more closely how many to build.
 c. It is cheaper for a grower to borrow money at his bank, than it is for us to carry him. We gladly allow him the difference in a much larger cash discount for early orders.

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Cranberries

THE NATIONAL CRANBERRY MAGAZINE

ISSUE OF JANUARY, 1954—VOL. 18 NO. 9

Published monthly at The Courier Print Shop, Main St., Wareham, Massachusetts. Subscription, \$3.00 per year. Entered as second-class matter January 26, 1943, at the post-office at Wareham, Massachusetts, under the Act of March 3, 1878

FRESH FROM THE FIELDS

Compiled by C. J. H.

MASSACHUSETTS

December was another month favorable to production in 1954. There was rain early which helped with winter flooding. Temperatures were up so there was no winterkill. There was no snow or ice so there was no damage from oxygen deficiency. The sunshine factor was on the good side.

December and Year Wetter and Warmer

Rainfall for the month, as recorded at State Bog, East Wareham, was 5.84 inches, while the normal for December is only 3.90. Despite the drought conditions of early last summer precipitation during the year as a whole was heavy, there having been no less than 62.57 inches, while the mean is 44.31. All bogs which normally have winter flowage have ample supplies and most are covered.

May Hold Late in Spring

If January weather is favorable, many growers intend to withdraw water for a breather. It is understood many may hold water late next spring in an attempt to improve berry quality.

Brief Cold Snap

There was a sudden cold snap on December 17 and 18, with a low of 8.5 on the morning of the latter. This caused a warning to be sent out by Dr. Cross to flood. Up to the 15th the weather had been unduly warm and vines were tender. It was feared if high winds and frozen floor conditions prevailed there might be damage. But the snap was brief and probably no hurt came anywhere.

1953 Very Warm Year

December ended chilly with a 27th on the final day, but the 1953 as a whole was an exceedingly

warm twelve month. The month was a sound plus 233 above normal (Boston). The year itself rang up a grand total of 1055 degrees (Boston) above the average. The trend toward warmer weather for New England is continuing.

The U. S. Weather long range forecast issued December 31 for January was above normal in New England and for the Northwest. Colder for the remainder of the country.

The 12-acre State Bog at East Wareham, last fall was among those having larger crops in Massachusetts. Production was approximately 800 barrels, with an average yield per acre of about 65 barrels as against the state average of 45.

NEW JERSEY

"Freak" November Snow

The Pemberton weather for this period was slightly cooler and wetter than normal. The average temperature was 45.8°F., about .6 cooler than normal, while there was 3.64 inches of precipitation, about .41 of an inch above normal. On the 6th of November an unheralded "freak" snow storm, one of the earliest on record for this part of the country, blanketed the earth with a snow cover of 2.5 inches. However, a rainfall of 1.66 inches on the 7th caused all of the snow to dissipate within 48 hours.

December Warmest on Record

This was the warmest December on record for Pemberton. The record temperature was 39.9°, which was 4.5° above normal and .3° warmer than December, 1936. There were 15 days in this month in which the temperature went to 50°F., or above and 6 days in

which a reading of more than 60°F. was attained. The monthly maximum of 65°F. occurred on 3 days—the 7th, 9th and 10th. Precipitation amounted to a total of 3.32 inches, which occurred on 6 rainy days. This was .86 of an inch greater than the normal for December.

A Year of Extremes

Summary for 1953. The weather at Pemberton during 1953 was another year of extremes. In summary, it was a very wet and mild spring, a very hot and dry summer, a warm and dry fall, and an extremely mild winter. The average temperature for the year was 55.47°F. compared to the normal of 54.42°.

The total precipitation was 47.24 inches, 4.23 inches above normal. The early months of the year, January through May, were excessively rainy, with 25 inches falling, 9 inches above normal. However, during the warm part of the year, June through September, only 13.31 inches of rain fell, 4.5 inches less than normal. Although the total rainfall during the summer months does not appear to be hurtfully insufficient, the soil be-

Vernon Goldsworthy

Cranberry Specialist and Grower

B. S. M. S. University of Wisconsin
EAGLE RIVER, WISCONSIN

1. Growers supplies of all kinds
2. Vines for sale: Searls, Jumbo, Howes McFarlin. All highest quality—state inspected.
3. Hail insurance
4. Management and consultation by year or individual assignment.
5. Interested purchasing cranberry properties in Wisconsin.
6. Custom marsh work of any nature.

came extremely dry and plants suffered from drought because of long intervals between adequate soaking rains.

While most growers planned to put the winter flood on during the holidays so that the cranberry bogs would be completely flooded by January 1, only a few had been able to get a satisfactory head due to shortage of water by that date.

OREGON

According to officials of various marketing organizations the Bandon area harvested its record production last fall of approximately 30,000 barrels. This is almost double production of 1952.

Of the 30,000 barrels, about 26,000 were sent to the NCA cannery at Coquille, the rest being marketed fresh. Three organizations participated in the marketing, NCA, Coos Cranberry Co-operative which is a member of Eatmor, and Bandon Cranberry Cooperative.

EATMOR BERRIES ABOUT CLEANED UP

Eatmor Cranberries, Inc., berries were well sold out by the end of the year, and it was expected fruit to be placed on the fresh market would be completely gone by mid-January.

"Del" Hammond Leaves Wisconsin Sales Company

**Will Represent Large 'Cello
Container Company in
East from Boston.**

Carleton Delano Hammond, Jr., general manager and secretary of Wisconsin Cranberry Sales Company of Wisconsin Rapids, Wisc., since August, 1946, has resigned that position effective as of the end of January. His resignation was tendered to the directors sometime ago, has been accepted, and he plans to leave Wisconsin Rapids February 1. He is to enter the employ of the Dobeckmun Company of Cleveland, Ohio, with headquarters in that city, as eastern sales representative. Dobeckmun was probably the first to supply cellophane containers for the cranberry industry.

"Del" Hammond will make his headquarters at 43 Leon Street, Boston, Mass., after spending several weeks in Cleveland in a training program. His family will remain in Wisconsin until his resi-

dence there is disposed of and he finds a new location in or around Boston.

He succeeded Vernon Goldsworthy as manager, the latter having held the post from 1933 until 1946. Hammond went to Wisconsin with an excellent cranberry background, being a member of one of the most prominent cranberry growing families in Massachusetts. He has been interested in cranberries most of his life.

When he left Massachusetts he was treasurer of the Cape Cod Cranberry Growers' Association and active in many ways. He continued active participation in many cranberry projects in Wisconsin. He appeared as a guest on several TV shows over WTMJ, Milwaukee for the past two years on cranberry programs and has made many radio broadcasts. Last December there was a half-hour TV show over WBAY, Green Bay, Wisconsin.

"Del," in his new capacity will still be connected with cranberries.

EATMOR CONSIDERS NCA CONTRACT

Eatmor Cranberries, Inc., directors on Jan. 4, held an all-day meeting, New Bedford Hotel, New Bedford, Mass., discussing the proposed contract with National Cranberry Association concerning allocation of Eatmor's crop. Under this contract Eatmor would provide NCA with a percentage of its crop for processing, figure most frequently mentioned being 30-40 percent. for a period of three years.

No action was taken but the matter was referred back to the State units of Eatmor, which would actually turn over the fruit.

Theodore H. Budd of New Jersey, president of Eatmor, presided and others included: from New Jersey in addition to Mr. Budd, Tom Darlington; Wisconsin, Dan Rezin, president, Wisconsin Cranberry Sales Company; Charles L. Lewis, Clarence A. Searles, Tony Jonjak; Massachusetts, Homer L. Gibbs, president, New England Cranberry Sales Company; Russell Makepeace, Robert Hammond, George Briggs and Kenneth Gar-side, NCA director representative to Eatmor and general manager, Harold E. Bryant.

STARTING 1954!

And the time is here to review the past and make plans for the future.

RESOLVE, that **ELECTRICITY** shall play a larger part—in your cranberry work and in your home.

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Conduct Real

"Empire in the Pines"

Cutts Brothers Of New Jersey Sound Operators

By CLARENCE J. HALL

This comes back as a pleasant memory of last summer—now that cold weather is here again—of a visit to the Cutts Brothers of New Jersey, growers of cranberries and blueberries in that state and in North Carolina. Inspired to grow cranberries by their father, John (retired) who started more than 50 years ago, these four brothers today are doing a beautiful job in both blueberry and cranberry growing. They present an unusual example of teamwork in a family.

They have achieved what is really a self-supporting "empire" in the Pines of South Jersey, where they own large acreage. The brothers are John E., who is usually spokesman for the group, Ross, Walter and Ernest.

It was at the height of the blueberry harvest season that we appeared at their main property at Harrisville, post office address Vincentown. Blueberries were on the minds of the Cutts at the moment.

He Made Us Get to Work

Now, John is no Simon Legree, yet the first words he said after greetings to myself and Mrs. Hall were:

"Come on. Get out in the field and pick some blueberries." He handed each of us a picking box. Then he started right in himself, again, continuing his work.

We tried to pick, but certainly weren't very good at it. He frankly said so.

"If I was hiring you, I'd fire you already," he said to me after a few minutes. "Look at all the stems you are putting in. That berry is too small. That one isn't ripe enough." He said Mrs. Hall, associate editor of *Cranberries*, was doing much better, although equally lacking in experience.



John E. Cutts picks the cultivated blueberries on his plantation.

(CRANBERRIES Photo)

The temperature out in the field was about 120, he said, and we were willing to believe it was. He kept on picking and putting the filled boxes in the tray. Finally he called out, "That's enough."

Then he took us back to his packing house. A little later he had nailed up a full crate of the ber-

ries, including those we had picked and asked our home address. "There," he said, "these will go in the mail and be home when you get there. And I think you will like them." We knew that would be true, because we had already eaten about every fourth one we had taken off the bushes.

The Cutts Have 100 Acres in Blueberries

In all the Cutts have 100 acres set to blueberries, in a single piece. Fifty acres of this is in Covilles, which are recognized as a good commercial variety, a really big blueberry which can cover a quarter and easily hides a nickel. They can harvest 1,000 trays of these a day, each tray having 12 pint boxes. Their other varieties are Weymouths, Concords, Earli Blue and Herberts. About 30,000 crates are considered a good crop in New Jersey. They first began to cultivate the big blues in 1933, at a spot called Calico, which is where the Jersey plantings still are. The property is entirely surrounded by deer fence to keep these destructive animals out.

Blueberry picking is done four days a week as the berries ripen and are then sent to market immediately. There is no harvesting on Fridays.

As other New Jersey growers of cultivated blueberries have done, the Cutts bought property in North

Carolina, their holdings, about 1500 acres being in Ivanhoe, which is near the city of Wilmington. The Carolina blues ripen about five weeks earlier than in New Jersey and so open the market for the cultivated fruit; then the Jerseys come along in mid-summer.

The Cutts sell through the Tru-Blu co-op, with headquarters at New Lisbon, New Jersey.

Primarily Cranberry Growers

Even though they are in blueberries in a big way, the Cutts consider themselves primarily cranberry growers. As stated, their father, now 82, began with two pieces of bog about 1900, these being at the so-called "home place," Tabernacle. So the boys were brought up in the cranberry business.

The brothers began building bog in about 1929—before they went into blueberries, and of course blueberry cultivation is relatively recent compared to the long-established cranberry industry in Jersey.

The Cutts now have about 80 acres in vines, but only about 8

or 9 are in full-bearing, the rest being set. They get good production, several times having had 100 barrels to the acre, and have gone over 200 barrels to the acre. They have only a single variety, the popular Early Black.

A Darlington mechanical picker is used on the bogs and they also have employed about 30 Puerto Ricans during the harvesting season.

Building Bog All the Time

"We are building bog, all the time," says John. They have good water supply and soil for their cranberries, blueberries and other crops—and there is no question but that they farm their holdings well.

In new bog construction, their building is conscientious. They take out all stumps, level by bulldozers, so that all areas may be lightly flooded by gravity. The bog land is savannah, which often does very well in New Jersey.

Water is used intensively, both gravity and by portable sprinkler irrigation (4,000 feet of pipe) with



Mrs. John Cutts prepared a bounteous picnic lunch, served in the packing house, consisting of many kinds of cold meats, salads, relishes and home-baked blueberry pies, mostly foods of the farm. Left to right, enjoying it are: Mrs. Hall, associate editor of Cranberries; Mr. Cutts, C. J. Hall, editor; Mrs. Cutts and Charles A. Doehlert, Jersey Cranberry Research.

Their Strength and Their Weaknesses

EDITOR'S NOTE: Mr. Brett is a Trustee of the University of Massachusetts, Chairman of the Committee on Agriculture and president of the Colonial Cranberry Company, with bogs at Greene, R. I.)

By Alden C. Brett

Skinner heads. A two-mile canal has been dug from the bogs, which are in two sections, to the blueberry field at Calico. There water is run slowly between the rows of bushes.

"We Water Everything"

"We can, and do water anything and everything," comments John. Their water supply is from Beaver Run, going into the bog reservoir.

At the blueberry plantation there is a 30x80 warehouse used for sorting and packing both cranberries and blueberries. This is light and airy, but they intend to build another structure at a different point of their property, as their interests continue to grow.

A most interesting feature of the Cutts Brothers' operation is their farm, of which Ernest, the youngest, has the most active supervision. They raise beef cattle, chickens and have extensive truck gardens. "We will always have something to eat" seems to be one of their practical mottoes.

The Cutts are members of National Cranberry Association. They have been frequent visitors at meetings in Massachusetts.

John was president of the American Cranberry Growers' Association in 1950. He is currently chairman of the water and forestry committee of that over-all organization, taking an active interest in these natural resources of South Jersey, both of which have caused considerable grave concern in recent years.

Believes in Co-operation

The Cutts are cheerful about cranberry growing and firm believers in co-operation.

John declares, "I think the best thing that ever happened to the cranberry business was when the slump came along. It woke everybody up. Now our marketing agencies are able to handle the crop.

"When I was a little fellow I remember many barrels of cranberries were dumped every year. You can't grow cranberries without canning plants."

In conclusion, he avers, "I am not, and never have been discouraged about the cranberry industry at any time."

Our industry has passed through stormy weather and if I may play the part of a business weather prophet, there seems as yet to be no sure sign that the storm has finally abated. It is little comfort to us that this condition has not been confined to the cranberry industry; in fact, all agriculture, if unsupported, seems to be subject to ups and downs which have proved to be more violent and devastating than those which affect manufacturing or financial enterprises. These conditions we have come to accept somewhat complacently as inherent in our system of private enterprise. On the other hand, if our agricultural system in the long run is to provide a better way of life for those of us who elect to seek a livelihood under it, we must find some way to regulate our affairs so that the effect of these ups and downs will be minimized.

Although the cranberry industry is important to us, it is not a large industry; further than that it is made up of numerous small producing units. We see in industry generally and in other branches of agriculture a steady trend toward bigness. Larger plants, larger acreages, more expensive and efficient equipment making necessary larger investment. Perhaps the cranberry industry is headed in that direction and perhaps we are foolhardy to try to keep our small producers in business and buck this trend. We have problems which seem to indicate that this may be so, but I for one am not ready to concede that this is necessary or desirable. The advantages of bigness lie in the control of adequate capital giving the ability to ride through periods of depression, in better control of the marketing operation, in larger and more efficient equipment both for growing and processing, in the ability to promote and popularize a brand, in the ability to hire good management, and in the ability to coordinate, plan and execute on a large scale.

These advantages have long been recognized and we have undertaken to obtain them for ourselves by setting up cooperatives to serve us. In theory, a cooperative should be able to secure for its members as a group most of these advantages which go with bigness. It should be able to assemble adequate capital to carry it over seasonal peaks; it should be able to provide efficient handling and processing facilities; it should be able to produce for the market in commercial quantity a standardized, graded product; it should be able to secure public acceptance through sales promotion and advertising; it should be able to carry on statistical and economic studies aimed at stabilizing the industry and in general do all those things for the members of the cooperative group which each alone would not be able to do for himself. Our agricultural cooperatives also have obvious advantages based in

law and government policy over regularly incorporated industrial enterprise which it is unnecessary to go into.

These are elements of strength in the cooperative system which we have very properly attempted to use to the benefit of our industry. In spite of all this, however, the record over the last ten years is not one to be proud of. We have seen prices fluctuate between unwarranted extremes. One of our major cooperatives has been forced to undergo a financial reorganization, surpluses have accumulated and growers' mortgages have been foreclosed.

A Critical Look at Our Structure

It behooves us, therefore, to look critically at the structure we have erected and ferret out its elements of weakness, for such there must be.

The service originally expected from our cooperatives begins as soon as our berries are picked and

includes all the marketing functions. In addition these services have been expanded at times to include financial assistance both long term loans for bog purchases and short term crop loans, purchase of supplies for members and bog service. All this may be good if properly handled; in any event, we thought so at the time and our cooperatives equipped themselves to render these services. It was necessary to provide competent personnel, physical facilities such as screen houses and processing plants, to carry inventories, to invest in advertising to create customer good will and establish brand names. All this re-

quired capital and it might be well for us to take a moment to inquire as to the source of these funds and whether our cooperatives have been wise in their financial management.

It is obvious that the capital requirements of a cooperative which sells fresh fruit and does that only will be much less than the requirements of a cooperative which cans the fruit and distributes the processed product. The fresh fruit cooperative requires fixed capital for screen houses and packaging facilities and working capital for supplies, advances and receivables. The processing cooperative in addition to these requirements must

have capital to provide processing plants and storage facilities, berry inventories to make possible continuous operation, packaging supplies and a stock of finished goods. If either indulges in the practice of making bog loans as both our major cooperatives did for a time several years ago, it must have an additional supply of fixed capital to meet these requirements.

The obviously sound source of capital for the operation of a cooperative is the members themselves. This can be and usually is accompanied by withholding from patronage payments a fixed amount per production unit which is retained over a period of years as a rotating fixed capital fund. If the withholding period is ten years, this presupposes that the fixed capital requirements of the cooperative will not exceed ten times the annual withholding. In other words, if the National Cranberry Association is to handle over the next ten years, on the average, 500,000 barrels of berries annually and pay for these berries \$12 per barrel, and the withholding rate is set at 10 percent or \$1.20 per barrel, the capital which will be supplied from this source and reserved in the company's treasury at the end of the ten years period will be \$6,000,000.

Let us see how this stacks up against the requirements of the National Cranberry Association using the May 31, 1953 balance sheet. On that date, the National Cranberry Association had total assets of roughly \$8,450,000 taking the plants at their depreciated value. Against this it had Accounts Payable and Accrued Expenses of \$411,000, giving a balance to be supported by capital or loans of \$8,340,000. I shall not attempt to refine these figures or argue whether May 31 is the proper time of year to present such a financial statement. My purpose is simply to indicate that with a withholding of 10 percent on a rotating ten-year basis and reasonable borrowings, the National Cranberry Association could be adequately financed.

Co-op Should Be Self-Supporting Enterprises

I have taken you through this line of reasoning for the simple purpose of illustrating the first element. (Continued on Page 14)

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AZUSA, CALIFORNIA

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THRESHOLD OF 1954

EVERYBODY knows we produced the biggest cranberry crop ever, in 1953, and it seems pretty well understood that we may expect million-barrel crops with some degree of regularity. Of this production, approximately 500,000 barrels were sold fresh, a record also. This sale was beyond any question made possible by aggressive marketing and advertising. A half million or more barrels were sold processed, and again this could not have been done without "relentless" advertising and marketing.

Despite the huge quantities of cranberries which were grown and will reach market, this has not been too happy a year for all growers. Some are more satisfied than others. The two main co-ops are in discussion over allocation between their portion of the crop, there is not complete harmony.

Perhaps not too much could have been expected in the line of entirely satisfactory prices, with so many cranberries to be disposed of. There has been greater distress with other crops this past year. Maybe cranberries did not do too badly all things considered—remember more berries were sold this year than in any other previous year.

Cranberries are relatively unimportant in the vast competitive markets of today. We are not accustomed, yet, to get rid of 1,000,000 barrels in a single year, and at the same time getting top prices for all.

Emphasis next year will be placed upon growing quality fruit—we need quality to sell such a quantity.

In the thoughtful article by Alden C. Brett in this issue—which we recommend be carefully read and digested, Mr. Brett states "there is yet no sure sign the storm (which has plagued the industry for several years) has finally abated." But, he goes on, that in his opinion, "our industry has potential far beyond those already realized." In this we concur. It must be so, or we lose out.

IT IS always a time of regret when the announcement that a long-time member of the cranberry industry is to leave it. Prof. D. J. Crowley, who retired, as of the first of the year, as director of the Washington State Cranberry-Blueberry laboratory after more than 30 years left the total of

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New Jersey Cranberry and Blueberry Station
Pemberton, New Jersey

cranberry cultural knowledge increased, particularly, of course, on the West Coast. However, he will not leave cranberry growing, as he intends, probably, to become an active grower in his own right.

C. D. "Del" Hammond, Jr., resigning as general manager of Wisconsin Cranberry Sales Company has served that organization since August, 1946. "Del", coming from an important Cape Cod cranberry growing family, and knowing cranberries practically all his life, enters another field. This, though, will have a connection with cranberries, so he is not completely leaving cranberries.

To both men, continued success in their new efforts, as they have achieved in the past.

Strength and Weakness

(Continued from Page 12)

ment of strength of our cooperatives, namely that with proper financial management, a cooperative may have within itself an adequate source of capital. It can and I believe should be operated as a self-supporting enterprise, turning its capital on a long term cycle fitted to the requirements of the business.

I do not wish to be critical or commendatory as to the past or present financial policies pursued by our cooperatives. It perhaps has been unfortunate that there have been other sources of capital funds which have been too easily available. It has perhaps been too easy to step outside the primary function of selling the member's berries and yield to the demands of inadequately financed growers to assist them in their personal financial problems of acquiring or developing new bogs or carrying on current operations.

I would suggest that any of you who are members of cooperatives consult the record on this point, bearing in mind that if your cooperative decides to set itself up in the banking business, you must be ready and willing to pay out of your patronage receipts any losses it may sustain, because you and only you are the final source of funds.

This then I shall characterize as a weakness of the cooperative system; we as members are both suppliers and part owners of the enterprise and as such we not only participate fully in the profits, but we must also bear our share of the losses.

It should give us food for thought that although we are in this exposed position, we lack in a considerable degree some of the safeguards which protect the stockholder in a privately incorporated enterprise. If the business of our cooperative is poorly managed, the effect on us is automatic, we simply receive less for our berries. At present we have no means of judging whether our canning cooperative is operating efficiently, whether it purchases its supplies economically or whether its labor costs are in line. In other words, we lack any competitive standard of comparison and for the same reason the management of our cooperative lacks the incentive of competitive efficiency. It is not driven by the whip of competition as reflected in the Profit and Loss statement. Any hidden inefficiency is simply charged against us and we pay the bill. These are serious weaknesses.

For this reason if this condition is to continue we must make sure that as a first requisite our co-

operative have best possible top management in the form of capable, alert and active boards of directors. We may find it difficult to find such men within our membership, but our cooperatives are big business and they require the direction of men skilled in finance, production and sales. The difficulty of enlisting the services of such men is another inherent weakness.

"We Must Supply The Answers"

What then is the solution of our problem? I do not have adequate knowledge of our industry for me to be dogmatic, but we must somehow supply the answers. Our problem is a two-sided one. First we have fresh fruit which must be distributed in a field characterized by active competition. The experience of Eatmor during this past selling season will bear out that fact. These competitive pressures, together with limitations of time and buying customs make difficult the planning of marketing programs, the maintenance of adequate prices and the disposal of surpluses.

The other side of the problem is that of the processed berries. Here we have an entirely different situation. National Cranberry Association lacks entirely competition from another cooperative. So far as independent canners are concerned, it would indeed be folly for one of these to indulge in price competition. National's cost of raw material is not determined until after the sale is made.

Canned Consumption Increasing

During the last several years the consumption of canned fruit and vegetables of all kinds has been increasing and cranberries have been no exception to this trend. How far this switch from fresh to canned berries will go beyond the present 60-40 ratio it is hard to say, but we have no indication as yet that this trend has run its course.

I believe that no one will dispute the fact that this has been a good thing for the industry. It has broadened the market, increased consumption, lengthened the selling season, enabled the product to reach remote consumers and created a means for handling the surplus.

If we are to fit our plan of distribution into the pattern of consumption, in theory at least, each

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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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of our major cooperatives should have ready access to both the fresh and the processed fruit markets. This will permit a more flexible grading of the product and the creation of an inventory cushion of processed goods to compensate for the variation in production from one season to another.

Lacking the ability to do this within its own control, the distributor of fresh fruit whether cooperative or independent is in the difficult position of being obliged to sell as fresh fruit the full production of its patrons regardless of quality, quantity or the competitive condition of the market.

One obvious suggestion is a single cooperative handling the bulk of the industry's product in both the fresh and processed markets. I believe healthy competition is good for any industry and I would expect that the Department of Justice would take a dim view of any such arrangement.

Eatmor Into Canning?

You may ask the question? "Are you recommending that Eatmor go into the canning business?" If you can suggest to me a better method of securing an orderly distribution of the crop, one which will enable each cooperative to utilize by choice the outlet which will produce the highest return by recognizing quality differences in size, color and condition and one which will produce a healthy competitive situation between our cooperatives and thus assure efficient operation in each, I will withdraw my suggestion.

You will probably avoid meeting this question head on and will say to me, "But we have had a working arrangement between our two major cooperatives designed to take care of these problems." I think I need not reply to this, the present situation speaks for itself.

Industry Still Has Potential

There will always be surpluses and shortages because we are engaged in an agricultural industry, but the effect of these can be minimized by careful planning and aggressive development of the market. There will always be price cutters so long as we producers are willing to furnish them with berries to sell. There will always be good seasons and bad, good growers and poor growers, but it is my opinion that our industry

still has potential far beyond those already realized and that it should

furnish us with a satisfactory livelihood for many years to come.



Organized marketing is vital for a seasonal specialty such as cranberries. INDIAN TRAIL is a part of organized marketing.

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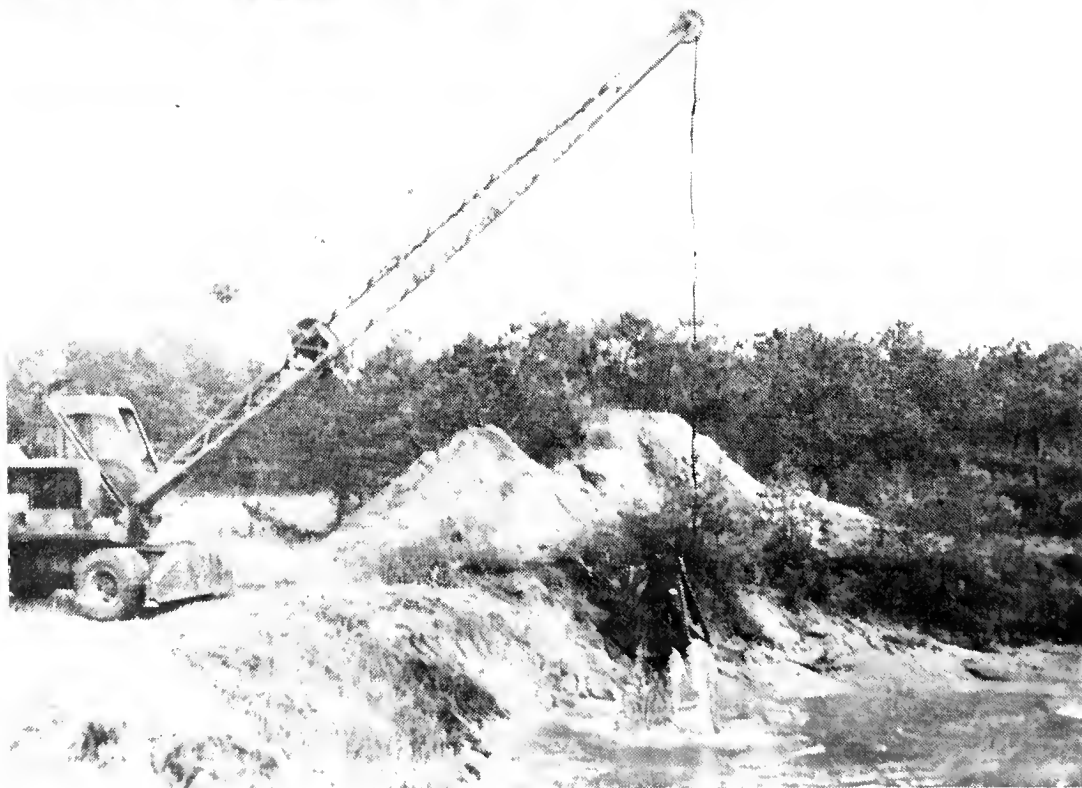
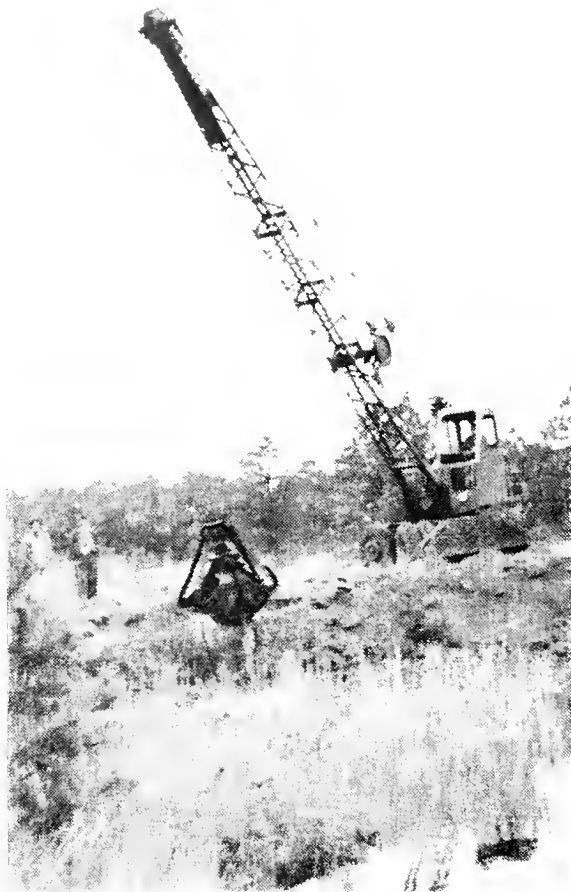
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BOG SUMP IS MADE IN A FEW HOURS

An ordinary Mobile Unit clam-shell shovel, 35 ft. boom, (left) takes its first bite out of a small mud puddle, as the first step in making a sump hole for bog flowage. Below is shown a portion of the sump and pile of earth moved after 10 hours. The entire job was completed in about 20.

The property shown is that of "Joe" Kelley, cranberry expert of the Massachusetts Cranberry Experiment Station, located off Great Neck Road, East Wareham. The upper end of the Kelley Bog has had insufficient water supplies. Mr. Kelley had a State survey and study made of the water possibilities and a never-ceasing strata of water about eight feet below the surface was discovered. Surface of the sump is well above bog level and water may be sent down for ditch irrigation and even for sprinkler coverage in dry weather or frost control. It is hoped to have 100 to 150 gallons a minute flowage available.

There is nothing unusual in such a proceeding. It is simply another example of how easily and quickly modern equipment can make improvement, and hence the larger crops of today are possible.



**NCA EXPECTS
JANUARY \$1 ADVANCE**

NCA announces it expects to pay an additional dividend, probably in January. Earnings from sales are good, it is said and large enough to justify a payment of \$1.

**NCA TO PROMOTE
LIMITED COCKTAIL
SALES CAMPAIGN**

For the first time National Cranberry Association declares it has enough berries of proper standard on hand to promote cranberry juice cocktails. Cocktail has been made in limited supply in the past but

not in sufficient quantity to justify a marketing program.

A campaign has been launched in New England, New York, Philadelphia, Chicago, Washington, Los

Angeles, San Francisco. The plant at Hanson, Mass., produces the entire supply and it is shipped to other plants for distribution.

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The New Year traditionally is a time when cranberry growers take inventory and make plans for the future.

It now seems apparent that 1953 was a successful year for Eatmor despite the price cutting tactics of some of our competitors that for a time threatened the collapse of the entire fresh cranberry deal. Fortunately Eatmor was able to prevent this market collapse and make it possible for its growers and the entire industry to move a near record volume of fresh fruit.

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Cranberries

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FEBRUARY 1954

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NEW JERSEY
WISCONSIN
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STANLEY SWITLIK, Parachute Manufacturer and Cranberry Grower. Story page 8.
(CRANBERRIES Photo)

30 Cents

FEBRUARY 1954



This picture illustrates Dave Pryde's long narrow bog common in the Grayland section, Washington.

Details of Washington Bog

Dave Pryde's Bog in Grayland, Washington—This picture illustrates the long narrow bog common in the Grayland section. Many growers own bogs in what was once swamp and the long way of their bog is the short distance of the original swamp.

1. Mr. Pryde's home near the highway.

2. Garage, tool shed and storage house.

3. Neighbors' home.

4. Small reservoir and pump-house for sprinklers in the middle of Mr. Pryde's bog. The reservoir receives part of the run-off from the bog.

5. Locomotive and weed spray equipment on standard gauge track over the center ditch which is covered with plank for a walk.

6. Ditch which separates Mr. Pryde's bog from his neighbors.

7. The main reservoir.

8. Top of the main pumphouse.

9. Ramp on which trucks are backed to dump sand in the hopper.

10. Sand hopper which holds sev-

eral loads of sand. This hopper is high enough to allow two sanding cars to be backed under it and filled by gravity.

The main reservoir has a fairly rapid recharge rate from the nearby hill. Most of the reservoirs in Grayland are small and recharged from underground supplies. On the Pacific Coast flooding for frost protection is almost never used.

The other end of Dave Pryde's bog was pictured in the November issue of CRANBERRIES on page 8.

Potter Heads Growers Group

Gerald Potter, Warrens, was elected president of the Wisconsin State Cranberry Growers' Association at the organization's annual meeting January 28.

About 75 growers, including a group from northern Wisconsin, attended despite icy roads.

James Sehnabel, Wisconsin Rapids, was elected vice president and Leo Sorenson, Wisconsin Rapids, secretary-treasurer. Potter held the vice presidency last year and succeeds Ralph Sampson, Three Lakes, while Sorenson succeeds himself.

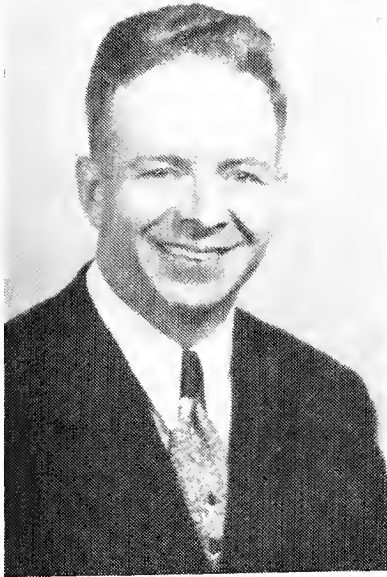
Wisconsin's 1953 cranberry crop slightly topped 295,000 barrels, Sorenson said, averaging better than 80 barrels per acre in production. This compares with 238,000, the previous top, in 1948 and 196,000 in 1952.

A national yield of 1,230,000 barrels in 1953 far surpassed the previous record of 975,000 in 1950.

Speakers at the meeting were H. F. Bain and L. E. Dana, Wisconsin Rapids; A. R. Albert, R. H. Roberts, M. E. Dana, and George Klingbeil, College of Agriculture, and Hubert Halliday, State Department of Agriculture, Madison.

SLOW ACTION!

During the past year we have offered several times to exchange cranberry literature and we have just received a list of seventeen titles which the owner will exchange for other articles or bulletins. We have also been informed there is a laboratory which does some work on cranberries and the staff wishes to have a copy of the bulletin by Shear, Stevens and Bain, "Fungus Diseases of the Cultivated Cranberry", in their library.



ASSUMES POST IN FEBRUARY

Charles C. Doughty, who succeeds D. J. Crowley as superintendent of Cranberry-Blueberry Experiment Station at Long Beach, Washington is 38 years of age, married and has two sons aged 7 years and 7 months. His parents are Mr. and Mrs. C. H. Doughty of Kansas City, Kansas. "Chuck" as he is commonly known, attended High School in Independence, Missouri. He served 4½ years with the Air Forces during World War II. He has since completed a B. S. degree at Kansas State College, Manhattan, Kansas and at the present is working toward a Ph. D. degree at Washington State College, Pullman, Wash. He is a member of the honor fraternities of Alpha Zeta, Phi Kappa Phi and Gamma Sigma Welta. He is also an active member of the Methodist Church.

He assumed his post on Feb. 1.

BANDON NOW PLANNING 1954 HARVEST EVENT

Bandon, Oregon has already begun the preparation of plans for the 1954 Harvest Festival. At a meeting of the Festival committee the Bandon Lions Club was chosen as sponsor of the organization for next year.

The purpose of the Lions in taking over the sponsorship is two-fold; it feels it is the duty of

the business people of Bandon to give more support to the Festival association, and it feels that by methods possible for promotion by the Lions considerable money can be earned through the annual event.

Officers and key personnel for the 1954 Festival are to be elected shortly.

MISS JEAN NASH AGAIN HEADS WISCONSIN CRANBERRY SALES CO.

Miss Jean Nash of Wisconsin Rapids, who was formerly president of Wisconsin Cranberry Sales Company, has succeeded Dan Rezin as head of that group. Election was at Elks Home, Wisconsin Rapids, January 8.

Other officers named are vice-president, Newell Jaspersen, Cranmoor; secretary-treasurer, Ralph Sampson of the Rapids and Three Lakes. C. D. Hammond, who resigned as of the first of the year formerly held these offices as well as the post of general manager.

Elected to the board of directors; Miss Nash, Jaspersen, John Rob-

erts, Haywood; Howard Folsom, Manitowish; Arthur T. Janke, Millstron; Keith Bennett, Warrens and Ervin Van Wormer, Babcock.

Annual reports were read and business operations reviewed.

After this, members joined with members of Midwest Cranberry Co-operative for a combined banquet at the Elks River room with 168 attending. Dan Rezin, whom Miss Nash succeeded as president, was toastmaster.

FRIENDS HONOR THE CROWLEYS AT LONG BEACH

A reception, honoring Mr. and Mrs. D. J. Crowley was held January 8th at the Long Beach Community Church, Washington. Mr. Crowley resigned as superintendent of the Long Beach Cranberry-Blueberry laboratory January first. In 1947 the Washington State college board of regents gave Mr. Crowley the title of assistant horticulturalist and in 1951 his title was changed to include associate plant pathologist and associate entomologist.

Men like to be listened to—
women listen to be liked.

RICHARD BEATTIE, in his "Mass. Field Notes" in the January issue of "Cranberries" reports that:

"Many more harvesting machines were made and put into use during the Fall of 1953. There appears to be an increasing interest in these for harvesting the crop."

Practically all of these Harvesting Machines were Western Pickers, and this means that one out of seven barrels harvested in Massachusetts was done by Western Pickers.

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Mass. Cranberry Station and Field Notes

by J. RICHARD BEATTIE
Extension Cranberry Specialist



Our unusually mild winter enjoyed through November, December, and early January came to an abrupt halt in mid-January. The last half of the month reminded the writer of conditions sometimes experienced in northern Vermont. Sub-zero temperatures were recorded at the Cranberry Experiment Station on four different days while snow accumulated to a depth of nearly a foot. We at the Station did not hesitate to remind Dr. Franklin of his earlier prediction of a mild winter. However, we tempered our remarks realizing that winter is far from over and that Dr. Franklin has an amazingly accurate forecasting record. His knowledge of weather is almost uncanny. Growers will be interested to know that he is again analyzing weather data as it relates to cranberry production—one of his favorite subjects.

The accumulation of ice and snow in January created a rather serious oxygen deficiency problem on many bogs. Oxygen tests made by George Rounsville of this Station and those made by other cranberry people indicated that the dissolved oxygen content of the flood waters dropped well below the danger point of 5 cc. per liter. Since time was an important factor a news release was prepared and sent to the press and radio to remind growers of the problem. We suggested that the winter flood be withdrawn from under the ice wherever ample water supplies were available for reflooding. The water was withdrawn from a considerable acreage of bogs. As of February 1, weather conditions have not warranted reflooding of these bogs.

We suggest that February is a good month to check bogs for green scum. It is usually found near the ditches and appears as a

light green film over the vines. The past history of the scum problem is a dependable guide as to whether treatments will be necessary. Certain bogs have a scum problem nearly every year while others, like the State Bog, seldom require treatment. Probably the cheapest method is to broadcast fine crystals of copper sulfate on the ice at the rate of 10 pounds per acre in February and again in March if necessary. Since this algae starts near the ditches, it is well to give these areas special attention. A word of caution is necessary since copper sulfate is harmful to fish life. Therefore, a reasonable period of time should elapse before draining off the winter flood into any fish pond or stream after treating for scum. Further details concerning these treatments are found in the Weed Control Chart.

County Agent "Bert" Tomlinson and Club Agent George Brodie, Jr., of the Cape Cod Extension Service, have initiated a 4-H cranberry project for youngsters in Barnstable County. The project has been approved by the 4-H Club Department at the University of Massachusetts and youngsters interested are now being enrolled. Plans are also being developed in neighboring cranberry counties to offer a similar project to those interested. 4-H Club Agents have been working with our rural youth since before World War I. Their programs have offered a wide selection of projects to our boys and girls. Our industry is fortunate that a cranberry project has been added to the list in this area. One of the most important phases of 4-H club work is the development of leadership. It is an established fact that many of our agricultural leaders today were former 4-H club members. The writer firmly believes

that the future success of the cranberry industry depends to a major degree on the development of new leadership. Our youngsters in the cranberry area are the potential source of such leadership. However, in order for this venture to be successful, there must be a sound organization and adults willing to serve as leaders for these clubs. We hope that our various cranberry organizations will lend their wholehearted support to the 4-H cranberry club movement. Growers attending the cranberry meetings this winter will hear the program discussed in greater detail.

The Cranberry Insect, Disease, and Weed Control Charts have been revised and are now being printed. The County Agricultural Agents will mail the new charts to growers in March. The experience and observations of the growers who assisted with this work was a tremendous help to the Experiment Station staff.

Those attending the cranberry club meetings in January and February heard a program discussed that is creating considerable attention on Cape Cod and is spreading to Plymouth and Bristol counties. It is known as the Agricultural Conservation Program. The general purpose of this program is clearly defined in the following statement made by the Secretary of Agriculture, E. T. Benson:

"The Agricultural Conservation Program is an important part, but only a part, of a coordinated effort to help land owners and operators attain soil conservation objectives. The total effort includes research, education, technical assistance, cost-sharing, and such indirect aids as credit.

The fundamental purpose of the Agricultural Conservation Program is to provide a means by which the public can share with land owners and operators the cost of carrying out needed conservation work over and above that which they would do with only their own resources. It is our sincere hope that the Agricultural Conservation Program will be carried out in such a manner that it will make a marked contribution toward attainment of conservation objectives."

The program includes five or six practices dealing with water management that should be of interest to cranberry growers. They include financial and technical assistance in the construction of ditches, dikes, flumes, and underground drainage systems. The Soil Conservation Service Technicians, Agricultural Conservation Program field men, Forest Service personnel, Farm Credit representatives, and County Agricultural Agents are working as a team to assist growers interested in this program. For further details, we suggest that growers consult their County Agricultural Agents.

Mass. Blueberry Growers Meet

Members of the Massachusetts Cultivated Blueberry Association, meeting at Halifax, January 18th, for the annual meeting, elected J. Herbert Alexander of Middleboro, president for the coming year. Guests discussed the qualities of varieties, with Phillip Marucci, of the New Jersey Cranberry-Blueberry laboratory, the main speaker.

With color slides he explained every known blueberry pest and disease and told how to combat these.

In a panel discussion, Prof John S. Bailey of the Massachusetts Experiment Station, East Wareham, cautioned growers not to give up the older and more-tried varieties too soon in favor of newer crosses.

Dr. W. H. Thies, extension horticulturalist of the University of Massachusetts, who had recently returned from Yugoslavia, where he was working with the government of that country in an effort to help produce better quality fruit, said it was well to discard inferior older varieties as newer ones became approved. Dr. William E. Tomlinson, Jr., and Dr. F. B. Chandler of the East Wareham station were also speakers.

Mr. Alexander, who is carrying on a 25-year breeding program in co-operation with the USDA Experiment Station at Beltsville, Md., said he considered the New Jersey "Herbert" as the finest variety yet developed, favoring the "Berkley," Covelle" and "Earliblue" next in

that order. Gilbert T. Beaton, Wareham, who is adding five acres, to make a total of 18, said he had not tested newer varieties, but of the older, "Rubel," "Stanley" "Pioneer" had been money makers for him, and expressed his confidence in the future of cultivated blues in Massachusetts. Choice of J. Carleton Foxcroft of East Sandwich, one of the first growers in Massachusetts, was the new, giant "Berkley," as his favorite of the earlier fruit.

Other officers named besides Mr. Alexander were Maurice Elliott of Hanson, 1st vice president; 2nd vice president, Paul Crosby of Manomet; secretary-treasurer Miss A. Ryan,

WHERE IS IT?

The property pictured here is known to quite a few cranberry growers and the family name occurs very frequently in CRANBERRIES. This is one of the oldest bogs in its state. Frost protection is obtained with sprinklers which are on raised mains and laterals (2 laterals in picture). How are berries harvested? Can you find two locations where berries are removed? If you have not guessed the answers turn to page 7.

Pembroke and new director, Dr. Gleason L. Archer, retiring president.



Cranberries

THE NATIONAL CRANBERRY MAGAZINE

ISSUE OF FEBRUARY, 1954—VOL. 18 NO. 10

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FRESH FROM THE FIELDS

Compiled by C. J. H.

MASSACHUSETTS

January Starts Rugged

January started in as a tough month with light snow on New Year's day, which made extremely hazardous driving conditions. First 14 days were 61 degrees colder than normal. The worst storm in five years blew in on Sunday afternoon, January 10, starting with a fine fall, turning severe at night it lasted through the 12th with a few spits on the 13th. Total fall as recorded at State Bog, East Wareham, for this storm was 10.5 inches.

Extremely cold weather followed the snow, holding it on the ground. There were high, bitter winds on January 17 and on the 18th the temperature dropped to 6 below zero and coldest except for the 14th when it was 8. On the morning of the 19th there was a reading 0 minus 3.

The mean temperature for January was about three degrees below normal making this the coldest January since 1948. The precipitation for the month was about normal and the snowfall was over 17 inches. The hottest day was January 3 with a temperature of 52 degrees and the coldest was January 14 with a minus 8. The shine for January was plus 28 hours in contrast to January 1953 of a minus 20 hours.

In checking the past four years "Fresh from the Field" we find no reports for January below zero. January 1953 we had over 8 inches of precipitation which was much above normal. In January 1952 there was a little ice sanding and this year a few growers sanded on the ice but in the other recent years it has not been possible.

Oxygen Deficiency

On the 12th tests at the State Bog, with the snow, on ice two or three inches thick, showed the oxygen content of the flood water considerably reduced (as did tests the following day.) On the 12th a warning was broadcast through local daily newspapers, suggesting that growers, who could reflow, drop the water to prevent injury to bud and vine. It was noted the water should be lowered fully off the bog surface.

As the same conditions continued more growers took off water until much acreage had been dropped. Tests showed that much bog water was under the critical point of five percent, set by Dr. Bergman as dangerous. With several growers cooperating, it is hoped the experience will add to the general knowledge of the situation. How much damage was being done will not be known until in the spring.

Students Choose "Cranberries"

This time of year schools and colleges request term papers of the students and there are always a few that choose or are assigned cranberries. The students make the rounds of the selling agencies, large companies, "Cranberries", and the East Wareham Station. The assignments came from English, History, Geography, and Economics departments. The students range from those having some knowledge of cranberries to those who know nothing about their culture.

OREGON

The Bandon Cranberry Association, an independent selling group, recently sold their building and equipment to the National Cranberry Association and joined NCA with 40 new members for NCA.

NEW JERSEY

Edward V. Lipman was elected president of the American Cranberry Growers' Association at the annual meeting on Feb. 4. Other officers elected were Thomas B. Darlington, 1st vice president; Earl Hill, 2nd vice president; Charles A. Doehlert, secretary-treasurer; F. Allison Scammell and Milton Reeves, members of the executive committee.

Eighty-five persons attended this all day meeting and heard talks on ways to meet and overcome various problems in the growing of cranberries. Summaries of these addresses will appear in future issues of CRANBERRIES as well as in the published Proceedings of the Association, which is the New Jersey "club" for all growers.

Effect of Two 1953 Droughts

C. A. Doehlert reported at the December Blueberry Open House, held in Pemberton, N. J., on the year's drought effect on blueberries and how this could be somewhat counteracted by the proper use of fertilizer.

The first drought, June 15 to July

(Continued on Page 16)

Vernon Goldsworthy

Cranberry Specialist and Grower

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5. Interested purchasing cranberry properties in Wisconsin.
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Cranberry Club Discuss Quality Fruit Problems

The first 1954 Cranberry Club meetings were held in Kingston, Mass., on Tuesday, Jan. 19 and at Rochester Grange Hall on Wednesday, Jan. 20 using as their theme for both meetings "Quality Fruit." The programs consisted of panel discussions by Frank J. Butler of the A. D. Makepeace Co., F. B. Chandler, Dr. Chester Cross and J. Richard Beattie all of the Experiment Station.

"Water Management" was taken up by Frank J. Butler wherein he told of the late holding of the winter flood, a practice of the A. D. Makepeace Co. for thirty years. They now hold bogs two years late and one year early. The practice of late holding developed because of poor quality fruit which greatly increased the cost of screening. Mr. Butler said two disadvantages spoken of by most growers were reduction in the size of crop and heavy vines. The Makepeace Co. has not had a reduction in crop on the late held water bogs. The heavy vines are controlled by pruning and sanding. These disadvantages can be overcome, he said. He gave six reasons for late holdings of the winter flood, namely (1) quality of fruit (2) usually little or no fruit worm, (3) less weeding, (4) fewer spring frosts, (5) reduced risk from summer dry weather, and (6) reduced cost of fungicides and insecticides. There were two "don'ts": do not put on a June reflow or other reflow during the growing season if flood was held late and don't hold winter flood late the year after a grub flow.

Dr. Chandler reviewed the literature on the effect of fertilizer on the quality of fruits in general. From research which has been conducted in the last 25 years it appears that fertilizer has less effect on quality than cultural practices. He reviewed the cranberry literature which indicates that the quality of fruit is neither impaired nor improved with fertilizer particularly if phosphorus was high. He told of his own experiences which indi-

(Continued on Page 12)

WHERE IS IT?—ANSWER

The picture is of the Kranick Bog in Oregon. The boards or planks on the edge of the bog were there for water harvest. Berries are removed on this side of the bog through gates, one in the foreground and the other at the corner. This portion of the bog is dryer and more weedy than the remainder, therefore this picture is not typical of the Kranick Bog but it is picturesque. Another picture of this bog will be found in the October issue of CRANBERRIES on page 21 with Ray Bates and Jim Olsen.

On one tree farm the little animals were found to have planted an average of 2,900 clumps of seeds an acre. They were credited with planting 41 percent of the natural reseeds of the area. (New Jersey Agricultural News Service.)

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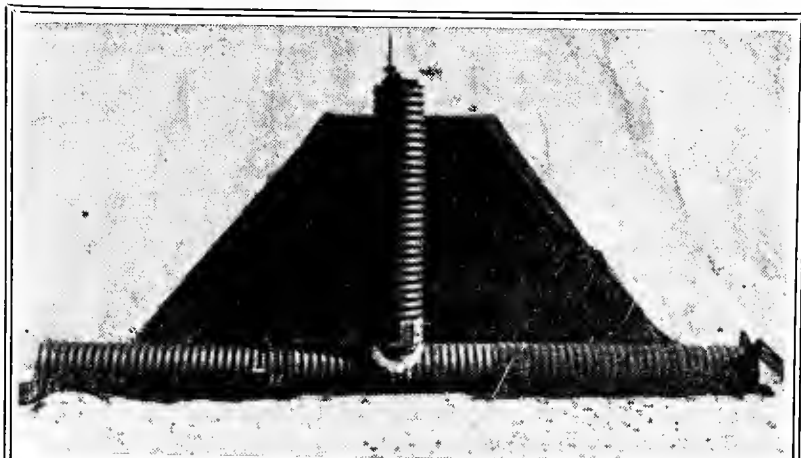
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In WISCONSIN see GOLDSWORTHY

PREFABRICATED FLUMES BOG RAILROADS

RUSSELL A. TRUFANT

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Parachute Manufacturer and "Experimental" Cranberry Grower

That is Stanley Switlik and Son, Richard Who in Few Years Have Become Important Factor in the New Jersey Industry.

By CLARENCE J. HALL

Many in the cranberry industry have other business interests than cranberry growing. There are physicians, lawyers, automobile men, real estate operators, surveyors, mechanics, bankers—to name a few.

There can hardly be more than one (who with his son) is engaged in the manufacture of parachutes and other air-safety devices.

He is Stanley Switlik, chairman of the Board of Directors of Switlik Parachute Company, 1325 East State Street, Trenton, New Jersey. His son, Richard, president of the parachute company, is also vastly interested in, and active with cranberries.

The Switliks are among those leaders who are bringing back the cranberry business in the Garden State by intensive methods of producing more berries on lesser acreage. As a matter of fact, they rank among the four or five largest in Jersey cultivation, both in acreage and production, the others including the Haines of Hog Walla fame, Whitesbog, Theodore E. Budd and Isaac Harrison.

It was in a rather odd manner that the elder Mr. Switlik got into cranberry growing at all. This came about because, he, then living in Trenton, wanted "a country home near a pond." In looking around for such a place, not too far from the Jersey capitol city, he found a location at the "forgotten village" of Lahaway Plantation, which is near Prospertown, about 20 miles east and south of Trenton. He bought this property of nearly 1,000 acres in 1932. Lahaway was at one time owned by the late J. Turner Brakeley, one of the first canners, of peas and lima beans and a man of much wealth, it is reputed. **Began by Restoring "Pond" to Bog**

"At Lahaway there was a flooded, abandoned bog," Mr. Switlik says. "But I found this was not suitable for the pond I wanted. So, I was persuaded to restore the bog to cranberry growing." He later built his own lake. More about fascinating Lahaway will follow.

From this somewhat "back-door" approach to cranberry cultivation, the Switlik interests have grown rapidly. The cranberry properties of James Holman were purchased in 1951 and annual production is upwards of 10,000 barrels.

Mr. Switlik has become known as one of the most "conscientious" in bog management in New Jersey. He has built up the reputation of being a man not afraid to take a chance with new ideas in cranberry

growing. He is always experimenting. He has poured heavy sums of money into his properties. He is always seeking for improvements. He is distinctly an individualist thoroughly sold on cranberries.

"Bogs Are Fine Investment"

"I wouldn't know of a better thing to have money in than cranberries," he declares, certifying his optimism and faith in the cranberry future. "I think my bogs are a fine investment."

The Switlik properties are in three distinct locations. The first, Mr. Switlik's personal interest, being Lahaway with about 35 acres in vines in two pieces. The second is the Pacqua bogs in Manchester Township, near Lakehurst, about 20 miles further east and south of Prospertown. The third the Mayetta and Stafford Forge, still much farther south and near the Jersey coast, not far from Tuckerton. Pacqua has 50 acres in bearing, with a total upland and woodland acreage of about 3900, and an average production of 1500 bbls. This property is flowed from Mana Pacqua branch. Mayetta and Stafford Forge, about eight miles apart have a total bearing acreage of 190, with a production of about 5500 bbls. Both Pacqua and the Mayetta-Stafford properties were formerly of Holman's interests. A tour of these was made as part of the program of the meet-

ing of the American Cranberry Growers' Association last August.

To return to Fabulous Lahaway, which is where Mr. Switlik now makes his home with his wife and daughter, Lettie, the latter also having quite a bit of cranberry knowledge and interest.

"Fabulous" Lahaway

The place is deep in the Jersey pines and is reached after a ride down a long, sandy road. The huge, old Brakeley property, during Mr. Brakeley's day was known far and wide as a place of rare beauty. At that time there was said to be no place in all Jersey where so many natural varieties of wild flowers, flowering shrubs and trees could be found. One of the most lovely spots was a lily pond.

"Lahaway," in the Indian tongue meant "Muddy Water," and a creek by that name flows through the area, extending through Prospertown and Hornerstown to later join Crosswicks Creek.

Today, a spacious mansion-type house, built by Mr. Switlik sits on a gentle slope of land which dominates the handsomely-landscaped lawns surrounding it, and the bogs. There are many tall trees, rustic fences and a wealth of evergreen ornamentals.

Lahaway Restored

It has been Mr. Switlik's ambition to restore this old-time natural beauty spot, and in this he is notably successful. The lily pond has been rebuilt. On it swim graceful swans and ducks. Glittering peacocks strut about at will and add an exotic touch.

When Mr. Switlik began to restore the old Brakeley bogs, he lost his "lake," which originally attracted him to the place. So, as stated, he made his own permanent pond. He uprooted trees and underbrush from about 40 acres. This was during the time of the "great depression" and many in the South Jersey region were in need of work. He hired large numbers of those who wanted jobs and the digging was done by hand labor. He calls this pond "Mink Island Lake."

And at this property—also the two others, Mr. Switlik is achieving a throwback to the plantation

type of living. He grows corn and other vegetables, keeps cows. A barn and other buildings of the Brakeley days remain to the rear of the new house, and here quarters are provided for the help.

“Ed” Lipman Assisted

Assisting Switlik in getting started, and into the swing of cranberry growing was Ed Lipman, who took a leave of absence from the New Jersey headquarters of NCA at Bordentown. “Eddie,” heading up National’s interests in New Jersey is, of course widely known in that state and other areas, especially Massachusetts, which he frequently visits. Lipman has now returned to his former position, and on the side operates a bog of his own off Dover Road, Tom’s River. This was also one of the Holman properties, bought in 1948 and totaling 550 acres in all with 40 acres of vines in production.

Mr. Lipman is still another who is making extensive renovations, and it is expected CRANBERRIES will have an account of his cranberry-growing activities in the future.

Switlik Happy at Cranberry Growing

Interested as he is, in the preservation and improvement of Lah-



Richard Switlik

(CRANBERRIES Photo)

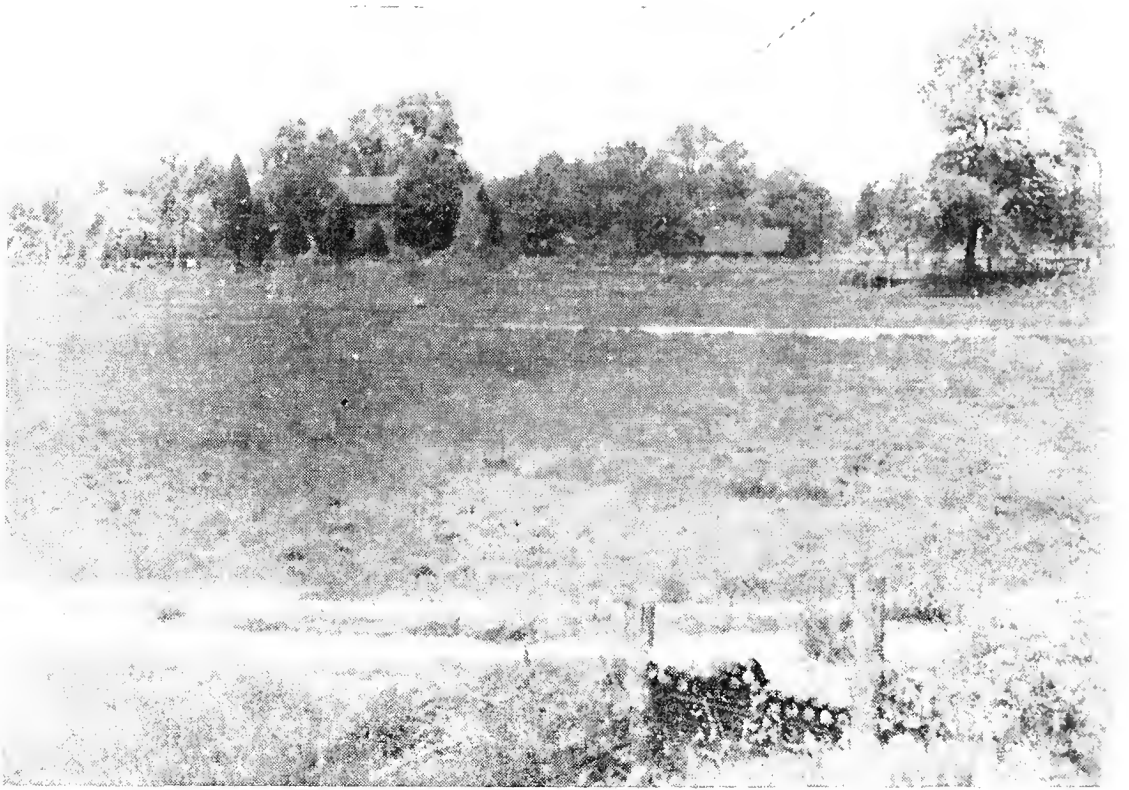
away in general, Lipman, who still maintains much personal interest

in the progress of the whole Switlik cranberry program, and daugh-



Showing auto, pausing for a moment on roadway through vines of a Switlik Bog.

(CRANBERRIES Photo)



Glimpse of Switlik home at Lahaway, with bog in foreground showing two diagonal roadways. (CRANBERRIES Photo)

ter Lottie agree that Mr. Switlik is never more happy than when engaged in bog activities at Lahaway. On the day material for this article was gathered, Mr. Switlik was tied up at his office in Trenton and was seen but briefly. Lipman and Miss Lottie acted as spokesmen for him in furnishing most of the information.

As concerns the Lahaway bog—of which Mr. Switlik says, "I am my own foreman," all but five acres are under sprinkler irrigation with a permanent installation. Sprinklers are used for frost protection as well as moisture supply in times of dryness. Gorman-Rupp pumps provide the pressure. There is ample, good bog sand. Bogs are planted to Early Blacks and Howes. One piece, "North Bog," which is new, is producing about 100 barrels to the acre.

The first thing Mr. Switlik does in bog renovations or in building is to make roads entirely around the sections. Then he struck out with an idea of crossing the bogs with roads—right through the vines.

Bog Roadways

Switlik is perfectly willing to sacrifice the amounts of bog surface which might be in cultivation, to what he considers the advantages and conveniences of having these roadways. They are used for various operations during the season; to haul sand upon, out from the shore, to operate spray rigs from, to gather in harvest boxes in the fall.

He is a firm believer in the use of plenty of fertilizer for cranberries. Application is by helicopter. He is lavish in the use of DDT, when this insect control is required. He has used large quantities of water-white kerosene in weed control.

Of the value of honey bees for "insurance" pollination, he is thoroughly convinced. He puts out one hive per acre; the hive being placed in the middle of a bog, so the insects will not be diverted easily to the flowers on uplands, which they might prefer to the cranberry blossom.

The Pacqua, and also the Mayetta and Stafford Forge properties were purchased from Holman two

years ago. These are managed by Richard Switlik. Extensive renovation programs are in progress, with roads all around and across, as at Lahaway. Pacqua is in long, rectangular sections with a big reservoir at the upper end. The bogs were set to a predominance of the Native Jerseys with some Blacks and Howes. Resetting is entirely to the Massachusetts varieties. There are no sprinkler systems at the properties—at least as yet.

Motel-Type Quarters

At Pacqua, practically within the shadow of one of the mammoth hangers of U. S. Naval Air Station at Lakehurst, he has built a cement-block housing unit for Puerto Rican, or other help. The structure resembles a motel in design. At one end is an apartment for the foreman, Alfred Greer and his family.

The unit boasts hot and cold running water, baths, stoves, refrigerators and deep freezes. In a common lounge there is television. He has a cook for this project and 9 men are kept on the

(Continued on Page 12)

QUALITY NEEDED MORE THAN EVER BEFORE

IF WE are going to continue to have big crops—and every indication—surely points that way, quality fruit becomes a matter of more importance than ever. We really had a marketing problem with the '53 crop. There can well be another in 1954. It can be understood by every grower that fruit of suitable quality is easier to sell than inferior stuff. Particularly is no consumer going to buy readily of cranberries in cello bags or window boxes which do not look sound and of good color.

We have been really successful in many bogs in all areas in producing more cranberries upon the same, or even lesser acreage. Bettering quality is not too easy a thing to do—for one thing the elements, which are not under our control, as yet—have an awful lot to say about what kind of berries we can grow. We do have much cultural information and techniques which can aid us. If every grower should do his level best to produce only quality fruit much could be done. Not an inconsiderable step would be made toward satisfying 1954 marketing; if this is done.

PESSIMISM BREEDS

WE are reading and hearing much now about business conditions in 1954. What are we in for, a mild recession, whatever that may mean, a "serious" recession; a mere "adjustment," or levelling off, or a real depression, meaning business slump in practically every department of our economy? We don't know. And neither does it seem that the economists and other "experts," upon our national financial wealth are certain. They don't agree too well, as to what is ahead of us.

Of one thing, however, we are quite certain. That is, that we can scare ourselves into trouble. It has been done before. Fear is contagious. So is optimism.

Careful reading of conditions and consideration of the many varied aspects which make up the business situations of today can be helpful. It pays us to keep informed. It doesn't pay to go hog-wild with high hopes and expectations. Neither is the reverse the thing to do.

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It is the thinking of many, many "little" people that do much to make up our national mind. If we all sit tight with our hands on our pocketbooks business is just bound to be bad.

To the degree that we are **unduly** pessimistic about cranberry growing or anything else we are adding to our adversities. We can all help a little toward making the coming months a continuation of our happy **procession** of recent months.

Like a touch of home, we are told, is the finding of cranberries in a foreign market. Someone recently, returning from Mexico City said he was delighted to find fresh fruit there—it happened to be Indian Trail Brand.

Switlik

(Continued from Page 10)

bog the year round. Forty-eight are housed in dormitory fashion.

A similar motel-type unit is at Stafford Forge. These replace old-fashioned wooden camps. Variety at Mayetta and Stafford Forge is Jerseys. Foreman is John Grey, who has been foreman for Holman, and before that, for his late father for more than 40 years. Mr. Grey is considered a very experienced Jersey cranberry man and is a member of the Board of Visitors, Experiment Station of Ocean County.

The Switlik Parachute Business

Mr. Switlik is a native of Austria, where he was born in 1890. He arrived in New York in 1907, becoming a citizen. He served in World War I, U. S. Army in a technical branch as Air Corps specialist. He is now a captain in the U. S. Reserves. Experience in the war gave him an interest in things pertaining to aviation, particularly safety devices. When he began the manufacture of parachutes in 1920 he was reputedly the only such concern so engaged until 1938. Switlik is still considered "top" producer in the business.

Today the business is housed in a modern building, specializing not only in parachutes, but other life saving equipment, needed for su-

vival in time of disaster, such as Mae Wests, anti-exposure suits, anti-blackout suits, modern rubber rafts with all types of survival devices contained within.

Highly-skilled labor is employed, about 475 at present. These are 90 percent women and girls, requiring six months of training before they can operate the specialized machinery, which includes much sewing.

Not only are many of these items made at Switlik's but were invented and designed there.

This type of manufacturing might be termed "benevolent" in nature, as have been many of Mr. Switlik's enterprises, such as providing the up-to-the minute motel type of housing. As one definite example of benevolence, Mr. Switlik has provided, and maintains a school for Jackson Township.

The Switliks are members of National Cranberry Association, which markets their entire crop.

Cranberry Club

(Continued from Page 7)

ated that high nitrogen decreases quality under some conditions. This effect may be indirect as nitrogen increases the number and length of the uprights. The quality of the fruit was generally improved by a high phosphorus content.

"Effect of Sanding, Irrigation and

Fungicides on Quality" was the subject taken up by Dr. Cross. He stated that sanding gave strong vines which gave good quality fruit. Sanding controls insects and encourages a new root system. He believes that sand gives a light bog floor which would reflect the sun to the underside of the leaves. He said that the quality of fruit was poor in bogs which were not irrigated and in bogs which were managed with full ditches, but the quality was good with proper irrigation and drainage. He discussed fungicides and suggested that Dr. Bergman's recommendations be followed, namely that of using 400 or more gallons per acre and applied when 10 percent of the blossoms were open and again about ten days later.

J. Richard Beattie spoke on "How to use the Keeping Quality Forecast." He told of the development of the quality forecast based on the observations of H. S. Griffith from 1912 to 1935 and Dr. Stevens from 1923 to 1935. This was further developed by Dr. H. J. Franklin and published in Bulletins No. 445 and No. 450. He then told of the factors which enter into the formula used for the present forecast.

George Rounds of the Agricultural Conservation program reported on the changes which have been made in his program and outlined the benefits to cranberry growers which A. C. P. offered. This program would help cranberry growers particularly in the drainage of bogs.

Arnold Lane of NCA said that about 30 growers in Barnstable County had received help from this service in the past. The greatest value is the professional assistance or advice offered to growers. Mr. Lane introduced Darrol Shepard of the Soil Conservation Service of Barnstable County who outlined the work he had done in drainage and stabilization of dikes. He also has worked on the location and construction of ponds and planning of irrigation systems which have been used for irrigation or frost or both.

A period was devoted to questions at both meetings.

FARM FIRE LOSSES UP 5% OVER 1952

The losses from farm fires during the past year will amount to about \$140,000,000, an increase of about 5% over 1952. The principal causes have been carelessness and faulty building construction. December through March are the months of heaviest losses. The nation's staggering fire losses are the result of over a million fires of all sizes. The total losses from all fires will be about 17% higher than last year. Have you checked your property for fire hazards lately?

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Where Did the Early Black Originate?

(Editor's Note: The following is a continuation of (Chapter 16) of the history of the cranberry industry which we have published from time to time as material is accumulated and space permits).

By CLARENCE J. HALL

An old story of how the "Early Black" came to be so named concerns Captain Cyrus Cahoon of Cape Cod. The account goes that one day Cyrus and wife, Lettice were screening berries in their barn. Cyrus pondered as to what might be a good name for the handsome fruit they were sorting. Lettice is reputed to have remarked tersely, "Be'nt they early and be'nt they black? Call 'em Early Blacks."

There is also a version that it was Lettice Cahoon who carried the variety from Captain Robbin's bog near Harwich Center to Pleasant Lake—that is, woman-fashion, she took some vines home in a flower pot.

Captain Cyrus died January 20, 1894, lacking a day of 84 years. "To him," was recorded in the Barnstable Patriot at that time, "more than any other man are we indebted for our great cranberry industry. He was the pioneer in cranberry cultivation and for years was considered the authority for all that pertained to it. His shrewdness and integrity as a man of affairs won for him public confidence and esteem."

His Bog Is Still Bearing

Cyrus' son-in-law, Joshua Maker was a grower at Pleasant Lake, his granddaughter, the late Mrs. Clark took over the cranberry interests of her husband, Darius A. Clark, when he died a good many years ago.

The Cyrus Cahoon bog is still in bearing, but is now owned by J. Burleigh Atkins, one of the better known of the older generation of Cape growers.

Capt. Nathaniel Robbins

The stories of Captain Cyrus and Captain Nathaniel Robbins who lived on a hill overlooking Grassy (old name, Grass) Pond between Harwich Center and Har-

wichport intermingle. They were able foundation that the Early fellow townsmen and friends. Black originally came from Grassy There is a story, with consider- Pond.



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CAPT. CYRUS CAHOON

Captain Nathaniel was born at Harwich, June 8, 1807, making him several years the senior of Cyrus. At 15 he went to sea in the fishing business and after that engaged in coastwise trade between Boston, New York and the Cape. In all, he was in maritime activities for about 40 years.

Then he was afflicted with "cranberry fever," while still engaged in seafaring, and in 1852

or '53 he set out a few vines near the pond, which like the areas in Pleasant Lake was natural cranberry ground. Grassy Pond is aptly named, it is grassy and so shallow it may be crossed by wading, except for a few Spring holes which feed it. It had a peat bottom.

After he quit the sea Captain Robbins took up cranberry growing and built a little store by his

home at Grassy Pond. There he sold groceries and a few ship supplies, as he did not want to lose touch entirely with his former pursuit. Captain Robbins was a congenial man, and that was also one of the reasons he opened the store—he liked to see people every day.

During his first years of cranberry growing, he was one of the number of Cape men who were strong in the cause of abolition. It was through his efforts and others that Cape Codders, before the war were privileged to hear such great anti-slavery orators as Lloyd Garrison, Wendell Phillips and others. "He felt bound to those who were bound," The Harwich Enterprise said of him, "and when Lincoln freed the slaves the heart of no person in the universe was filled with greater joy than his."

Early Black

First Found at "Round Bog?"

Attesting to his interest in his bogs is an old map of the property, drawn to scale and tinted done by Sidney Brooks and dated 1860. This showed his holdings as consisting of three and one-half acres and one rod. There is what the Robbins family has always called the "old bog," the "round" bog, perfectly round, and exactly quartered by ditches (but only part of that was tinted) indicating only part was planted at that time, and there was the bog to the West."

Robbins' family lore has it, that the Early Black was first cultivated on the "Round" bog.

Substantiation

There is some substantiation of this. Charles D. Cahoon of Harwich (descendant of Capt Alvin) who had gone fishing on the banks as a youth and then became a photographer and Cape artist of some note, said, when he was 80:

"I remember Captain Nathaniel's son, George K. Robbins, once showing me a spot near their "Round" bog, and saying it was from there that Cyrus Cahoon took the vines growing wild. He took vines several times and specialized in growing them and developing them."

A manuscript written by Emulous Cahoon, early prominent Cape

grower in reply to information as to cranberry culture on Cape Cod stated: "As to where the Early Black variety originated, I am quite certain it was with Captain Nathaniel Robbins of Harwich Center, but later, my uncle, Cyrus Cahoon did claim he was one of the originators of the Early Blacks."

At this late date it seems impossible to determine whether or not the Blacks did originate at Grassy Pond. But it does seem rather certain that if both the captains engaged in cultivating this esteemed berry Captain Cyrus may have recognized its desirability more strongly than Captain Nathaniel. He made more "to do" about them, was more active in their marketing, as the credit of being their "developer" has so long and so generally been rested upon him.

Robbins' Picking Orders for 1863

Captain Robbins was a methodical cranberry grower. For instance he had a printed list of "Orders for Picking Cranberries for the year 1863." A copy is still in existence. Although his edicts may seem a trifle stern, as perhaps befits an old sea captain, they were eminently practical. The orders follow:

1. No one allowed to have things that hold less than four quarts.
 2. All must pick their rows clean the first time and not go over them twice.
 3. All must obey the overseer or be discharged.
 4. All travelling over the vines is forbidden, except what is strictly necessary.
 5. All must have their fruit clean, measuring without rotten fruit or dirt. The measure will be level and not heaped as formerly.
 6. All berries to be picked if knocked off the vine while picking.
 7. When a row is commenced it must be finished by the same picker before changing to, or taking another.
 8. For picking and conforming to the above rules, we shall pay 40 cents per bushel when the picking is over.
- Captain Robbins was thrice married, and oddly his three brides were all named Kelley. The first

was Cynthia, the second, Hilda, (Kelley by a prior marriage) and the third, Hepsibah, who survived his death in 1884. Of his marriages it has been recorded he said, "I've had three of the finest wives that ever lived." Speaking further of Captain Robbins at his demise, the Independent stated . . . "due to frugality and excellent judgment his (business career) has been one of marked success, and the value of his earthly estate is ranked among the first in town."

The stories of the other outstanding Harwich group of grow-

ers will be told in a future installment.

Kosher Sauce New NCA Item

NCA in early January extended its service to meet food requirements of the Jewish Passover. On Jan. 11th, the Hanson plant packed the first Kosher cranberry sauce.

Rabbi B. L. Chayet of Boston watched the packing and gave the product his official endorsement. He is quoted by NCA officials, "I certify that the Ocean Spray sauce made at Hanson is Kosher for Pass-

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over because it is made from pure cranberries, water, sugar and sweet corn syrup. This product was made in my presence and under my supervision, and I proclaim, under the Rabbinical Laws, it is strictly Kosher, to be used in every Jewish family for the Passover season."

The Kosher sauce was distributed throughout New England.

Fresh From the Fields

(Continued from Page 6)

19, did not seem to have a great effect on the crop of berries being produced, since two rainy months preceded and the last third of July and first half of August were also excessively rainy. The long, dry period from August 26 to October 27, which began with very hot weather, produced more conspicuous injury. Exact measurements of twigs and counts of buds before and after the growing season show that well pruned and fertilized bushes were able to make as many or more strong fruiting twigs in 1953 as in 1952. However, 25 percent less fruit buds were set per twig in 1953. Because of the lack of soil moisture in September, many fields showed reddening foliage by October 1. Such had been able to absorb the normal amount of soil nutrients and growers were advised October 1 to fertilize immediately in order to get their bushes into the best possible condition for overwintering. Those who had not been able to accomplish this were informed that any one of three forms of nitrogen could be used in early December. The full details of this report have been published in the mimeographed N. J. Experiment Station Open House report.

Cherry Fruitworm

On Blueberries Controlled

Philip E. Marucci gave a complete review of the life history of this No. 1 blueberry pest, and recommendations for its successful control at the December Blueberry Open House told under the auspices of the N. J. Agricultural Experiment Station. Marucci illustrated the life cycle of the pest with attractive colored slides made by Walter Z. Fort. He also gave figures showing the serious extent of the present infestation. Unlike the cranberry fruitworm which overwinters in the soil, the cherry

fruitworm spends the cold months in a tiny co-oon in old, dead pruning stubs. In New Jersey it emerges as a moth over a period of 5 to 7 weeks, beginning about

mid-May. Egg laying begins late in May and worms are found in the berries through June and part of July.

Marucci found that two 1% para-

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thion dusts are an excellent means of control. However, it is very important to time these dusts properly if they are to be successful. For this purpose Marucci plans to check on the field development of the pest next spring and inform the growers through the N. J. Extension Service just when the dusts should be applied. The complete text of this talk has just been published in the Experiment Station's Blueberry Open House report.

H. F. Duckart Heads Midwest For 8th Year

Midwest Cranberry Co-operative re-elected Henry F. Duckart, Wisconsin Rapids, as president for his eighth consecutive term at its annual meeting January 11th, Wisconsin Rapids, Wisconsin.

Harold Ward, Cranmoor, was elected vice president; A. E. Bark, Rapids, secretary-treasurer. Leo Sorenson continues as general manager.

Re-elected to board of directors

were: Mr. Duckart, Leonard E. Rodeghler, Rapids; Robert Gottschalk, Cranmoor. Also re-elected were Guy Potter, Rapids; C. L. Lewis, Shell Lake, as directors of

National Cranberry Association, and Lewis and Clarence Searles, Cranmoor as directors to Eatmor Cranberries, Inc.

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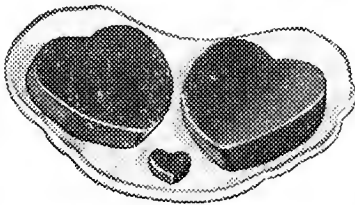
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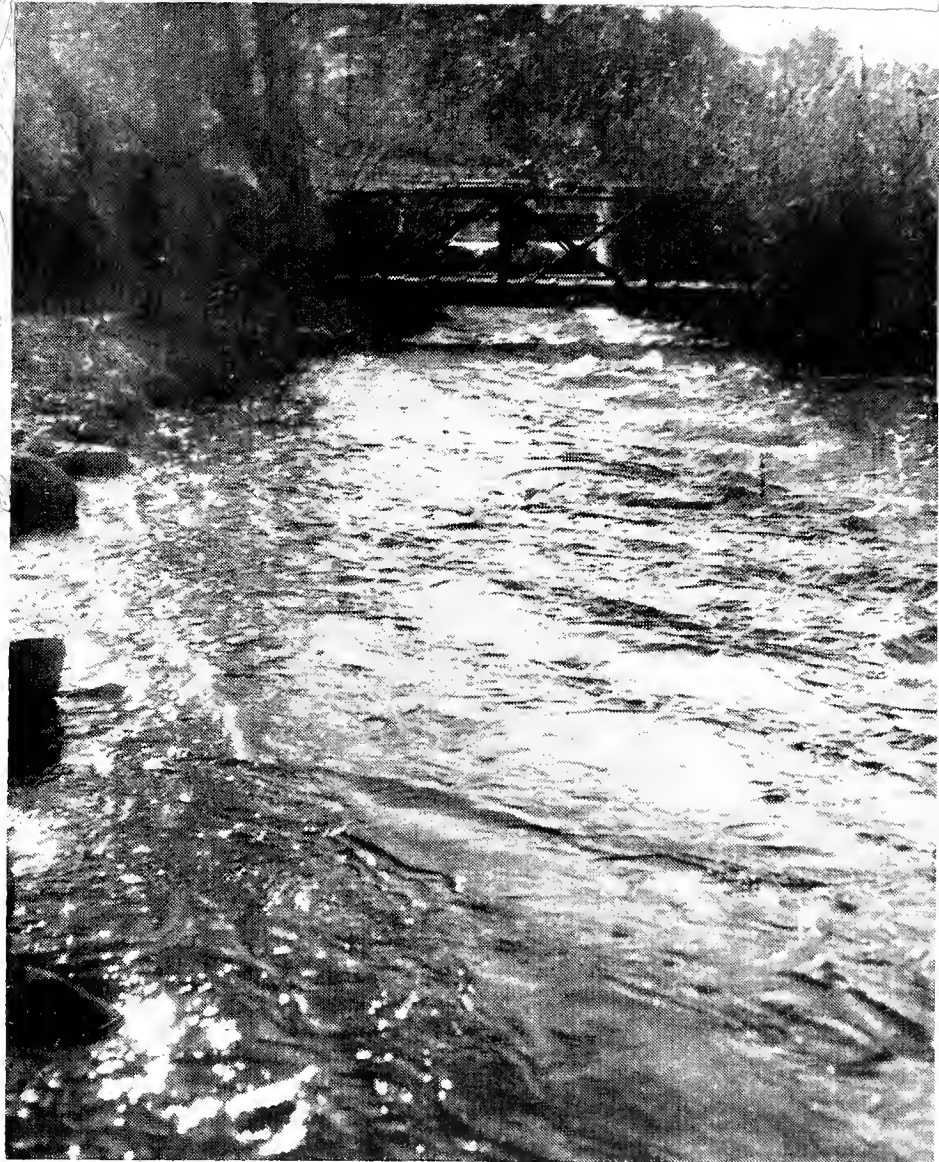
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Cranberry

THE NATIONAL CRANBERRY MAGAZINE



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NEW JERSEY
WISCONSIN
OREGON
WASHINGTON

SPRING, and Winter Flood Goes off the Bogs.

(CRANBERRIES Photo)

30 Cents

MARCH 1954

Oregon Oil Rake



An oil rake has been developed by Ray Bates, Bandon, Oregon. The rake has a pipe handle which is connected by a hose to solvent

or kerosene under pressure. The rake is lowered into the vines and the rope pulled (near hand) which opens the valve and the solvent or

kerosene flows under the vines to kill the grasses.

(Photo by F. B. Chandler)

Record In Eatmor Contest

"Your returns are certainly far better quantitatively and qualitatively than we have ever received on any previous produce dealer's contest," is the statement in a letter from the Reuben H. Donnelley Corporation, New York to Lloyd Williams, merchandize manager of Eatmor, concerning the Eatmor national display contest. A grand total of 3,199 entries were received, apparently setting a new record for the produce industry.

This was more than six times the total of the contest of a year ago. A main reason for the influx is believed to be a bonus offer of a Polaroid camera to distributors for every fifteen of their stores sending in photographs of special Eatmor displays for the contests. A total of 144 cameras, representing 2,160 special displays, were awarded.

Cape Club Meetings

The February Club meetings followed the general program used in

the January meetings in Plymouth County which were written up in the last issue of CRANBERRIES. In addition Mr. Bradford and Mr.

Bessette of the Waterways Division, Department of Public Works, spoke on Water Rights. They defined a Great Pond as a pond or

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lake over ten acres. There are about 1,200 of these in Massachusetts and all but two are controlled by the State. A license is required to draw water from a great pond or to build a structure in a great pond. Anyone may apply for a license to draw water from a great pond. Licenses also have to be obtained for any structures placed in or over streams such as dikes, culverts, and bridges. No license is required on ponds less than ten acres or to change the course of a stream on your own property.

4-H Cranberry Project was reported on by George Brodie, Jr., the 4-H Club agent in Barnstable County. There are a number in-

terested in the Cranberry Project and it appears that there will be at least one club on the Cape.

OREGON ELECTS NCA OFFICIALS

National Cranberry Association annual meeting of Oregon growers held recently at Masonic Hall, Bandon, elected unanimously Mrs. Arthur Randall to go to the annual meeting in Massachusetts this com-

ing August. Elected to the advisory committee were Frank Zorn, 3 years; Mrs. L. M. Kranick, 2 years; Clarence Lunwalt, 1 year.

About 100 growers were present. "Bill" Dufort, in charge of the Bandon grading plant spoke on work progress.

Stepping into another man's shoes is comparatively easy—to walk in them presents the big problem.

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Corner Weir and High Streets
Taunton, Massachusetts

Mass. Cranberry Station and Field Notes

by J. RICHARD BEATTIE
Extension Cranberry Specialist



Frost Warning Service

The Cape Cod Cranberry Growers' Association is again sponsoring the telephone frost warning service. Frost warning applications have been mailed out to growers who have used this service the last few years. If a grower has not received an application but would like to receive one, please notify Mrs. Ruth Beaton, Treasurer of the Association, Wareham, or notify the writer. The cost is only a few cents per acre and entitles the subscriber to frost warnings throughout the season. For example, one barrel of cranberries would pay the frost fees for a grower owning over 100 acres of bog. Last year we had 197 subscribers—an increase of 9 over 1952—but receipts were not sufficient to cover the expenses of this service. The answer is either a substantial increase in frost fees or a substantial number of new subscribers. If each grower who values this work would sign up at least one new member this spring the problem would be solved.

Control Charts

The 1954 Insect Disease and Weed Control Charts have been printed. Growers should receive their copies from the County Agents' Offices by the middle of March. Extra copies are available in the County Extension Offices or here at the Cranberry Experiment Station. The major revisions and items for study in the new Insect and Disease Control Chart are as follows:

We suggest that growers study the important Summary of Pest Control Recommendations listed at the top of the chart. Flooding practices, blanket control measures, and an explanation of the use of the insect net are found in this section.

The first major change in the body of the new chart was made under the section on Gypsy Moth Caterpillars. It also applies to the False Army and Blossom Worms, Weevil, Green Spanworm, and Blackheaded Fireworm. We are referring to a choice of DDT concentrates—a 9 percent water miscible DDT as recommended last year, or a 9 percent DDT kerosene solution as suggested in the new chart. A word of caution is in order if these concentrates are to be used after mid-June because they may cause spotting of the small berries.

The 36-hour flooding treatment for Weevils was omitted from the new chart. This control measure has not been too satisfactory. Cryolite as a dust and a spray was added as treatment for the new brood of Weevils that appear in mid-July. A choice of DDT concentrate was added to the list of treatments for the Blackheaded Fireworm.

The following revisions were made under the section on Fruit Rots: A note was added to the section dealing with the use of late water as a means of improving the general keeping quality. It reads as follows: "Reflows for Insect Control may impair the keeping quality." The timing of the fungicidal treatments was changed slightly. The new chart recommends that the first treatment be made when the bog is 5%-10% in bloom and the second treatment should be made 10 days later. Most insecticides may be added to Ferbam and Bordeaux Mixture if combination treatments are desired. The principal exception to such combinations that might be used on bogs is Cryolite. This chemical should not be used with Bordeaux Mixture. Before leaving the subject of Fruit Rots,

we would like to remind growers of Dr. Franklin's Preliminary Keeping Quality Forecast. It will be issued early in April and will assist growers in deciding how much acreage should be held late in order to improve the general keeping quality of our crop.

A 10% DDT dust was added to the chart for the control of adult Spittle Insects. The timing of insecticidal treatments for the control of Fruit Worm was also changed slightly. The new chart recommends that the first treatment be made July 4-10 and the second treatment about 10 days later. Egg counts are still very important in timing control measures.

The 1954 Weed Control Chart received its share of attention but only a few changes were made. We suggest that growers review the important General Notes on Weed Control at the top of the chart. The note on Late Held Water was revised to read as follows: "This treatment causes a general reduction of annual grasses. If held until June 5th it is usually effective in killing small brambles if temperature is warmer than normal." The Weed Index simplifies the problem of locating weed treatments.

Under the section on Kerosene a caution was added stating that vines sprayed with this chemical are very inflammable. The kerosene treatment for Coarse Brambles was omitted from the new chart.

A recommendation on the use of Stoddard Solvent is included for the first time. This chemical has been used experimentally on bogs for several years and has proved effective in controlling Rushes, Asters, and Loosestrife. Caution is

Vernon Goldsworthy

Cranberry Specialist and Grower

B. S. M. S. University of Wisconsin
EAGLE RIVER, WISCONSIN

1. Growers supplies of all kinds
2. Vines for sale: Searls, Jumbo, Howes McFarlin. All highest quality—state inspected.
3. Hail insurance
4. Management and consultation by year or individual assignment.
5. Interested purchasing cranberry properties in Wisconsin.
6. Custom marsh work of any nature.

necessary in handling this chemical because it is highly inflammable.

4-H Club Cranberry Project

Among the several topics discussed at the cranberry meetings held in February was the subject of 4-H club work. Reference was made to this important work in this column last month. Club Agents George Brodie, Jr., and Robert Ewing, of Barnstable and Plymouth counties respectively, outlined plans for organizing and developing 4-H cranberry projects for our boys and girls in this area. Any boy or girl between the ages of ten and twenty-one is eligible for enrollment in a cranberry project. An educational program will be prepared for a particular age group that comes within this range. Each group would have a local adult leader who would work with the youngsters. It is obvious that these leaders should be cranberry growers. Each youngster would be responsible for the care and management of a small section of bog. Several growers have already offered the use of portions of their bogs for such work. The problem is to locate leaders for these clubs. Anyone interested should get in touch with his County 4-H Club Agent or the writer. The directors of the Cape Cod Cranberry Growers' Association have endorsed this program and much interest was expressed at the winter cranberry meetings. The youngsters are interested, bogs are available for their use, educational material is being prepared for the leaders and the Club Agents are ready to work with these leaders and help organize the local clubs. The responsibility for the success or failure of this movement now rests with the cranberry growers.

Ocean Spray Accepts Spring in Easter Promotion

Ocean Spray's Easter promotion will play up the tulip-red color of cranberry sauce with springlike pots of tulips for store displays. Set close to one of Ocean Spray's colorful posters, they will repeat either the tulip-red of the cranberry relish to be served with turkey or chicken, or the tulip-red

cranberry glaze for the Easter ham. Recipes for the cranberry glaze are also available in tabbed packets that can easily be anchored between rows of sauce.

Both the tulip-red cranberry relish and the glaze will be featured in Ocean Spray advertising to appear in April issues of Good Housekeeping, Better Homes & Gardens and April 11th in This Week and American Weekly. These advertisements will be supplemented by radio spot announcements and by cranberry suggestions on editorial pages.

EATMOR GETS THREE SECONDS AND A THIRD RECOGNITION

Eatmor received three 2nd's and a 3rd prize award in the Eighth Annual Cooperative Information Service Fair at the 25th annual meeting of the National Council of Farmers Cooperatives in Chicago recently.

Second honors were received for package design, promotional letters and letterheads and the third for published news release.

Judges commented on the casual memo technique, in simulated handwriting, in the promotional letter and the appeal to profit motive to sell a case of cranberries instead of a package. As for the published news release it was stated the Eatmor article was notably successful as an effort to increase consumption of a co-op product, telling of a new way to keep cranberries beyond the normal season, and making an appeal for their use all through the year.

OREGON GROUP ELECTS

Most recent meeting of Southern Oregon Cranberry club was at Masonic Hall, Bandon, with "Art" Boller, assistant horticulturalist of Oregon State College giving the principal talk which was on the growing of blueberries. This was illustrated with pictures.

New officers elected are: James Russell, Coquille, president; Elmer J. Allinger, Bandon, secretary-treasurer and Jack Theimes, assistant county agent, corresponding secretary.

WESTERN PICKERS, INC.

1172 Hemlock Ave., Coos Bay, Oregon

At nearly every meeting of the various Cranberry Clubs, one hears this question discussed.

How soon will it be before the whole Cranberry Industry will be mechanized and the grower freed from the uncertainties of Transient Labor?

The Industry now appears to be in a state of flux and to be going modern like all other branches of agriculture.

One big question seems to be:—"Shall I get my Western Picker now, or still wait another year. Joe Doaks seems to like his picker very well after four years of use. I know what I ought to do but I don't seem to be able to make up my mind to do it.

NOTE: The price of The Western Picker is now \$840 till May 1st. Any terms arranged within reason. Since you know that eventually you are going to have one—why not now?

Western Pickers are never obsolete.

Cranberries

THE NATIONAL CRANBERRY MAGAZINE

ISSUE OF MARCH, 1954—VOL. 18 NO. 11

Published monthly at The Courier Print Shop, Main St., Wareham, Massachusetts. Subscription, \$3.00 per year. Entered as second-class matter January 26, 1943, at the post-office at Wareham, Massachusetts, under the Act of March 3, 1878

FRESH FROM THE FIELDS

Compiled by C. J. H.

MASSACHUSETTS

February Very Warm Month

February was a warm month in Massachusetts, an abnormal average of 7.2 degrees a day, although the sunshine factor was a trifle low. Effect of the warm weather upon the crop, generally speaking, should be to increase the quantity of production.

The sunshine total was 156 hours (as recorded at Boston) and this is less than average by 10 degrees. But it was above the 150 degrees considered as a desirable amount, and should have an improving effect upon the quality.

Little Snow

Rainfall was 3.43 inches for the month, which is slightly below normal, 3.67. There were only traces of snowfall during the 28 days.

On the 12th and 13th the weather was abruptly cold, minus 1° at Boston, sky was clear with raw winds. There was opportunity for winterkill on bogs with vines exposed and, in fact, a few growers did report some damage to tall uprights. But it was slight in the main, not enough to figure as having any real effect upon the crop.

Spring Scum

Warnings of spring scum were sent out shortly after mid-month because of the warm weather. However, this scum had not seemed to materialize to any great extent, and may cause no trouble except later upon bogs with late water.

Ground is not frozen, or scarcely anywhere, and the winter has indeed been a mild one in this state, as predicted last fall by Drs. Franklin and Cross.

Water Plentiful

Water is abundant in streams, ponds and reservoirs, although

there is not the extreme floods which were prevalent a year ago. There should be enough for spring frosts.

"In for a Crop"

To sum up, February was by and large—another good month for the size of the crop next fall, although February is not especially an important month as concerns keeping quality. Many will probably hold water late this spring, as that has been the repeated suggestion of those at the State Bog, in an effort to keep quality up as much as possible. Dr. Cross, speaking of the winter as a whole says, "I still think we are in for a crop."

NEW JERSEY

February Weather

Pemberton enjoyed the mildest February on record last month. The average temperature was 40.8°F, which is 7° above normal and only 1.3°F colder than the normal for March. There were 18 days during which the maximum temperature was above 50°F, four days in which it reached above 60°F, and two June-like days in which the thermometer soared to over 70°F.

Less Rain

Precipitation for the second consecutive month was below normal. A total rainfall of 1.58 inches was recorded, 1.07 inches below normal.

January Notes

Th weather in the New Jersey cranberry area in January was in the order of an "old-fashioned" winter. The average temperature was 31.4 degrees, which is 2.1 degrees below normal. For the first time since 1948 below zero readings were obtained at Pemberton; it

was 6 below zero on January 18 and 3 below on the 14th. Eight and three-fourths inches of snow fell on January 11 and this provided a snow cover for 8 days, which is a longer day-snow-cover period than we have had in all of 1952 and 1953 combined. Conditions in New Jersey through January have been of the type that presages oxygen deficiency. All bogs were completely frozen over by January 8th and remained frozen for most of the month. This together with the long period of snow cover and the many cloudy days were unfavorable to cranberry growers.

On the 18th the Extension Service advised cranberry growers to draw all of the water from their bogs to reduce oxygen deficiency loss.

Precipitation during January totaled only 1.92 inches, which is 1.52 inches below normal.

Cranberry Breeding

Dr. Darrow of the U. S. D. A. called a meeting of the workers on cranberry breeding and selection at New Brunswick, N. J., Feb. 9. They discussed the selections made so far and made plans for future breeding. They also went over the first draft of a paper "Twenty-five years of cranberry breeding." Those present were Darrow and Goheen from Beltsville, Md., Varney from New Jersey (U. S. D. A.), Bain from Wisconsin and Chandler from Massachusetts. It was impossible to have Clarke of Washington present to represent the Pacific Coast.

WASHINGTON

February Rain 17 Days

Rain drenched the Long Beach Peninsula 17 of the 28 days of February.
(Continued on Back Page)

NEW ENGLAND CRANBERRY SALES CO., VOTES DISSOLUTION

Agrees to Proposal of National to Assume All Assets and Liabilities—Directors Recommend Direct Individual Membership in NCA.

New England Cranberry Sales Company, organized in 1907, and the largest (233 members) state unit of Eatmor Cranberries, Inc., (formerly American Cranberry Exchange) voted at a special meeting March 3rd to dissolve and sell its assets, tangible and intangible to National Cranberry Association.

NCA is to pay in cash \$363,992.74 to assume liabilities of the N. E. including that to Springfield Bank for Cooperatives for \$110,118.14, to assume all expenses of the necessary actions taken, and that a total of \$371,679.98 in NCA stock held in the name of N. E. for its membership is to be turned over to individual members. This will also be done with the cash, which is equal to the aggregate of the Sales Company's revolving and operating funds, distribution to be according to members' rights as shown on Sales Company books.

Meeting, beginning at 1:30 p. m., at Carver Town Hall, and over by 3:30, was rather perfunctory as N. E. Board of Directors had previously made the decision, and it would have been legally binding upon the membership. Votes actually cast by ballot, "Yes," or "No," to the proposition totalled 155, 140 in the affirmative, 15 in the negative. There was no actual debate.

President Homer L. Gibbs, presided at this presumably final meeting of the New England Cranberry Sales Company. It is anticipated dissolution of the company as a corporation, and all actual acts of transfer will be completed by May first. As part of the agreement, Directors were to, and did urge all members of N. E. to join National 100 percent members.

In opening, Mr. Gibbs, said the session was "closed" to all except members, their wives and the press.

He briefly outlined the situation and turned more detailed explanation over to Leslie A. Blake, general manager of N. E.

Mr. Blake told of the offer of NCA and said that ever since the allocation of the crop, last year, which was unsatisfactory to many, efforts had been made in behalf of a consolidation between Eatmor and NCA.

Conferences between the fresh fruit and the processing units "got nowhere," he said.

In January a group representing leaders of N. E. met with representatives of the A. D. Makepeace

Company at the Makepeace office in Wareham, at which time, it is understood, the Makepeace company announced its intention of cancelling its contract with Eatmor and joining NCA 100 percent. The Smith-Hammon Company also left Eatmor and signed with NCA. Mr. Blake declared the withdrawal of the Makepeace interests, with 107,000 barrels last year from Eatmor had "considerable influence" with the directors, who had previously voted (written ballot) 20 votes out of 22 for a consolidation.

Committee Named

A committee of three, Robert Hammond, Carrol Griffith and Mr. Blake was named to negotiate with M. L. Urann, James Glover and other representatives of NCA.

Meetings were held and Mr. Blake said it was necessary to work quickly as the 1954 year was advancing. At first it was thought N. E. might sell only some of its physical assets, but then, Mr. Blake said, it was decided a complete "package deal" would be better. NCA was to establish a fresh fruit division, and Mr. Urann said he believed an arrangement could be worked out whereby he would like to have the N. E. membership become direct 100 percent members of National.

Mr. Blake said the committee insisted none of the NCA payment for N. E. physical assets, goodwill, etc., should be in stock, but must be in cash. He said it was agreed by directors to urge N. E. members to join NCA in the direct membership and to work toward one co-

operative for the cranberry industry. He said such paid personnel of N. E. as is feasible and economical to employ will be given positions with NCA.

Fletcher Clark, Jr., attorney for N. E. told of the carefully-worked out plan of consolidation; that he had John Quarles, attorney for NCA had agreed on legal details. He then read the "indenture," or agreement, which the Sales Company members voted to accept.

This began that; "Whereas the National (a Delaware Corporation) and the Sales Company (a Massachusetts Corporation) are agricultural cooperatives serving cranberry growers and it appears that the functions heretofore performed by the Sales Company can be more economically and efficiently performed by National in conjunction with its present functions, to the advantage of the members of both and their customers; and the parties have agreed to consolidate their assets and operations in the manner set forth:"

Then followed 8 section, concerning the payment to N. E., and its distribution to members entitled thereto; the agreement of the Sales Company to proceed with the distribution of the stock; the agreement of the Sales Company to transfer all its assets of every kind and nature wherever located; and National's recognition and assumption of the Sales Company's obligations to account to its members in dividends received on shares held in the NCA stock fund in the amount of \$2,158 as of January 31, 1954; undistributed proceeds of 1952 crop in the amount of \$365.61 as of January 31, excess of sales over advances and expenses of the 1953 crop in the amount of \$164,496.61, January 31, subject to collection of amount shown due from Eatmor.

National's agreement to assume and pay outstanding mortgages due the Springfield bank and all other obligations and liabilities of the Sales Company except those carried as members' equities and to defray all liabilities incurred in connection with the closing of the company's affairs and effecting its dissolution; National's agreement

to welcome as 100 percent members all present members of the Sales Company who are eligible—and who make application within three months from date of agreement. And finally that both parties agreed to “execute the agreement and that the agreement shall bind and enure to the benefit of the parties hereto and their successors and assigns.”

Questions

Following this, President Gibbs called for any debate or question before putting the matter to a vote. There was no debate, but questions were asked, such as how long a contract NCA required members to sign. (This was later answered in detail by Mr. Blake, saying Mr. Urann had hoped for 10-year contracts, but, believing that might be too long, “we will take three,” and that he hoped members would not join for a year only, as, “1954 may be another problem year, and NCA should be given more than a single year to prove its merit.”

Dr. C. E. Cross, a director, said it should be made clear that no member of New England has to join NCA unless he wishes to. Another question was as to who was eligible under NCA bylaws, and Mr. Clark, said anyone engaged in agriculture or any cranberry grower. Mr. Griffith pointed

out that every grower must decide for himself if he wished to join NCA or not even though the N. E. directors had recommended this. The question was asked if the Eatmor trademark would belong to NCA and Mr. Blake replied that the N. E. did not own the Eatmor name, but only its own brand designations.

Mr. Gibbs pointed out what the N. E. was doing had no relation to Eatmor, and that he expected that within a month none of the N. E. group would be members of Eatmor, as after the dissolution there would be no more contract with Eatmor.

General Manager Blake was authorized to handle details of the “wind up,” to give quit claim deeds to real estate and other titles. As concerns fresh fruit sales, he said NCA plans to keep in operation all screenhouses of the N. E. except possibly the one in Barnstable County where NCA had begun construction of a new one.

BANDON CO-OP JOINS NATIONAL

The Bandon Cranberry Association, formerly an independent selling group of Oregon, has sold its building and equipment to National Cranberry Association and joined that co-op. There are about 40 members, who now are affiliated with NCA.

DESPITE N. E. ACTION, EATMOR TO CONTINUE

Statements of Officials So
States, and Co-op Will
Add Processing Under Its
Trademark.

With its heavy loss of tonnage in fruit and the loss of New England Cranberry Sales Company as a unit, a foremost question is, “Will and can Eatmor Cranberries, Inc. continue?”

Answers were promptly made following the N. E. action by Theodore H. Budd, Sr., president of Eatmor and of Growers' Cranberry Co., of New Jersey; Miss Jean Nash, president of Wisconsin Cranberry Sales Co.; Henry F. Duckart, president Midwest Cranberry Co-operative, and Harold E. Bryant, General Manager, that Eatmor will remain in business. Arrangements are to be made to do its own processing under the Eatmor trademark.

In a letter sent out to Eatmor members in February, Mr. Budd said, “At an Executive Committee meeting of Eatmor held in Chicago, all other (than New England) State Companies indicated they were interested in a true consolidation (with National) but they refused to consider capitulation or the turning over of the Eatmor brand to National.”

Mr. Budd's letter continued, “We feel that without doubt there are many members in New England, who like the many growers from other producing areas, cannot agree with the idea of scrapping Eatmor, and who, regardless of what New England Cranberry Sales Co. may do as a unit, might like to go along with Eatmor.”

Addressing N. E. members in the letter, Mr. Budd said, “We solicit your tonnage, either through the medium of a new Eatmor local to be formed in Massachusetts, or on a direct basis. If any of you are interested, we suggest that you contact our General Manager at our New Bedford office. With times as critical in the cranberry industry as they are at present, we feel

FARM FIRE LOSSES UP 5% OVER 1952

The losses from farm fires during the past year will amount to about \$140,000,000, an increase of about 5% over 1952. The principal causes have been carelessness and faulty building construction. December through March are the months of heaviest losses. The nation's staggering fire losses are the result of over a million fires of all sizes. The total losses from all fires will be about 17% higher than last year. Have you checked your property for fire hazards lately?

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it imperative that Eatmor, as an organization, remains intact and that the Eatmor brand be retained for the benefit of those members who, over a period of many years, have built it up to where it is today, namely, by far the most outstanding trademark in the fresh cranberry industry."

In a letter to CRANBERRIES, dated March 3rd, in response to a request for a statement as president of Eatmor and also of Growers' Cranberry Company, Mr. Budd said, in part:

"It is my belief that Mr. Urann and National Cranberry Association did a great injustice to the whole cranberry industry when they turned down Eatmor's offer to turn Eatmor over to National to be operated as a subsidiary of National Cranberry Association under Mr. Urann's management. Eatmor would have remained as the distributor of fresh cranberries, but under the supervision of National's management, and proceeds of processed and fresh sales were to be put in one pool for distribution to its members.

"They have left us no alternative but to do our processing under the Eatmor trademark, which will be done by other canners for us, and on quite a satisfactory basis. We will also, of course, continue the marketing of fresh cranberries under Eatmor." He said he believes the trade will welcome the processed Eatmor brand on their shelves since it is a label that is nationally known, having had some five million dollars spent for advertising it.

"We regret that we have had to make this decision, as most of us are heavy stockholders in National Cranberry Association, some of us are original stockholders of the canning company."

Wisconsin Sales

Miss Nash stated there has been no official action by Wisconsin Cranberry Sales because none was necessary. "We are not voting to go out and no vote is needed to stay in." She continues:

"We have every intention of continuing in business with Eatmor. We expect to give Eatmor management our fullest support.

"The lines have been drawn and we are ready to go to work with people of like mind."

Midwest Co-op

Mr. Duckart asserts:

"The Midwest Cranberry Cooperative is now a 100 percent member of Eatmor Cranberries, Inc., and from present indications will continue in this capacity.

"Our cooperative will undoubtedly lose some members to NCA, although as of today (March 3) we have not had any resignations."

Mr. Bryant

Mr. Bryant, general manager and executive vice-president of Eatmor, said liquidation of the New England does not "prohibit" growers from continuing their membership in Eatmor.

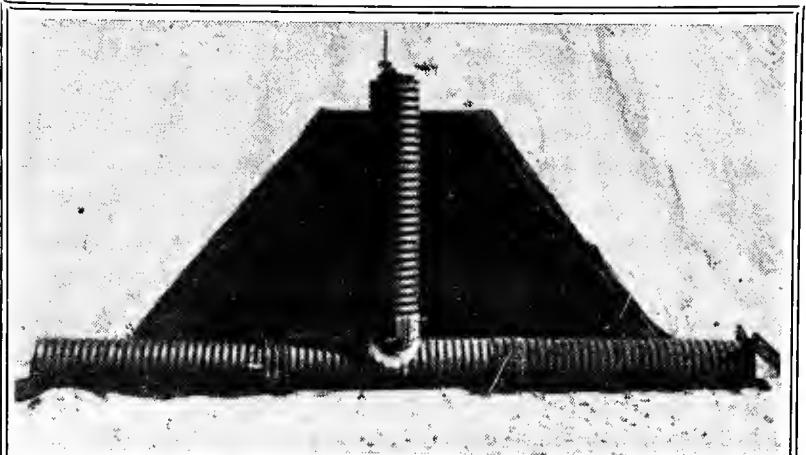
"We regret that due to local conditions within that company, the New England Cranberry Sales Company as an organization has found

it necessary to sell its company to National Cranberry Association," Mr. Bryant declared.

"Individual members of New England, however, should recognize the sale of their packing houses to National and liquidation of New England does not limit the individual growers' ability to continue their membership in Eatmor.

"Because New England Cranberry Sales Company has been in the past the organization through which Eatmor maintained its contact with the growers, it will be necessary for Eatmor to develop a new setup to work with members in Massachusetts.

"We may develop a program of direct membership in Eatmor, or we may develop a new local. These developments are all part of a complete reorganization plan of Eatmor, designated to develop our own processing outlet, so both fresh



ONE-WAY LOW-LIFT TRUFANT STRAIGHT - LINE PUMP

This is the simplest Trufant pump setup—just the pump, piping and one fully-automatic discharge valve. Yet it can be made reversible at any time by adding a second discharge valve and controls for both valves. The dike may be wide or narrow.

By pushing the water through the dike rather than lifting it over the top (or over flashboards) you pump against the lowest possible head at all times. There is no power-wasting fountain or cascade. No spectacular display, just power purposefully used.

In WISCONSIN see GOLDSWORTHY

PREFABRICATED FLUMES BOG RAILROADS

RUSSELL A. TRUFANT

Carver 64-11

North Carver, Mass.

and processed cranberries will be sold under the Eatmor trademark.

"The fact that a portion of our processing outlet was denied to us last year makes it imperative that Eatmor handle the sale of its own processed berries. Our new plan of operation will be announced shortly.

"Members of New England should recognize that cancellation of New England's contract with Eatmor doesn't necessarily cancel their individual membership in Eatmor.

"It has been my belief, since coming here three years ago, that Eatmor would not be on a sound long-term basis until it had a processing outlet of its own. Since National is to enter the fresh fruit market, it thus gives us an opportunity to embark on what I believe to be the only sound policy for this company in the long pull. We are not kidding ourselves; it will not be easy to obtain or build an outlet for processed berries under the Eatmor label. However, it can be done and we intend to do it. It will be no more difficult for us to sell processed berries under the Eatmor label than it will be for Ocean Spray to sell fresh berries under their label.

"Eatmor management is now working on a plan whereby Eatmor will handle the entire crop of their members, fresh and processed.

"Naturally, with these developments there will be new alignments at the grower level. We in Eatmor solicit the support of all growers who may believe that this industry should not come under the domination of one or two individuals and who believe that there is a need for a second nationwide cooperative handling fresh and processed."

Eatmor to Call Meeting

Mr. Bryant has announced, that, because Eatmor officials have not had the opportunity to discuss the present situation with members of New England, a meeting of interested growers will be called soon for that purpose. At that time Eatmor's plans for 1954 will be given out.

At the meeting of New England, officials of neither Eatmor or National were present.

As further concerns tonnage loss by Eatmor it is understood there has been a deflection of one large unit in Wisconsin and one in New Jersey, other than the members of the N. E.

Who of N. E. personnel is going over to National has not been officially made known, although Mr. Blake says he has been offered and has accepted a position with NCA.

NCA Statement

The following is a statement released from NCA, the day after the N. E. meeting.

"Cranberry grower members of the New England Cranberry Sales Company who have been marketing their cranberries through Eatmor Cranberries, Inc., voted March 3rd to market 100 percent of their berries, both fresh and processed, through National Cranberry Association, the cooperative that in the past has been handling their canning berries. This consolidation of Massachusetts cranberry growers brings together the New England Cranberry Sales Company with the 1800 cranberry growers in the United States and Canada who belong to National Cranberry Association.

In addition, the A. D. Makepeace Company also contracted to market 100 percent of its crop through the National. The combined production of the Makepeace Company and the New England Cranberry Sales Company last fall represented 32 percent of the state crop or 228,000 barrels.

For some time many cranberry growers have been urging the creation of one national cooperative to handle both fresh and processed cranberries. With two organizations marketing cranberries for the same growers, there were naturally duplications of effort and expense that were borne by growers and consumers.

Marcus L. Urann, President of National Cranberry Association, states that the streamlining of cranberry operations under one organization opens the way for many economies. "These savings," he assures, "will be shared by cranberry growers and the public."

DEFENDENTS IN CANNING SUIT ENTER APPEAL

An appeal to the U. S. Circuit Courts has been entered by United Cape Cod Cranberry Company, South Hanson, Mass., Hyannis Trust Co., and individual defendents, Marcus L. Urann, John C. Makepeace and Walter B. Chase, president of the Federal District Court at Boston and damages totaling \$625,000 in behalf of Cape Cod Products, Inc., Theodore E. Clifton, Hyannis.

The defendents had previously filed a motion for a new trial, claiming the finding was contrary to law and the evidence, but this had been denied by Judge Charles E. Wyzanski and, as required by law be awarded a fee of \$38,000 to Attorney James D. St. Clair, to be paid by the defendents.

Invoking the Sherman Anti-Trust Act, the Clifton interests claimed that the Hyannis enterprise was forced out of business by three individual firms and three individuals and a bank. The suit was for \$1,101,000, seeking damages under the Sherman act which provides triple damages. Freed of charges in the finding were National Cranberry Association and the A. D. Makepeace Company of Wareham.

At the trial James D. St. Clair, appearing for the plaintiff said the cranberry co-op, and the other defendents embarked on a plan in 1946 of monopoly and to force the plaintiff, as a canning competitor out of business. Clifton alleged that as the result of illegal acts his firm was put out of business in 1947 and lost \$200,000 through foreclosure of a mortgage by the Trust company and that it sustained additional damages amounting to \$167,000 through loss of potential profits through 1951.

Attorney Charles B. Rugg, representing the defendents claimed there was no evidence of a conspiracy to force the Clifton interests out of business and alleged that the Cape Cod Food Products was forced out of business by over-expanding itself.

WATER — CONTROL PRINCIPLES

RUSSELL A. TRUFANT

The cranberry industry inherited its water-control lore from the water-mills which preceded so many of the bogs. Along with this lore, it inherited the errors and blind spots of the early water powers as well. Meanwhile, the technology of hydraulics has made great strides about which the cranberry man knows little or nothing. Of course, pumps had no water-mill background, and the developers of pumps have been guided to some extent by modern technology. The modern prefabricated "flume" is the only other notable example of modern design.

Right here, lest some technicians protest, let me point out that the word "flume" is one of the inherited errors. In proper technical language, a flume is a structure which confines, and at the same time guides, the flow of water. It does not start and stop or regulate the flow. That is the function of a gate. A flume may cross a valley on a bridge-like structure, or it may wind along the side of a mountain—a sort of prefabricated canal. Our error stems from the fact that the early water mills with their overshot wheels had to have a true flume to get the water from the dam to the top of the waterwheel. There also had to be a gate to start and stop the flow of the water. This was called the flume-gate to distinguish it from road gates, etc., and the term was shortened until as today, the word flume means gate to any cranberry man.

Yet there are true flumes in the industry. The commonest ones lead from a pump discharge, overhead to the upper end of a canal, for example. And here and there, high canal water is bridged across another stream to fill a bog or reservoir on the other side. For the purposes of this article, the word flume will be used in its colloquial sense, and any technical reader should mentally translate it as headgate, check or drop.

The science of hydraulics concerns itself with the conservation or dissipation of energy in the changing of head into velocity and vice versa; also with pumps, siphons, and water-control devices which seem to make water do tricks, and many other things. Anyone who builds a flume has an interest in crowding the maximum amount of water through that flume, so as to use the smallest—and cheapest—one possible. The shape of the inlet has a great bearing on how much water will enter the flume under a given head. For example, a plain pipe end sticking out into a reservoir will not take in nearly as much water as that same pipe with a bell-mouth on the end, like a trombone, say. And if you have a bell-mouth entrance, you can further increase the capacity of the pipe by modifying the shape of the outlet. Strange to say, the best

outlet shapes is not necessarily the bell-mouth, either.

This principle has other applications. If you want a reservoir to overflow into the top of vertical pipe, like the overflow of a toilet tank, the pipe will take much more water with a bell-mouth, like a morning-glory sticking up. At the same time, the much greater length of the lip lets the pipe fill to capacity with much over-filling of the reservoir. So you get much more water flowing out at lower overflow levels. Some of the big government dams in the West overflow through these "morning-glory" spillways.

This flared-end principle applies to all flumes, pipe or box, concrete or wood, round or square, open or closed top. Its use would complicate carpentry, construction, prefabrication. It is seldom worthwhile to design for the absolute maximum of efficiency in anything; how far we could economically go is a question. At least remember that water hates a sharp corner. The faster it is moving, the more it hates a corner. Humor it.

At the outlet of any flume, you are likely to have a different problem. Especially at a reservoir flume, you are likely to have water moving at high velocity at times. You must tame this stream so that it will not wash everything out

when you turn it loose. First and foremost, get the outlet down low enough so that there will not be a waterfall there under any conditions. The place for a waterfall is inside the flume, where the wood, concrete or steel will take the punishment.

The next step depends on whether you want to save the energy in that fast-flowing water, or just to kill it. If you have a pipe flume that you want to get the most out of, put on a flared end. If you double the diameter of the outlet, you quarter the velocity, and that should be enough in most cases. Do not do this with square corners, but flare the pipe gently. A fair rule-of-thumb is to make the transition four times as long as the amount you increase the diameter. This can be adapted to outlets other than pipe, too, by flaring sides and bottom of box. A short length of the larger size should extend beyond the flared part in many cases.

To Kill Water Energy

If you just want to kill the energy of flowing water, use some sort of stilling basin. The crudest thing is to operate the flume until it washes out its own basin, and then to line—do not fill—the basin with large stones, and clean out your ditches where the wash has filled them. If your basin is too small, the water will wash it bigger, and you can add more stone, and clean the ditches again. If you fill the basin with stones the water will shift its attack beyond the stones and you will have wasted your efforts. In cases where the water comes out in a real jet, you may have to put in "splitters" or obstructions to break up the jet.

Large flumes may make good use of a well-submerged concrete slab or apron extending downstream, perhaps with a rise or "bucket" at the end. The aim would be to have the "hydraulic jump" occur on this apron. You see this jump where a sheet of very fast water seems to flow under, merge with and become, a much deeper slow-moving body with a surface noticeably higher than the top of the fast sheet. That saves head and also limits the area of dangerous washing.

Tide Gate

The flap valve or tide gate, to prevent backflow, is a very useful device which until recently was used only at bogs threatened with tidal salt water. It could well be used more widely. In small sizes, with a chain to lift the flap, it can be used as a flume. The writer uses it on pump discharges to automatically stop backflow when the pump is stopped, and to avoid pumping against needless head. It should be used when any kind of backwater could endanger a crop. In one case, high water in a stream backed up a tributary and suffocated ten thousand dollars' worth of cranberries. There are flap valves there now.

Perhaps the principle of the bell-mouth entrance and the flared discharge was first applied in cranberry work in the Lawrence pump, fore-runner of the present St. Jaques pump. The newer straight-line pump has flared sections above and below the throat section, as well as discharge flap-valves. So you see that modern hydraulic principles are coming into the cranberry business largely through the pumps.

The flashboard type of flume never uses all the available head to increase the flow of water through the flume unless all the boards are pulled, and that seldom happens, especially in reservoir flumes and pipe flumes. Perhaps that is just as well, for the resulting high velocities might make all kinds of trouble at the outlet. However, the use of a sliding gate flume for reservoirs will in most cases permit the use of a much smaller outlet pipe, and this smaller pipe may be flared at the end to reduce the wash if necessary. This makes a much cheaper flume, with as much capacity except when the reservoir is almost empty.

"Trick" Flumes

This brings us to the special-purpose devices, which you might call trick flumes. The commonest are the true siphons and the float-controlled or counterweight-controlled flumes. These seem to be unknown in the cranberry game. They are automatic devices, which will do what they are designed for without human attention. Some of them would go haywire under mid-

winter icing conditions. At such times, operations which are necessary in midwinter would have to be handled some other way. With this restriction in mind, a study is well worth while.

The self-priming siphon can aid in control of overflow from a reservoir. With it, there is no water passage through a dike until the full-level is reached. Then, with a reservoir rise of only an inch or so, the siphon goes into full operation, and continues until the water level is back at the designed full-level, when it shuts off completely, all automatic. Since it uses almost all the available head between reservoir and tail-water, it is a high-capacity device, almost like a pipe straight through the dike. If the siphon is big enough, no other overflow is needed. This device is relatively free from icing trouble. There is likely to be wash at the outlet.

A siphon may be designed for manual control where a few feet of head are available. Again, there is no waterway through the dike; the siphon passes over the top. If it is primed by a vacuum pump, a gravity device, in which case you start and stop it by working a few valves such as are used on steam pipe. No power is needed. The gravity priming device requires perhaps three feet of head. This would limit its operation to reservoir flumes in most cases. Other gadgets could be added to give manual start and automatic stop or vice versa. The controlling factor could be water level above the flume or water level below.

Flow through a siphon can be controlled (to half-flow, say) by choking the outlet. Actually, this is almost never done. A siphon is either dry or it is flowing full. If it is designed to minimize icing complications, little trouble will result. It can meet special conditions well. For example, if you have rights to the top foot of a reservoir and no more, a siphon can be made to take the whole of that foot at full capacity and then shut completely off when that foot is gone, automatically.

"Rube Goldberg" Stuff

Now we come to the trick gates, the Rube Goldberg stuff. A flume can be made to open when a reser-

voir is full, to provide overflow. It can be made to keep opening wider and wider until the reservoir goes back down. A flume can be made to take water from a reservoir and keep a lower canal just so full, or to flow a bog just so deep and then shut off. All these things can be fully automatic, except that you should start the flume to flow the bog rather than depending on a thermostat. Numerous other variations are possible; the flume can almost be made to think for itself. Icing can upset them completely, though.

These flumes are based on Taintor gate designs. Imagine an open flume with the flashboards not resting against a groove, but braced back against a horizontal axle, which can turn and raise or lower all the boards at once. Then seal off the ends and bottom of the boards with rubber strips, and counterbalance the gate so it will move up and down quite freely however high or low the water is. There you have the basic gate.

Then you can add buoyancy chambers or extra counterweight tanks to make the flume do just what you want it to. Piped so that high water upstream will fill a counterweight tank faster than a fixed drain can empty it, you have a gate which will keep the water level above the gate quite constant. With a buoyancy tank rigged just so, the flume will shut off when the downstream water gets just so high, and open again as that water goes down. Special vents, valves and rigging can be made to add variations to these fundamental operations.

Not Theoretical

These are not just theoretical, untried devices. The trick flumes are in regular use on power canals in the West, for example. At least one Western company sells them in pre-fabricated form, made of steel and sheet metal. There used to be small siphons available which could be hung over the top or flashboards. There are commercial flumes which measure the amount of water passing through, and even record it on a chart. Probably most of the local town water systems

use water-level recorders which might aid the grower in checking his management. I believe one of the Erie Canal navigation locks is filled and emptied by a manually-controlled siphon.

The larger structures, applied to cranberry bogs, would necessarily be built of concrete. They would require exacting carpentry in the formwork in order to obtain the smooth, curved surface necessary. The inside form for a gooseneck pipe would stump the average do-it-yourself grower. Roughness in most places would just waste energy and reduce outflow, but in the throat of a siphon it could cause cavitation which might take the thing to pieces.

The writer does not make any pretense of being competent to design all these structures. His advice at various stages might be useful. The grower could probably get assistance from the hydraulics department of one of the nearby colleges and universities if he wanted to build one of these structures. The purpose of this article is merely to acquaint the grower with some of the possibilities in modern design of water-control structures.

Another variation from current flume design is the dog-leg flume. This has a vertical drop at some convenient point inside the flume between inlet and outlet. The waterfall effects are kept away from the outlet; deep excavation is avoided at the inlet; this type of flume can be designed for maximum air entrainment and consequent oxygen enrichment. Oxygen deficiency has been under study for several years in New England. If it should be found that oxygen enrichment is important, the dog-leg flume will become important. This flume corresponds most closely with the "drop" of technical hydraulics.

Canal Designs

Canal design is another place where the growers could well be more scientific. A canal of given size, at a given fall per hundred feet and with a known degree of roughness in the channel, will deliver a definite quantity of water dependent on depth. If you want to flow ten acres in five hours, the

size of canal needed can be calculated, the necessary fall and flume determined. Some of our

canals are so narrow they deliver only a piddling stream; others leading from pumps, are so steep that



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the grower is forever pumping against needless head. When you build a canal higher than the ground level, the width of the channel has little or no bearing on cost.

The one indefinite factor in canal design is the matter of roughness. If you design a canal right for a clean condition, and it becomes choked with weeds and brush, you have failed. On the other hand, if you design the canal so it will deliver the right amount of water after it becomes choked up, and then it turns out that not a darned thing will grow in that canal, your face will be red. You will have a job of erosion control which should be right up the alley of the Soil Conservation Service.

Blind Spots of Growers

Cranberry men show another blind spot when they persist in placing their flumes at the lowest point. This is often the poorest place. Take a reservoir flume for example. Low-point construction is the most difficult. If you moved the flume over next to higher ground you could build on hard bottom. And with the flume next to the higher sides of a bog, your frost water flowing along the high shores would protect the high parts of your bog where they now get little or no protection. Of course the bog itself needs some degree of drainage at its lowest point, but in a bog-below-bog layout, a

small low-point flume and high-shore frost flumes could be the answer.

Still another blind spot is the persistence of the main ditch down through the middle of the bog. This is the one place where you cannot get at it to clean it in August, when it needs it most. The main ditch along the shore is always accessible, gives protection against pests from shore, whether vegetable, insect, animal or human. The cross ditches can be made to provide the drainage necessary for the center of the bog.

Much has been said in the past, with little effect, of the desirability of detouring the main stream flow

around a bog, rather than taking it down through the middle. We all know of narrow bogs along streams where the investment in flumes is out of all proportion to the cost of the bog itself. Most growers envision such a stream detour as a deep ditch, when it could in many cases be higher than the bog itself, if desired. Growers are definitely ditch-minded rather than canal-minded. In building a canal, they grade the bottom meticulously and leave the tops of the banks in any old way, when the water surface is really the one most important factor in a canal. The average grower could learn a lot about hydraulics to good advantage.

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BEARD OF BEES

This beard of bees is proudly worn by Lewis Konces, proprietor of the Busy Bee Farm, South Weymouth, Mass., who rents bees to cranberry growers. It is a stunt that has been done many times to prove to average persons, says Mr. Konces, that bees will not sting if handled with care.

In a letter to CRANBERRIES, Mr. Konces says he will appear at the annual August meeting of Cape

Cod Cranberry Growers' Association seen driving up in his car with such a beard of bees.

Of the 25,000 bees which made up the beard when the above photo was taken, Mr. Konces declares, only a single one stung and that was when they were brushed off, and one of his "pets" was accidentally hurt.

As concerns bees in general this bee man says, "Be gentle with bees and they will be gentle with you."

LET THE FUTURE TELL

OF course the really big news is the fact New England Cranberry Sales Company has voted its dissolution and National Cranberry Association has assumed its liabilities and its assets. There cannot but be a sharp pang of regret that this largest State unit of Eatmor has gone out of existence, after not far from half a century as a very important factor in the whole cranberry industry.

This has, for the moment at least, weakened Eatmor in tonnage and membership. As part of the agreement with NCA, N. E. directors recommend its members sign up as direct 100 percent members of National. Many are doing this and others will. Some will not, in all probability. There is a remote possibility of a new Massachusetts local, and some will become direct members of Eatmor. Some probably will become affiliated with independents.

The greatest thing the cranberry industry needed is peace within its own ranks. Many did and do sincerely want one big over-all cooperative, even though there will always be the desirable independents. This has seemingly not been accomplished—at least at the moment. It is announced Eatmor will continue, despite its loss of the old New England cooperative.

Both National and Eatmor will now handle fresh and processed cranberries. However, the split between the two, which have for many years beneath the surface hardly seen eye to eye in every matter, now appears to be a definite breakaway. Perhaps each, strictly on its own, may relieve some tensions. The future, alone will tell.

Conditions may be more peaceful this way, even though this is not obviously apparent. Now let's give both groups their opportunity to prove themselves by themselves.

WE recently returned from our annual vacation, and once again beyond the borders of the U. S. This trip was "South of the Border," to Mexico, and we like Mexico this having been our second visit.

But every trip to a foreign country brings emphasis anew how fortunate we in the United States are—that is in living standards. Particularly is this true of

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New Jersey Cranberry and Blueberry Station

Pemberton, New Jersey

foods. We have come to take cleanliness in what we buy to put in our mouths as almost universal. Also we are accustomed to the widest variety, in selection, in season or out.

We are not out to make adverse criticism of our neighbor; Mexico is making tremendous progress in modernization of every kind, but the average Mexican citizen does not enjoy the creature comforts we do, and food is a striking example of this.

Naturally, we checked to see if cranberries are now and then, at least, on the Mexican menu. We might say we found they are not entirely unknown. At least some of the families, those of higher income eat them, mostly on Christmas. We were told the word for them in Spanish is "Arandanas."

Important Papers Given at Annual Jersey Meeting

Important papers were presented at the annual meeting of the American Cranberry Growers' Association at Fenwick Hall, Pemberton, N. J., Feb. 4th. Meeting was presided over by president Theodore H. Budd, Jr., and a lunch was served at noon.

Speakers included Clifford Sims, giving final figures on the 1953 production; E. R. Kendall, announcement of spring meeting; talk on "High Nitrogen vs. High Phosphorus-Potash Fertilizer;" Dr. H. F. Bergman, "Blossom and Fruiting Habits of the Cranberry in New Jersey; Leland G. Merrill, Jr., "How to Use and Not to Use Parathion."

Condensation reports of several of the papers follow:

Marucci Presents New Facts On Cranberry Tipworm

Philip E. Marucci gave to the meeting an imposing array of facts resulting from his past year's research on an important New Jersey cranberry pest, Cranberry Tipworm. Mr. Marucci is located at the Pemberton Cranberry and Blueberry Research Laboratory, specializing in insect problems. The following statements are his summary of the paper:

1. Tipworm has remained the most common and least understood insect of cranberries for over 30 years, during which time no work has been directed towards clarifying or evaluating its role in cranberry production.

2. In 1953 studies were begun on tipworm with the view of evaluating the effect of its attack on cranberry production.

3. Limited data from only one Champion bog indicated that uprights damaged in 1952 by tipworm produced 56 percent less fruit in 1953 than those not infested.

4. A tipworm survey revealed its presence on all bogs of a good selection of 20 throughout the cranberry growing area of N. J.

5. Infestation rates of uprights varied from 2 percent to 49 percent, with an average of 24 percent of all

those taken from 11 Early Black bogs. Infestation rate of uprights taken from 7 Howes bogs varied from 10 percent to 58 percent, with an average of 40 percent.

6. Tipworm attack definitely reduced fruit bud production. Early Black uprights attacked had a reduction of 39 percent, while attacked Howes uprights suffered a loss of 12 percent.

7. The tipworm preferred the vigorous uprights and thus reduced fruit buds on wood most able to convert them to blossoms and fruit. This debunks a prevalent idea that tipworm is a beneficial pruner.

8. Tipworm attack increased as the season progressed; 2 percent, 9 percent and 24 percent were attacked in the early, mid and late seasons, respectively.

9. Uprights of all classes of vigor recovered from early and mid-season attack to the extent of producing more fruit buds than normal.

10. Uprights of all classes of vigor suffered severe fruit bud loss from late season attack, with the severity increasing with lack of vigor.

Plants Related to Cranberry Studied for Appeal to Leafhopper

Martin T. Hutchinson, entomologist at the New Jersey Agricultural Experiment Station, is interested in the possibility of breeding false blossom resistance into the cranberry. He feels that if some plant can be crossed with the cranberry which will make it distasteful to the leafhopper, the battle against false blossom will be advanced. Mr. Hutchinson's summary of his report at the meeting follows.

In the course of preliminary transmission tests with false-blossom virus in New Jersey in 1953, using the blunt-nosed leafhopper (*Eucelis straitulus*, Fallen), it was noted that one of the species being tested was particularly unsuitable for the leafhoppers. This species, *Oxycoccus quadripetalus* Gilib, obtained from Long Beach, (Washington, did not allow survival of the adult leafhoppers beyond three days. Among the other species tested, the Ling-berry or Mountain Cranberry, *Vaccinium vitis-idaea* L., was also an unsuitable host plant for the leafhopper,

while the California or Box-blueberry, *Vaccinium ovatum* Pursh, was apparently as suitable a host plant as the cultivated cranberry, *Oxycoccus macrocarpus* (Ait.) var. Early Black. The experimentally produced tetraploid form of the normally diploid *macrocarpus* was not apparently as suitable for the leafhopper as was the diploid form. The tests were replicated four times, with each plant species being exposed to a total of 40 adult leafhoppers of both sexes.

Kinescope Shows N. J. Growers What TV Has Been Doing

The N. J. Extension Service, like the Extension Service of other states, has been engaged in a number of activities designed to acquaint consumers with N. J. agricultural products. This is to help consumers with their buying problems and to keep them aware of what farm products are coming into season and what their merits are.

For cranberries, Joseph Hauck, Ernest Christ and M. D. Kirkland produced several television showings through the Rutgers University television project.

What is a kinescope? It is somewhat like a tape recording for a radio program. It is equipped with sound track and can be shipped to various TV stations to be put on the air at the proper moment.

Such a kinescope was shown to the meeting of the New Jersey cranberry growers and hereby gave the cranberry growers, who had not seen the original show, a chance to see what the State University has been doing to produce knowledge and ideas about cranberries. It was enthusiastically received by the growers.

Fungicides, Minor Elements, and Cranberry Rots

Effects of fungicides and minor-element sprays on the incidence of cranberry fruit rots.

Eugene H. Varney

Horticultural Crops Research Branch
U. S. Department of Agriculture

Bordeaux spray schedules for cranberry fruit rot control have been followed since the early 1900's

when Dr. C. L. Shear showed that Bordeaux mixture materially reduced field rots. In 1943, ferbam, a dithiocarbamate, was first tested by R. B. Wilcox. It has proved superior to Bordeaux except in 1945, when rain was recorded on nearly half the days from May through August. Neither Bordeaux nor ferbam gave satisfactory control under such weather conditions.

The 1953 spray trials at Whitesbog, N. J., were designed to test ferbam further and other fungicides that have become prominent within the last few years. Because there has been considerable interest in the effects that minor elements may have on the physiology of the cranberry and the consequent prevention or delay in expression of rot, several minor elements were included in the trials.

The fungicides used were Manzate, zineb, ferbam, ziram, and captan, all at a concentration of 3 lbs. per 100 gallons of water; tank-mixed ziram at a concentration of 1 qt. sodium dimethyldithiocarbamate and 1 lb. $ZnSO_4$ per 100 gallons; and 8-8-10 Bordeaux. All were applied June 18 at approximately quarter-bloom and again on July 1 and July 13. A second ferbam treatment was applied June 25 at approximately mid-bloom and again on July 9 and July 13. The minor elements used included molybdenum in the form of sodium molybdate at a concentration of 1 oz. per 100 gallons, and iron, manganese, copper, and zinc in chelated forms at a concentration of 3.4 lbs. of the chelated compound per 100 gallons of water. Minor elements were applied twice, June 25 and July 9. All sprays were applied at approximately 300-350 gallons per acre. Although the spring months were unusually wet, the critical infection period, which appears to extend several weeks starting at blossom time, was drier than normal.

Cranberries from plots treated with Manzate, zineb, and ferbam No. 1 and No. 2 showed an average of 93, 90, 86 and 88 percent less rot, respectively, than those from plots receiving no treatment. Manzate and zineb were better than the other fungicides throughout the



storage period. Manzate, zineb, and ferbam were the only fungicides that controlled rot significantly in comparison with the no treatment. Zineb and Manzate, on the other hand tended to delay coloring. Fruit from the ferbam plots was of an attractive, glossy red. The minor elements as applied in the 1953 trials increased rather than decreased rot.

On the basis of the 1953 tests and past performance, ferbam at a concentration of 3 lbs. per 100 gallons of water is recommended for 1954. The first application should be completed by full-bloom and should be followed by at least 2 applications at 2-week intervals. The fungicide must be applied on time and to all parts of the plant—not to just the tops. This may take 300-350 or more gallons per acre, depending upon the equipment used and the density of vine growth. Additional applications at shorter intervals may be necessary if rains are frequent during the critical infection period.

Manzate and zineb were somewhat more effective than ferbam, but it may not be desirable to ap-

Robert Henklein Joins NCA's Advertising

Robert Henklein, formerly with the J. Walter Thompson Agency in New York, is now with National Cranberry Association, Hanson, as assistant to Miss Ellen Stillman, Ocean Spray's Advertising Director. He begins his new position just as the Chicken-Cranberry Campaign goes into full swing for the 7th spring and summer season. The campaign was originated by Miss Stillman to make cranberries an all-season berry, and in the last five years, cranberry sauce sales in the spring and summer have increased 96%.

ply them to large areas because of their tendency to delay coloring. This tendency should be considered if the crop is to go on the early fresh-fruit market.

(This is a summary of Mr. Varney's paper before American Cranberry Growers Association.)



Mrs. Mullin, Eatmor Cadillac winner receives car from Walter Berlselos, assistant City Manager of Daytona Beach, Florida, in behalf of Eatmor.

"RUBY ALDEN" WINNING NAME IN EATMOR CONTEST

A cranberry-red Cadillac convertible has gone to Mrs. Roberta Mullin of Daytona Beach, Fla., for winning first prize in Eatmor Cranberries' "What's Her Name" contest.

Contestants were asked to select an appropriate first and last name for the cranberry girl and tell in 25 words or less why they like Eatmor cranberries.

Her winning name was "Ruby Alden," which was hit upon by several, but Mrs. Mullin's essay of 25 words or less, was judged superior. The "Ruby," of course, suggests the color of cranberries, while "Alden" is one of the Pilgrim names of New England.

Mrs. Mullin, 30, and a bride of only 10 months, though now living in the sunny south, has been thoroughly schooled in cranberries, having lived in the Massachusetts cranberry producing state until 1947. Her husband, Jack L. Mullin is an insurance and real estate broker in Daytona Beach.

HOW TO OBTAIN QUALITY FRUIT

"Screening, Packaging and Shipping for Quality," was the topic of an interesting panel debate at the February meetings of Plymouth County cranberry clubs. Conducted by Dominic A. Marini, associate county agent, his summary of points covered follows:

"Field Selection for Quality"—Nahum Morse and Ray Morse—Quality going downhill for past 20 years when berries were sold fresh. Many growers feel anything good enough for canning. Start selecting for quality before picking season. Watch conditions during season. Keep track of early and late water, sanded and fertilized areas, when and how often bog was flooded, diseased vines, insect injury. Harvesting—Keep varieties separate. Set aside mixed lots, don't work into best packs. Separate berries from ditches, low areas (water scald). Watch for rot. Select for color, regulate harvest time to allow berries to color. Picking machines O. K. if done right. Don't

include berries picked on hot days with best quality fruit.

"Handling"—Ray Morse and Bob Hammond—Grow good quality berries—they will stand abuse, poor quality won't. Get berries off bog fast in hot weather. Be careful in picking whether by scoop or machine. Don't heap boxes too high—slack boxes allow ventilation. Cooling berries overnight outside good. Most storehouses not suited to storing fruit. Fans help. Keep doors open at night and in cool weather—closed during day and hot weather. Remove field heat, stock berries where you want them and don't move until ready to screen. Large, open, drafty areas bad for storage.

"Screening, Packaging, Shipping"—Kenneth Beaton, J. J. Beaton Co.—Each lot of berries is marked, dated and separated from other lots. We use small fans to remove field heat; don't screen for 3 days. Each box from each lot checked in screening—remove off-color boxes (waste time screening). Present separators one reason for poor fruit on market—berries bounce 20-25 times. Tried sponge rubber on bounce boards—didn't work. Should put best qual-

ity on market first to get crop moving—housewife sees good fruit and buys. Save poorer fruit for holidays—market good then, berries move fast, cheaper to screen poorer fruit late in season—rotten berries dry, removed by separator. New master container—slanted sides, improves ventilation. One main reason for quality fruit is profit—costs 4 times more to separate poor quality.

"Packing Plant Problems"—Archie MacLellan, NCA and Maynard Holmes—The more we know about a lot of berries the better. Tell us what has been done to affect quality. Separate late and early water, green berries, picking machine and poor quality. We try to use poor quality fruit first. Speed in handling important. Idea that any kind berry is O.K. for canning is wrong — berries for whole sauce must be as good as fresh fruit berries. Fill boxes uniformly. Receiving berries is a problem—need storage space and fast handling when berries coming in heavy. Test weights—average determines weight of load. Regardless of further shrinkage, grower paid on basis of average weight.

Picking boxes a problem—pile up in plant at end of season. Should have name on boxes.

"Rodent Control"—Wesley Jones, U. S. Fish and Wildlife Service—
1. Take precautions before storing—make sure no rodent shelters around storage—dumps, trash, piles of old boxes. Check for hiding places in storage. 2. Rodent proof buildings—drains in floor, open or broken windows, open doors. Aim to ventilate storage and keep doors closed. Cover openings for fans with hardware cloth. Rodents may come in with berries, may gnaw through wall. 3. Control in storage—mice only—use strychnine treated, rolled crushed oats—no good for rats. Will last all season—best used in bait station like cigar box with 1 inch holes. Warfarin best for both rats and mice—anti-coagulant, colorless, odorless, tasteless. Need 3-5 consecutive doses to kill rats, 5-7 for mice. Safe to use. Use in permanent bait station. Bait box—2 ft. long, 8 inch square, 2 baffle boards 4 inch

es from each end. Have 2 inch hole in ends and baffle boards—bait in

middle. Use warfarin station before, during and after storage.

PLANNED POLLINATION— AN AGRICULTURAL PRACTICE *

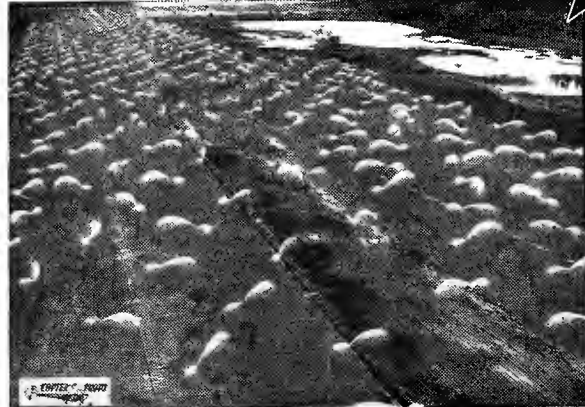
(Pollination of legume flowers is essential to the production of a good seed crop as land preparation, cultivation, and favorable weather. Seed growers can do something about all of these—even the weather—through soil and water conservation practices. Planned pollination means arranging to have enough insects at hand to get a maximum set of seed when the crop will be in bloom. It pays! Sometimes yields are two, three, or even five times as great."
U. S. D. A. Soil Conservation Service.)

Set of fruit and seed is dependent

upon pollination. Without pollination, yields of fruit and seed crops are impossible. Fertilization, and subsequent reproduction, only results after pollen is transferred from the stamens to the stigmas of the same flower, or to other flowers of the same species. The pollination of farm crops is accomplished by wind, as in the case of

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grain crops, and by insects, as in the case of the legumes, fruit, and many vegetable seed crops. Although pollination is necessary it should be stated clearly that it is only one of many factors involved in the production of crops.

Probably the reason why the need for adequate insect pollination is not realized more fully today is that there were at one time enough wild insects to accomplish the task. Upwards to fifty years ago, it was not uncommon for red clover to yield from 10 to 12 bushels of seed per acre, and alfalfa, 8 to 10 bushels. If a crop produced a good stand of flowers, a good set of seed would result when weather conditions were favorable. **This is not the case today.**

As agriculture developed and more land came under the plow, the nests of the wild pollinating insects were destroyed. Heavy grazing of land took a further toll, as did the elimination of rail fences and hedges. Planting of large areas to a single crop, forest and grass fires, and the automobile and paved roads added to their destruction. The final step was the widespread use of insecticides, which destroyed beneficial insects as well as those which were harmful, and the use of herbicides, which not only was harmful to wild pollinating insects, but destroyed their sources of food and their habitats. Practically every agricultural practice has contributed to the destruction of the wild pollinating insects.

With the decline of the wild insect population, more and more of the pollination task fell to the honey bee—the only insect which can be controlled by man and moved from one place to another for this purpose. Authorities estimate today that more than 80 percent of the pollination task required for set of fruit and seed crop is accomplished by honey bees. James I. Hambleton, Chief of the Division of Bee Culture, Bureau of entomology and Plant Quarantine, U. S. D. A., reports that at least 50 agricultural crops are either dependent upon honey bees for their production, or yield more abundantly when bees are plentiful. These fruit and seed crops include cranberries and blueberries.

In all probability, the most important group of plants requiring cross pollination by insects are the legumes, which make possible the conservation of our soil and the maintenance of its fertility. Fertile lands result in increased yields of crops and livestock, and produce foods that are more nourishing to man and animals. The pollination of legumes makes possible our forage crops which are the backbone of our production of beef, pork, mutton, milk, butter, cheese, leather, and wool. **Pollination thus becomes the key to our agricultural economy—the basis for our national prosperity.**

Increased Production Through Planned Pollination

Planned pollination may be defined as an agricultural practice in which adequate insect pollination is ensured by providing honey-bee colonies. **Chance pollination** is leaving the fields to be serviced only by wild pollinating insects and honey bees which may be in the area.

Obtaining Honey Bees for Pollination

Most growers will find it advantageous to induce beekeepers to move colonies of honey bees to their crops for pollination purposes. Beekeeping is a highly specialized business. Colonies must have the proper attention at the right time during the year or they become demoralized, the population within the hive declining rapidly. Populous colonies with high morale are essential to maximum results in pollination. They can be maintained only through intelligent management based on a thorough knowledge of the habits and instincts of honey bees.

Some growers, however, may find it desirable or perhaps necessary to own and operate their own colonies of honey bees. For crops that bloom in early spring, growers can use package bees if they are unable to find a beekeeper nearby who is willing to perform the pollination service.

Package bees can be obtained from beekeepers in the South and in California. The bees are sold by the pound and are shipped by express or parcel post in a screen cage complete with a queen bee and a can of sugar sirup for feed while

in transit. It is best to install the package of bees in a beehive on arrival. However, the screen cage can be wrapped in tar paper, placed near the crop to be pollinated, and a flight entrance provided by making an opening through the side of the cage. George H. Vansell, Division of Bee Culture, found that overwintered colonies surpassed package bees in population, flight activity, and the amount of pollen gathered.

Many growers still feel that they are doing the beekeeper a favor to permit him to place colonies of honey bees near their crops. If the opportunities for honey production are sufficiently great, this could be the case. The beekeeper would be the first to recognize such a situation because he is fundamentally interested in honey production. But it has been conservatively estimated by authorities that the pollination performed by bees is worth 10 to 20 times the value of the honey and beeswax.

In practically every case, the providing of a sufficient number of honeybee colonies to adequately pollinate a crop will not be a profitable venture for the beekeeper through honey production. The beekeeper, therefore, must be compensated in some way for moving colonies in during blooming period and moving them out after the pollination service has been performed.

Performance should be the yardstick with which to measure the effectiveness of a pollination service and the extent to which the beekeeper should be compensated. If seed or fruit crops are increased over normal yields, the grower can afford to pay for this service, either by sharing a part of the crop or by a cash payment.

*Written and compiled by Roy A. Grout, associate editor of the *American Bee Journal* and editor of *The Hive and Honey Bee*, with the help of the staff of Dadant and Sons, Inc., Hamilton, Illinois. The use of information from many sources is herewith acknowledged. This copy was furnished CRANBERRIES through the courtesy of the Blue Hill Apiaries, Dorchester, Mass.

Fresh From the Fields

(Continued from Page 6)
ruary. Record for the month kept at Cranguyma farms showed a total of 11.41 inches, which is well above the average but far from any record for the cranberry area. Normal is 6.72.

Total precipitation up to early March was 30½ inches. Heaviest storm of February was on 21-22 which deposited 1.94 inches.

Temperatures ranged from a high of 67 on Feb. 5th to a low of 25 on the 10th and 11th.

WISCONSIN

Wisconsin Short 'n '54

From several sources there seems to be a feeling that the Wisconsin crop will be a shorter one in 1954. Most growers in the central part of the state have been quite short of water, so there will be some winterkill damage. There was comparatively little ice or snow. Then there is the apparent bud damage, in the Northern part of the state, which began to show up last fall.

Some New Planting

Some new planting will go in

this year, but it is said there may not be more than 100 acres in all. Most of this will be to the Searls variety.

Much sanding was done this past winter, as it was good weather for that—very little snow.

Foresters in California have completed a study in which they found that the rodents planted millions of trees every year by burying pine seeds. Either they stored more food than they needed or forgot where they buried the seeds.

Each sportsman who buys a hunting or fishing license in Georgia gets a small envelope of pine seeds, which he is asked to plant. Tree planting reminds sportsmen of the value of the woods and to be careful with fire.

Tests indicate that a 1 inch thickness of ordinary lumber will keep out as much summer heat as 6 inches of ordinary brick or 15 inches of sandstone or concrete, according to the "Ostego Forest Cooperator", Cooperstown, N. Y. In other words, the claim is made that wood is 6 to 15 times as efficient as an insulator as these other materials. (New Jersey Agricultural News Service)

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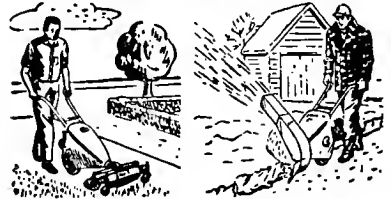
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WE PLAN TO PROCESS

We doubt if any industry has had to face greater internal conflict and bitterness than we have seen in the cranberry industry during the past few months.

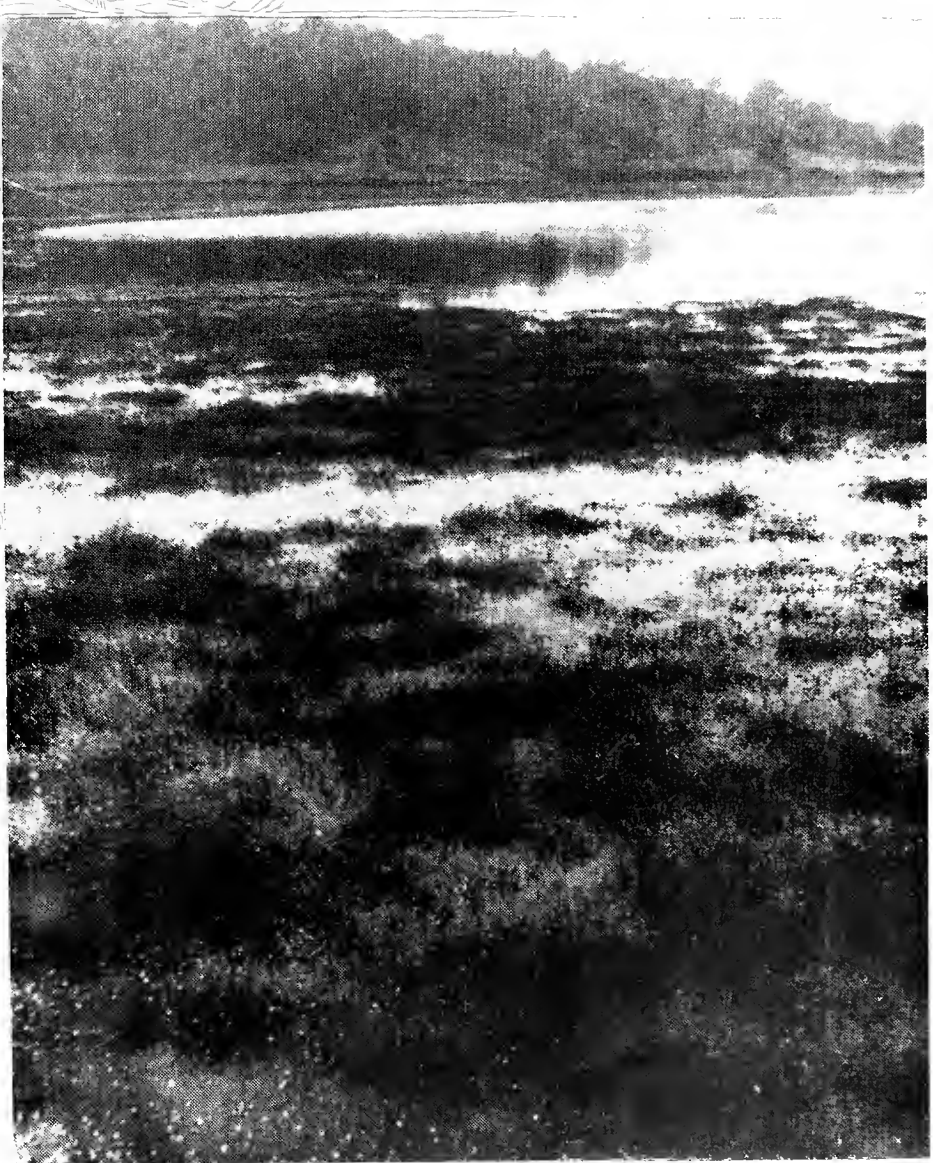
Some have been of the opinion that the only choice is complete capitulation to National, regardless of what that decision might mean to their business and the welfare of the entire cranberry industry.

Eatmor believes that this industry should not come under the domination of one or two individuals and is of the opinion that there is a definite need for a second nation-wide cooperative handling both fresh and processed.

Our program for fresh and processed cranberries will be announced shortly. We suggest avoiding any commitments until you have heard our plans for marketing the 1954 crop.

Harold E. Bryant
EATMOR CRANBERRIES, INC.

Cape Cod Cranberry



CAPE COD
NEW JERSEY
WISCONSIN
OREGON
WASHINGTON

APRIL SUN glitters and gleams on a frost-flooded bog. (CRANBERRIES Photo

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GEESE

As Cranberry Bog Weeders On West Coast

(EDITOR'S NOTE: The first news of use of geese on cranberry bogs to reach our attention was that by Vernon Goldsworthy of Wisconsin. Geese have been, and we believe are, used for weeding purposes with some other crops besides cranberries.)

By Ethel M. Kranick

The past two years conversation concerning the benefit of geese on cranberry bogs as a substitute for hand weeding and weed killers has had both advocates and opponents. Sometimes a grower will be highly enthusiastic the first year or two, then change his opinion and get rid of his geese.

At a growers meeting, many opinions were aired. The man who does custom grading declared that he would no longer grade berries for any grower who used geese on his bogs after the berries began to bear, because the geese guano made grading a repugnant and difficult task, and no matter what precautions were taken he did not feel that the process was very sanitary.

On the other hand it was declared that when the berries were sent to the cannery they were so thoroughly washed there was no sanitary problem any more than from sea gulls or other birds.

However, opinion was so strong against the use of geese on bearing bogs that the group voted to ask the grading inspector to request growers to remove geese from all bogs before harvest time.

Ed Hughes, manager of the NCA cannery at Coquille, Oregon, said,

"Geese cannot be considered the entire answer to our weeding problem, but if properly managed can be an asset to any growers." His contention is that geese are very good on bogs the first year or two, while the new bog is being established, because they keep weeds and weed seed to a minimum, permitting the vines to make better growth without the use of either hand weeding or sprays which are definitely hard on new vines.

Mr. Hughes says that geese which cost about \$5 each and need \$1 to \$2 per year for feed are cheaper than other forms of weeding, although it takes 10 geese per acre to keep a bog in fair condition.

Having interviewed a number of growers who have used geese, it seems generally conceded that geese can be used to advantage up to the second year or possibly the third year but should be removed when it is time for the berries to bloom and set. Several growers said that after the berries get ripe the geese prefer ripe berries to weed seed . . . so it appears that Mr. Hughes is right in stating that the value is definitely a matter of management. In certain periods the geese can be of service but there are times when geese are no asset but a problem. If a bog is so fenced that the geese can work on the borders and adjacent land during the bearing season and on new or dormant bogs at other times the money in geese may be well invested.

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Mass. Cranberry Station and Field Notes

by J. RICHARD BEATTIE
Extension Cranberry Specialist



Record Cold

A record-breaking cold wave hit the cranberry area April 3 and 4 which saw temperatures drop as low as five degrees below zero on one bog and three degrees above on another. These were inland bogs where temperatures often are colder than in the Cape area, but Dr. Franklin said that in all his experience he had never seen such low temperatures at this time of year. We had a reading of sixteen degrees above in our weather shelter at the Cranberry Experiment Station and ten degrees above on the bog. Fortunately, the last half of March was cold so that the bogs were still dormant. Many buds have been examined on exposed bogs and the damage from frost was not too severe. This cold spell really focussed attention on our frost warning service.

Subsidized Frost Service

Arrangements have been completed to send out frost reports as usual over the telephone and radio. The Cape Cod Cranberry Growers' Association is again sponsoring the telephone frost warning service and it is available to all Massachusetts growers for a very small fee. It is a splendid service and one that should receive greater grower support. A comparatively small number of growers (175-200) have borne the cost for many years. Certainly there are many more who benefit from frost warnings.

We wonder if growers realize that the Association has paid all deficits not covered by frost fees from a reserve fund that has been rather severely taxed during the

last several years. The Association is not in a position, nor should it be expected to subsidize the frost warning service. As we have stated before, the problem could be easily solved if each grower who values this work would sign up one new telephone subscriber this spring. The additional revenue would guarantee an economic and efficient telephone and radio frost service.

We have found the radio to be an effective and efficient method of supplementing the telephone relay system. However, growers should be acquainted with the fact that under present arrangements if it were not for the frost subscribers and their fees, there would be no funds to pay weather observers, telephone distributors, toll charges, plus other operational costs connected with this work.

As a result the telephone and radio service as we know it today would have to be eliminated or drastically revamped. We hope this little dissertation will have the desired effect—more subscribers.

The Preliminary Keeping Quality Forecast was prepared April 1 and has been mailed to the growers through the County Agents' Offices. It read as follows: "Drs. Cross and Franklin state that weather data through March 31 shows that prospects are fair for general keeping quality of the 1954 Mass. Cranberry crop. Growers who have bogs that tend to produce weak or tender fruit should consider late holding of the flood or spraying with a fungicide in bloom—Your marketing agency must have high quality fruit." Dr.

Franklin prefers to call it a "gambler's forecast" even though it has been very accurate since its inception in 1948. The Final Keeping Quality Forecast will be released in June. They are intended only as guides and to that extent they have been most helpful to the growers who have used them.

We have a timely insect note prepared by Professor "Bill" Tomlinson on the control of root grubs. It is as follows: "The only control methods for cranberry root grub recommended this year by the Cranberry Experiment Station are those listed on the 1954 Cranberry Inset and Disease Control Chart, i.e. flooding from about mid-May to July 15-20, sodium cyanide solution or P. D. B. crystals. Though encouraging results were obtained in 1953 on small plots with dieldrin and other materials, there is not sufficient data or experience to justify the use of any of them unless it is completely understood that such applications are experimental. When and if we are sure of any of these insecticides and the ways to use and apply them, they will be on the chart, but not before." The writer firmly believes that this is a sound policy and one that should be followed very carefully.

Dr. Cross has outlined some timely information on weed control. He tells us that growers should avoid sanding down the areas where **poison ivy**, **wild bean**, and **chokeberry** are a problem unless P. D. B. crystals are used under sand. Those who plan to hold their flood waters late this year have a fine opportunity to check **cutgrass** according to Dr. Cross. Cutgrass treated with kerosene approximately eight days after the late flood has been drawn has proved to be the most effective treatment for this particular weed. **Late-held water** also tends to cause a general reduction of **annual grasses**. The use of **Stoddard Solvent** is recommended for the first time on the new chart. Dr. Cross has found this chemical to be very effective in the control of **rushes**, **asters**, and **loosestrife**. Better results are obtained when treating **loosestrife** if one part of kerosene is mixed with one part of Stoddard and applied at the rate of

Station	Place	Dial		Afternoon	Evenings	
		A. M.	F. M.			
WEEI	Boston	590 K.	103.3 mg.	2:00	9:30	Tues-Sun. Mondays
WBZ	Boston	1030 K.	92.9 mg.	2:30	9:00	
WOCB	W. Yarmouth	1240 K.	94.3 mg.	3:00	9:30	
WBSM	N. Bedford	1230 K.	97.3 mg.	3:30	9:00	

Please note that Radio Station WEEI was added to the list this year.

600 gallons per acre. For early water the spraying with Stoddard should be completed by May 7. In the case of late water, the spraying with Stoddard should be completed within four days after withdrawal of the flood. Caution is necessary in handling this chemical because it is highly inflammable.

Frank Crandon, President of the Cape Cod Cranberry Growers' Association, announces that the spring meeting of the Association will be held April 22 at the Wareham Town Hall. The morning session will start at 9 o'clock. Growers will have an opportunity to inspect equipment and educational exhibits. A light lunch will be served at noon followed by a new type of speaking program. A panel of leading growers and marketing officials has been selected to discuss the topic, "Handling and Marketing of the 1954 Cranberry Crop." Mr. Alden C. Brett, a grower and a trustee of the University of Massachusetts, will act as moderator. President Crandon invites all growers and their families to attend this meeting.

Final winter-spring meetings of Upper and Lower Cape Cod Cranberry clubs were held at Cotuit, April 6th and East Harwich, April 7th respectively, with programs concerning explanations of '54 insect and disease and weed control charts, and a talk on liquid fertilizers by Dr. F. B. Chandler. (An article upon this subject with new developments is to be published in a later issue.)

William E. Tomlinson, Jr. gave the explanation of the insect and disease chart (published elsewhere in this issue).

The same slate of officers was re-elected at Cotuit: Charles Savery, president; Victor Adams, vice president; Arthur Handy, secretary; Alvin Crocker, treasurer.

Lower Cape officers are: Lloyd Doane, president; Ozzie Barse, vice president; Calvin C. Eldridge, secretary-treasurer.

Dr. Cross pointed out that for the first time Stoddard Solvent was officially approved as a control on the weed chart. He urged growers to become members of the frost warning service, sponsored

by Cape Cod Cranberry Growers' Association, saying additional membership was much needed.

Appreciation of the cooperation of cranberry growers in their spray and dust programs along streams that had been stocked with fish was expressed by a representative of the State Department of Conservation, game and fisheries. He also hoped there would be continued cooperation this season.

In his talk Dr. Chandler described the use of soluble fertilizers and showed pictures with explanations of salt damage to cranberry bogs.

Vernon Goldsworthy

Cranberry Specialist and Grower

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Spring Meeting Of Cape Growers Is April 22nd

Cape Cod Cranberry Growers' Association is to hold its annual spring meeting Thursday, April 22 at Wareham Memorial Town Hall.

The day starts off at 9 with commercial exhibits and demonstrations of cranberry equipment, supplies and insecticides. This is always one of the most instructive, and most-enjoyed features.

There is a light lunch at 12 noon.

At 1 p. m. comes the brief Association business meeting.

"Basic Principles in the Handling and Marketing of the Cranberry Crop," is the subject of a panel discussion. The moderator is to be Alden C. Brett, a trustee of the University of Massachusetts, a businessman and a cranberry grower.

Panel members are to be: Prof. Frederick E. Cole, Dr. Chester E. Cross, Kenneth Garside, Robert C. Hammond, Maurice B. Makepeace and Ralph Thacher. All these men are well-known to many Massachusetts cranberry growers.

New Process Plant Proposed For Wisconsin

The idea of a new cranberry processing plant at Eagle River in Northern Wisconsin, with the emphasis of the principal end-product upon a maraschino cranberry is being developed. Proposal is also to manufacture conventional cranberry sauce and cranberry relish. Interested is Vernon Goldsworthy.

Maraschino cranberries could be placed upon the market in competition with the maraschino cherry, at an estimated ten percent less cost than the latter. The cherry, so processed has a number of uses, including candy, relish, ice cream sauce, bakery products, etc.

Cranberries grown in the Eagle River, Three Lake area now amount to about 35,000 barrels, cranberry cultivation having begun there about seven years ago, with Goldsworthy being the pioneer grower. There is said to be high potentiality in future production, which is one of the reasons why the proposal was originated.

A group of businessmen of the Three Lakes Area Chamber of Commerce has started a drive to raise about \$20,000 for the erection of the building, \$7,000 already having been pledged. Total cost of the project is \$25-35,000. Growers are proposing to finance certain features.

The building would contain about 7,200 square feet. It is expected to start with, about 30 people would be employed the year-round.

Aim is to have the new plant in operation this fall.

Goldsworthy is a graduate of the University of Wisconsin and the project, is said to have the endorsement of the Alumni Foundation, which has assisted in testing and developing the idea Goldsworthy conceived of a maraschino cranberry. The Alumni develops new ideas and processes in any field of endeavor, leasing its processes and discoveries on a royalty basis.

The corporation to process is to be known as the Cranberry Products, Incorporated; Goldsworthy president, Victor Raddant, vice-president and Ralph Sampson, secretary-treasurer.

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Cranberries

THE NATIONAL CRANBERRY MAGAZINE

ISSUE OF APRIL, 1954—VOL. 18 NO. 12

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FRESH FROM THE FIELDS

Compiled by C. J. H.

MASSACHUSETTS

One Degree a Day Plus

March was one degree a day warmer than normal, which, incidentally brings the total of plus degrees since January 1 to 154. Rainfall was 3.77 inches, which is about a half inch less than normal.

Sunshine Up

Sunshine hours totalled 260 which is 48 above the norm. March is an important month in the matter of quality of the fruit, rather than size of crop. However, as regards both quality and quantity, the month was generally a helpful one.

March Went Out Like a Lion

The first of the month was above normal in temperatures, while the latter part was definitely below. March on the Cape this year reversed the old saying, and came in like a lamb, going out like a lion. In fact, there was a little snow on the final day and some heavy flurries on April first. This reversal should have held back vines for frost time. The water table is generally well up over the past several years.

Much Late Water

Much acreage was out of water, but this, in many cases, was more for a breather and because of heavy scum, rather than a permanent drawing. Apparently many growers are taking the advice of research workers at the Experiment Station to hold late to improve quality. Those at the State Bog are following their own advice and the bog which has been out of water much of the winter is to go under to be held late. Also late holding eliminates frost troubles, with the incident expense, and aids in weed control.

Spring Work

For spring work there is some sanding going on, not an undue amount, raking and the usual activities. There is a definitely growing interest this year in picking machines.

January in April

It was January in spring the first four days of April. Even though the Boston weather bureau went back to the 1870's to find similar cold, the records of those days were shattered.

Temperatures as recorded at the State Bog, East Wareham, in the shelter were: April 1, minimum 24, maximum, 41; 2nd, 33-47; 3rd, 16-36; 4th, 18-37. Individual thermometers in various localities went all the way from 8 degrees up. Ice skimmed over small ponds and cranberry bogs. To make the situation worse, high winds from the northwest blew much of the time. Some guests were extremely bitter.

Departure from normal for the four days was minus 32 (Boston.)

There was probably no injury to bogs, although this was being discussed as this issue went to press.

NEW JERSEY

March Weather Near Normal

Near-normal weather prevailed at Pemberton during March. The temperature was only .1°F. warmer than the norm of 42.1° and rainfall exceeded the norm of 3.59 inches by .62 inches. High winds occurred throughout most of the month, making it difficult for blueberry growers to apply their dormant oil sprays.

Season Appears Ahead

As of the end of March the season appears to be well ahead of normal, but a few days behind

1953. A few proponents of early drawing had already withdrawn the winter flood from their bogs.

WASHINGTON

Some March Injury

During March there were several cold nights which produced some injury. The lowest was 17 as recorded at the Cranberry-Blueberry lab. However, since most buds were just starting to swell, the damage was probably small. There was also a drying wind when the relative humidity dropped to 44 percent.

Spring Work

Most work during March was preparation of sprinklers for the frost season, replanting old bog and new planting on some areas. By April first some growers had this work completed.

Townsend Mouse

The Townsend mouse continues to be a rather difficult problem and to date various baits which have been tried have not proved successful.

The man who lives within his income lives without worry—and a lot of other things.

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BEES and FOOD for BEES

F. B. Chandler

This time of year we often think of planting seeds and transplanting shrubs. If cranberry growers make the proper selection for use on cranberry uplands they will increase the food of bees and as a result the number of bees will be increased.

The results of some of my previous experiments with bees and cover crops for blueberries might be used to advantage by cranberry growers. We planted cover crops on blueberry land to increase the organic matter and to smother out all other plants before setting selected blueberries. A number of cover plants were used, also buckwheat and millet. Of these, white sweet clover and buckwheat proved to be the most satisfactory plants and these were grown for four or five years. The first year the clover and buckwheat came into blossom there were only a few bees present, generally less than

one per square foot. The number of honey bees and bumble bees increased annually until they were extremely plentiful, as there were about six to the square foot on buckwheat blossoms. These bees were all wild, bumble bees, sand bees, and wild honey bees (both German and Italian, that had gone wild and were nesting in hollow trees).

The wild bees were probably decreasing in that area previous to the planting of the white sweet clover and buckwheat for two reasons. They were, in part, being starved because the blueberry growers were continually removing the weeds from their blueberry fields and some of the bees were being poisoned by the insecticides which were being applied to the blueberry plants. While the planting of buckwheat and white sweet clover probably decreased slightly the number of bees that were being

poisoned as bees were attracted away from the dusted area, its greatest benefit probably was to supply food for the bees after the blueberries were out of blossom and before the fall flow of the nectar of asters and golden-rod.

In these fields of white clover and buckwheat that were not dusted, it appeared to me the greater benefit was due to the fact that they were producing nectar and pollen, often called bee food, so that the bees did not starve during the winter.

Plant Uplands With Bee Food

It appears to me that in the cranberry area a similar thing may be occurring. In cleaning the uplands, which is a desirable practice to control insects, a number of flowering plants have been removed, eliminating the supply of bee food in the vicinity of the bogs. Therefore, cranberry growers might do well to plant part



A Shore Bee Food Planting at Cape Cod Company Bog.

(Photo by F. B. Chandler)

of their upland with flowering plants that are good bee food, that will not become weeds on the bog and will not harbor cranberry insects.

Several years ago Harry Hornblower studied a list of plants recommended for food for bees. He removed from this list the plants which blossomed at the same time cranberries blossomed, those plants which were hosts for cranberry insects, and those plants which might become weeds on cranberry bogs. The final list contained five plants which seem quite promising for this kind of work. They are wild lupine, white sweet clover, sweet pepperbush, forsythia and spirea. White sweet clover grows 4 or 5 feet tall and is not the little white clover commonly found on lawns. Forsythia and spirea are cultivated forms of plants which you may have at home and which could be divided or propagated and set on the cranberry uplands. These five plants give a reasonable distribution of flowering, only forsythia coming before cranberries. It gives considerable flowering before the bees are able to pick up goldenrod and aster honey which is found in abundance in close proximity to most bogs. The Cape Cod Company has had planted two or three acres of the upland around Long Pond bog. The number of wild bees has been increased and at the same time the plantings have beautified the upland.

It will be noticed that buckwheat was omitted in the above list. It is a good plant and could be used but it would require some work such as scratching it in or cultivating it in every spring. None of the plants listed will grow on the bog and they harbor few, if any, cranberry insects.

**BETTY BUCHAN TO
SPEAK AT
EDITORS' CONFERENCE**

Miss Betty Buchan, publicity editor of National Cranberry Association, will be a panel speaker at the 2-day joint conference of Connecticut and Massachusetts Industrial Editors to be held April 29 and 30 in Stamford. Subject of her talk is "What Do You Read And Why."



CONTROL

- Cranberry Root Grubs
- White Grubs
- Poison Ivy
- Chokeberry
- Wild Bean

use



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"Get-Together" Meeting Called By National

What was termed by M. L. Urann, president of NCA as "the first meeting of one national co-operative for cranberry growers," was held at the Bourne (Mass.) Memorial building the evening of March 24th. This was a dinner meeting, with about 250 attending, including "old" members of NCA and "new" ones, formerly members of the now dissolved New England Cranberry Sales Company.

Mr. Urann, acting as chairman, predicted a brighter future for the entire cranberry industry. He said that in his many years in the cranberry industry he had formed the opinion that one co-operative for both fresh and processed cranberries would be most valuable to all growers. He spoke of "advantages, economies and efficiency" which could be derived through NCA.

Addressing the former New England members he said, "By your recent vote (March 3rd) to liquidate the local company and your decision to join National Cranberry Association you have led the way to a more secure future for the industry. Because of your vote NCA will market both fresh and processed cranberries next fall and will have at least 800,000 barrels of cranberries to handle, the new NCA fresh fruit department will take care of 300,000 barrels, leaving 500,000 for canning."

He outlined NCA's plan for handling fresh berries of the '54 crop. He said he expected to have "the pick" of the fresh berry pack. He urged growers to grow top quality fruit.

He continued that NCA will have one pool for the '54 berries, whether they are sold fresh or processed. He said members would receive advances according to NCA's custom, the first advance being when berries are delivered, with further payments as the money is earned. The final payment will be made, he said, when the entire pool is sold.

He then pointed out that NCA was not starting its fresh fruit department "green." Studies of the fresh fruit market have been made since 1945.

He introduced E. Clyde McGrew, formerly Eastern Sales Manager for Eatmor, and now NCA's head of fresh fruit sales. Mr. McGrew had been with Eatmor for 35 years.

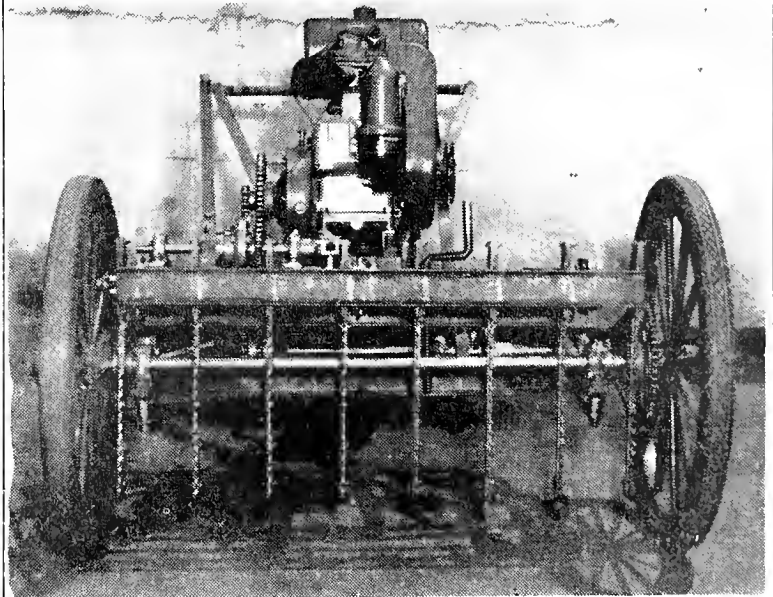
Mr. McGrew said he didn't feel he was making a change, but "going along with you folks." He

reported that letters sent to fresh produce brokers had already brought back replies from 75 per cent, and but one expressed an interest in Ocean Spray fresh cranberries.

Miss Sue Pitman, for many years with New England Sales, will allocate fresh berry shipments, and Miss Kathryn Pratt, for many years with Eatmor, will become NCA's credit manager for fresh cranberries.

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Leslie A. Blake, former general manager of New England, and now NCA's manager of fresh berry plant operations, assured those present there would be no hitch in the delivery of berries next fall. Former Sales Company plants would be in operation.

John C. Makepeace, whose interests produced 110,000 barrels last fall, explained why he joined NCA. He said that cranberries are his means of livelihood and he was looking for the best possible means of selling them. His reasons for choosing NCA were that no other organization offered its facilities and "know-how." He said that NCA's sound, long-range promotions had built a larger demand for cranberries than any other organization.

Other speakers were James E. Glover, assistant to Mr. Urann, and John F. Harriott, assistant treasurer. The meeting closed with a question and answer period.

URANN CHIEF SPEAKER AT CAPE MEETINGS

National Cranberry Association expects to have at least 80 percent of the nation's cranberry tonnage this year, Marcus L. Urann, president, told growers attending meetings of the Upper Cape Cod Cranberry clubs at Cotuit March 9 and at Harwich the following night. He anticipates the '54 production at about 900,000 barrels. National would expect to sell about 300,000 barrels fresh, of its share, and about 500,000 in cans. He said arrangements had already been made to dispose of 100,00 barrels of the fresh tonnage.

He said desperate efforts were being made to hold Eatmor Cranberries, Inc., from dissolution since New England Cranberry Sales Company sold its assets and liabilities to National and voted itself out of existence. These efforts are mostly in Wisconsin, he said. "If I were to answer the question, has Eatmor gone out of business, I would say I don't know. Things are in a state of flux."

He declared competition in the fresh fruit market this year will be "between Cape Cod and Wisconsin." National is trying to avoid such a situation, he continued. "We are going to try to get rid of all the Eastern Early Blacks, either fresh or canned, and get rid of them fast, before the Wisconsin berries (which develop later) can get into competition."

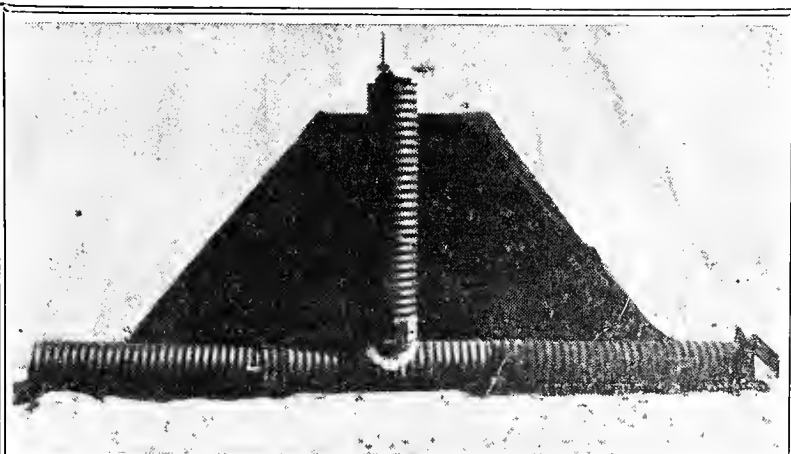
He said he was fighting to maintain the \$2.00 a case price for canned sauce, and if this can be continued next year, with NCA controlling 80 percent of the crop, growers returns on the total crop could be expected to be satisfactory. He said, however, there would be at least nine different fresh fruit selling agencies in the field for the coming '54 crop.

Concerning one big overall co-op, he said National had long advocated that, and within an hour af-

ter an independent survey of industry, some years ago in which the survey recommended a merger between NCA and Eatmor (then American Cranberry Exchange) National went on record as being agreeable to such a consolidation.

In explaining what has happened recently with the acquisition of New England's assets and liabilities, Mr. Urann said Eatmor came to NCA offering a merger. But, he said National felt it was satisfied with things as they were.

He characterized the dissolution of New England and joining of NCA by growers as a "growers' movement." He said, "The growers, for the first time took the lead themselves. We kept still. You haven't heard much from us." He continued National was asked to take over more weak berries from Eatmor for processing than had been desirable in view of market condi-



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In WISCONSIN see GOLDSWORTHY
PREFABRICATED FLUMES BOG RAILROADS

RUSSELL A. TRUFANT
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tions. He said National members strenuously objected to National being left "holding the bag" in that way.

Mr. Urann said he believed Eatmor had made the mistake of attempting to get too much for fresh fruit last fall. He said independents went to \$18 and then stopped, while Eatmor reached a top asking price of \$21. National will return to members, for the '53 crop \$15 a bbl., and he expects National will pay another dollar to members in April, making payments so far \$8. There are at present about 400,000 barrels in NCA freezers or in cans, and this will be reduced to about 200,000 by the opening of the active season next fall, which will mean that NCA will have about a million barrels to sell in 1954.

National had paid a total of approximately \$463,00 for New England's assets, he said, and growers were flocking to join National. He said NCA could absorb and handle the additional tonnage of fruit by adding only six employees as compared to a total of 36 which Eatmor and New England had used in operations in the offices at New Bedford and Middleboro.

Final speakers were James E. Glover, assistant vice president to Mr. Urann, and Prof. Roy E. Mosher of the Mass. Extension Service. They discussed Mass. water rights, partnerships in business and the value of a will being made.

MASSACHUSETTS KEEPING QUALITY FORECAST

The anxiously-awaited Massachusetts preliminary keeping quality forecast was prepared April 1st and mailed out to growers. It follows.

Drs. Cross and Franklin state that weather data through March 31 shows that prospects are fair for general keeping quality of the 1954 cranberry crop. Growers who have bogs that tend to produce weak or tender fruit should consider late holding of the flood or spraying with a fungicide in bloom. Your marketing agency must have quality fruit."

The surest way to have no future is to live in the belief that the future is tomorrow.

Eatmor is to Enter Field Of Processing

Manager Bryant Sees Adequate Tonnage in 1954, Loyal Members and New Efficiency in Operations.

Eatmor Cranberries has completed plans for enlarged company operations to cover the sale of fresh and processed cranberries.

According to Eatmor's General Manager, Harold E. Bryant, the new sales program will emphasize continued aggressive sales of fresh cranberries and an arrangement with several independent processors whereby Eatmor's canning berries will be processed and sold under the Eatmor brand name.

Lester F. Haines, Chicago, will continue as Western Sales Manager for Eatmor fresh cranberries while Stanley D. Benson of Lakeville, Massachusetts has been appointed Eastern Sales Manager. Benson succeeds E. C. McGrew, who has terminated all official capacities with Eatmor to take a position with National Cranberry Association.

At the grower level local company units are being replaced by direct 100 percent membership in Eatmor for sale of the growers' entire tonnage of fresh and processed cranberries. Under the previous plan, part of the growers' tonnage was sold through Eatmor and part through National Cranberry Association.

Grower contact will be maintained through three branch managers: Stanley D. Benson for Massachusetts, Leo A. Sorenson for Wisconsin and Walter Z. Fort for New Jersey.

"We now have", Bryant commented, "the key personnel and complete operational program that will make Eatmor a powerful factor in the cranberry industry. We will have a solid block of growers from Wisconsin, a normal percentage from New Jersey and a surprisingly large total from Massachusetts. The break from National and new Eatmor program now appears assured of providing us with adequate tonnage for an effective sales organization. It will also give us an organization of loyal 100 percent members that should bring many new efficiencies into our company operation."

The Eatmor office at 5 South Sixth Street, New Bedford, will remain in operation.

"It ain't no use putting up your umbrella 'til it rains."

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MORSE BROS. TO PACK EATMOR

Massachusetts Eatmor packing is to be done by Morse Bros. of Attleboro, General Manager Bryant announces. Detailed plans of the new arrangement are not ready for release yet, however. Morse Bros. have modern equipment which may be augmented.

Morse Bros. have been packing under the Paradise Meadows brand name. "Morse Bros.," says Mr. Bryant, "have always enjoyed a reputation for high quality fruit and they will be able to handle a large volume of Eatmor fresh cranberries."

The Morses (CRANBERRIES, Aug. 1952) are large cranberry growers in their own right.

Tipworm Called Most Damaging Jersey Insect

Ocean County Cranberry Club Hears Talks on Insects, Rot Control, Fertilizers.

Edward V. Lipman, president of the Ocean County Cranberry Club, convened one of the largest meetings this local club has had. Held at Toms River, N. J., on April 2, 38 growers and friends were present for an excellent dinner followed by a speaking program and election of new officers. Daniel McEwen Crabbe was elected president; Harold Haines, vice president; Richard P. Hartman, secretary, and Alfred Greer, Jr., treasurer. The club decided to proceed as in previous years with their frost warning system.

Tipworm Worst Jersey Insect

Philip E. Marucci, N. J. Agricultural Experiment Station, presented new information on the relative importance of various cranberry pests. He pointed out that the worst pests of previous years have caused relatively little damage on bogs that are being sprayed or dusted for insects. Sparganothis, usually a problem in New Jersey, was less troublesome than cranberry fruitworm, which is generally a minor pest. Cranberry

scale, which was causing serious damage on many bogs in 1951 and 1952, has now naturally subsided.

Tipworm is the most general and probably the most damaging of New Jersey cranberry insects. An



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average of from about 25 to 35 percent of the cranberry uprights in New Jersey are attacked by this insect.

The clear-cut improvement of pollination by the increased use of honey bees points out the fact that wild bees, which did an adequate pollinating job in the past, now have become less abundant on cranberry bogs. It was observed that growers who used kerosene in 1953 to control weeds also obtained good insecticidal action. Sparganthis and tipworm infestations were very much reduced on bogs which received kerosene.

Fort Shows Slides

Walter Z. Fort, Eatmor Cranberries, Inc., showed a particularly interesting new set of slides which illustrates the important steps in a year's work on the cranberry bogs with excellent detail as to the importance of each job. He showed a second series on different important insect pests, stages in their life cycles, and damage which they cause.

Varney on Rots

Eugene H. Varney, U. S. Dept. of Agriculture, reviewed his 1953 findings in rot control, pointing out that Ferbam is still the leading

fungicide in cranberry rot control. In very rainy weather no fungicide will maintain fully satisfactory control. Ferbam in rainy weather ought to be repeated in 7 days, while Bordeaux may hold up for 10 days. The new sprays, Manzate and Zineb, gave significantly better results than anything else in 1953. They are, however, more expensive. Both Manzate and Zineb delay coloring of the berries. (A more detailed statement was published in March CRANBERRIES.)

Doehlert on 4 Years

Of Fertilizer Experiments

Charles A. Doehlert, N. J. Agricultural Experiment Station, summarized the results of four years of experimentation with cranberry fertilizers. Among the most striking results, was the finding that fertilizer (used up to 300 lb. per acre and with analyses of 7-7-7-, 3-12-6, and 0-14-14) had no significant influence on the occurrence of cranberry fruit rot, either with fertilizer or without fertilizer. Also, on one bog, 4 years of hand-picking and no walking on the vines raised the yield from 28 to 70 barrels per acre, even when no fertilizer at all was used. More details on these experiments appear in another article on the next page.

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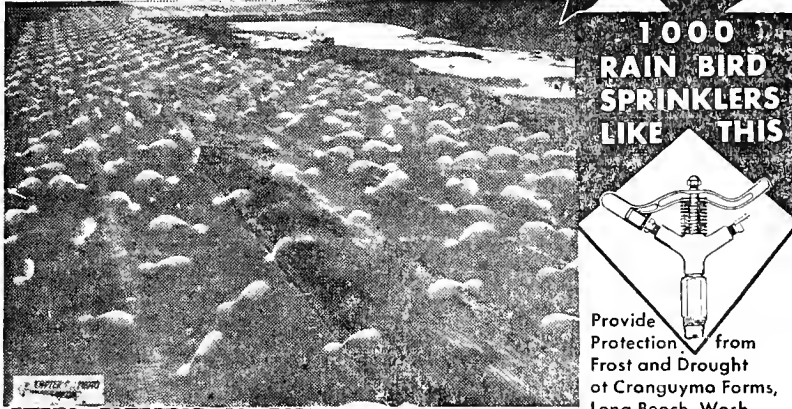


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Conclusions Drawn in Fertilizer Experiments

Charles A. Doehlert
N. J. Agricultural Experiment Station

The New Jersey Experiment Station's cranberry fertilizer project was laid aside after the season of 1941, with one slight exception. The work was begun again in 1950. Detailed reports on the present experimental work are appearing in the Proceedings of the American Cranberry Growers' Association beginning with the issue of August 1952. This article will summarize the main conclusions presented before that Association at its annual meeting of Feb. 4, 1954, and at the annual meeting of the Ocean County Cranberry Club on April.

Results Obtained

The conclusions reviewed here are based on 1954 yields obtained on 100 plots operating on one property since 1950, 264 plots on a second property in 1952 and 1953, and 48 plots on a third property in 1954. We will not attempt to describe the various treatments and the layouts of the experiments since that will appear in other articles. The conclusions presented here are significant at the 5% level (odds 19 to 1 that the results are not due to chance), or better.

For Total Yield

The most advantageous timing, out of 4 combinations tried, was half in June and half in August (150 lb. 7-7-7 per acre each time). The timing tried was 300 lb. about June 15, 300 lb. about Aug. 1, 300 lb. about Oct. 1, and lastly, half in June and half in August.

There has been no significant difference between the use and omission of magnesium, either in total yield or size of individual berries.

The use or omission of potash did not change the total yield of fruit. However, berries approached significantly smaller size where the potash was omitted.

For Size of Berry

Applying fertilizer (7-7-7) June 15 was superior to the other timing combinations and to all other (5) fertilizer treatments tried.

Applying half the fertilizer June 15 and half August 1 was superi-

or to applying all on August 1 or all on October 1.

The two treatments comparing magnesium and no magnesium in a 7-7-7 fertilizer produced berries of the same weight. The magnesium used was 9 lb. magnesium oxide per acre in combination with 18 lb. each of nitrogen, phosphoric acid, and potassium oxide.

For Sound Berries

There was a wide variation of fruit rot, from 2 to 20 percent rot in one experiment and 30 to 80 percent rot in another. In no case could an increase or decrease of fruit rot be attributed to the fertilizer treatment. Neither did the omission of all fertilizer show any effect on the percentage of rot. It should be remembered that these statements refer to three fertilizer formulas, 7-7-7, 3-12-6, and 0-14-14, and to rates of application not exceeding 300 pounds per acre per year.

August 1 Application

A single application of fertilizer on August 1 did not change the total crop yield or percent of fruit

rot for that season. Three different fertilizers were compared, namely, 8-8-8 and 3-12-6 at the rate of 200 pounds per acre and rock phosphate at 1000 pounds per acre. Because of the slow rate at which rock phosphate becomes available, this test will be continued and the present statement in regard to rock phosphate should not be taken as important.

Fruit buds formed per 100 uprights were increased by the 8-8-8 mixture only.

N. E. WEATHER HODGE-PODGE in '53

Boston weather bureau reports that 1953 in New England was a year of extremes and a real New England holdge-podge. It was the warmest in 66 years. Every month, with the exception of August, was warmer than normal and that month had a notable heat wave, one that lasted through into the second day of September and didn't do the cranberry crop any good.

Precipitation was 6.87 inches above normal, the heaviest since 1945 and the 6th heaviest since 1888.

There was a severe snow and ice storm in January of '53, and a late season snowstorm April 13-14 and the "Worcester" tornado in June.



**HELICOPTER PEST CONTROL
DUSTING AND SPRAYING**

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EXPLANATION OF THE MASS. INSECT, DISEASE CONTROL CHART

Reconsideration of the Values of Ground Dusting,
Spraying is Suggested.

(Editor's Note: The following is an important paper read before the March meetings of Massachusetts Cranberry clubs by the Entomologist at the Experiment Station. It should be read by Massachusetts growers and will probably prove of interest to those of other states.)

By William E. Tomlinson, Jr.

A group of growers met at the Cranberry Station on January 26 to discuss and revise the cranberry spray chart. Changes that were felt to be needed following experiences and observations with pest control practices in 1953 were made.

There were no drastic changes this year either in materials or methods. Though changes in materials are in prospect, it was felt that more experimentation and trial is needed before they are included in the recommendations. This year we have rearranged the order of taking up the insects on the chart so that they appear on the chart in the order which they should be treated or expected to occur in relation to the other pests.

In line with the general subject of improved fruit quality we have added an item in the **summary** under **Spring Reflows** and under the remarks in **Fruit Rots** concerning the possible harmful effects of reflows in late May and in June on the keeping quality of the crop. It is realized that frost flooding may be necessary during that period at which time it is possible to use the flood to kill insects also. However, generally it is better for quality not to flood during this period unless it is really necessary so plan to control insects by spraying or dusting and make use of a frost flow only when there is real frost danger. If you do combine a frost flow and insect control, make the flood as brief as possible to accomplish its purpose, and remember that in dense vines drying out is very slow which increases the rot hazard.

The **root grub** treatments remain the same as in previous years—flooding, cyanide, and P. D. B. That we are working on other

possibilities for root grub control most of you are no doubt aware. We have had some encouraging results in our preliminary trials but much more extensive testing and further refinement and adequate time to properly evaluate the tests must be had before we can safely make recommendations on the chart.

Cranberry Scale has been moved up on the chart directly under root grub. Holding the winter flood until mid-July is still the only treatment suggested. That this leaves much to be desired from a control standpoint we realize, but we know of no other reliable control method at the present time. Fortunately natural control factors have been saving us from disaster and most infestations have declined naturally. Good control following applications of oils or organic phosphates have been reported from New Jersey which we have been unable to duplicate here.

Gypsy moth. Yes, there are such things not too far from the cranberry area. There was actually more defoliation caused by this insect in Massachusetts in 1953 than in any other previous year, but most of it was in the western part of the state. However, there was a large area of heavy infestation and some defoliation from Bellingham to Milton in Norfolk County that presents a serious threat to this area. Trapping of male moths in Plymouth and Barnstable counties, though still at a low rate, has shown an increase in both 1952 and 1953. Traps are set out in 1 mile squares throughout the towns and areas surrounding active traps are being treated. In this way it is hoped to maintain the gypsy moth population at a low level in these counties for quite a few years yet. In 1953, 13,090 acres were treated in Barnstable and Plymouth Counties or about 2 percent of the area treated in 1949 and 1950.

Control of gypsy moth is obtained with DDT sprays or dusts or by flooding for 24 hours in the

latter half of May. We are recommending the 9 percent DDT concentrate as first choice and you will notice that this year we give you the choice of the emulsion or the oil solution. There is some danger of burning when either of these is applied too heavily on tender, new leaves or berries.

False armyworm and blossom worm control remains the same. Flooding was kept in first place because a flood that early in May should not seriously affect keeping quality one way or the other. These are insects that you can plan to control with a frost flow many years.

The 9 percent DDT concentrate, either water miscible or solution, is first preference after flooding, followed by the 10 percent dust and the regular DDT spray.

For weevil control we have also moved the 9 percent concentrate up to first preference. The 36-hour flood has been removed this year because of lack of consistent results where it was used and because of the effects of such a long flood at this time on keeping quality.

For the newly emerged beetles in July cryolite dust or spray is suggested as well as DDT dust. Cryolite at that time is of more value than DDT in controlling fruitworm. If fruitworm is not a problem DDT will do the job for considerably less cost.

Green spanworm has been moved up on the chart right after weevil. DDT concentrate, dust and spray, are recommended in that order. Both the water miscible and the oil solution may be used, but some fruit and foliage spotting may occur if they are used after mid-June.

Black-headed fireworm treatments remain the same except that the 9 percent DDT concentrate has been added for control of **first generation larvae only**. Reflows were kept in first place because of their cheapness and effectiveness, but keep in mind that those areas of heavy vines where black-heads are most troublesome and difficult to control are also the same areas where you will have the most trouble from rot. Rotenone dusts and sprays are listed as alterna-

tives for flooding or DDT treatments.

Yellow-headed fireworm control remains unchanged with DDT dust or holding the water until May recommended.

The **fruit rot** section, according to experiences in 1953, deserves much more attention. Holding the winter water until late May is at the head of the list. Where you do hold the water late you must keep it deep or your production is likely to be reduced. Also avoid reflooding after a late flood or the beneficial effects on quality may be nullified.

An important change in the timing of sprays and dusts for rot control has been made this year. Two treatments are advocated, the first when the bog is 5 to 10 percent in bloom and the second 10 days later or at about the peak of bloom. Both ferbam and bordeaux mixture are still good fungicides. All of the insecticides we recommend on the chart can be used with ferbam and all except cryolite with bordeaux mixture. If you want to combine a rot and fruit worm application, don't use bordeaux if you plan to use cryolite. If you plan to use materials not suggested on the chart in combination with ferbam or bordeaux you would do well to check compatibilities as there are some combinations that may cause plant injury.

A ferbam dust made up of one part ferbam and two parts of talc or other suitable diluent can be used, but don't expect the results that a good spray job gives. On heavy vines this is particularly true, in fact coverage adequate to control fruit rots under such conditions is difficult to obtain with a ground spray.

Girdler has been moved up directly under fruit rots since it is at this time that control of the insect by killing of the moths is possible. DDT dust or wettable powder sprays kill the moths very well. Regular resanding of course takes care of the girdler problem and gets first preference as a control measure. Also, a six-day flood between September 15 and 26 is an effective treatment that can be resorted to if early berries are harvested on the bog by that time.

If floats are desirable next fall, that is a good time to get floats and kill girdlers at the same time on Early Black bogs.

Blunt-nosed leafhopper control still depends on DDT, but for those of you who experienced difficulty with this insect last year we have put back the rotenone dust and spray treatments. We are not entirely happy about these leafhopper recommendations, but more work is needed on alternative materials before we dare recommend them.

Flooding is no longer recommended for leafhopper control because of the possible effect on quality and because it is at best only about 50 percent effective.

Spittle insect control recommendations have not been changed.

Tip worm control is unchanged.

Fruitworm recommendations are unchanged but in an attempt to clarify the timing of the treatments, we have changed it to read: Two treatments usually necessary: First about July 4-10, second 10 days later. Applications should be based on egg counts anyway. Among the several materials tested this past season, rotenone and fish oil soap was still one of the better materials.

Brown Spanworm—unchanged.

Spotted cutworms, black cutworms and armyworm—unchanged.

Brown grasshopper—unchanged.

Fairy Ring—unchanged.

Before I sit down I would like to make a few remarks concerning control practices in general. During the years since the war there has been a general change toward applying insecticides from the air so that now ground spraying and dusting accounts for only a very small percentage of the work done for insect control. At the same time there has been a reduction in effective control of several of our important insect pests.

It is easy to kid ourselves and blame the insecticide or the application and pass it off as being as good control as could be expected or needed. But is it? With some insects it may be, but there is definite information now with blunt-nosed leafhopper and black-headed fireworms that better control is and was needed. Leafhoppers are back on many bogs in enormous numbers and false blossom is on the

increase. Black-heads are not being controlled on some bogs either.

It is interesting to note that the areas where we are having the most difficulty are usually also areas where the vines are heaviest, in other words, the insecticides are not penetrating and covering the lower parts of the vines, but are being filtered out on the top leaves under the dense vine conditions. DDT resistance may also enter the picture, but it is only part of the answer.

I don't expect that you will all rush out and order a new sprayer or duster or recondition the old one that's gathering dust in the back of the screenhouse. Many won't agree with me probably, and others who do will feel that the expense and work involved in ground work is just too great to even contemplate. However, it will give you something to think about. It seems to me that you have given up a good thing too easily.

In the 1952 Yearbook of Agriculture on Insects, there are two articles that it would pay all of you to read. The first: entitled **Using Insecticides Effectively** on page 245, discusses the fundamentals of effective insecticide, and for that matter, fungicide applications. The second: **Research on Aerial Spraying** on page 252 presents what is known and what is not yet clearly understood about aerial spraying and dusting as well as several factors that make for a better airplane job. These factors may be out of your control, but they can be used by you as a guide to judge the job that is being done for you. These rules apply to sprays and some extent to dusts;

1. Altitude 3 to 10 feet—swath equals wing span; Altitude equals wing span—swath 4 to 5 times wingspan; Altitude greater than wingspan will not increase effective swath width.

2. The lower the altitude the greater the spray, or dust is driven downward and thus the better the penetration.

3. Increasing discharge rate does not increase the swath width but deposits more within the swath.
4. Greatest swath width is obtained when the boom is over half or more of the wing span. A shorter boom makes a very narrow

swath and extending the boom beyond the wing tips will not increase the swath.

5. Even under carefully controlled variations in deposit occur. Convection, turbulence, etc., enter the picture and are not well understood. Droplet size important. Wind should not exceed 10 miles per hour (mph).

In airplane dusting.

1. Wind should not be in excess of 3 mph.

2. No upward convection, i.e. from dawn to about 2 hours after sunrise and 1 hour before sundown to dark.

3. Altitude should be low to get the full advantage of downdraft of airplane. (Down draft too weak on high-wing monoplane to be of any effect.)

4. Bulk density of airplane dust should be 40 lbs. cu. ft., or greater to avoid excessive drift.

Helicopter dust and spray.

Proper advantage of down draft is obtained only when forward speed is less than 12 mph, the optimum for swath width being 6-8 mph. (This is speed of good brisk walk.)

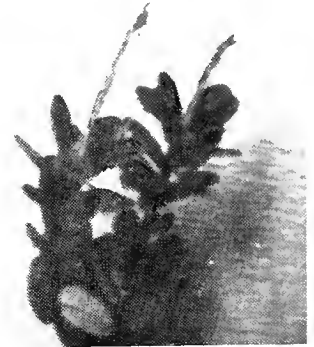
Settlement in Cranberry Suit

The \$525,000 verdict awarded to Cape Cod Products Inc. of Hyannis a month ago was vacated March 30 by Judge Charles E. Wyzanski, Jr., U. S. District Court, Boston, as a settlement had been reached out of court between Theodore E. Clifton of Hyannis, president of the Food Products, and the defendants. The defendants were the Cape Cod Cranberry Company of Hanson, Hyannis Trust Company, President Walter B. Chase, and John C. Makepeace, treasurer of A. D. Makepeace Company, and Marcus L. Urann, president of National Cranberry Association. The co-operative had been found not guilty in the original verdict.

The anti-trust law had been invoked by Clifton, who asserted the defendants had conspired to put him out of business as a canner in 1947.

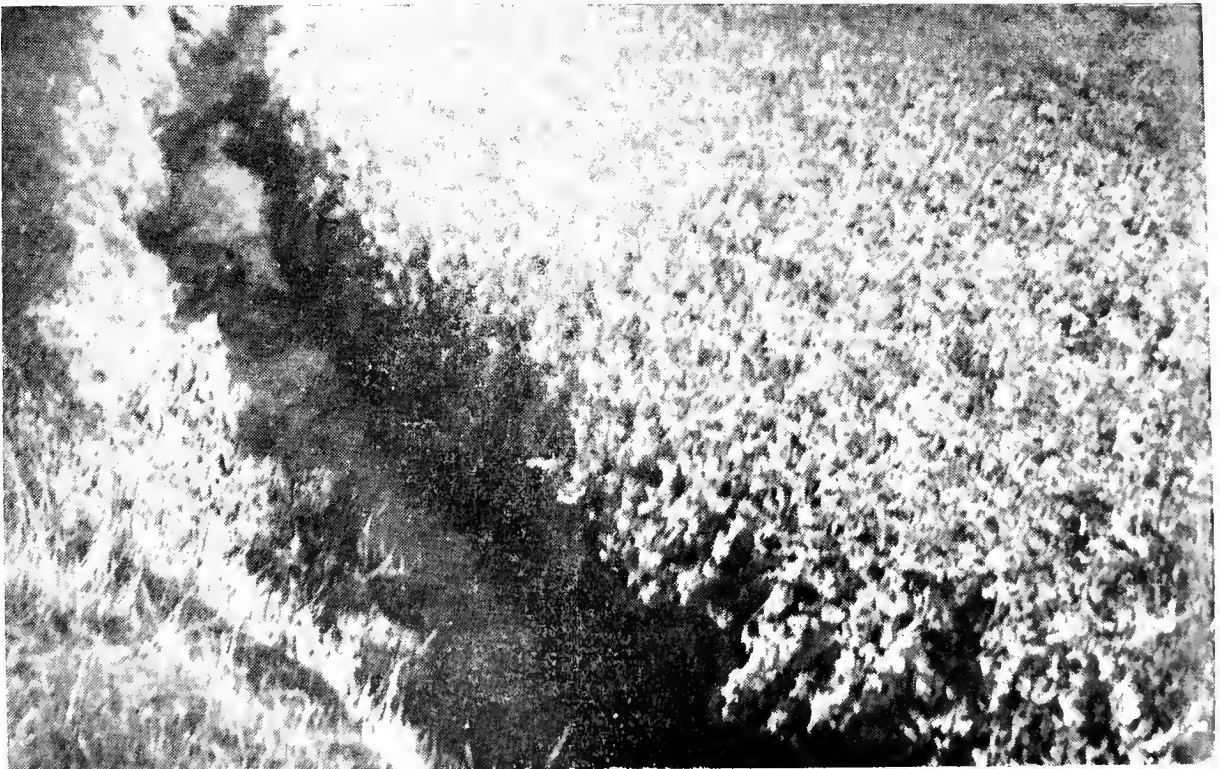
Woodland owners are required to have special management and burning plans prepared in advance. Experienced foresters of the Department of Conservation prepare the plans and cooperate with landowners to carry out the program. Special crews can be hired to do the work.

New Growth



Spring comes to a cranberry grower when there is the first new growth. Shown above are a couple of shoots that came under the camera of Dr. Fred Chandler, of an early Massachusetts bog this year.

"SHOULD HAVE CORNER"



The corner of the bog that should have been treated with copper sulfate in late February or early March to kill the algae before the scum was formed. (Photo by F. B. Chandler)

WHY ARE CROPS GETTING BIGGER?

THIS space this month will not be given to our marketing difficulties. They are with us. But let's turn to another subject.

Why are our crops substantially increasing each year, or, why is there a steady upward trend in production with substantially the same acreage? Has nature become benevolent to cranberry growers? We don't believe so.

This matter of bigger crops has, perhaps, both pleased and worried us. We have heard it mentioned by many a grower and discussed in small, impromptu groups.

We heard one possibly excellent answer in the form of a query the other day. This was. "Isn't it because we have 'levelled off' various factors of Nature?" This meant, as we understood it, is because we have learned to a greater degree than ever before how to balance things.

Here's one example, if there isn't sufficient rain, we now sprinkle a sufficient amount of acreage to help out enough to produce some of the berries we would formerly have lost. We also can, at least on some acreage, drain off more quickly an excess of rainfall. Here's another. We assume there may not be enough bumble bees for a good pollination. We hire, or own, honeybees which come to the rescue.

Still another, we are better equipped to lessen frost injury. We have come to control rather well insect damage with DDT and other chemicals. We have made progress in the use of fertilizers. We have made progress in the control of rots. And haven't we really made a lot of progress in the control of weeds? We have more and better machinery and know how to use it better.

And now we come full-circle to our opening sentence, that we were not going to discuss marketing. But have we culturally grown too big for our britches? That is marketwise. Maybe we need, and need now some outlet for our berries other than as fresh fruit, canned fruit and cocktail.

A note for those who are able to do so. The annual spring meeting of the Cape Cod Cranberry Growers' Association is always a pleasant and instructive thing to participate in. This year's meeting, as reported elsewhere in this issue, is Thursday, April 22 at Wareham Town Hall.

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These annual, or semi-annual gatherings, since the time there were enough growers to make one worthwhile have always proved of interest and value. We are not referring to Cape Cod alone, but to New Jersey and to Wisconsin.

The "minutes" of these meetings, through the years are a history of what has been happening in the industry. The "minutes" of our meetings of today will be a considerable part of our history for those to come after us.

And, we'd request that you note the heading of this page, "Vol 18—No. 12." That means with this issue we have completed 18 years of publication of CRANBERRIES. We humbly hope our efforts have been of some value to you growers.

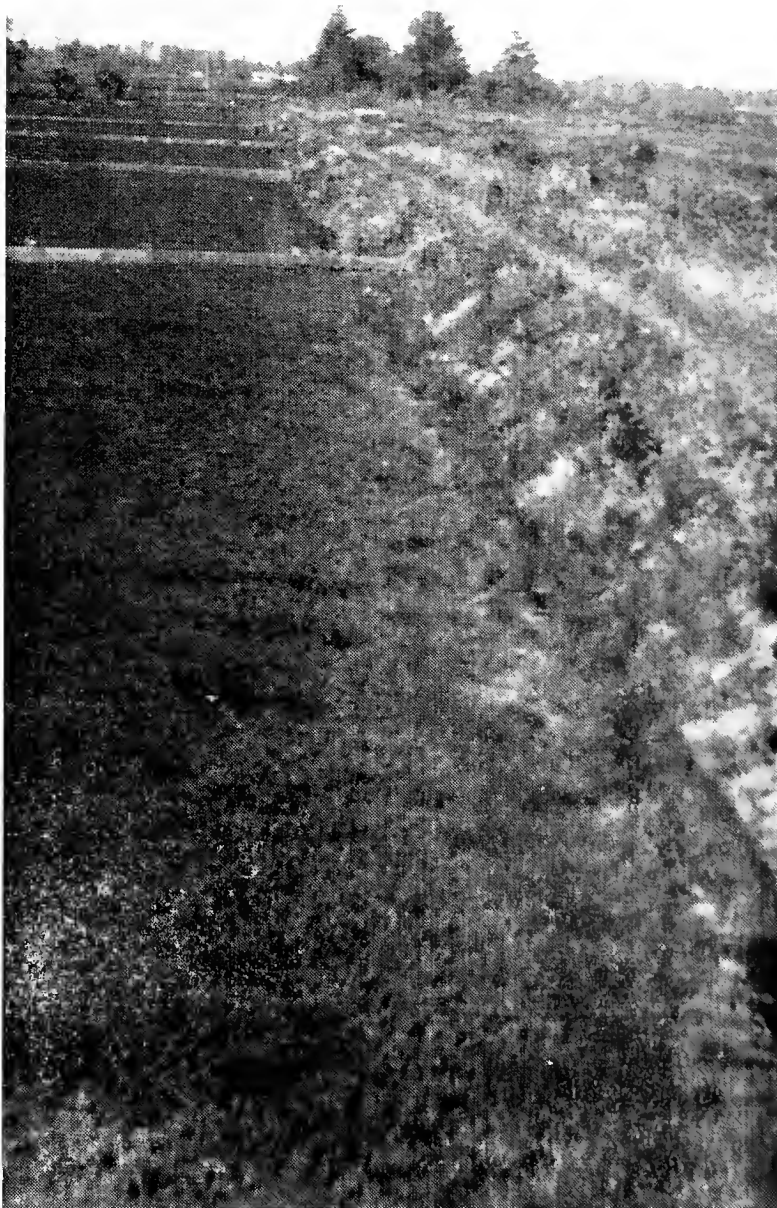
HOW THE OTHER FELLOW SEES IT

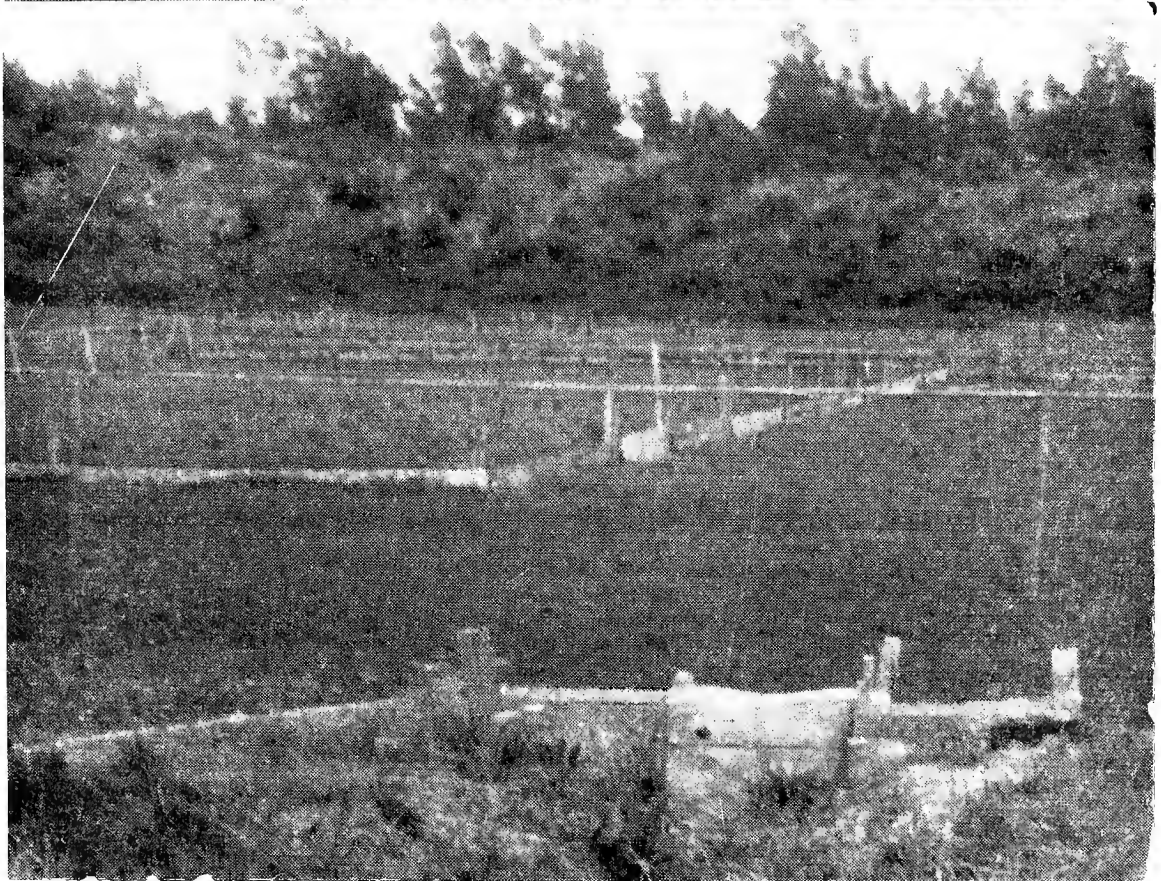
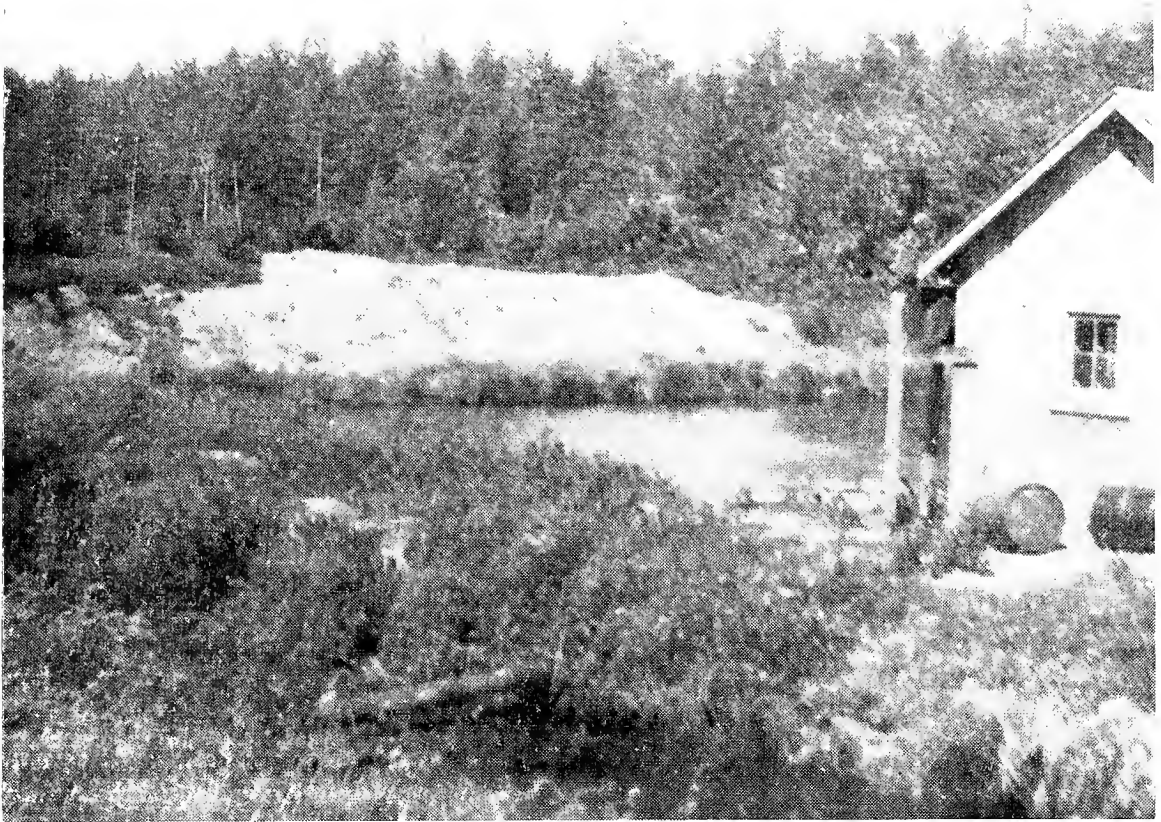
By F. B. Chandler

The adjoining picture is of a long narrow bog in Washington State. This bog is very flat. The plank dikes are to hold water for harvest. The areas in between these planks are small so that less water will be used and/or to permit the entire flooded area to be harvested in one day.

To the right of the dike is a canal which conducts the water from the reservoir to the different bog sections. To the right of the canal is mere swamp which can be built into bog.

On the opposite page is the pump house and reservoir for this bog. This is a small reservoir, dug when the bog was built. Also on the other page is a picture of the Kranick bog (a different location than that pictured in February.) This picture shows an elevated sprinkler system, plank dikes and a flume. The Kranick bog was used for studies of air circulation to prevent frost some years ago.







One cranberry grower has set aside part of the upland to build soil and make compost. In the background is a pile of top soil. In the foreground is a pile of cranberry "trash" to be composted or mixed with the top soil. This grower will be able to sell either soil or compost depending upon the demand. (This was an idea suggested in CRANBERRIES.) (Photo by F. B. Chandler)

Sprinkler Notes For Cranberries By Rain Bird

Another spring frost season is here. Following are some notes concerning sprinkler protection for cranberries from the "Sprinkler Irrigation Handbook," published by the Rain Bird Sprinkler Manufacturing Corporation, Glendora, California. Material is based mostly, or entirely, on West Coast experience and practices. Irrigation and "heat" control are also considered.

1. Frost Control:

Sprinkling for frost control is a routine practice for Pacific Coast Cranberry growers. This started in 1925 and 1926 as a result of research carried on by D. J. Crowley, Superintendent of the Cranberry-Blueberry Experiment station at Long Beach, Washington. The latent heat of water which is released

when the water freezes is the principal factor involved in protecting the cranberries. This amount to approximately 600,000 British Thermal Units per minute if the capacity of the pump is 500 gallons per minute. There is of course some transfer of heat because of the water temperature, but most of the protection comes after the water freezes and the latent heat is released. The slush ice and the increased humidity also increase the protection.

Temperatures as low as 24°F have been prevented from injuring even tender blossoms by sprinkling continuously during the duration of the frost period. Intermittent sprinkling takes care of light frosts, but protection from a temperature of 24°F is obtained only by continuous sprinkling.

Sprinklers should discharge from 5 to 7 GPM and be spaced so that there are at least 12 per acre, and

be supplied with water at an average of 40 PSI. Since there is no wind during the frost period, spacings can be according to our "no wind" requirements or at 65% of diameter if used for frost control only.

Sprinklers, according to Mr. Crowley, are the only sure method of frost control where the water supply is not adequate to flood the bog several times during the frost hazard.

2. Irrigation:

If sprinklers are to be used for irrigation, wind velocity must be considered. Minimum irrigation requirements are from 1/2 inch to 1 inch per week per irrigation.

3. Heat Control:

Sprinkling is also used to prevent scald from high temperatures. Evaporation from the sprinkled vines lowers the temperature in much the same manner as water is cooled in a canvas water bag.

The sprinklers are, of course, used for irrigation particularly during July and August when rainfall rarely occurs.

Mass. Cranberry Station Exhibit

At the spring meeting of the Cape Cod Cranberry Growers' Association the members of the Experiment Station staff are not delivering talks therefore more time will be spent in preparing exhibits. These exhibits will illustrate information obtained on soils both the sand and the seal which will show water movement and what retards water movement. Methods of making some of these determinations at home will be shown. Materials for drainage will be on display. Growing cranberry vines will illustrate the water requirements of the vines. Pictures and soil samples will show some of the salt problems. Samples of some of the new fertilizer materials will be on display. The results of the breeding program will be shown by charts. Information on bin storage will also be presented.

Collections of insects and weeds will also be on display with some of the new materials for their control. There will be an opportunity to request the recent cranberry literature. The staff of the Cranberry Station will be present to answer questions.

Gypsy Moth Sets Damage Record

Gypsy moth caterpillars, ravagers of New England forests, set a record this year by defoliating nearly 1½ million acres of trees—more than ever before, report entomologists of the U. S. Department of Agriculture. Previous record outbreaks were in 1954 and 1937 when about 600,000 acres were defoliated in each of the two years in New England area.

Field Observations

Field observations by the US DA's Bureau of Entomology and Plant Quarantine and cooperating State agencies indicate the probability of extensive serious tree defoliation again in 1954.

LONG BEACH ELECTS OFFICERS

At the monthly meeting of the Long Beach Peninsula Cranberry Club, Long Beach, Washington, in March, the following were elected officers for the ensuing year:

President, Dr. J. H. Clarke; vice president, Carl Brateng; secretary, Mrs. Franz Johnson; treasurer, Mrs. Joe Rowe.

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READ THE DIRECTORY PAGES

Cranberry Literature Exchange

Cranberry growers who have literature such as bulletins or articles pertaining to cranberries which they no longer want, may be interested in securing other bulletins or articles which they do not have. Cranberries will try to assist you in exchanging the literature which you do not want for some of the articles which you do want. If you are interested, send us the title of the publication you have for exchange to "CRANBERRIES," Wareham, Mass., and specify what you wish to have sent to you. We will publish the title you wish. As soon as it becomes available it will be forwarded to you.

This is a series offered by "CRANBERRIES" to get cranberry literature to cranberry growers. It is a plan by which you send your duplicates or issues you no longer want for exchange for what you desire. Old issues of Cranberries may be sent in for newer issues or for other publications.

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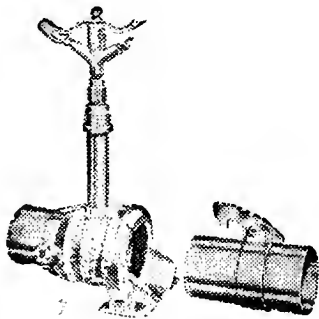
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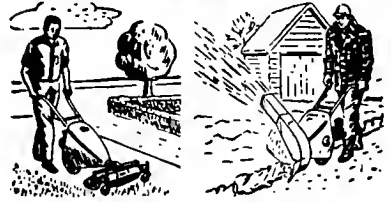
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Mass. Cranberry Station and Field Notes

by J. RICHARD BEATTIE
Extension Cranberry Specialist



More Frost Warning Subscribers

Two general frost warnings were issued in April compared to six during this period in 1953. Very little damage has been reported as of May 5. The telephone and radio frost warning services have been working smoothly and we are pleased to report that we have a few more subscribers than last year. There is the possibility that we may top the 1949 figure of 213.

Bogs Well Budded

Massachusetts bogs appear to be well budded and in fine condition. Water supplies are ample for the present at least. Damage to vines from winter killing is light. A good percentage of the acreage was sanded in 1953. We may have some injury to the buds due to oxygen deficiency where the winter floods were not removed during the critical period from mid-January to early February. Studies will be carried on this season under the supervision of Dr. Bergman to determine the effect of oxygen deficiency on a number of carefully selected bogs. Extensive damage is not expected because the flood waters were withdrawn from a large percentage of the acreage during this period. In other words, we could have another good crop this fall. The increased interest in the quality fruit program is most encouraging. Apparently there will be a substantial acreage of "late water" this spring and we understand that many bogs will be sprayed with Bordeaux Mixture and Fermate during the blossoming period.

Insect Season Soon

The insect season will soon be here. We suggest that growers review Dr. Franklin's insect bulletins that he so carefully prepared for growers, plus Professor "Bill" Tomlinson's excellent article on in-

sect and disease control in the April issue of CRANBERRIES. Professor Tomlinson's reference to the article on aerial spraying found on page 252 in the 1952 Yearbook of Agriculture should be carefully read. There are many problems connected with our aerial spraying and dusting programs. This article outlines the research that has been carried on plus some of the known factors that should improve the effectiveness of the aerial spraying and dusting work. It is time to locate the old insect net—have it repaired and ready to check bogs for such early spring pests as weevils, false armyworms, blossom worms, spanworms, leafhoppers, and fireworms. Special attention is in order for those pests that have a new or second brood, such as weevils and fireworms. A thorough job of controlling these two insects in May and June usually eliminates any further problem for that season at least. The county agent and the men at the Experiment Station will be glad to help growers with insect identification and their control.

Weed Clinics

Four weed clinics will have been held in Plymouth and Barnstable Counties by the time this issue of CRANBERRIES is printed. They were arranged by County Agents Oscar Johnson and "Dom" Marini. Plots were set out ten days before the clinics using various weed killers. Growers had an opportunity to see the results of various materials plus some of the first Dieldrin plots at one bog. Dieldrin is one of the new chemicals that Professor Tomlinson has been experimenting with for the control of root grubs. At these clinics the plots were duplicated so that growers could see how the

weed killers were applied. A more detailed report of these meetings will be given in the next issue of CRANBERRIES. However, the information presented by Dr. Cross is so timely that a brief summary is outlined at this time.

1. Good drainage—the key to the success of any weed control program.

2. A healthy vine growth will discourage weeds.

3. Late held water causes a general reduction of annual grasses. If held until June 5 it is usually effective in killing small brambles if the temperature is warmer than normal.

4. Measure the areas to be treated and the amounts of chemicals to be applied.

5. Complete general applications of Stoddard by May 7 and general applications of kerosene by about May 12-15.

6. Vines should not be disturbed for one week before and after kerosene is applied. In the case of Stoddard the vines should not be disturbed for about a week before treatment but growers may continue their regular bog work, such as sanding, within a day after treatment.

7. Growers holding the winter flood late this year (May 25) have an excellent opportunity to control cut, manna, and cotton grasses. Wait three days after the late water is drawn, then spray with kerosene during the next four days. It would be well to do this work when the temperature is below 65 degrees.

8. If Stoddard is to be used following "late water", spraying should be completed within four days after withdrawal of the flood.

9. This is a good time of year to treat brush around the uplands with brush killer. Use one part of chemical to 50 parts of oil before leaves develop and then change to 50 parts of water after the brush has leaved out.

ADVERTISE
IN
CRANBERRIES

Lester Haines Succeeds Bryant as Eatmor Ex. Vice President, Manager

As forms for this issue close (May 6) Clarence A. Searles, president of Eatmor Cranberries, Inc., announces the resignation of Harold E. Bryant, as executive vice president and general manager, and that Lester F. Haines, Eatmor's Western Sales manager has been appointed to fill the position.

Lester Haines, 41, native of New Jersey, has been brought up in the cranberry business all his life as a member of the Haines family and is well known throughout the industry. He has been with Eatmor for 20 years, frequently visiting all cranberry areas. He started out as an inspector and traffic manager when Eatmor (ACE) was in New York. Prior to joining Eatmor he was employed by the C. M. Robinson Company. He has a record of unusual sales and promotional accomplishments.

He has held a number of positions, including recent chairmanships on the International Apple Association and United Fresh Fruits and Vegetable Association convention committees.

In submitting his resignation, Mr. Bryant said:

"As I have informed the Board of Directors on several occasions, it has long been my studied opinion that the interests of Eatmor cranberry growers can permanently best be served by an economical, efficient and effective integration of the functions essential to handling both fresh and processed cranberries. Because of the recent sale of one of the Eatmor member units to another organization, and in view of other factors which seemingly make it impossible for Eatmor at this time to enter the field of processing under the Eatmor label, I have come to the conclusion that I have accomplished for both Eatmor and myself all that circumstances will permit.

"As a consequence of these developments, I desire to resign as executive vice president and general manager of Eatmor Cranberries, Inc., as soon as it will be acceptable to you. I believe this can be arranged promptly because

we have had with Eatmor in the successful operations of the past seasons, personnel able to carry on the Eatmor program with credit to both themselves and the entire organization as well as to its grower members. With no thought of dictating who my successor should be, but purely as a recommendation, I would like to suggest that you consider Lester F. Haines, who has handled the Chicago Office so capably.

Regardless of your selection, you may be sure that I shall, of course, gladly cooperate with all of you at any time the opportunity is afforded me to do so."

In accepting the resignation, Mr. Searles commented: "Your resignation as executive vice president and general manager of Eatmor Cranberries, Inc., is accepted with regret. I have been instructed by a unanimous vote of our executive committee to write you expressing our sincere appreciation for the excellent accomplishments you have made for Eatmor during the past three years. You were employed to bring to Eatmor new and aggressive top-level administration with special emphasis to be placed on the development of a sound sales merchandising program for Eatmor fresh cranberries. During the period of your management, Eatmor has developed one of the most successful and spectacular sales and merchandising programs that has been developed in the produce industry for many years. Much of the success of this program was due to your leadership, constructive imagination and ability.

At all times you have shown exceptional leadership with original and practical ideas and the courage and ability to carry out those ideas. We all appreciate that you inherited several major problems and were from time to time confronted with very difficult circumstances. We want you to know that we appreciate the excellent cooperation that you at all times have given the Board of Directors and

(Continued on next Page)

The first 1954 WESTERN PICKERS as manufactured by the Carlson Mfg. Co., will be completed in June.

* * * * *

They will be on display at all National Cranberry Receiving Stations in Massachusetts after that time.

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* * * * *

A recent survey of owners who have used the WESTERN PICKER for three or more years has disclosed that the selective pruning as done by the WESTERN PICKER is especially desirable and cannot be duplicated by any other method of pruning.

Many of these owners say that they would purchase a WESTERN PICKER for its selective pruning alone even if it didn't save a single cent in picking costs, because it gradually increases the yield if used for three or more years. (Growers names furnished on request).

In addition, its regular and even combing makes all your berries ripen more evenly.

Therefore, it has been well-said about the WESTERN PICKER that—

"It Prunes as it Combs—

As it Picks"

* * * * *

NOTICE

To All Western Picker Owners

Frank Cook will be back at his South Middleboro shop the last week in May, to service all pickers requiring attention.

Western Pickers, Inc.

1172 Hemlock Ave.

Coos Bay, Oregon

(Advt.)

assure you that you have our very best wishes."

Stanley Benson will remain on as Eastern representative, operating from his home in Lakeville. New Bedford, Massachusetts office is to be closed.

Eatmor is now made up predominantly of Wisconsin membership, and it is understood Wisconsin Cranberry Sales Company and Mid-West Cranberry Co-operative, both with offices in Wisconsin Rapids may consolidate. With the dissolution of New England Cranberry Sales Company, only remaining state unit, except for Wisconsin is Growers' Cranberry Company of Pemberton, N. J. There are individual memberships in various states and in Canada.

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WISCONSIN MEN ELECTED TO HEAD EATMOR CRANBERRIES

Annual meeting of Eatmor Cranberries, Inc., at New Bedford Hotel on April 27-28 elected Clarence A. Searles of Wisconsin Rapids, Wisconsin, president of the Co-operative. He succeeds Theodore H. Budd, Sr., of New Jersey, who requested that, after serving since 1947 as head of the organization, he be permitted to step down.

Mr. Searles is a member of the family which produced the noted Searles variety of Wisconsin.

Harold Delong of Mather, Wisconsin, is vice president as is also Mr. Budd. Secretary is Lester F. Haines of Chicago, for many years a member of the personnel of Eatmor and when it was American Cranberry Exchange.

Harold E. Bryant was elected executive vice president, and named general manager and temporary treasurer. About 18 were present at the sessions. Stanley Benson remains Eastern Sales representative.

Lloyd Williams, who has been merchandising manager and editor of "Cranberry World," house organ of Eatmor, severed his connections with the co-op, this to become effective May 15th. Mutual regrets were expressed and

Mr. Williams said he was sorry to leave the pleasant associations he had enjoyed with Eatmor. The action was made necessary by the reduction in tonnage of cranberries, and therefore lessened budget, caused by the dissolution of New England Cranberry Sales Company, largest state unit of Eatmor, and the joining of NCA by Makepeace interests.

PEST SURVEYS

Entomologists operate a warning service for farmers. Survey teams keep check on insect buildups and new infestations. Their reports are made available to farmers through newspaper items, radio announcements, and publications.

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Cranberries

THE NATIONAL CRANBERRY MAGAZINE

ISSUE OF MAY, 1954—VOL. 19, NO. 1

Published monthly at The Courier Print Shop, Main St., Wareham, Massachusetts. Subscription, \$3.00 per year.
Entered as second-class matter January 26, 1943, at the post-office at Wareham, Massachusetts, under the Act of March 3, 1878

FRESH FROM THE FIELDS

Compiled by C. J. H.

MASSACHUSETTS

April Not Good for Quality

April was slightly wetter and a considerably warmer month than normal, which, in the opinion of Dr. Cross would tend to have a detrimental effect upon the keeping quality of fruit next fall. These factors would not have much effect upon the size of the crop, nor would hours of sunshine which were about normal.

Rainfall for the month, as recorded at the State Bog, was 3.88, while the normal is 3.85. First half of the month was dry until there were heavy rains the 16th and 17th. Precipitation in this storm totalled 2.13, whereas previously there had been only .51 inch. First few days of April (as reported last month) were way sub-normal in temperatures. Temperatures, however by the 21st had reached 36 degrees plus (Boston) and on the 30th 78 plus.

Frost on Last Day

April did not get by without a frost, as had been hoped, a rather heavy one whitening the ground on the morning of the 29th. No warning was sent out from the Experiment Station as the early situation did not justify this. It was expected no injury occurred, although temperatures of 24 and 25, with a 26 in the lowland at the State Bog were recorded. There had been two previous telephone warnings to inland bogs, but no general warning. First frost warning of 1953 was on the 20th.

There was a repeater on the morning of last day of April for which the first warning was issued, this being 22 in cold spots. A reading of 23 was recorded at the State Bog, and a few other low ones, but

mostly much higher. There was no injury, so April frosts did not take any toll of the crop.

Much Bog Activity

This spring is seeing an almost surprising amount of bog work of all kinds—if growers are fearing market conditions next fall—it is not reflected in this aspect. There is more sanding, more ditch clearing and spot rebuilding than in a considerable time.

Development Above Normal

Bogs, generally speaking, are about normal, or perhaps a trifle ahead. However, there is much variation in development, and this applies to individual bogs. Some is probably due to use of fertilizer, or non-use and to the time of holding of winter flood.

First of May Overcast

First seven days of May were all overcast and about 3 degrees a day lower than normal. This was with the exception of May first, a summer-like day with a maximum of 71 degrees in shelter at State Bog. Rainfall for the period was less than one inch.

OREGON

April Frosts Light

April frosts have been light. March 29th temperatures went down to 26 but in April no frost has been lower than 28°.

April 21 was the first real windy day. No record available for wind velocity.

High Production

The Ray Bates bog was one of the high producers for the 1953 crop. His average acre production was above 175 barrels to the acre. Bates is considered one of the outstanding growers of the Bandon area.

Many growers continue spot spraying for weeds, due to the fact that the buds are still quite small. No great damage is anticipated.

Ed Hughes had an Ocean Spray exhibit at the Meier Frank Oregon Products at Portland, April 25th.

Mr. and Mrs. L. L. Hooker, who recently sold their bog to Earl Waldron are now at St. Petersburg, Florida.

WASHINGTON

40 New Sprinkler Systems

More than 20 sump ponds have been dug by cranberry growers in Pacific and Grays Harbor counties during the past winter and more than 40 sprinkler systems have been installed, it is reported by the State of Washington Agricultural Department. Nearly all growers are resanding their bogs and between 20 and 30 acres are being planted this spring.

7-Month Weather Summary

In giving a summary of weather in the past seven months the department says; in September rainfall, in the Western division of the State where bogs are located was 6 percent above normal; October weather was rainy west of the Cascades and rainfall, 9 percent above normal; November rainfall occurred on 25 days, with precipitation 10 percent above normal; December was warm and rainy with precipitation 17 percent above normal; January rainfall was 63 percent above normal; February was a very dry month for the entire State, March temperatures were near normal the first three weeks, and very low the final week with precipitation below normal, Western division.

7 Months Rainfall

Rainfall for the seven months period at Long Beach in Pacific County was 71.68 inches, at Aberdeen, Grays Harbor 80.08.

NEW JERSEY

April Mild and Very Wet

The weather at Pemberton during April was milder and wetter than normal. Most of the month was rather balmy with temperatures failing to reach 64 degrees on only 7 days and going below freezing on only 7 nights. The average temperature for the month was 3 degrees above normal.

Rainfall was 5.34 inches, or almost 2 inches above normal. We have now a normal amount of accumulated rain for the first four months of 1954.

Season Advanced

As of May 1, the season is greatly advanced over the normal. It is about a week to 10 days ahead of 1953, which also was considered advanced at this time. Some Weymouth blueberries were already ¼ inch in diameter at this time.

Early May Frosts

There was a frosty night on April 29 (29 to 25½°) when buds on early drawn bogs were still dormant. This was an especially trying period with 3 frosty nights in a row, May 4, 5, and 6 with temperatures centered around 30°, 27°, and 25° respectively. Most bogs that had been drawn early had available water for flooding,

but not all for repeated floodings. May 7 brought a respite but with the threat of another frost due on May 8.

WISCONSIN

May Starts Cold

Early May was very cold with some snow, and relatively little bog activity. Whole of May, according to weather reports is supposed to be below normal, which if proven to be true, will not add to the size of the crop.

IT PAYS

TO READ CRANBERRIES

100TH ANNIVERSARY OF U. S. PROFESSIONAL ENTOMOLOGY

The 100th anniversary of professional entomology in the United States is being observed this year.

State committees have been named and in Massachusetts William E. Tomlinson, Jr., entomologist at the East Wareham Cranberry Station has been appointed a member. Tomlinson also was recently made a life-long member of the Southeastern Massachusetts Tree Wardens' Association.

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Moderator Brett, (standing) addresses audience while panel waits, members being, left to right; Dr. Cross, Maurice Makepeace, Association President Frank Crandon, partly obscured by speaker Dr. Cole, Robert Hammond, Ralph Thacher and Kenneth Garside. (CRANBERRIES Photo)

Cape Growers Hear Forecast Another 1,000,000 Bbl. Crop Likely

About 200 Hear Dr. Cross So Predict at Spring Meeting Of Growers Association—Alden C. Brett Moderates Panel on Berry Marketing And Handling.

Cape Cod Cranberry Growers' Association had perfect weather for the annual spring meeting, April 22, and nearly 200 attended this all-day affair at Memorial Town Hall, Wareham. A feature turned out to be a forecast (printed in full elsewhere) by Dr. C. E. Cross, director Massachusetts Experiment Station that again a million-barrel crop was a likely prospect. In a question period, Cross stuck to his guns, when "Gibby" Beaton, of the J. J. Beaton Company, an experienced grower, and secretary of the association, referred to the old cranberry rule of thumb that big crops do not usually succeed each other.

The usual intriguing exhibition of craberry equipment and supplies, shown outside the town hall and in the basement drew much interest. This opened at 9 a. m. At noon a buffet lunch was served by the Mom's and Dad Club, followed by a brief business meeting.

Main program of the day was a panel discussion on "Basic Principles in the Handling and Market-

ing of the Cranberry Crop." This was moderated by Alden C. Brett, a trustee of the University of Massachusetts, a business executive and a grower. Frank A. Crandon, Acushnet, elected president last August, conducting the meeting.

Preceding the panel session, Walter E. Piper, Mass. Dept. of Agriculture, told growers they were meeting in a "time of tension."

"Cranberry growers come together today at a time when drastic realignments are taking place in the marketing and merchandising programs of their industry. In recent years they have been beset with many problems. In the late 1940's a serious situation developed in regard to prices of cranberries, but in the past few years the economic situation had

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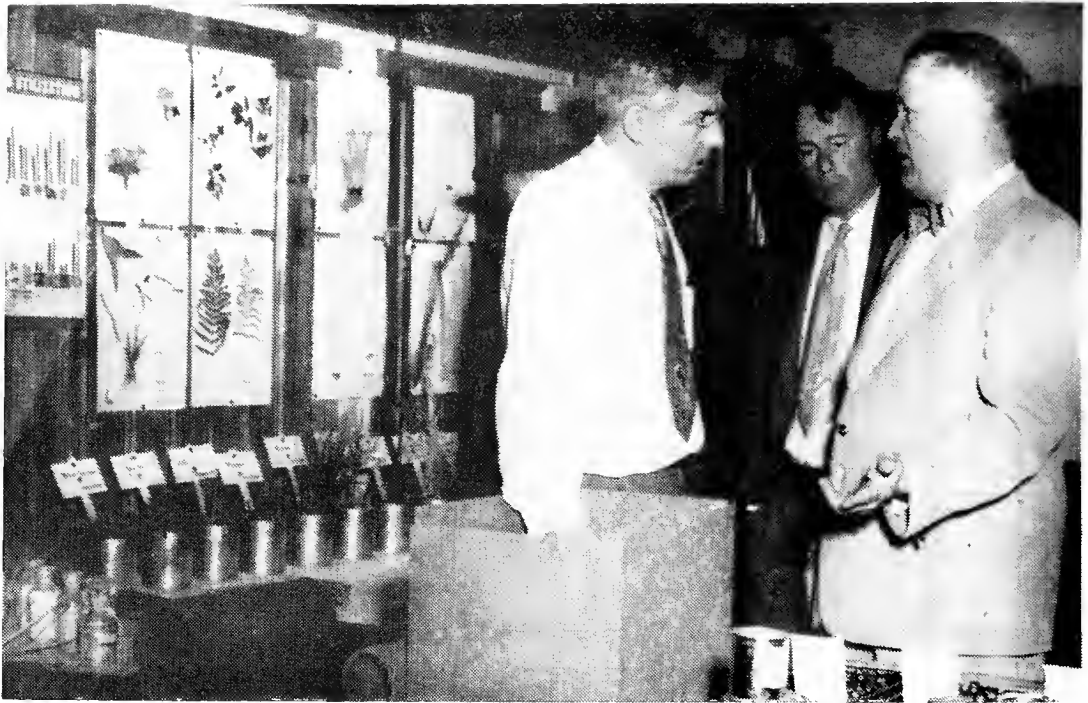
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Section of the elaborate exhibition of the Experiment Station, with Dr. Chandler, (left) explaining cranberry culture to Rudy Hillstrom (right) of Western Pickers. ((CRANBERRIES Photo))

taken a turn for the better, and the industry was hopeful that it had at last turned the corner.

Changes In Marketing Methods

"Last year, however, saw the production of a record-breaking crop—the first in the history of the industry of more than one million barrels—and the marketing year ended in a feeling of uncertainty which has resulted in an important change in marketing methods.

The National Cranberry Association which heretofore had concentrated on marketing of processed cranberry products has purchased the facilities of the New England Cranberry Sales Company, which has long been the big cooperative in Massachusetts for the marketing of fresh cranberries.

Under this new set-up, the National Cranberry Association, which manufactures and distributes Ocean Spray Cranberry products, will also distribute fresh berries.

What Of The Future?—Naturally there is a certain amount of tension in the industry as growers ponder the question of which way to turn. It is not for us on this program to take any definite stand

on this matter or offer any opinion pro or con.

It is, however, a time in which to advise deep reflection and to consider the future of the entire industry as well as that of individuals."

Export Markets

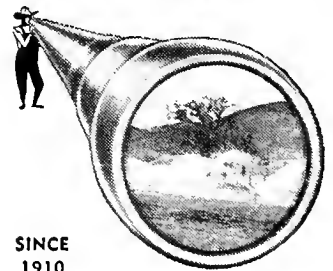
In introduction, Mr. Brett said, the industry needs young men who believe in the future; better methods of production and distribution; the growers couldn't afford to pay all costs of manual labor and picking machines were becoming a necessity; cranberry growers can co-operate with other industry on common needs. He urged the growers to have stabilized distribution; to broaden the cranberry market, to have "true" cooperatives, and finally to give more thought to possible export markets.

Quality Fruit

Robert C. Hammond, first panel speaker kept alive the topic of growing quality fruit. He said it was the responsibility of the grower to see that consumers are so satisfied with the cranberries they buy that they return to cranberries again and again, this applying to either canned or fresh fruit. "You must not let them turn to other foods, instead." He continued they must be good volume at hand and at a reasonable price. "Cranberries are just one food product."

He suggested growers cooperate with whoever sells their berries,

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The Darlington Picker was shown at the display by its manufacturer, Emil St. Jacques, standing to left of machine. (CRANBERRIES Photo)

and make certain they do a good job. "Be honest with your organization. If you have anything to say express yourself. Take a real interest in your organization."

Not Growing for Sentiment

Maurice Makepeace, speaking on production problems said, "We are not growing cranberries for the sake of sweet sentiment. We are in the business to make a living. There is no point in growing cranberries if we are not going to sell them, and at a profit."

He declared there must be two ways of sellings, especially today, one way is not sufficient, the two, of course, being fresh and processed. "Neither outlet is able to sell an entire crop. In no one year should either outlet be starved for berries." He said he felt the fresh fruit market could come back a little quicker than canned, if markets had been lost.

Every expansion made in cranberry sales, he said, is the taking away of sales from somebody else, some other product, such as apples or potatoes, the latter being a staple, and he was forced to admit that cranberries are still a semi-luxury.

The A. D. Makepeace Company, he continued, has always been an ardent supporter of fresh fruit, and would continue to ship a large volume fresh. He then said the question is "Why have we joined 100 percent with National Cranberry Association?" The answer he said was given very satisfactorily by John C. Makepeace that the industry could best be served by one major marketing organization, and that at the present time NCA affords the best facilities for successfully marketing the crop.

He added, however, one big co-op

would never sell all the berries and it would not be a healthy situation to have one selling agency handle all production. "Competition is the life of trade, has been mentioned for ages and it is just as true today as ever."

He spoke of the necessity of growers giving a good deal of thought to marketing, after they have raised the berries. "Every grower should have as complete an understanding of marketing as he can, and he should be aware of conditions every year. He touched on the great importance of quality. Said he though the Cranberry Growers' Mutual gives a valuable service in keeping growers up to date on events. "We can only make progress by going ahead—not standing still. It is the foundation of your business to sell your crop so as to get the best possible returns to yourself." He said he wished there would be nearer 800,000 barrels this fall than the 1,000,000 estimated by Dr. Cross.

Wisconsin-Cape Competition

"Quality in fruit and especially to those selling fresh, is vital Ralph Thacher, Hyannis, asserted. He urged growers to cooperate with their selling agencies and especially the inspectors of berries. "Don't try to kid them, if you've got a batch of poor quality stuff. You are only fooling yourself, as you will find out eventually.

"We have long heard about competition between Cape Cod and Wisconsin. You are going to be in competition as you never have been before." He then pointed out advantages in freight rates Wisconsin had over Massachusetts, using Chicago and St. Louis as examples. A carton of fresh fruit from Wareham to Chicago is 35 cents, from

Wisconsin Rapids, 15; from Wareham to St. Louis it is 38 cents and from Wisconsin 12 cents less.

Kenneth Garside of NCA discussed the requirements of that organization for berries to be processed, stressing soundness, color and lack of "trash" in the fruit. The real criterion is "Would you be willing to eat a can of sauce made of your own fruit?"

On Advertising

Prof. Fred E. Cole, Massachusetts Department of Agriculture, Marketing Division and former State Commissioner of Agriculture discussed the value of advertising, of pricing and of the drastic changes which have been made in the distribution of fresh fruit and vegetables in the most recent years. Of advertising, he said there are seven basic principals, 1, quality of the product; 2, a constant striving to maintain or improve quality of the product; the price advertised must represent a true value; 4, there must be ready availability of the product; 5, advertising must be truthful and in good taste; 6, it must be consistent; 7, it must be aimed at the right people at the right time.

There could be too much emphasis placed upon an opening price, he said; when really what counts is the income over the entire season, and the price is right when the commodity moves as desired. Producers of a crop must keep themselves well informed of all changes in marketing conditions, competition, etc.

Exhibits Feature Irrigation

Commercial exhibits of cranberry equipment and supplies, opening at 9 in the morning, as usual greatly interested growers, and was notable this year for increased em-

phasis upon sprinkler irrigation. There were several such exhibits. Interest also was displayed in mechanical pickers.

Outside displays included those of George A. Stackpole, Rotary, 6 and 28, Hyannis, John Deere, No. 40 tractor with loader and Hardie Mfg. sprinkler pipe, couplings, heads; Charles H. Reed, Seekonk; Ames irrigation (Roto-Rain, Perf-O-Rain, Rainbird nozzles, Deming pumps, Wisconsin engines, suction hose, etc., a large showing; C & L Equipment Company, Acushnet, pruner, rake, weed trimmers; Dexter Equipment Company, Rtes. 6 and 28, East Wareham, Howard Power Hoe, power cutters, National mowers, pumps, engines, another large showing; Davis Tractor Company, Boston, tractors.

Inside basement: 4-H club; Stone and Forsythe Company, Richard P. O'Brien; Everett, window box containers for cranberries, plus other items; elaborate exhibition by Cranberry Experiment Station, Dr. F. B. Chandler in charge; Agricor fertilizer display, in charge of Harold Eldredge, Wareham; Niagara

Sprayer & Chemical (Ayer branch) knapsack sprayers, fertilizers, dusts, sprays, weed killers; Blue Hill Apiaries, Boston, bees in pollination; Merrimack Valley Apiaries, bees under glass for observation; Grass kept hive, diminutive hive to raise queen bees, ordinary hives; Hayden Separator Company, Wareham, featuring the New Jersey Darlington mechanical picker, Shur-Rane irrigation equipment; Western Pickers, Coos Bay, Oregon, now the Carlson Mfg. Co., Kingston, Mass., being an assembly plant, featuring a display of teeth as developed from 1947 to 1954 showing improvements, eliminating stones and other foreign matter from berry container box; Eastern States Farmer's Exchange, West Springfield, insecticides, Raymond Morse, W. Wareham, local agent; Field-Brook Equipment, Inc., East Bridgewater, showing Shur-Rane irrigation equipment; Briggs & Stratton engines, Bolens Chain saw, International Harvester, Hale Fire (irrigation) pumps, Marlow pumps.

Cross Foresees Another Million Crop Likely

(Following is the complete report of Dr. C. E. Cross as given at the Cape Meeting.)

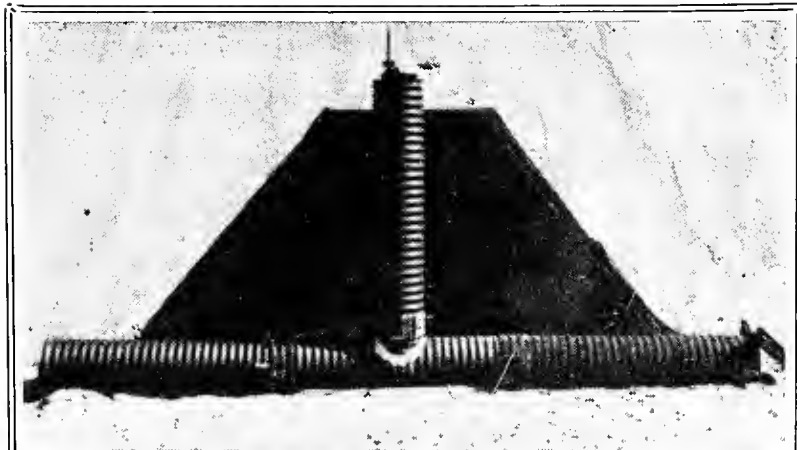
As most growers know who have followed the weather studies of Dr. Franklin, the cranberry crop begins its development before the previous crop is harvested. In fact, a large portion of the crop build-up occurs in the year and in the winter before the crop is picked. In respect to the 1954 crop in Massachusetts, the 1953 sunshine is definitely in favor of a sizeable crop—more so than it was a year ago. The February sunshine was not really favorable but was not so far short as to prevent a good crop. The winter as a whole was rather mild with December 10 degrees a day above normal, February 7 degrees a day above and March 1½ degrees a day above. January was the exception with 3 degrees a day below normal in temperature.

So the winter as a whole must be regarded as mild and generally favoring a good crop here. The chief detriment to production appears to be the two-week period of oxygen deficiency conditions following the heavy snow of January 11. Since conditions so far are generally favorable it appears only reasonable that we should expect, conservatively, about 600,000 barrels in the Massachusetts crop.

Conditions Generally Favorable

In talking with growers from New Jersey, Wisconsin, and the West Coast, and in correspondence with a few others, and considering recent production trends and weather data from these other areas of cranberry production, it would appear only reasonable to expect 100,000 barrels from New Jersey, 200,000 barrels from Wisconsin, and 100,000 barrels from the West Coast in the 1954 cranberry season. In other words, there appears to be a reasonable expectation of a crop of 1,000,000 barrels which when added to the unsold fruit in the 1953 crop poses a substantial problem for the cranberry marketing agencies.

(Continued on Page 14)



ONE-WAY LOW-LIFT TRUFANT STRAIGHT - LINE PUMP

This is the simplest Trufant pump setup—just the pump, piping and one fully-automatic discharge valve. Yet it can be made reversible at any time by adding a second discharge valve and controls for both valves. The dike may be wide or narrow.

By pushing the water through the dike rather than lifting it over the top (or over flashboards) you pump against the lowest possible head at all times. There is no power-wasting fountain or cascade. No spectacular display, just power purposefully used.

In WISCONSIN see GOLDSWORTHY

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Your bogs will give you higher yields of cleaner fruit when you use "Fermate". It's available for sprays or dusts. For most effective spray coverage and protection of waxy foliage add Du Pont Spreader-Sticker to the spray mixture.

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"Karmex" W Herbicide: . . . For spot treatment and long-term control of annual weeds and grasses around buildings, farmyards, fences, etc., use new "Karmex" W Herbicide. Only $\frac{1}{4}$ to $\frac{1}{2}$ cup of $2\frac{1}{2}$ gallons of water is enough to control vegetation on 100 square feet for an extended period. "Karmex" W is non-volatile, non-flammable and non-corrosive to equipment.

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... THROUGH CHEMISTRY



A general view of the equipment exhibit out of doors.

(CRANBERRIES Photo)

Cross Foresees

(Continued from Page 12)

Mass. Berries Probably Small

With the above volume of cranberries likely to be available for sale next fall, all growers are interested in the prospects of the '54 crop relative to the size of berries and their quality. Using the data set forth in Bulletin 450 of the Massachusetts Agricultural Experiment Station, it appears that as of April, six out of seven sunshine factors are now against large berries in the 1954 Massachusetts cranberry crop. All three temperature factors affecting the size of berries are against the production of large berries in 1954. The rainfall of July and August is still to come, but this is a minor influence on berry size. At present it looks as if berries would be small or at most average in size. It would appear from this that the 14/32's grader would have to be used for Massachusetts berries this year to screen out enough berries to supply the fresh fruit market.

Only Fair Mass. Quality

On April 1st the Cranberry Experiment Station issued its preliminary keeping quality forecast indicating that prospects were only fair for the coming crop. April is clearly leaving a weather record of warmer and wetter than normal, and both these trends are against good quality. The prospects, therefore, continue to be only fair.

Favorable Factors

In conclusion, however, it is only fair to point out that our Massachusetts cranberry bogs are in rather good productive condition;

and thriving, healthy vines are much more likely to produce sound fruit than poorly-tended, weak or neglected vines. Further, it now appears evident that more growers, and a larger percentage of our acreage is being "held late" this year than ever before. Experience has shown that regardless of the weather influences, this practice is a great help in raising sound fruit, and furthermore, that on Early Blacks the late-holding increases markedly the size of the berries. We feel that the growers have taken the right step in managing their bogs to counteract the adverse influence of the weather.

We're approaching the season of longer days, when we can revive the slogan, "It's later than you think."

OREGON CRANBERRY CLUB HAS MEETING

Southwest Cranberry Club (Oregon) met April 22 at Terosa Hall, Bandon. There was a discussion of soil tests and how these tests might be utilized in forming a basis for fertilizer recommendation. The films "The Plant Speaks Through Deficiency Symptoms," and "Thirty Acres" were shown.

The purpose of this organization is to discuss cultural problems and to work in close contact with the County Extension agent.

Fellow in Chicago comes out with the idea of presenting a badge to citizens who have paid their taxes. Wouldn't a barrel be more appropriate?

Special Attention to the Needs of Cranberry Growers

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FIFTY YEARS AGO, AND NOW

THE long looked for, and much sought after, and greatly desired time for harvesting cranberries by machine has finally come. The machinery here referred to is the so-called cranberry scoop. Among the modern inventions of the many agricultural labor-saving implements, this scoop is late in arrival. The gathering of cranberries in some way other than that of hand picking has claimed the attention of inventors of our land for many years. All of the many efforts made to accomplish this purpose so completely failed, and the difficulties to overcome were so many and complicated that the despair of success was well nigh universal. Because of all this failure the present triumph is all the more appreciated.

The importance of the cranberry scoop introduced just at this time is greatly enhanced by the fact that it will be very helpful for harvesting cranberries. The securing of sufficient help to gather cranberries by hand picking was becoming more and more difficult from year to year. So much so that the outlook for the near future was not at all encouraging.

The above are the words of the Rev. E. H. Durell, president of American Cranberry Growers' Association (New Jersey) in 1904, exactly half a century ago. And, now, the scoop seems destined largely to go out, and we have real picking machines.

Incidentally, scoop manufacturers mentioned were, Mr. Everson (Champion scoop) So. Hanson, Wm. T. Makepeace, (Banner), Marstons Mills and Walter E. Damon, Bryantville, all of Massachusetts.

Again, more from the minutes of the same 35th annual convention, this time from A. J. Rider, secretary; "It has been said that we had too many cranberries last season (1903 U. S. total 419,000 bbls.) Not so. The collapse in the market was due to improper distribution."

Sounds something like today, doesn't it? A "revolution in harvesting methods and great alarm that too many cranberries are being produced. It was then the half million mark. Now it is the million and more. Difficult moments always dog cranberry growers as they do about everybody else in this imperfect world.

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It may be wondered if we have gone into the bee business, with the amount of material upon bees and cranberry pollination which we are using. Of course we haven't. But it seems many factors are working against the wild bee population in these modern times. And the flowers must be pollinated if there is to be good acre production of fruit. The use of honeybees in all areas seems to be growing and that bee rental or ownership is good insurance against inadequate fertilization.

We would recommend the reading of the remarks of Walter A. Piper in this issue on the cranberry library at Middleboro, Mass. And we would further recommend visits—frequent ones—to that "cranberry room." This is a project of Cape Cod Cranberry Growers' Association which is given too little attention. There is much of interest there to every grower.



Mr. Brodie, Jr., talks with two 4-H club members, youngster to the right is George Tomlinson, son Bill Tomlinson, Jr., entomologist at Mass. Cranberry Experiment Station.

(CRANBERRIES Photo)

Cranberries May Be Brand-New 4-H Project

Mass. Growers Would Set-Aside Portions of Bogs for Young Club Members to Work Upon and Keep Records.

A brand new project for 4-H organization is now in the embryo stage in Massachusetts (as has been reported briefly previously) and that is the formation of 4-H cranberry clubs. Of the many activities in 4-H, there has never been any associated with cranberries, as such, before.

The proposal is to have a boy or girl, within the 4-H age limit—10 to 21—responsible for a small section of a bog. The benefit would be two-fold. Boys and girls would become experienced in cranberry work and might, in the future, become members of the industry. Growers who offered sections of the bog to the experiment would have the satisfaction of perhaps getting more younger blood into cranberry growing. Preliminary work is going on in both principal cranberry counties, Plymouth and Barnstable.

But, it was in the latter, on the Cape, that the idea originated with George E. Brody, Jr., Assistant County Club Agent and County Agent Bertram Tomlinson, who for many, many years has been interested in and active in cranberry affairs. Robert B. Ewing, County Club Agent of Plymouth Extension Service, Brockton office, for more than 20 years, is carrying the ball in that county. J. Richard Beattie, State Cranberry Specialist, Experiment Station, East Wareham, is acting as a sort of co-ordinator in the whole matter.

Growers in both counties have made offers of a section of their bogs on which the 4-H'ers would work and keep records. There is interest on the part of boys and girls to learn something about cranberries.

Need Adult Group Leaders

To date, the difficulty has been in obtaining adult group leaders. To find these leaders, to match the generosity of the growers and the interest of the boys and girls, Ewing and Brodie have been out early this month in a canvass to remedy the situation. If sufficient number of leaders are obtained there could be age groups, or there might be a single group in each county. The group leaders, obviously should be cranberry growers.

As this is a brand new project for 4-H it has been necessary to provide an entirely new education program, and new sets of record books had to be prepared.

4-H had a booth at the spring meeting of the Cape growers, with Agent Ewing in charge. Circulars pointed out that while an adult would act as leader, each cranberry club would elect its own officers and would conduct meetings regularly.

That 4-H club members who attended the meetings—participate in the club program and carry a successful 4-H Cranberry project are the ones who would receive the most from the experience; each club member would be expected to have a section of bog to work on and which he or she will keep records.

The proposed program has the endorsement of the directors of Cape Cod Cranberry Association, and it was discussed at winter cranberry club meetings.

Mr. Brodie

Mr. Brodie is a newcomer to activities in the Massachusetts area, beginning work at Barnstable County Extension Service last November 23rd. He was born in Jamaica Plain, Mass., December 6, 1918, attending Jamaica Plain High School where he had his first introduction to agriculture as a stu-

dent in the Vocational Agricultural Course. He was graduated in 1937. Having played football in high school he continued that sport at South Dakota State, when he went there in 1939. He majored in animal husbandry and in animal psychology.

He went into the service in 1942, was in the U. S. Army Air Force, communications section. After his army discharge in 1944 he studied at the University of Hawaii.

He was married in 1947 and was graduated from the University of Rhode Island in 1950. He then did research work in animal nutrition for Charles Pfizer Company of New York, following which he went into Extension Service.

His hobbies are to raise and show Irish Setters, and he is an American Kennel Club judge of Irish Setters.

The 4-H clubs, as is well known, are organized groups of young people who are engaged in farming, homemaking, or community activities under the guidance of cooperative extension workers and local volunteer leaders trained by them. The work is a part of the national system of cooperative extension work in agriculture and

homemaking in practically every Department of Agriculture, State county of every state, Alaska, land-grant colleges and counties Hawaii and Puerto Rico. U. S. participate.



At right: R. Ewing shown at 4-H exhibit at the Cape meeting. Below: Brodie explains to a group how to judge a good sheep at a meeting at Grazing Fields Farm, Buzzards Bay.

(CRANBERRIES Photo)



WANTED – MORE WEDDINGS IN N. J. CRANBERRY BOGS

By GUS CARNES
New Brunswick N. J.

(Reprinted permission N. J. Agriculture)

Honeybees are often called on to perform the marriage ceremony of cranberry flowers, but the right number needed to pollinate an acre of cranberries was just a guess until 1953.

It is a common practice for New Jersey growers to use one colony of honey bees to pollinate two acres of cranberries. But the average cranberry yield in the State in 1952 was only 16.3 barrels per acre compared with 54.3 barrels in Wisconsin and 27.8 barrels in Massachusetts.

How Many Bees Needed?

Perhaps New Jersey cranberry flowers didn't have enough bees and other pollinating insects around to set a full crop of fruit. With this thought in mind Prof. Robert S. Filmer, research specialist in entomology at the Rutgers Agricultural Experiment Station, decided to find out just how many honey bees are needed to insure maximum pollination of cranberry flowers. Results of his work point to the fact that New Jersey's cranberry crop, already third largest in the Nation and worth nearly two million dollars, can be greatly increased.

Observation of the number of berries set on many bogs over a period of years was what led Professor Filmer to believe that additional honey bees were needed in New Jersey cranberry bogs. To test this theory, he set up experiments at three bogs in 1953. Results showed that when one colony of bees per acre was provided instead of one colony per two acres, cranberry yields were increased 25 to 43 barrels an acre.

One of the three experimental areas located at Whitesbog was supplied with one colony of bees per acre. A uniform distribution of bees throughout the bog was obtained by equally spacing colonies around the margin and placing other colonies on platforms in the center. Number of colonies per acre was the same for the second

bog, but distribution was not quite as uniform.

The third bog was supplied with eight colonies of bees, which were placed on two platforms located on one side of the bog. The honey bee population of this bog was somewhat below one colony of bees per two acres, representing average distribution and population used on most Jersey bogs.

Professor Filmer pointed out that the average number of berries set per blossom upright seemed to be one of the best criteria for judging pollination. The approximation that a berry per square foot is equivalent to a barrel of cranberries per acre was another factor used.

On the bog that had only one colony of honey bees for every two acres of cranberries, 36 percent of the flowers were pollinated and 1.26 berries were set per blossom upright.

25 More Barrels

In contrast, the other two bogs with one colony of honey bees per acre gave increased yields of cranberries. For example, bog number one gave an average berry set per

blossom upright of 1.43 from a pollination of 44 percent, while bog number two, gave 1.42 from a 41 percent pollination. In other words, doubling the number of bees in the two bogs gave increases of 0.16 and 0.17 berries set per blossom upright and 5 and 8 percent pollination increases. These rates represent increases of 25 to 43 barrels per acre.

"Dick" Beattie Gets County Agricultural Post

J. Richard Beattie, East Wareham, Mass., Cranberry Specialist, has been named chairman of the Plymouth County Agricultural Council. He will assume the office this month, succeeding Philip Erbeck of Bridgewater.

Dick Beattie, who operates from the State Bog at East Wareham, first came to S. E. Massachusetts as associate county agent, before his appointment as cranberry specialist. Mr. and Mrs. Beattie are active in many local activities.

Mr. Beattie is the only cranberry man to hold the post, except Howard Hiller of Marion.



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MASS. STATION EXHIBIT WAS EDUCATIONAL

The Cranberry Station exhibits at the Cape Cod Cranberry Growers' spring meeting were very educational. Drainage through peat was demonstrated with two samples, both having been set up for about a month. The tubes were four feet long, over an inch in diameter, set with a two percent grade and a slight head of water. No water had passed through the poor draining peat during the month and only a small amount through the good draining peat in comparison to sand. One tube set up with sand as it comes from the pit had about a half ounce of water pass through it during the demonstration. Another tube set up with the same type of sand minus the fine material had ten ounces or twenty times as much go through during the same period of time. Land tile and perforated plastic tubing were on display as materials to be used to improve drainage.

A large number of colored slides in an automatic projector illustrated very well many of the insects which damage the cranberry crop.

Some of the new fertilizer materials were on display. Of those exhibited urea, solution 32 and the ammonium phosphates have particular promise as they may be used with some of the insecticides.

Pressed weeds and potted fresh specimens were displayed well labelled with the common name and the best treatment to control them.

Several of the selections of cranberries which have promise for Massachusetts were on display. Two of these "screened out" about the middle of March had three times as many firm berries as Early Blacks and Howes.

A model bin storage demonstrated the use of a bin to store cranberries. This method of storage permits the removal of field heat very economically. While bin storage offers a lumber saving over box storage, it presents the greatest saving to growers using the picking machines as the berries may be poured directly into the

bins. The movement of air to remove field heat will also dry out leaves and uprights which must be removed in box storage.



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SOIL REACTION, PLANT FOOD AVAILABILITY AND PLANT GROWTH

By F. B. Chandler

Most cultivated crops make optimum growth in soils which are slightly acid, ph 6.5 to 6.0. At this range most of the plant nutrients are available. As the acidity increases ph 6.0 to 5.0 the yield of most crops decreases because phosphorus is fixed and in soils where leaching may occur the potassium, calcium, magnesium and many of the minor elements are leached out. Below ph 5.0 only a few crops can be grown. Because the ph scale is logarithmic a ph of 5.0 is ten times as acid as a ph of 6.0 and ph of 4.0 is ten times as acid as a ph of 5.0 and one hundred times as acid as a ph of 6.0.

Some fertilizers have an effect on the acidity of the soil in general they increase the acidity. The following list increases the acidity and it would require the amount of lime indicated to neutralize the acidity produced for each hundred pounds of fertilizer:

Anhydrous ammonia, 148; Ammonium sulfate, 110; Urea, 75; Nitrogen solution, 73; Ammonium phosphate, 73; Ammonium nitrate, 60.

The following fertilizers do not change the acidity:

Cal. nitro Super phosphate, Muriate of potash.

The following fertilizers neutralize the soil or have the same effect as lime. The equipment amount as lime. The equivalent amount of lime per hundred pounds of fertilizer is listed after each:

Calcium nitrate, 20; Potassium nitrate, 25; Nitrate of soda, 29;

Cyanamid, 63.

From the above it is evident that cranberry growers if they desire, may change the acidity of the soil by the continued use of fertilizer which produce the reaction they wish.

CRANBERRY ROOM

(Editor's Note: Following is the talk by Walter A. Piper, Massachusetts Department of Agriculture as concerns the "Cranberry Room," as given at Spring meeting of CCCGA and over Boston WEEL, April 22.)

In this frame of mind I recently dropped in at the Middleboro Public Library to visit the Cranberry Room, as I do on almost every occasion when I get down that way. This is a small room on the lower floor of the Library, which has been set apart for the use of the industry in preserving its records and mementos. It is in line with many such similar endeavors in various branches of industry and agriculture. The aim is very admirable. Certainly it may be of untold value to cranberry growers of a century hence to have easy access to such records.

It has been said that history is philosophy taught by examples. In any industry or business, much can be learned from the experiences of predecessors—much that can be of immense importance and value in preventing a repetition of earlier mistakes, and in capitalizing on earlier accomplishment and successors.

Pioneers Of The Industry—That

Cranberry Room is indeed a place for the quiet reflection which I have just mentioned. It carries the atmosphere of the pioneers of the industry. Some of their pictures hang on the walls. There, for example, is A. D. Makepeace, a name to conjure with in cranberry lore and tradition. An attached card states that he was the first large grower in a "combination whose crop in 1887 totaled 16,000 barrels." Another picture is that of Cyrus Cahoon, typical rugged Cape Codder, looking for all the world like a character out of a Joe Lincoln book. It was he who is associated with the discovery of the Early Black variety in 1847. Other photographs and other views tell graphically of those pioneer days, such as the one marking the location of one of the bogs where Eli Howes brought to light the Howes berry in 1843.

Such were the men in their respective times who laid the foundation of the cranberry industry. The spirit with which they surmounted their difficulties is typical of Cranberry-land. This same spirit still prevails among cranberry people, and will be a factor in bringing about new and further achievements in cranberry culture and marketing.

First Organization—In reference to today's meetings, it is well here to record the beginnings of organized activities of growers in the original Cape Cod Cranberry Growers' Association which are so carefully recorded there in the Library Room. Written in a bold hand in the first record book is a notice of the original call to discuss organization—February 15,

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1866. It reads as follows:

Notice

Cranberry Growers' Convention

All persons interested in the cultivation of cranberries are invited to meet at the Exchange Hall in Harwich on Thursday the 15th day of February first at 1 o'clock to consider the best method of cultivation, and such other matters relating to the subject as may come before the meeting. It is signed by Zebina H. Small, Obed Brooks, Cyrus Cahoon and Nathaniel Robbins.

Those were all men who were prominent in the then infant industry. Zebina Small, an odd Christian name to be sure, is spoken of frequently in the old histories in connection with cranberries and with public affairs. The meeting adjourned on that date to March 1, when the constitution of the Cape Cod Cranberry Association was adopted with 67 signers.

In Our Time—Thinking of the organization as we know it in our time, I thumbed through the records, and as I frequently do, I looked for reports of meetings over ten-year periods, such as 10, 20, 30 or 40 years ago. The record for the meeting of 1914, for example, lists the president as John C. Makepeace of Wareham. Vice-presidents were Seth Finney of Carver and Dr. F. F. Marsh of Wareham. Treasurer was Z. H. Jenkins of West Barnstable, and Lemuel C. Hall of Wareham served as secretary, as he did for many years.

In later reports, nearer my time, more familiar names came into view, and I was impressed to an increasing extent with these records of these many fine people who put all they had in time, effort and energy in helping bring the cranberry business up to its present prominent position in New England and American agriculture.

Looking Ahead—This Room in the Library is acquiring a great deal of worthwhile material. It started back more than a decade ago. I noted, for instance, at the 1944 meeting an item of \$25 was voted for the Library Committee. The Association has encouraged its development, and the Library



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has shown a continuing interest.

The atmosphere of the Room is certainly wholly detached from the uncertainties and the tension of the present time. To me it emphasizes the fact that there is a branch of our agriculture which has its high place in the economy of the Commonwealth. It seems to carry a message to present-day cranberry people that they can well take pride in what has been achieved so far, and that they can go forward from here to new destinies.

A New Chapter—The Cranberry Room in the Middleboro Library is, as I have said, a place for quiet reflection and contemplation, with ample opportunity to review the progress of cranberries and cranberry people. And today as the Cape Cod Cranberry Growers' Association gets together at its annual spring meeting in the Town Hall at Wareham, it will be writing a new chapter in the continuing records of the organization—a chapter which will be recorded for those years ahead, maybe for some interested group in 2054 who will search into the recordings of the past for guidance in their day and age.

What's this at the State Bog, East Wareham, Mass.—a pier for speedboats or fishing? Looks like. But it really is built for the taking of daily water samples to study oxygen content, as George Rounsville is shown doing.

Rounsville says it makes for

more accuracy at the water is not riled up by wading out. Building the pier and using it, is also easier than putting on boots every time a sample is wanted.

The State Bog, which has been dry practically all winter long is now flooded for late-water holding.

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NATIONAL GAINS LARGE TONNAGE FROM NEW ENGLAND

Appoints Public Relations Man in Wisconsin, With Office at the Rapids.

The co-operative situation within the industry continues somewhat in a state of "flux," as meetings have been held by both Eatmor Cranberries, Inc., and National Cranberry Association. Following the dissolution of New England Cranberry Sales, up to the end of April, NCA officials assert that co-op has approximately 90 percent of the berry tonnage, and a somewhat smaller percent of the 240 or so membership of NECSCO. Many growers going over to NCA were among the larger producers. NECSCO tonnage has been around 125,000 barrels. NCA also, had, to end of April obtained seven new Wisconsin producers.

Plans for marketing fresh fruit next fall have been about completed, but are not being given out in detail "because of competition." It is said an aggressive program will be in force, but it is not the intent to take part in any "price war." There will be emphasis on greater consumption of cranberries in October, which has been apt, in recent years, to be a warm month, with consequent slow demand. This would not necessarily be based upon a drive for sauce consumption, but to offer a sales appeal upon "cooler" cranberry dishes.

M. L. Urann, Miss Ellen Stillman and Mrs. Janet Taylor were in New York May 6th meeting with magazine food editors to discuss this phase, and to solicit their support.

Extends Executive Committee

NCA has extended its executive committee to seven members and seven alternates. Chosen to fill the new chairs were Guy N. Potter, Wisconsin and Thomas P. Darlington, New Jersey. Alternates are Rolland G. Potter, Wisconsin and William S. Haines, New Jersey.

Raymond Morse of West Wareham, former berry inspector and in charge of packing houses for New England Sales has joined NCA, and

will serve as a berry inspector.

Wisconsin Public Relations Man

As public relations man in Wisconsin, NCA has appointed John D. Roberts, who owns bogs in Hayward. An office has been opened at 345 West Grand Avenue, Wisconsin Rapids.

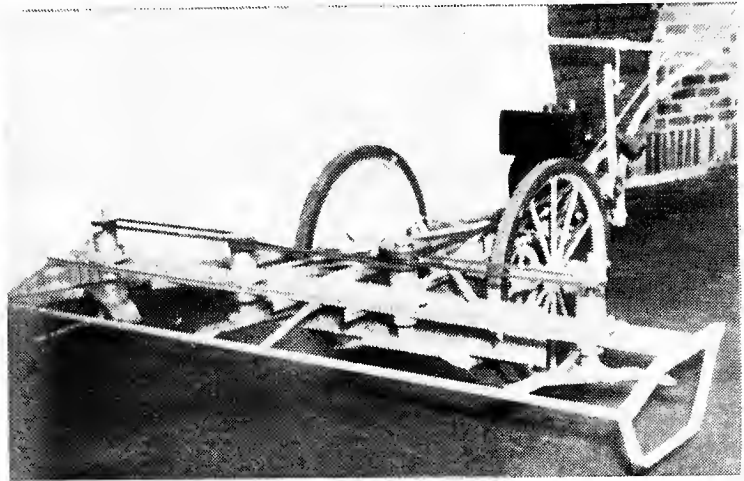
Mr. Roberts was born in Wisconsin Rapids and was graduated from local schools and received his BA degree in economics and business administration in 1941. He then enlisted in the U. S. Army as a

private. He came out a major with a Purple Heart and the Bronze Star.

For some time he was employed as an administrative officer for the federal government and later as vocational training specialist and contact representative. In this latter capacity he prepared and conducted industry training programs and placed persons interested in such training, also supervising the enrollment and selection of course study for veterans.

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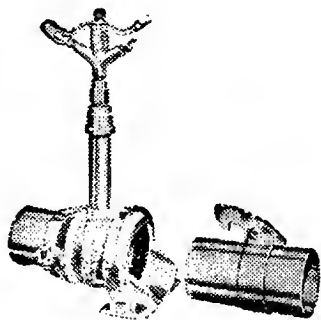
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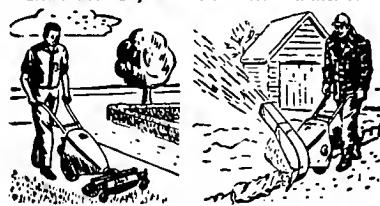
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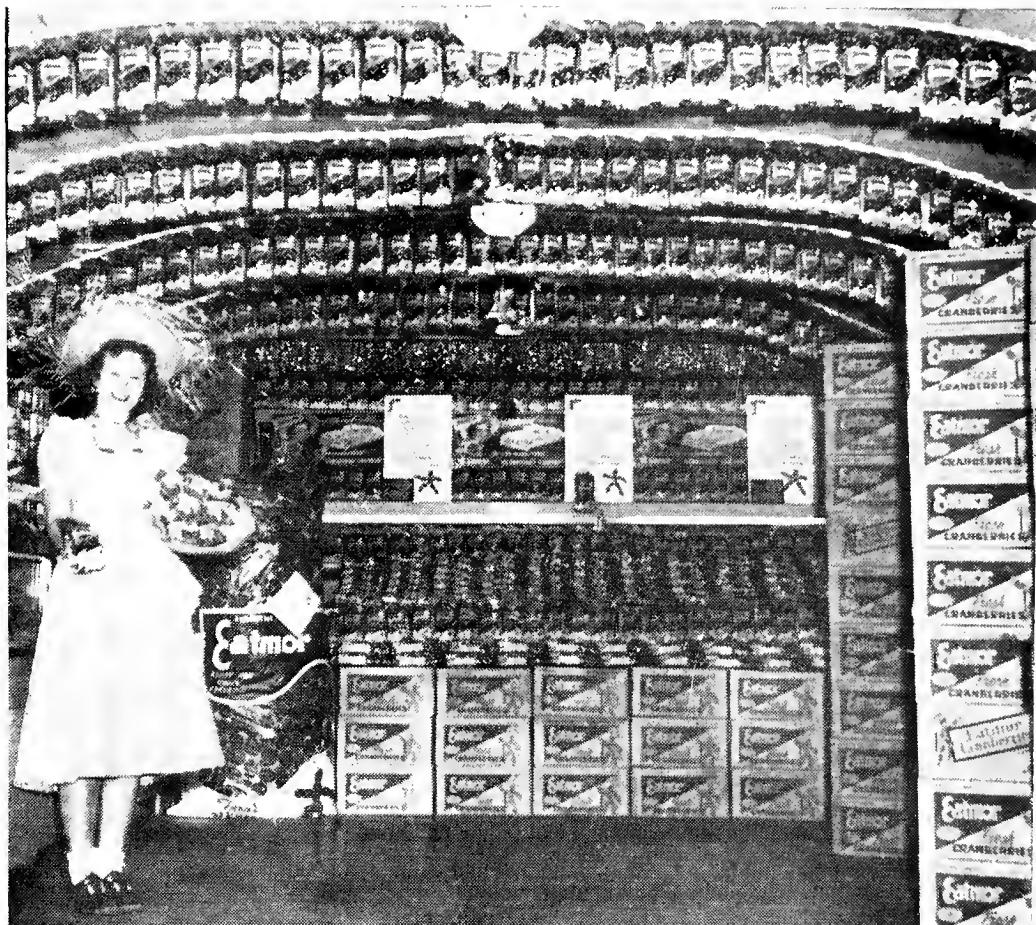
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Against a cloudy Twilight backdrop a helicopter puts spray on Massachusetts St Bog. Story on Page 10. (CRANBERRIES Photo)

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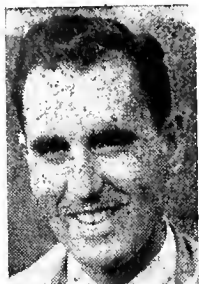
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Mass. Cranberry Station and Field Notes

by J. RICHARD BEATTIE
Extension Cranberry Specialist



Little Frost Flooding

While threats of frost have kept growers near their pumps all spring, very little flooding was necessary. Eleven general frost warnings have been released to date (June 7) compared to 23 warnings during this period last year. Incidentally, 41 warnings were released during the spring of 1949. These figures include both the afternoon and evening forecasts. Water supplies have been more than adequate for frost protection. In fact, it has been a problem to dispose of the surplus water during the wettest May in history.

June Starting Dry

The first week in June has been relatively dry, so apparently the "celestial spigot" has been turned off temporarily. We hasten to add that we hope the "drought" is of short duration because ample water supplies in April and May have a habit of diminishing very rapidly in June and July. If dry weather should prevail for any length of time, the lessons learned during the drought of 1953 should be extremely useful. Probably one of the most important lessons learned was the fact that we waited too long in many instances before irrigating our bogs. Cranberry vines require about one inch of water per week in order to produce a good crop and carry it through to the harvest season.

Keeping Quality

The Final Keeping Quality Forecast has been prepared and mailed to growers through the County Agents' offices. It is as follows: "Drs. Cross and Franklin believe that weather data through June 7 shows that prospects are fair to poor for the general keeping quality of the 1954 Massachusetts cranberry crop as its applies to "early water bogs." Growers who

have bogs that tend to produce weak or tender fruit should consider spraying them twice with a fungicide. The first treatment should be made when the bog is 5 to 10 percent in bloom, second treatment, 10 days later. Control measures for fruit rots are carefully outlined on the new Insect and Disease Control Charts." We hope growers will use this forecast wisely. Certainly our marketing organizations need the best quality fruit that we can produce.

Dieldrin for Root Grub

The following timely information was prepared by Prof. Tomlinson: "It is still too early to judge dieldrin applications for root grub. There has already been some grub mortality in areas treat-

ed with dieldrin in March and early April but it is likely that live grubs will be found until late summer in most sprayed bogs. Spring insects have been generally slow in appearing due to the cold wet weather during April and May. Black-headed fireworms have been an exception with hatching occurring as early as May 13 when they were found mining in old leaves and buds because there was no new growth present. Weevils appeared in abundance with warm weather at the end of the month. Blunt-nosed leafhoppers were just hatching as this was written (June 7). This is unusually late and reflects the effects of our cool spring. False armyworm, blossom worm and green spanworm are about as usual."

Growers and customs operators have been busy treating certain bogs for these pests. Unfortunately, customs operators are still laboring under the handicap of very short notices as to when growers want their bogs treated. If these operators knew in advance the number of growers that would be depending upon them for service and approximately how many acres that might require treatment based

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on past experience, they could arrange for the necessary equipment and personnel to do the work. We realize that there are many factors involved but a little more planning would help correct the problem and pay dividends for all concerned.

Suggestions for Weeds

We have a few timely suggestions from Dr. Cross on weed control. The whirl disc which fans out the spray in a knapsack sprayer nozzle should be removed when applying Stoddard Solvent as a spot treatment under the vines. The removal of this disc results in a single stream of Stoddard that can be directed to the base of crown of the weed provided that very little pressure issued. This technique will cause relatively little damage to the new vine growth and can be used effectively during the summer months for the control of small brambles, loosestrife and asters.

Nitrate of Soda or Ammonium Nitrate is recommended for the control of the large cinnamon and royal ferns. One handful should treat 6 to 8 ferns. Those using Iron Sulfate would do well to mix one part of salt with nine parts of iron and use half as much of the material when treating such weeds as ferns, haircap moss, sand spurrey, toad rush, asters and pitchforks. This technique reduces the cost of this treatment and eliminates the necessity of rain in order to make the Iron Sulfate toxic to the various weeds.

2,4-D is still in the experimental stage but appears to be effective in the control of hardhack, meadow sweet, leatherleaf, chokeberry, bayberry, and loosestrife. Dr. Cross recommends the same type of 2,4-D and the same dilution outlined in the new chart for the control of three square grass. The "hockey stick" technique is still one of the popular methods for applying this chemical to these tall weeds when they extend above the vines.

Urea

Growers have been very much interested in a high nitrogen fertilizer known as Urea. It has been applied on a substantial acreage of bog this spring. Urea can be combined with insecticides and fungicides and is non-corrosive to equip-

ment according to Dr. Chandler. Vines respond quickly to this chemical and the cost is very reasonable. Applications up to 40 pounds per acre have caused no burning of the new growth. For further details on the use of Urea, we suggest that the grower see Dr. Chandler.

4-H Cranberry Clubs

The prospects for a few 4-H cranberry clubs this season seem a little brighter than they did a few weeks ago. We have a group of twelve boys in Carver and another group of approximately 30 boys and girls in Wareham that have expressed interest in such a project. The problem now is to locate some adult leaders to direct these 4-H cranberry clubs. We feel sure that we can depend on growers to help with this important work.

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MAY SUNSHINE SHORT

Sunshine in Massachusetts totaled 214 hours in May. This is a deficiency of 53 hours below normal. This shortage will not have much effect, probably, upon the crops this year but will be felt in that of 1955, according to Dr. Cross, Massachusetts Experiment Station.

You can

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You can depend on "Fermate" to prevent rot of the berries on the bushes or while in storage. "Fermate" gives this protection through excellent control of fungous diseases that attack cranberries. What's more, "Fermate" is mild. It's hard on fungous diseases but its gentle action means minimum danger of burning or stunning tender flowers, leaves or fruits.

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See your dealer for full information and supplies. Ask him for free literature on "Fermate" and other reliable Du Pont products. Or write Du Pont, Grasselli Chemicals Department, Wilmington, Delaware.

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Cranberries

THE NATIONAL CRANBERRY MAGAZINE

ISSUE OF JUNE 1954—VOL. 19 NO. 2

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FRESH FROM THE FIELDS

Compiled by C. J. H.

MASSACHUSETTS

May Rainy and Cloudy

The entire month of May, in Massachusetts was one of the rainiest and cloudiest on record, in fact in Boston all records for rainfall were broken. First day was beautiful, and the last, but in between the period was an all but constant stretch of gray and rainy weather.

Precipitation Nearly Double

Precipitation as recorded at Cranberry Station, East Wareham was 6.67 inches, it being exceeded only in cranberry records in 1901 when the fall was 8.58. Rainfall varied over the state with less on the outer Cape, more at Boston with a total of 13.38, 10.56 above normal. Normal rainfall for the Middleboro-Plymouth-Hyannis triangle is 3.18 inches, so rainfall was nearly double in the main cranberry area.

No Frost Losses

So much rain and cloud, naturally, cut down frost hazards, even though at times of clearing weather warnings were sent out. Result was there was little or no frost injury for May, and in fact for the entire spring, up to June first. Spring frosts, therefore, have done nothing to cut down the prospective production in Massachusetts.

The first 16 days of May brought a recording (Boston) of 62 degrees minus from normal, or about four a day. The lack of sunshine was said to be the greatest at this time of the year in history of Boston Weather Bureau.

Coolness Aids Quality

The coolness was perfect for the 1954 crop, Dr. Cross said, both as to size and quality, and he continues to forecast a large crop as to size and quality,

But the lack of sunshine in first half of May was definitely detrimental to the crop of 1955. It is May, he said, when the build-up for the harvest of the following year is begun. So, for the two-year period there was a balance of the favorable and the unfavorable.

The coolness, was especially fortunate with so much late-held water this year. Warm water at that period would tend to build up wood and not flowers. He was firmly convinced that late-held Blacks in most cases would be sound and large, but the Howes, with the shorter growing period had less chance of attaining a large growth.

Last of Month Warmer

Latter portion of May was not nearly as rainy and temperatures rose, the month ending with a daily average of about a degree and

a half below normal. There were drying winds, low humidity, and, almost astonishingly, at start of June Boston Weather Bureau was warning against danger of forest fires and there were a few small one in the Cape area.

Rain Hampers Spraying

The rain hampered the State of Massachusetts 1,200,000 acre gypsy moth spraying program. This was more so in the eastern part of Norfolk Middlesex, and Essex counties, than in western part of the state. This is a \$600,000 spray program.

Insects Do Not Appear Bad

First brood fireworm (black-heads) appeared on the Cape May 13 and were promptly treated by air spray. This was considered unexpectedly early in consideration of the coolness of the month. By the

(Continued on Page 16)

Between rush spring work, frosts and the incessant struggle to overcome insect damage, you **shouldn't** have to worry about insurance problems.

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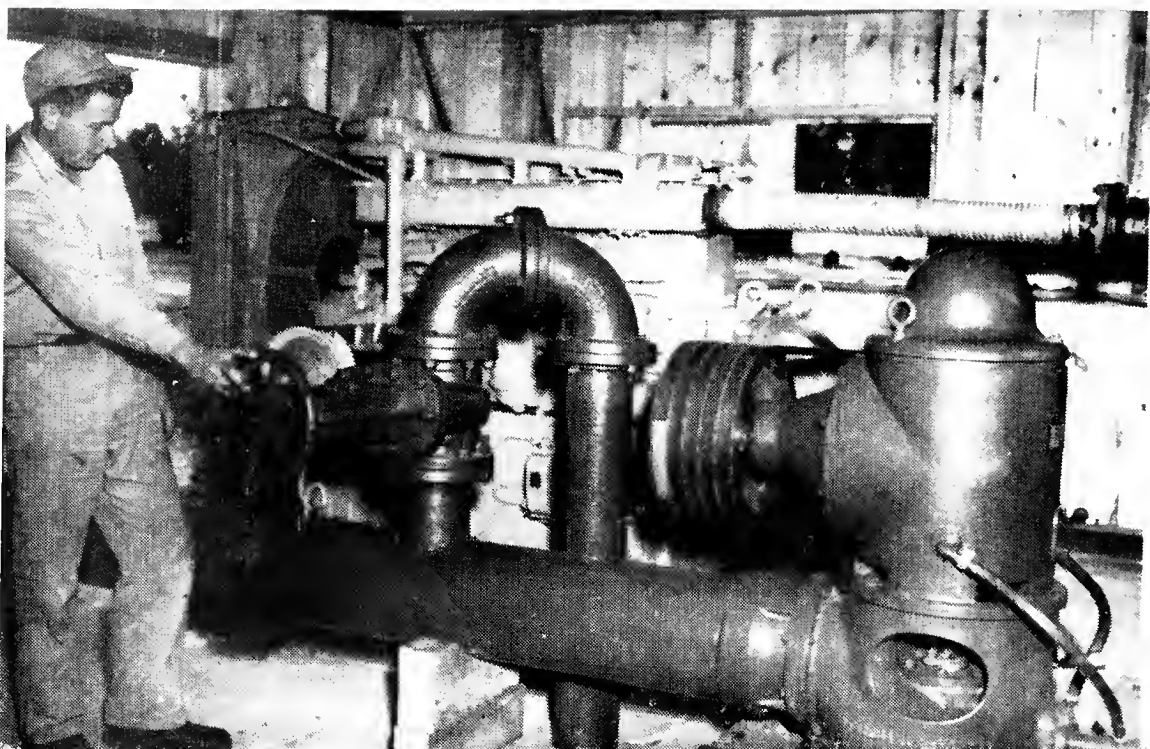
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Seth Kallio watches gauges on pump as water goes out sprinkler system.

(CRANBERRIES Photo)

Makepeace Company Completes 16-Acre Sprinkler System

Will Probably Be Tied In With Others to Make 24 Acres Operated as Single Unit.

Sixteen acres of bog, have just been covered with sprinkler irrigation by the A. D. Makepeace Company at its Carver bog. This, with a six-acre section, with sprinklers installed half a dozen years ago, and a two-acre piece, protected with sprinklers since the early thirties, all in the same area, may be tied in together, making one of the largest sprinkler installations in Massachusetts, operating as a single unit.

Leading to the decision to make such extensive installations was the fact that last year the 16-acre area lost much of its crop by a spring frost, while 2 years ago it was hard hit by drought. As a matter of fact, due to inadequate water, producing crops on this particular area of the Carver bog has been for years extremely hazardous. Hence the decision for "insurance" of an overhead water supply.

Installed are approximately 10,000 feet of pipe and approximately 160 sprinkler heads. Water source is considered entirely adequate, it being an almost natural "sump" provided by throwing a dam across the lower end of the source of the Wankinquoah river. The area was known long ago as "The Slug", there having been an ancient mill near the site.

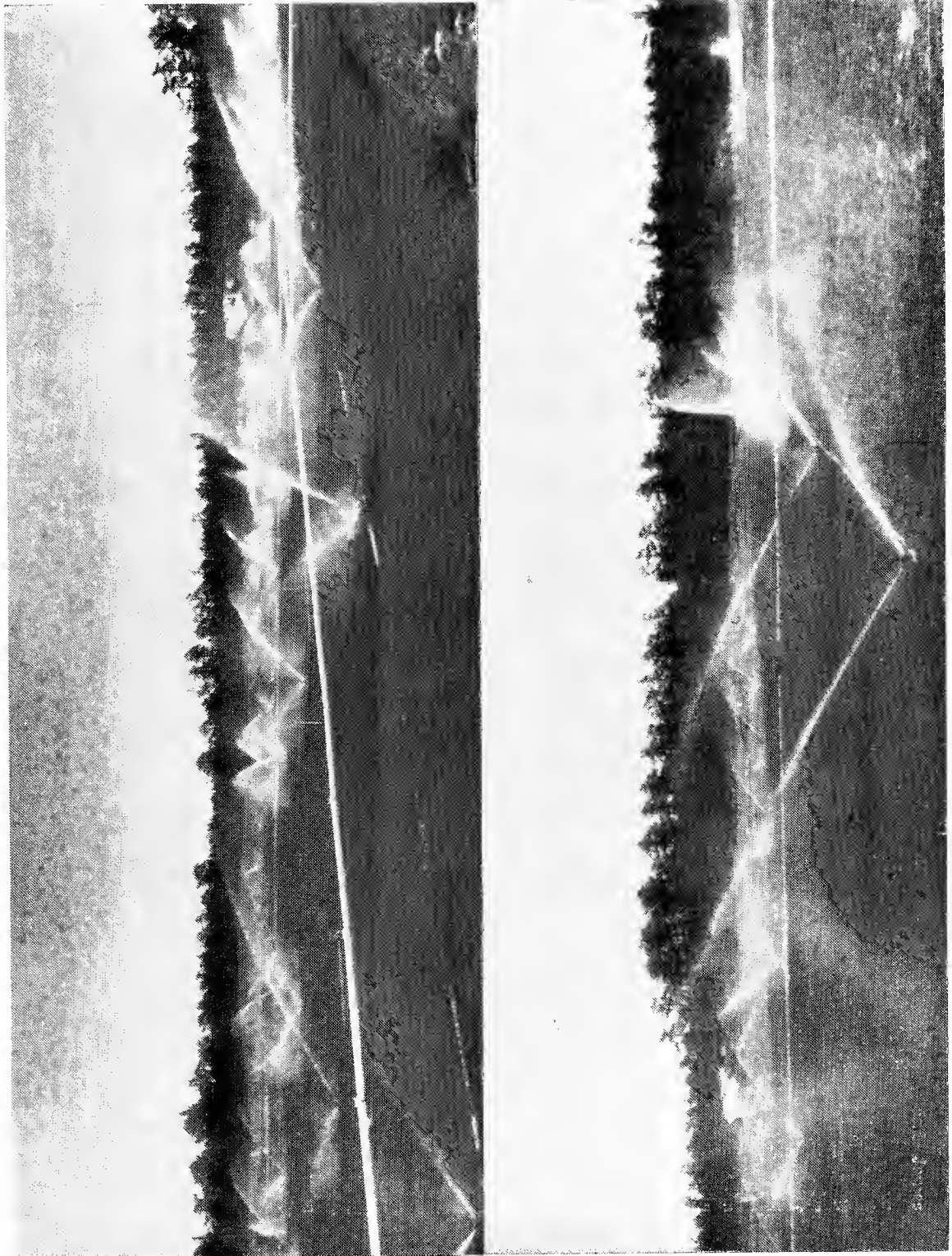
A modern pump house was constructed and this contains a Sterling (Viging) diesel engine of 125 horsepower as power source, and a Fairbanks-Morse turbine pump capable of throwing 1350 gallons of water a minute when operated at 1100 r. p. m. Ten-inch transite pipe leads from pump-house to the bogs. About 15 minutes is required to fill pipes and bring up pressure for efficient operation, 70-75 pounds, giving about 40 pounds at the nozzles. Bog mains are 8" and 6" with laterals of 4" and 2", spaced 80" apart. All pipe is light-weight aluminum of the portable type, planned to be taken in each fall and put out in the spring.

Rain Bird Sprinkler mostly No. 40 heads are 600 feet apart on the laterals, each giving a coverage of about 90 feet diameter; a 60x80 foot spacing gives protection to all the vined areas. Pipes are placed directly on the vines, except the mains which are supported by cross ties over the main ditches.

Installation of the system was done by Larchmont Engineering of Lexington, assisted by Field-Brook Equipment, Inc. of East Bridgewater, using the Shur-Rane irrigation system, although a good deal of the work was done by Makepeace personnel.

The installation has been used several times this spring for frost control, affording, according to Russell Makpeace, "good frost protection". Makepeace has been operating on the principal of having his foreman at Carver, Eddie Kangas, put the system in operation when the thermometer drops to 30 and to continue sprinkling until it rises above 32. If the danger seems over the water is not turned on again,

(Continued on Page 10)



TWO VIEWS of the sprinkler system in operation — Top shows 8 and 6 inch mains, while both give a good idea of amount of water affording either drought or frost protection to the vines. (CRANBERRIES Photo)

Makepeace

(Continued from Page 8)

although men stand by to watch. There is no consideration given to the fact there may or may not be ice remaining on vines or berries when the sun arises. The entire area sprinkled consists of Early Blacks, so not much fall frost protection may be necessary.

For irrigation, evening use is the order, as Dr. H. F. Bergman advised this was preferable, but sprinklers have been turned on during sunlight hours as a relief from extreme heat.

Sprinkling for frost protection was developed in Washington under the direction of D. J. Crowley, now retired director of the Cranberry-Blueberry Laboratory at Long Beach. The Makepeace installation on the 2 acre Round Bog which is a Skinner type, was probably the first in Massachusetts.

OUR COVER

One of the largest attendances on record was present at Massachusetts State Bog, May 27, when demonstrations included airplane, both (Cub and Steerman biplane) and helicopter applications of spray and dusts. This was a twilight meeting, opening at 7 o'clock and it was hoped growers might see insecticides properly applied.

There were heavy clouds and a little more wind than desirable. However a Wiggins Airways 'copter applied a DDT spray, while Freddie Braun of Firefly, Incorporated, flew both the Cub and biplane, with flagmen from the A. D. Makepeace Company on the

bog. "Bill" Tomlinson, entomologist of Mass. Cranberry Experiment Station told what growers should watch for to see if air insecticide applications on the bogs were being properly given. (Points he made were given in April issue of CRANBERRIES).

Dr. Chester E. Cross talked briefly on weeds and Dr. F. B. Chandler on fertilizers.

Similar meetings, except for the air exhibition were held at Halifax on United Cape Cod Co. Bog. 9 in the afternoon and at West Barnstable NCA (former N. E. Sales) screenhouse and at North

Harwich NCA screenhouse the previous day. Bog visits were made by requests from the North Harwich plant.

Vernon Goldsworthy

Cranberry Specialist and Grower

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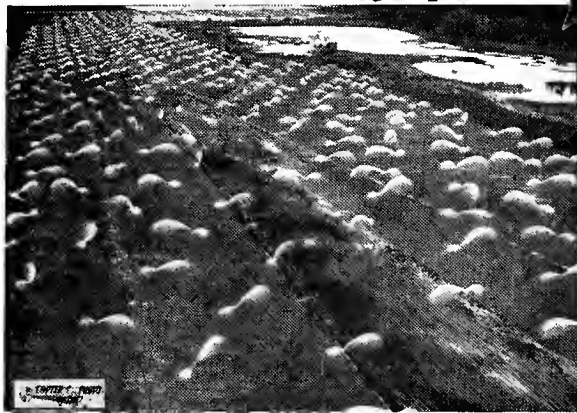


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Massachusetts Grower Make Sensational "Hit" in Food Sideline



Plymouth High School boys bring up baking tin to fire.

(CRANBERRIES Photo)

Orrin G. Colley and Associates Last Month Baked "World's Biggest Pizza Pie," Appian Way at Plymouth Beach.

The world's biggest pizza pie has just been baked at Plymouth Beach, Mass. What has this to do with cranberries? Nothing except that the head of the organization which made this enormous pizza is a cranberry grower, Orrin G. Colley—and perhaps a few rather indirect cranberry tie-ins. Colley is president of the Cape Cod Cranberry Co-operative of Plymouth.

The big pizza was baked and eaten last month by 40 Plymouth High School boys and girls, mixed in huge bowls and "baked" on a specially-made pie pan of $\frac{3}{4}$ inch aluminum, 5 ft. in diameter. Pie actually eaten, was prepared in a Plymouth bakery, but all the motions of its preparation with the dough, cans of sardines, Parmesan cheese, shrimps and sliced bologna were gone through on the white sands of the beach with the waves of the harbor as a background. The boys gathered "driftwood," made a huge fire, the girls fixed the feast.

This was staged as a pizza pie party, with coke and soft drinks for 'teen-agers. There were black and white, color and movie cameras

recording the scenes. It was actually a publicity and ad-preparing stunt under the auspices of Plymouth Chamber of Commerce.

Beginning as a meager side venture (it is still a side line to cranberries for Colley) in March 1952 this business has had a remarkable growth. Reluctant to give out actual figures, because there is competition, Mr. Colley says the pizza product is now approaching multi-million mark in gross sales. Thousands who never knew of the Italian dish before, are now home-preparing Appian Way, ready-mix pizza. Although there are five or six other firms in the business, Food Specialties, Inc., which is the name of the company, was the original and is now advertised as America's largest maker of pizza pie mix.

Appian Way came about when two brothers, of Italian descent, living in Worcester conceived an idea that a ready-mix pizza could have a wide appeal. The brothers are Frank Fiorillo, a baker and Dominique, an assistant professor of sociology at Suffolk County Law School. The Fiorillo brothers receive a royalty on every case sold by the manufacturers and promoters. Colley's associates are Robert Price, an attorney of Worcester, Mass., who is the attorney, and secretary-treasurer of the

corporation, and Humphrey L. Nash, Jr., also an attorney, vice president. Sales offices are at 36 Main Street, Plymouth. There, too, is the office of Cape Cod Cranberry Cooperative.

The contents of an Appian Way package consists of the pizza mix, this made up of enriched flour, dry yeast, dry skimmed milk, sugar and salt; and the pizza sauce, in a small tin can, the sauce ingredients being tomato puree, garlic, oregano, black pepper, Italian cheese, cottonseed oil, olive oil and added salt. These items which make up the pie are mixed, fixed and baked at home. Two assembly plants are now in operation, one at Worcester, in a three-story building, where 48 are employed, the other at San Jose, California with 18 workers. There is a sales office in Chicago.

Sixty-eight brokers handle distribution from coast to coast and from border to border. This product is handled at consumer level by every major grocery chain in the country and by independent stores. Appian Way is advertised in radio and TV local spots; it was on Dave Garroway's program and is nationally advertised in Life magazine.

The Name

To find a name that was descriptive of pizza and would click with

the consuming public was no trifling matter. Dozens of designations were suggested, until finally Mr. Nash, Jr., came up with Appian Way. Appia Via was the designation of a road leading from Southern Italy to Rome, the first mile of which was really a footpath having been constructed in 312 B. C. It was the most famous of the early Roman roads. Appian Way proved a happy thought. Distinctive, original, it clicked and retained.

Pizza pie has long been familiar along the eastern seaboard and on the southern California coast. It

To right: Three professional photogs, snap close-up publicity pix of three of the girls. Below, Plymouth High girls mix up ingredients in huge pizza bowl.

(CRANBERRIES Photo)



is especially popular with teenagers who hold "pizza parties." Pizza became known during the last war to many a GI who was in Italy. They carried the liking for the Italian dish back with them, and spread the news of pizza.

The Appian Way pizza was brought out, apparently at exactly the right time. It caught on. Colley is frank to admit, "It was one of those things that come along once in a lifetime."

It has been called the food hit of the year.

Advertising and publicity for Food Specialties is handled by Chambers & Wiswell, Boston, (Charles Hutchinson, executive, and Nat Spurber,) who do the Eatmor account. Colley (CRANBERRIES April 1946) was formerly employed by NCA, he has been on the road selling fresh fruit for the co-op he heads, and before that for the Colley Cranberry Company. He is an ardent traveller—travel might be said to be his hobby. He has been in all the cranberry areas, and is familiar with the cranberry "trade" of the country.

Now, with half a dozen men on the road for Appian Way, most of the year round, Colley finds these men can help establish better contacts for fresh fruit cranberry Sales. Many outlets which handle Appian Way, are also in the market for cranberries in season. He figures he has learned quite a bit about merchandising, but as he gets deeper into nation-wide sales, he realizes more and more how really intense, and productive of sales, skilled merchandising can be. He has much respect for cranberry merchandising of late years, and particularly of how extremely well-known is Ocean Spray cranberry sauce.

Appian Way may be served as a pizza omelette, on meatless Fridays, also with optional ingredients such as chopped mushrooms, cheese and chopped olives, cheese and sliced peppers, anchovies. "Could there be a cranberry pizza?"

"No," Colley says a little sadly, "I'm afraid not. We have thought of it, but the tomato taste is too strong, the two cannot be mixed satisfactorily."



CONTROL

- Cranberry Root Grubs
- White Grubs
- Poison Ivy
- Chokeberry
- Wild Bean

USE



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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Here is what a honeybee looks like as it carries pollen on your bog. This vastly blown-up photograph is from the Agricultural College, University of Utah, Logan, Utah.

100 YEARS OF ENTOMOLOGY

THE battle against insects is now engaging for this season, although like actual warfare, preparation is never ending. "Clinics," other meetings, demonstrations, such as that given at Mass. State Bog on air spraying and dusting are opening tactics.

This year marks the first 100 years of professional entomology in the United States. We have been training "generals," and minor leaders that long. It is well we have, the insect army isn't less in numbers, or any less in spirit of attack.

It was in 1854 that entomology began in this country. Recognition of the need for insect control led, in that year to the appointment of two entomologists to government positions. Insects have, since early history competed with man for foodstuffs. Earliest cranberry growers were troubled with cranberry insects well before 1854.

For example, one Augustus E. Leland of Sherborn, in Middlesex County, Massachusetts, who first cultivated about 1830 began to be troubled in 1840. He wrote that "every year since 1840 these (cranberry) vines had been eaten up as regularly as the year came around by a worm, called in this vicinity the 'cranberry worm.' This worm may be the same, or at least a species of the same worm which operates the last of June in the apple tree . . . some seasons they seem to threaten total annihilation, the vines presenting to the eye the same appearance that an orchard does when its foliage has been eaten by the canker worm. To destroy this work (of the worms) the vines were kept under water until the first of July."

Other pioneers bitterly complained of "the worm."

First two entomologists to be appointed were Townsend Glover for the Federal government, assigned to the patent office. The other, Asa Fitch for New York State. The United States Entomological Commission was created in 1876. In the U. S. today about 4,500 men and women are professional entomologists.

Pionering in the cranberry field were J. B. Smith, State Entomologist of New Jersey, who also did work in Massachusetts. There was Thomas Headley also of New Jersey. C. B. Hardenburg, who worked in Wisconsin on cranberry insects,

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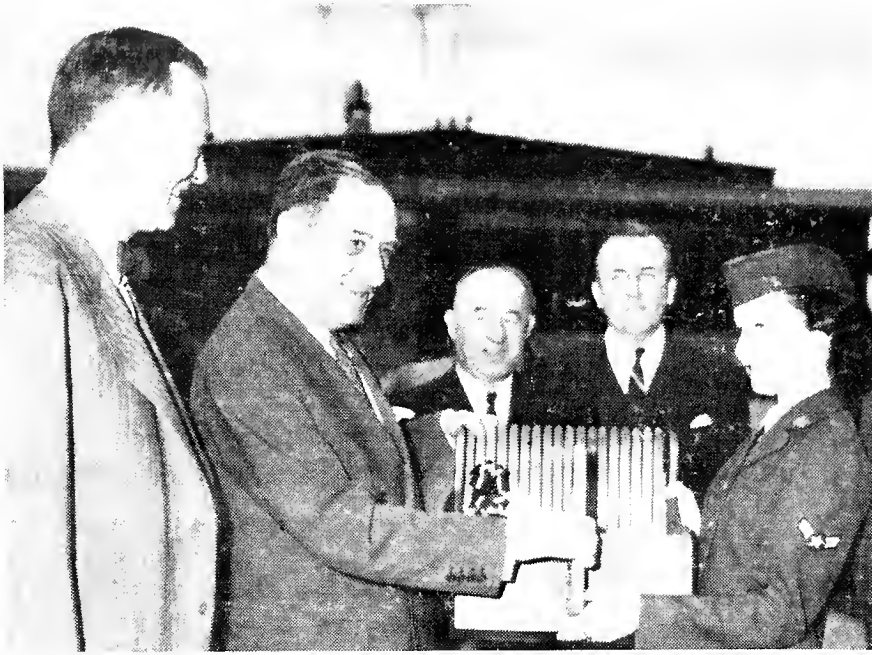
CHARLES A. DOEHLERT

P. E. MARUCCI

New Jersey Cranberry and Blueberry Station
Pemberton, New Jersey

Charles H. Fernald of Massachusetts State College is remembered by many. The first full-time cranberry entomologist in cranberries was Dr. Henry J. Franklin, engaged in 1909 through the efforts of Cape Cod Cranberry Growers' Association to give growers relief from insect devastations. There was the late Charles E. Beckwith of New Jersey, today's William E. Tomlinson, Jr., succeeding Dr. Franklin as Mass. Experiment Station entomologist and many others.

We wouldn't have million-barrel crops today without the entomologists.



Cranberry growers seldom miss an opportunity for favorable cranberry publicity, and here Secretary of U. S. Air Force Harold Talbot received gift of Cape cranberry scoop when he visited Camp Edwards on the Cape as possible site for the new Air Academy. Presenting scoop is A/2c Virginia Chick, Otis Field WAF. Gov. Christian A. Herter of Massachusetts, himself a cranberry grower (extreme left) looks on.

(U. S. Air Force Photo)

Fresh From the Fields

(Continued from Page 7)

27th false army worm and green spanworm were hatching. Weevil appeared scarce, due, again, apparently to the weather. By end of May there were no undue threats of heavy insect infestations or damage.

NEW JERSEY

May Usually Cold

May was unusually cold in the cranberry growing area of New Jersey. The average temperature was 59.3°F., which is 4.4° cooler than normal. In the early part of May there were three frosty nights on cranberry bogs, with readings below 30° being reported from many bogs. As of the first of June, however, it appears that cranberry growers suffered negligible damage. On the benefit side of this cold spell is that the frost reflows have caused a general reduction of blossom worms, fireworms, and to a lesser degree, tipworms.

Blueberry Frost Damage

Blueberry growers were not so fortunate, as early varietes in some fields were considerably damaged by frost. The Hammonton blueberry area has not gotten as much rain as the Burlington County area, but the loss is felt more in the strawberry fields than in the blueberries.

Rainfall About Normal

Rainfall during May was 4.04 inches, about .82 inches above normal.

Bogs Look Good

Bogs generally looked good on June 1. New plantings were delayed in May because of much rainy weather. On bogs where new growth on June 1 was an inch long, the following insects were ac-

tive: blunt-nosed leafhopper, tipworm, sparganothis fruit worm, blossom weevil and fireworms. Dusting with 10 percent DDT was begun on a few bogs which had reached the dangle stage. Considerable fertilizer was applied during May by aircraft.

Air Dusting Blueberries

As of June 3 cherry fruitworm moths were still emerging, with in-



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dications that they would continue to do so for another 10 days. Egg laying was at a peak and egg hatching with entry of worms into berries was occurring in undusted fields. Aircraft dusting with parathion began on May 30.

WASHINGTON

Late May Warmer

Warmer weather after May 15th considerably increased fruit development. A good growth had been started by first of June. There were several recordings of 75 latter half of month.

Nearly an inch of rain fell after about ten days of dry weather, which stalled off sprinkler irrigation for the time being.

Cold and Dry

Spring, up to middle of May was cold and dry, with only a few really warm days. Cranberries appeared about 10 days to two weeks behind last year. Bud development seemed to be rather erratic, some being well developed with flower and bud cluster separating, while others were just starting to swell.

First Brood Fireworm

First brood of fireworm started hatching approximately May 5 to May 10. Growers who had infestations last year were applying the first DDT and fungicide sprays at that time.

The low temperature for the period was 22 on April 27 and the high, May 1 with 80 degrees.

New Sprinklers In

New bog sprinkler systems have been completed in installations and new plantings are practically complete.

OREGON

The month of May began with a frost that may have resulted in damage on unprotected bogs. Estimates of growers vary from 10 percent damage to as high as 50 percent. However, it is quite possible that the production for the district will not be much below last year. It definitely will not be any greater.

Fruit all over the state was injured. Medford and Milton-Free-water have been declared disaster areas.

Irrigation Necessary

May has been very dry forcing irrigation to begin by the 15th.

Committee Meeting

West Coast Advisory meeting has been called for June 10th at the Freezer plant at Long Beach, Washington at which time a more complete pictures of West Coast conditions will be ascertained.

OREGON QUEEN HONORED

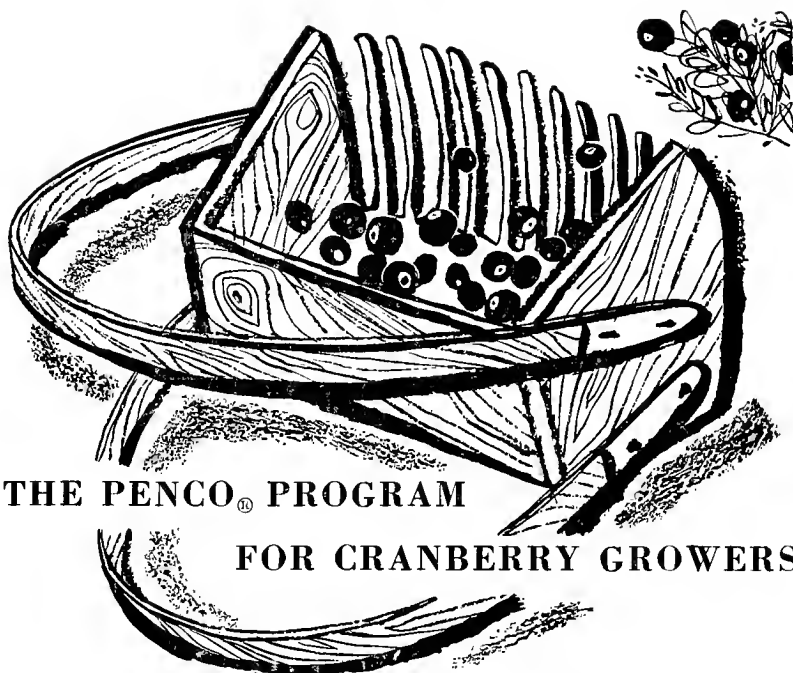
Bandon's Cranberry Queen, Miss Barbara Wright was a guest of honor at the annual Rhododendron Festival at Florence, Oregon, last

month. She rode in a special float in the grand parade.

NEW JERSEY TO NAME BLUEBERRY QUEEN

New Jersey is to choose a blueberry queen at Hammonton, June 19th. The girl selected will win an all-expense tour of East Coast cities and appear on radio and TV shows. She will be given a complete wardrobe.

Contestants must be members of a family in the blueberry industry, an employee or sponsored by a blueberry grower.



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Lester E. Haines, recently named executive vice president and general manager of Eatmor Cranberries, Inc., is shown in a recent photo at his office in Chicago. A meeting of Board of Directors of Eatmor was held at Milwaukee, Wisconsin, May 26 at which future plans were made. These to be announced later.

Fertilizer Used To Improve Effect Of Kerosene

C. A. Doehert
New Jersey Agricultural
Experiment Station

On New Jersey cranberry bogs, kerosene has been useful in reducing graasses and certain weeds. These weeds have returned to the bog, however, within a couple of years in numbers great enough so that the grower has not realized as much benefit from the kerosene as he had expected. It has

seemed that if the growth of cranberry vines could be sufficiently stimulated soon after the use of kerosene, the new vine growth might be so increased that weeds would not have the same chance to become re-established. With this in mind, an application of 200 pounds of 8-8-8 per acre was made on August 1, 1953, on a young bog. On June 1, this year, areas so treated had 14 percent more up-rights than unfertilized areas.

This is, of course, only a preliminary result. It is quite likely that if the fertilizer had been applied June 1 instead of August 1, the result would have been considerably more beneficial. Or, as

has been shown in other experiments, if one application were made June 1 and a second one August 1, there would have resulted both a good increase of vines and an improvement in the set of fruit buds. As time permits, further tests will be made. For the present, on bogs where vine growth is poor because of weediness and where kerosene has been used to kill the weeds, it would seem that a desirable rate of application to try would be any one of the following quantities: — 100 lbs. nitrate of soda, 80 lbs. ammonium sulfate, 50 lbs. ammonium nitrate, 160 lbs. 10-10-10 (or the equivalent in any 1-1-1 ratio). Each of these quantities, it will be noted, provides 16 pounds of actual nitrogen.

For bogs which are too young to bear, these quantities might be used in June and again the first week in August. For bearing bogs, the second treatment should be omitted if there is danger of getting too much vine growth. Normally under conditions which have required the use of kerosene, there would not be much danger of excessive vine growth and the second application could be used.

The History Of Prepackaging

(The following is reprinted, with permission from Market Growers Journal, as material which may interest cranberry growers.)

The "Columbus Experiment" is often thought of as the beginning of prepackaging. But a great deal of groundwork had been done earlier, much of it by persons and firms who collaborated in that project.

The operation in Columbus, O., was a joint undertaking of A&P and Ohio State Univ. and Exp. Sta., beginning in 1944 and continuing through 1947.

Those experiments had the support also of E. I. du Pont de Nemours and Co., Ohio Boxboard Co., Hussman Refrigeration, Inc., Oliver Machinery Co., Food Machinery Corp., and others. The attention the project attracted, due to the prestige of the factors engaged,

served to dramatize the venture and to publicize its successful results. It stimulated active interest in prepackaging more than anything that had occurred before, and it provided some needed facts under representative commercial conditions. Yet a certain amount of pioneering had been under way as much as 20 or 25 years prior to 1944, beginning date of the Columbus experiment.

Some of this was fundamental research by experiment stations and other agencies dealing with the nature of various wrapping materials and the responses of plant and animal tissues when sealed in these wrappers. For example, in 1928 H. D. Brown, in Mich. Agr. Exp. Sta. Technical Bulletin 87, described a series of tests of the effects of various papers upon the quality of some fruits and vegetables. Stahl and Vaughan published one of the earliest official accounts of experimental work in this field in Fla. Exp. Sta. Bulletin

369 in 1942, under the title "Pliofilm in the Preservation of Florida Fruits and Vegetables." Since that date the literature on prepackaging has grown amazingly.

Pioneers

At the same time a number of commercial trials were going on here and there. Just who should get the nod for pioneering these developments? Mushrooms in consumer-size paperboard boxes have been a familiar item at least since the late 1920's and brussels sprouts since the mid-30's. Spinach and tomatoes have been growing in popularity as standard prepackaged merchandise since the late 30's. Consumer packaging of citrus fruits got its start in Florida about 1932, and there is now large volume prepackaging of these fruits at both growing-shipping and terminal market levels. And how long has it been since we saw our first paper and mesh consumer units of potatoes and dry onions?

It was in 1932 that J. D. Rankin, of Du Pont's Cellophane Division, enlisted the interest of the Sanitary

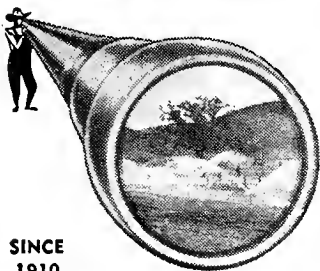
Grocery Co. in Washington, D. C. (now Safeway Stores) in an organized approach to produce prepackaging. At about the same time Du Pont collaborated in some ex-



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tensive trial packaging of various products in Florida, including sweet corn, which was shipped to outlets in Philadelphia, and lemons shipped to Minneapolis and St. Paul.

Growers and shippers were not yet ready to undertake prepackaging commercially at points of origin. So in 1934 Rankin moved closer to the consumer with his trials. He and Mike Freeman in New York City developed a prepackaging operation there to supply some of the chain retail outlets. Lettuce packaging had to be discontinued because bidding on packageable quality in the New York produce market made prices prohibitive. But the Freeman Produce Co., continued consumer packaging of brussels sprouts with success, and is one of the largest in the country with that product today.

Half-Wrap

In 1933-34 Louis Marx, a cooperative grower in Wolcott, N. Y., packaged celery with a telephone comparable to the present ISAT type. This worked well, and was later tried in Florida, also with success. This was the forerunner of the half-wrap of celery which was set up on a large scale by Harry Becker in Detroit in 1937.

In 1935 First National Stores started a central packaging deal for produce to supply their own stores in Boston, and later extended the operation to Hartford and White Plains, N. Y. Inasmuch as none of the stores had yet moved very far in the direction of self-service, they were not ready for it in the produce departments.

Onions and potatoes in 5, 10 and 15-lb. units assumed importance about 1935, when large quantities of Idaho potatoes were so packed. This was followed by the "Super Spuds" program in Maine in 1937, which further greatly increased the use of consumer packages for potatoes.

The pioneering of such firms as Farmer Brown in Springfield, Mass., and Sunny Sally in Los Angeles cannot be overlooked. These and the Crosset Bros. in Cincinnati, Art Romp, Cavalier, Gulling and Wilson in Cleveland, Aunt Mid in Chicago, Lee Duvall in Baltimore and many others were

plugging along, learning how to do the job, and gradually getting the trade and the consumers acquainted with prepackaged perishables. Acceptance was mounting.

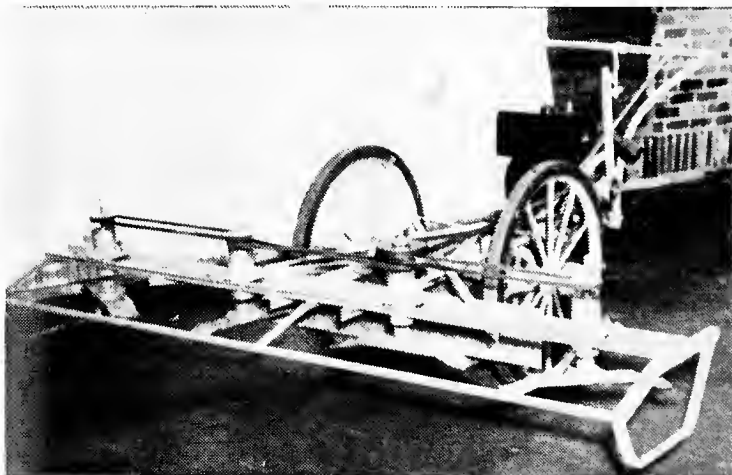
Then came the early '40's, and the war, Prepackaging supplies were almost unobtainable, and developments slowed to a walk. But A&P's experimental project in Columbus, under Frank McGeough, coupled with the work of the American Stores under Paul Cupp in

Kearny, N. J., gave the industry a shot in the arm.

The middle and late '40's saw a big pickup in interest and activity. Central packing in receiving markets began to grow again and has since reached large proportions. Tomato prepacking, which had been a hand operation for a few years previously, became large scale in many large cities with introduction of automatic overwrapping equipment. Paul Dick-

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man in Florida, Willard Farnsworth and Dennis Tope in Ohio, and other grower-shippers elsewhere came to be important suppliers of prepackaged produce. Special packaging companies sprang up in many markets. Manufacturers came out with better packing materials and supplies, needed machinery and equipment. More and more retailers installed refrigerated self-service display and sales cases.

In 1947 the Western Growers Association with A. L. Martin as director of research, climaxed experiments of several years on produce handling with several carlot shipments of prepackaged vegetables from California to Eastern markets. The Florida Vegetable Prepackaging Council also came into existence in 1947, and has a continuing experimental program going in cooperation with the Univ. of Florida and the USDA at the present time.

Passage of the Research and Marketing Act in 1946 stimulated research in consumer packaging. Economic and technological studies are being made by several of the State Agr. Exp. Stations and by the USDA.

A monthly periodical was started to deal exclusively with prepackaging matters—Pre-Pack-Age began publication in September 1947.

In 1948 and 1949 national meetings were held in conjunction with the National League of Wholesale Fresh Fruit and Vegetable Distributors, and in 1949 with the Packaging Institute, where prepackagers and related commercial interests, research workers, and others exchanged views and experiences. As an outcome the Produce Prepackaging Assn. was founded, and is now official spokesman for the industry.

Looking Back

(Editor's Note: The following are gleanings from the proceedings of American Cranberry Growers' Association, New Jersey of just 50 years ago.

One of our successful cranberry growers was recently consulted by a young man as to the advisability of engaging in the business of growing cranberries.

To guide him, he asked the cost of land, expense of preparing, crops per acre and net gain.

His reply was that if it was practical to give him this information it would hardly be serviceable to him, as he had omitted the largest element of cost; viz. that of learning the business.

That it would be on a par with asking a successful physician what was his office rent, fees and net profits per annum as a guide to a would-be M. D., omitting the most important asset, viz, cost of training and experience.

The advantage would be rather in favor of the medical proposition, as there are schools for study and practice with moderate charges for tuition.

To learn the cranberry business there are no schools except those of experience, in which the rate of tuition is extremely high, and the

course of study and practice is limited only by a man's natural lifetime.

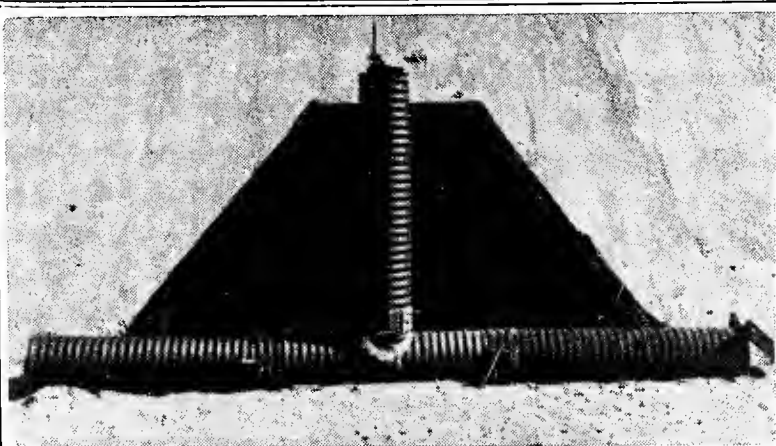
—A. J. Ryder

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In WISCONSIN see GOLDSWORTHY
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May was really cool in Massachusetts as shown by clothing of this group at weed clinic meeting at bog of Frank Crandon and Robert Pierce, Wareham, but it didn't keep them away. Prof. "Bill" Tomlin, son of Mass. Experimental Station staff is explaining results of a plot (CRANBERRIES Photo)

National 1954 Marketing Plans

National, it is understood, expects to handle 940,000 barrels in 1954, this including the prospective crop and carry-over. NCA is working on a sales quota of its own to sell 440,000 barrels as fresh, through some 70 brokers.

NCA hopes that 600,000 barrels will be sold fresh through all agencies, there being about 13 such all told. A total of 425,000 was disposed of fresh in the 1953 crop. To place on the fresh market, NCA expects to have 50,000 from Wisconsin and 10,000 from the Pacific Coast. NCA program is to sell 150 carloads the first ten days after berries reach the right color.

NCA on May 31 had 286,320 barrels in freezers. On January first 352,855. A program is contemplated which will give at least 100,000 barrels less in freezers in September 1955 than is expected this coming September 1.

OCEAN SPRAY SALES REPORTED AS UP

NCA reports that Ocean Spray sales for the first quarter of '54, were 620,229 cases to consumers as compared to 578,044 in the preceding year. This makes a 7 percent increase, and with government sales added in an increase of 28 percent, which compares very well with a 3 percent gain for food industry as a whole, NCA continues.

Consumer sales for March and April together are reported as 402,605 cases, an increase over consumer sales of 16 percent with the 347,338 sales of the same period in 1953.

WASHINGTON CRANBERRY AREA BEARS

A hundred years or so of settlement in the Washington State cranberry area has not entirely tamed that region. Recently a family of five black bears, the adults weighing at least 300 pounds were engaged in a hassle with residents of the cranberry town of Nahcotta. First a man took a picture of the group feeding. Then at night a Nahcotta couple were driving home, the woman in a car, husband following in a truck.

The woman stopped and said she had hit a bear. They couldn't find the bear, but later on the way home, she stopped again and said she had hit another bear. This time a large female bear was found by the side of the road, with a broken hip. The woman stepped out and struck at the animal with a two foot flashlight; the bear slapped back, and she lost a hunk of her jeans and suffered welts on

her leg. The husband finished off the bear with a 15 pounddack.

There still remain the "old man" bear and three cubs in the region.

MASS. MEN VISIT BRITISH COLUMBIA

Norman Holmes, Fritz Shaw and John Thomas, Jr., of Massachusetts made a trip last month to Vancouver Island. They visited new bog and bog sites in the Lulu Island vicinity.

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Cranberry Queen Lee Saunders of Rochester, Mass., and student at Wareham High School is shown above at the Father's Day luncheon at Waldorf-Astoria in New York recently. Lee represented the cranberry industry, as chicken and cranberries make up the main course of the national "official" Father's Day menu.

With her (left) is Sam Snead, golf champion named "Sport's Father of the Year, and, (right) Lloyd Nolan, noted actor currently starring in "The Caine Mutiny Court Martial," who is "Stage Father of the Year."

Miss Saunders was accompanied on the trip by Miss Ellen Stillman, advertising director and Miss Betty Buchan, publicity director of National Cranberry Association. She visited the Arthur Godfrey TV show, took the tour of the UN and saw other sights. Also in New York at the time were M. L. Urann and James Glover of National.

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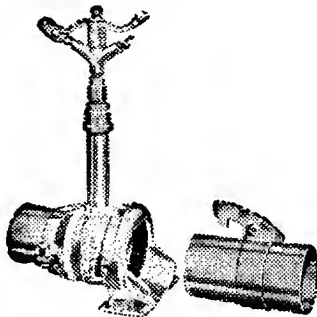
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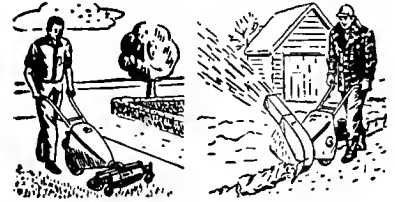
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Alvin Austin

Alvin Austin
Executive Director

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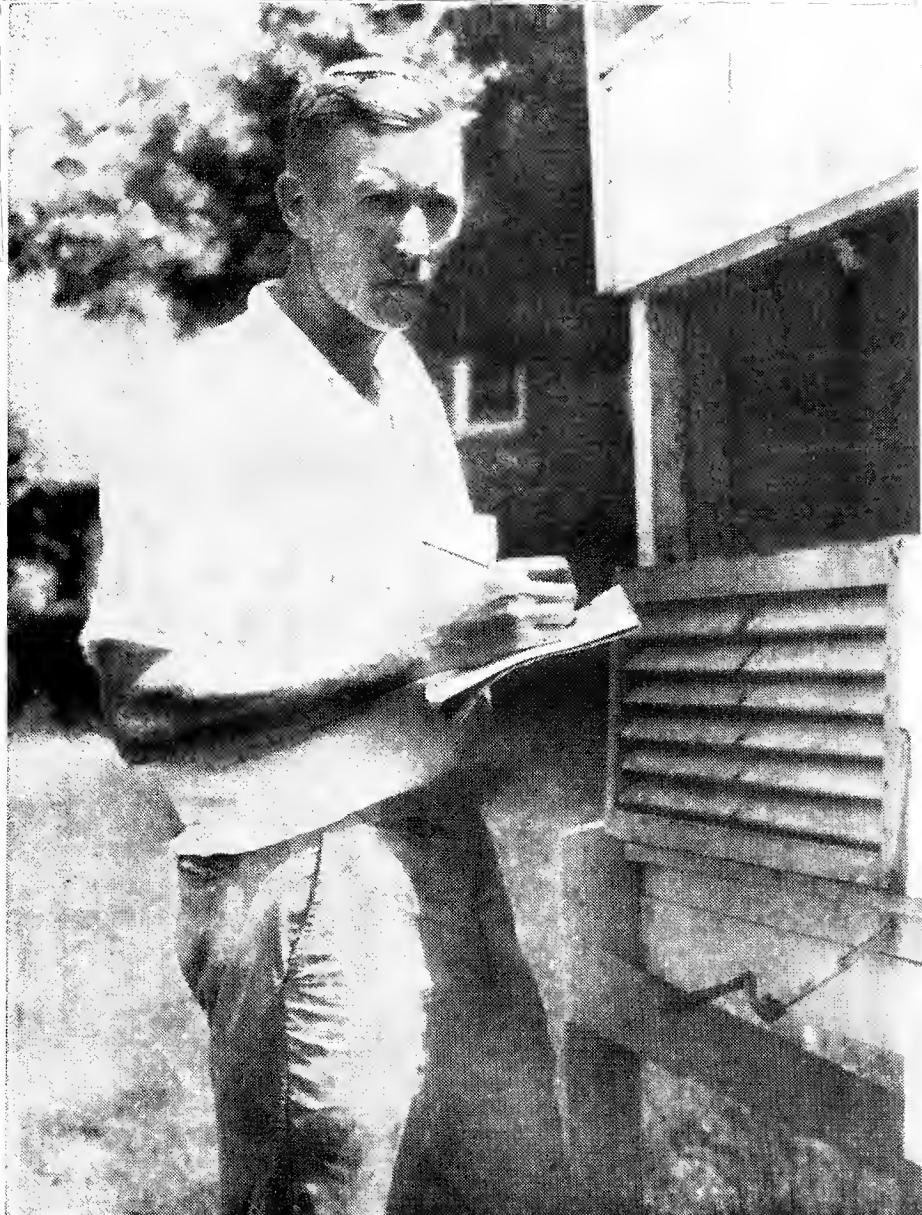
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GEORGE ROUNSVILLE, Massachusetts State Bog Worker. (Story on Page 7)
(CRANBERRIES Photo)

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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 parting shot on June 17. One grower reported a temperature of 26 degrees. A number of the "colder bogs" experienced temperatures under 30 degrees but the general average was substantially higher. Very little frost damage has been reported for the entire spring. Only 12 general warnings were released compared to 23 during this period last year. George Rounsville handled the frost forecasting work in his usual capable manner. Dr. Franklin assisted as our frost consultant and his wise counsel was most helpful.

Season a Little Retarded

This season is slightly retarded compared with last year. Insect activity has been relatively light. Weeds, as usual, have been a problem. We experienced a little hail damage in late June on a few bogs in Barnstable County in the vicinity of Falmouth. Rainfall has been adequate as of July 8. However, we are a bit concerned over the wet period experienced during last week of June when "early water bogs" were in bloom. Dr. Bergman has observed that such a condition during the bloom does not favor good keeping quality. On the other hand, temperatures for the month of June were slightly below normal which could tend to retard the development of fungi according to Dr. Bergman. Bogs that were sprayed twice during the bloom with a suitable fungicide, and according to the recommendations on the new chart, should be protected against rot-producing fungi.

Insects

The fruitworm season is here as we go to press. Field meetings and clinics will have been held to ac-

quaint growers with the identification and control of this pest by the time this issue of CRANBERRIES reaches the growers. We would like to point out again that egg counts are very important in timing control measures and that the "hand lens" is still standard equipment for locating the eggs of this pest. Materials are expensive and unless growers have counts of approximately five unhatched and unparasitized fruitworm eggs per hundred berries spraying or dusting is not recommended. If egg counts warrant treatment, Rotonone applied as a spray is given preference over the other materials in spite of its cost.

Growers are urged to observe the warning outlined at the bottom

of the insect chart. It is as follows: "Do not use dust or spray materials containing DDT or Rotonone near a ditch, stream, or pond for it kills fish. If dusting machines are used stuff cotton in ears and wear goggles and a respirator to protect operator". The fish and wildlife people solicit the cooperation of growers in this respect. Their program of stocking certain streams and ponds with fish is in jeopardy unless extreme caution is exercised. Very few complaints were registered last year and we know that growers will want to continue their good record.

In addition to fruitworms, growers should check their bogs during July for blunt-nosed leafhoppers, the second brood of blackheaded fireworms, new brood of weevils, the adults of the spittle insects, army and cutworms. The last two pests are confined to late water bogs and those that were held until mid-July for grubs.

Ditch Weeds

We have some timely information from Dr. Cross on the control of ditch weeds. He suggests that growers burn off the weeds grow-

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ing in the ditches with one of the weed killers. Weed-choked ditches are responsible for sprading many troublesome weeds over our bogs. The knapsack sprayer can be used for this work and it will save considerable time if the nozzle opening is enlarged to about 1/16 of an inch in diameter. Dr. Cross recommends one half pound of **Sodium Arsenite** be dissolved in a sprayer full of water (3½ to 4 gals.) and sprayed rapidly with good pressure on the ditch weeds, holding the nozzle low to avoid spray drift on the cranberry vines. The ditches should be reasonably dry for best results. We should not forget that **Sodium Arsenite** is a deadly poison and should be used with extreme caution. If most of the ditch weeds are grasses, sedges, and rushes the use of **fuel oil** is recommended in place of the above chemical. **Ammate** is also an excellent material for the control of ditch weeds. Dr. Cross suggests 2½ pounds of **Ammate** for each knapsack sprayer full of water. While **Ammate** is not poisonous to man or browsing animals, it will kill cranberry vines very readily and is extremely corrosive to equipment.

Crop Report Information

It will soon be time to be estimating the size of our Massachusetts crop. A special effort was made last summer to secure more crop reports. As a result, a substantial increase in the number of reports was realized which enable Mr. C. D. Stevens of the New England Crop Reporting Service to prepare a more accurate estimate of our crop. We are all aware of the importance of accurate crop estimates. Certainly our cranberry marketing organizations must have this vital information in order to plan their marketing programs. We hope growers will continue to send in their crop reports to Mr. Steven's office in Boston.

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ISSUE OF JULY 1954—VOL. 19 NO. 3

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FRESH FROM THE FIELDS

Compiled by C. J. H.

MASSACHUSETTS

Cooler, Drier, Cloudier

June was a slightly cooler, cloudier and drier month than normal in the Massachusetts cranberry area. Rainfall, as recorded at Cranberry Station, East Wareham was 2.93 inches. Normal is 3.21. The precipitation, however, would not be constant over the whole area, by any means, as the month was one of localized and erratic showers especially. There was rain on many more days than usual even though it was, in general, lighter.

Hail on Part of Cape

A sharp, severe storm on Sunday, the 27, brought hail to a portion of the Cape itself, about from Falmouth to Hyannis. There was some damage.

June Second Successive Cool Month

Temperatures averaged .6 of a degree a day below normal, which, although not much, was considered of importance, in the respect that it was a cool and not a hot June as has been the fact in recent years. Sunshine was a little bit below normal, 59 percent as compared to the normal of 63 for June. Sunshine, though, in June is not a matter of much importance in the current crop in Massachusetts.

Insect Injury May Be Light

Insect injury prospects seemed to be better than normal, or certainly there was no indication at end of June damage for this year would be unduly heavy. Leafhoppers are around, and there is some spittle bug. Fruitworm does not look bad. A great deal of insect control is being done. Insec-

Still a Million Barrels in the Making-Cross

Another million barrels of cranberries in the crop of this year, is still in prospect, says Dr. Chester E. Cross, director of Mass. Cranberry Experiment Station. He first made this "forecast" at the April meeting of Cape Cod Cranberry Growers Association and now, only about two months from harvest, sees no reason to change his opinion.

This, of course, will be plus the carry-over now in freezers, and his statement obviously carries with it the import the industry has a tough selling job ahead. It should, naturally, be noted that the prophecy of Dr. Cross is as of July first and the picture could easily be changed by picking time.

Dr. Cross continues to give Massachusetts 600,000 barrels; Wisconsin 200,000 plus; New Jersey, 100,000 (or possibly less), and the West Coast an all-told 100,000.

June, in Massachusetts, he says was a "fascinating" month to study. It was the second consecutive month to be slightly cooler than normal, rather than 6 or 7 degrees hotter as recent Junes have; there was a trifle less rain than average, (in violent contrast to the mere .29 inch in June of '53) but it was scattered over a number of days, there was much fog and cloud. While rains not as heavy as they could have been to best advantage, they were fairly well spaced. Humidity was often high.

The rains, humidity and fog made almost ideal condition for fungi and berry rot; conditions would have been ideal for this had the month been as hot or hotter than normal. He is mentally balancing this see-saw of conditions as to quality as the season goes along. Vines at present are lush, but tender.

The final keeping quality as to early-drawn fruit issued by Drs. Cross and Franklin was "fair to poor". Cross is now ready to drop the poor, and make it a straight "fair". There are now chalked up six points in favor of quality, out of a possible 14-15, and he says that with six achieved, he has never known a really poor quality crop so far.

Berries on early-drawn bogs will be small to medium in size, he foresees; on late water, a little better, especially for Early Blacks, with small to medium for Howes.

June in Massachusetts has gone down as a generally favorable month.

ticides have caused some undue amount of injury this past month particularly DDT concentrates. It is thought this may be due to the frequent light rains, fogs and general high humidity, which has kept vines wet.

Much Work Going On

Speaking of work, there is much more bog work of all kinds going on than in several years. Ditch cleaning, rebuilding, etc. A fair amount of new, or rebuilt bog is being put in.

Crop Prospects Good

As the month ended, while the season may be a trifle later than normal bogs look in good conditions. For the second year in a row, bogs look unusually good on Cape Cod proper. Barring the unforeseen there will again be a big crop in Massachusetts. (See special report of Dr. Cross, page 5.)

WISCONSIN

May Cold Month

The month of May was unusually cold in Wisconsin. Practically all marshes were flooded continually the first two weeks of May. The lowest recorded temperatures were 17 degrees on the night of May 6. As the water temperature was very low most marshes put on lake floods. Water supplies were adequate, but the Cranmoor area

started pumping water from Wisconsin Rapids the latter part of May.

With the late season the vines were slow in growing, with the weeds and grass growing ahead of the vines. Because of this condition considerable acreage was sprayed with stoddard solvent and kerosene up to the end of May, which under normal conditions is quite a late date for application. Most applications were highly successful, especially with the solvent due to the damp, cold season. Solvent was applied in the evening at the usual rate of 400 gallons to the acre and kerosene at 600 gallons. Some growers also used fortifier with the solvent with good results on broad leaf weeds.

Blackheads Late

First brood blackhead fireworm were delayed in hatching with the first observed hatching on May 29, almost two weeks later than normal. Control measures started the first part of June, using parathion dust, which has been very satisfactory. Fireworm in Wisconsin are very well under control, with a large part of the acreage not requiring treatment.

Fertilizer applications were generally completed by the end of May. Considerable tonnage of pelleted fertilizer was used this year with a number of marshes applying the material by air.

75 New Acres This Spring

New plantings were completed in the southern marshes the latter part of May and in the north the first part of June. It is estimated that about seventy-five new acres were planted this spring.

Prospects Down From Last Year

With above normal temperatures up to the middle of June the cranberry vines developed rapidly with a scattering of bloom the middle of June. Based on this condition with continued favorable weather, full bloom can be expected by July 4th. Crop prospects look good but down somewhat from last year.

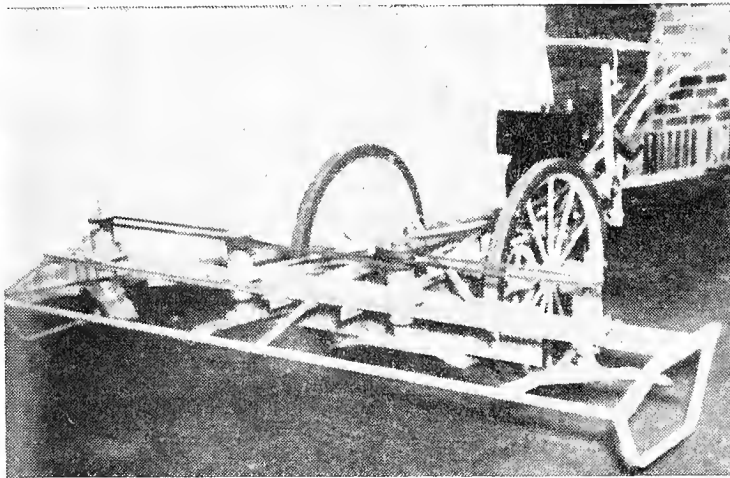
Late June Warmer

Late June was quite warm and with considerable rain. Central part of state was expected to be in almost, to full bloom by July 4th, with northern sections a few days later. In general, it is reported

(Continued on Page 17)

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"LET GEORGE DO IT," IS SAYING AT MASS. EXPERIMENT STATION

By CLARENCE J. HALL

But The Expression Is No "Gag," as George B. Rounsville, Technical Assistant, Is Always "On The Ball."

"Oh, let George do it!" That has been a popular expression, usually with a slightly derogatory implication that "George," a sort of stumble-bum character can be called in to manage somehow to do, and probably rather badly, what nobody else wants to be bothered with doing.

It is a common expression used at Massachusetts Cranberry Experiment Station today, but, with the assurance that George will do the job in discussion and do it well. If he hasn't already done it.

George is George B. Rounsville, technical assistant at the Station, and, says Director C. E. Cross he is a "rather amazing person for getting a multitude of things done, and very expertly done." Says Cross, "Often we'll be discussing some experiment in research, or merely some piece of work here at the State Bog we think should be done, or preparations made. We'll say 'Let's have George do it.' Only to find that George has the project in mind started or completed."

Rounsville, is the youngest of the half dozen or so researchers and others at the Station, and has not before been "written up" in CRANBERRIES, as the others have. He is by no means a talker, particularly when it comes to himself, but he is now taking on a number of the important functions, as well as the more ordinary jobs he has been doing.

He has been attached to the Station staff since 1941, with the exception of three years (1942-1945) when he was in service with the U. S. Marines in Pacific duty, seeing considerable combat and coming out of the service as a corporal. His first work at the Station was that of common laborer. Rounsville is a native of East Wareham, the son of Mr. and Mrs. Joseph Rounsville, having been born October 23, 1923. He attended Wareham schools and after graduating from Wareham High School had one year at prep school, Kent's Hill in Maine. He has an elder brother, Marland (CRANBERRIES Feb. 1950) who is vice president of the Nantucket Cranberry company, which operates what is generally known as the world's largest single bog unit, on

that island and owns other bog entirely in his own right.

Issues Frost Warnings

A vital part in the activities of the Station that has now been assigned to him, is the assembling and preparing of weather data, with the responsibility to decide if frost warnings shall be sent out to Massachusetts growers during the frost seasons. Before making the decision that conditions justify a warning or not, if things are "borderline," he usually consults with Dr. Cross, and at times with Dr. H. J. Franklin, who, although retired as Station director, is often available for an opinion. There have been instances, when he has made the decision entirely on his own responsibility—and as every grower knows there can be a great deal at stake in making the right choice.

Developed Own Formula

Although using the frost forecasting formula developed by Dr. Franklin, Rounsville has recently completed a formula of his own. This is based entirely upon factors which are locally obtainable, and require no figures from distant points. That is, all he needs is data he can get at the Station. Using this, any grower could work out a forecast for his own bog in complete isolation from other information.

This formula will not displace that of Dr. Franklin—it is still in the 'try-out' stage. But, if nothing more, it could provide a double check.

Rounsville's duties include the daily taking of weather data at the Station; high and low temperatures, amount of precipitation, rain and snow, in the weather instrument shelter, and bogside tempera-

tures, when desirable.

He is also one of the weather observation corps scattered over the United States. Their duty is to make daily reports to weather bureaus, and George makes his to the weather bureau at Boston. This is a 365-day a year job, now entirely unpaid. For some years, Dr. Franklin did this, then "Joe" Kelley of the Station staff for years, and now George is doing it.

Has Charge of State Bog Work

George has actual charge of irrigation and frost protection of the eleven-acre State Bog. That is, he does the work under the direction of Dr. Cross. He does the weed control work, again working with Dr. Cross; insect control, in conjunction with "Bill" Tomlinson, Station entomologist. He helps set up and watch tests. He makes insect sweeps and counts.

He takes water samples and keeps a rigid check on oxygen content in flood waters during the winter. He is the one who puts on the winter flood and takes it off in the spring.

Work of harvesting the crop is really pretty much his responsibility. Picking at the State Bog is no mean job. Production last year was 800 barrels. He has charge of sanding and keeping ditches clean. Naturally, at various times of the year, he has manual labor assistance, as in sanding and harvesting. Taking care of equipment at



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Mead-Witter Bldg.

Wisconsin Rapids, Wisconsin

the bog is his job; this including two trucks, a station wagon, two power sprayers, three irrigation pumps. And, if there isn't anything else to do he may be found repairing and cleaning knapsack sprayers, and every grower knows this can be quite a chore.

Has Own Bog — "A Beauty"

For a side job, as many growers have one, Rounsville has—cranberry growing, on his own bog. This is a small piece, only two acres, just off routes 28 and 6 at East Wareham, but it is one of the most beautiful bogs in Massachusetts. This definition is not that of Rounsville, himself, but of others. He built it himself, that is doing all but some of the heaviest work in his spare time and in his spare time he takes care of it.

He began this in 1947, planted entirely to Early Blacks. Production last year was more than 100 barrels to the acre. He markets through National.

He has installed frost and sprinkler irrigation, one giant head and three small 80's. His method of operation for frost is to turn on the sprinklers when the thermometer drops to within two or three degrees of the danger point, this point depending upon the time of the season. He keeps the water going until the glass has climbed back three or four degrees above danger. He doesn't pump steadily but repeats the process of turning on and off as necessary; staying up all night if conditions require it. He doesn't melt the ice off before sunrise, but lets the sun do this.

A hobby of his, although this shouldn't really be called a hobby is fire fighting. For a considerable number of years he has been a volunteer member of the East

Wareham Forest Fire Department, and it is a rare blaze that hasn't found him among those putting out such dangers to property. He likes hunting and fishing, and at times to fool around with a precision camera. Rounsville lives with his wife, and daughter, Marcia, not far from the State Bog at East Wareham.

It has been said that George Rounsville is rather taciturn. He is. Yet, his suggestions on cultural problems are often asked by others at the Station, as they consult with other cranberry growers. He gives his opinions, and is listened to. He has been on panels in

discussions on technical cranberry matters. It may be repeated that, George does many, many things in his work at the Massachusetts Station which assist in developing more cranberry-growing knowledge.

Phosphatic fertilizers for western farms are now in production at the new \$5-million plant of Western Phosphates, Garfield, Utah. Liquid phosphoric acid, pelletized treble superphosphate & pelletized ammonium phosphate turned out at the plant will be distributed in the West by Wilson & Geo. Meyer & Co., Intermountain. (News & Views)

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An eastern office of Eatmor Cranberries, Inc. has been opened at 81 Center street, Middleboro, Massachusetts in charge of Stanley D. Benson, eastern sales manager, who will handle distribution of the Massachusetts and New Jersey crops. The office will also serve as a field office for Massachusetts growers. The executive offices of Eatmor in New Bedford have been closed and the main address is 1144 West 14th street, Chicago.

Massachusetts growers who become direct members of Eatmor will receive returns on fresh fruit as soon as fruit is sold, money collected and returns deducted, Mr. Benson says. While not as yet giving out names of any Massachusetts direct membership, he says he expects Massachusetts will ship 50 to 75 cars, that is under Eatmor handle 18 to 20 thousand barrels all told with perhaps 30 percent being processed.

Benson has been with the now-defunct New England Cranberry Sales company and Eatmor for a total of 14 years, and has been familiar with cranberries all his life, his first cranberry job being nailing shooks during summer school vacations in 1928.

EATMOR TO PACK SAUCE UNDER ITS OWN LABEL THIS FALL

Morris April Bros. of New Jersey Selected — April Large Packers and Cranberry Growers.

For the first time in history this fall the Eatmor label will appear on canned sauce. With this announcement, the split between Eatmor Cranberries, Inc., and National Cranberry Association, which has done Eatmor processing previously, become complete, at least for the time being.

Lester Haines of Chicago, general manager of Eatmor and Morris April, president of Morris April Brothers, growers and packers of Bridgeton, New Jersey, have made public the fact that April will pack, both strained and whole sauce for the fresh fruit co-op.

First shipments under the long-established Eatmor brand are expected to move in early August. How many cases will be processed under the Eatmor name is not known at this time, determining factors being the quantity of fruit

Eatmor will handle this fall and the quality. Eatmor barrelage may approach the 200,000 barrel mark, it is reported, or something less than that, with the major portion of the tonnage being that of Wisconsin, with New Jersey second, possibly 30,000 barrels and Massachusetts 18-20,000 barrels.

The April family has pledged its entire crop of fresh fruit to Eatmor, through the Growers Cranberry Company of New Jersey. The Aprils are a Southern New Jersey family, a firm which operates apple and peach orchards and extensive cranberry bogs. About six years ago the April interests built a new and modern canning plant in the heart of their bogs at the head of Tuckahoe River in Cape May County. They pack under the name of "Orchard Brand," and today April Orchards canned cranberry sauce is sold in all 48 states and Morris April Bros., is declared to be second largest producer of cranberry sauce in the country.

Haines has pointed out that the

choice of April to pack Eatmor was arrived at after much consideration, and settled in view of the fact that April would be a processor capable of producing sauce in cans which Eatmor felt would be worthy of the Eatmor label, and

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because of the efficiency of its plant and its record of growth in the short space of time it has been processing cranberries.

In discussing the new agreement Mr. April emphasizes, he thinks it is an honor to be selected by Eatmor. He is quoted as saying, "We intend to do everything possible to make this cranberry sauce just as good as the name 'Eatmor,' has meant in fresh cranberries."

Mr. April's son, Leon, has been placed in charge of actual canning operations, and to work with he has an experienced staff and excellent equipment.

Plans for advertising, promotion and point-of-sales displays for the new Eatmor canned sauce will soon be released.

LOOKING BACK

Just 50 years ago the use of the cranberry scoop was new—something a trifle terrifying to growers. Here is a summary for its operation, as given at a meeting of American Cranberry Growers' Association, New Jersey, in 1904.

Use of the scoop does not require skilled labor.

The scooper should get down to

his work same as a hand picker. They should work in pairs, with a bushel box or basket between them, which should be kept in position by an attendant, in which to discharge the berries.

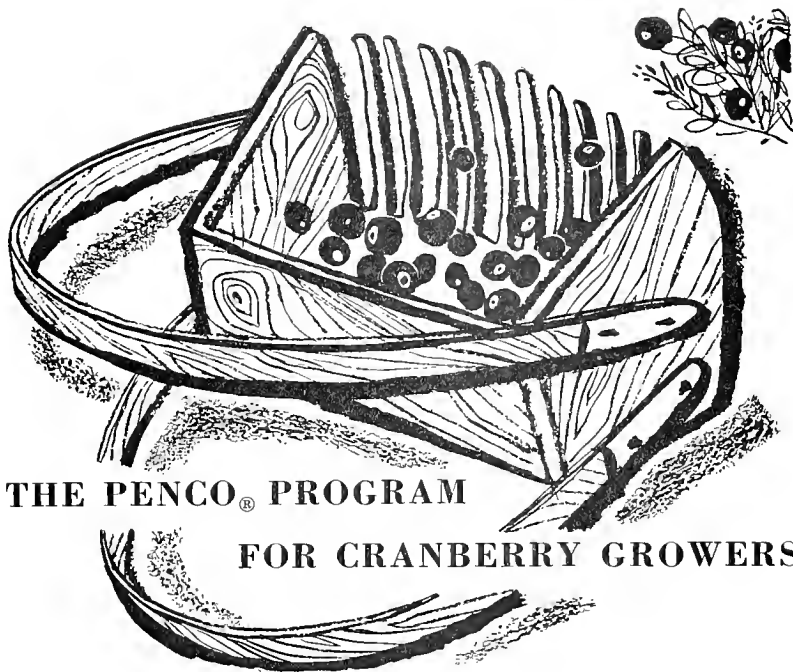
The scoops can be used after vines are four years old without injury—rather with advantage to the vines.

Young vines are picked by hand, as scoops were liable to tear the young runners from the ground.

It is desirable to prune or trim out the vines before the first scooping, but not absolutely necessary. Without pruning the scoops would bring to the surface loose runners which should be trimmed afterward.

Second pruning rarely necessary, as the scooping each year prevented the entanglement of loose runners.

Dropped berries are not picked up, as the cost and injury from parting the vines make it unprofitable, even though 10 percent were dropped. Scooping should not be done while vines are wet with dew, and scoopers are expected to average 20 bushels per day each. They are paid by the hour or day. The cost to the grower, about 14 cents per bushel, against 48 cents for handpicking.



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WEST COAST GROWERS CONTINUE SPRINKLERS

So extensively are West Coast growers going in for increased sprinkler irrigation and frost control that growers of the Grayland (Washington) area alone, members of NCA, have borrowed \$25,000 this spring from Western banks to make the improvements. These growers first make application to National, which endorses or disapproves the individual project, before those approved go to the bank for credit.

Vernon Goldsworthy

Cranberry Specialist and Grower

R. S. M. S. University of Wisconsin
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6. Custom marsh work of any nature.

National Pushing Canadian Markets For Ocean Spray Products

NCA Now Has Plants in British Columbia and Quebec to Meet Demand North of Border.

What is probably the first well-developed plan to sell cranberries in quantity consistently in a foreign country is that of the opening of the new Ocean Spray cannery and freezer in Yarrow, British Columbia, combined with the building of NCA's first Canadian plant in St. John, Province of Quebec, in 1950. This pair of plants, one near each coast, gives good Canadian coverage. Both are operated by Ocean Spray Limited of Canada, wholly-owned NCA subsidiary.

There are not enough Canadian berries on either coast at present to meet the demand, NCA says, so there will be imports from Oregon and Washington and probably some from Wisconsin to the plant at Yarrow. There is some new acreage in British Columbia at Lulu Island and elsewhere which is expected to increase rapidly. In Eastern Canada wild fruit is being used from some dozen or so growers, plus some cultivated crops from Canada and Cape Cod. Sales of sauce from the St. John plant are reported by NCA to have increased from 4,380 cases in 1950 to 43,655 cases last year, or about a ten fold gain.

To supplement the income from cranberries at Yarrow there will be handled Canadian fruits of the Fraser Valley, strawberries, raspberries, loganberries, cherries and apples. Mr. Urann reports these total 5,000,000 pounds or enough to pay for he plant in time by themselves.

Can Export to Orient

From the plant at Yarrow, there is also opportunity to export cranberries to the Orient, according to Mr. Urann, as shipping has now revived and National expects to take advantage of this fact.

He also declares NCA opportunities for expanding the market in western Canada are unlimited.

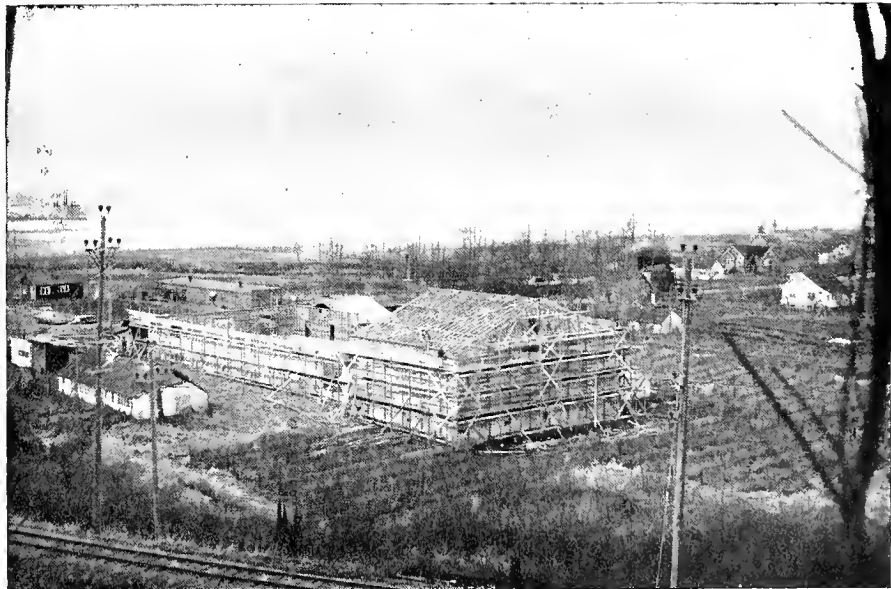
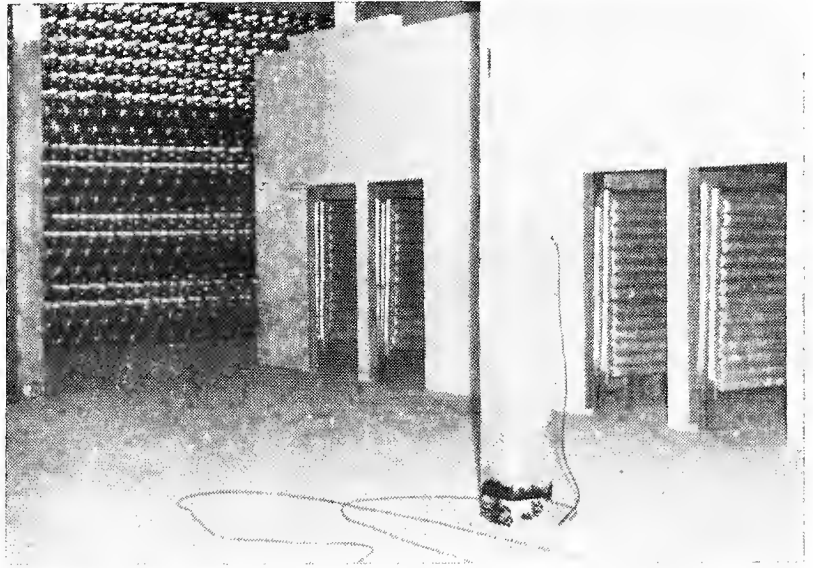
This region is in a period of economic expansion, as is widely known. British Columbia has the prospects of having its population grow from 2,500,000 to nearly double that in a short period. In four years Western Canadian sales are reported as being four times as high as four years ago.

The \$100,000 required to build the plant was borrowed in Canada by Ocean Spray Limited and machinery and equipment was supplied from Ocean Spray plants in the U. S. The building, erected on 4.5 acres of land is on the British Columbia Electric Railway. This

railway connects with Canadian National, the Canadian Pacific, the Northern Pacific and the Great Northern railroads, and is also served by Trans-Canadian truck lines.

Yarrow is described as a Mennonite community of 2400 people. The Ocean Spray plant has four tunnel freezers with a capacity of 1,000 barrels an hour. Canadian fruit growers, other than of cranberries may become members of NCA.

Yarrow is in a scenic spot with snow-clad mountains as a background.



Right: new plant at Yarrow; Above, four tunnels in the freezer.



Plant at St. John, Quebec

Drainage Studies At Massachusetts State Bog

By F. B. Chandler

Studies of drainage which have been made since 1946 show a need for better and deeper drainage to increase root development and to get deeper roots. Root develop-

ment starts when the soil temperature is about fifty degrees, therefore any free water remaining in the soil after the temperature rises to fifty prevents the development of deep roots. Several types of drains have been studied at the State Bog and it appears that tile drains and plastic tubing have the greatest possibilities.

Tiles placed below the surface of the peat should be kept in line and

on grade. In most bogs this may be done with a sand bed. However, there are some deep peat bogs where the tile will have to be placed on planks and then it may get out of line.

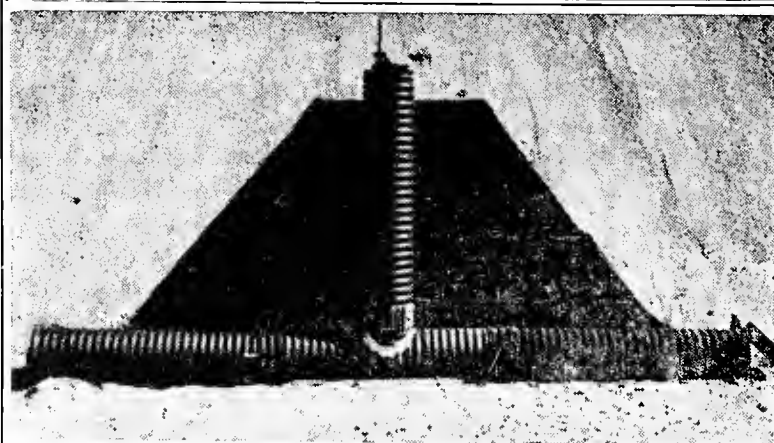
Plastic tubing appears to be an excellent and economical means of draining cranberry bogs. Last fall some of the plastic tubing was pulled behind a mole plow in bogs above the peat and more was pulled this spring. Pulling tubing into the bog does very little damage to the vines in the spring or fall. Plans are now being developed to mount the tubing on a tractor and put it in the soil as the tractor advances, similar to the method of placing telephone cable below the surface of the soil.

The work so far has been with tubing with an inside diameter of one and a half inches and a wall thickness of eight hundredths of an inch. Studies will be made this Summer to see if this tubing has collapsed or failed in any other way. Some of the tubing has been used without perforation where the tube was to drain a low spot with a small dry well. Other tubes have been used with perforations about $\frac{1}{8}$, $\frac{3}{16}$ or $\frac{1}{4}$ inch in diameter and about twelve per foot. These have been put in sections of bog which needed drainage all the way between the ditches. Plastic tubing seems to be the quickest, least damaging and most economical way for the cranberry growers to improve the drainage of his bogs.

At the State Bog a piece of rebuilt bog has been made low in the center with drainage to the ditch. Usually the center of a section causes trouble in both wet and dry seasons. Bog constructed with low centers and drainage from the center may have good drainage and at the same time it will be possible to get water to the center when it is needed. This will be a very interesting section to watch.

Vegetable seed production in '53 totaled 186.5 million lbs., smallest crop in 10 years, says USDA Crop Reporting Board survey of 100 commercial seed growers. However, vegetable men should be able to meet all their '54 planting needs because of the carryover from last year.

(Market Growers Journal)



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In WISCONSIN see **GOLDSWORTHY**

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WHAT IS THE OUTLOOK?

THERE will be, it now appears, two well-known cranberry brand names upon the market this fall, in both fresh fruit and canned sauce fields. Eatmor will have fresh, as usual, plus the canned sauce, Ocean Spray processed, plus a fresh fruit pack.

With the previous decision of NCA to sell fresh and now EatmorCranberries to sell processed, the rift between the two big co-ops is wide and definite, at least for the present. National will have the much larger tonnage of the two; upon the shoulders of NCA will be the bulk of the burden to make the year's marketing successful. There is not the "one co-op" that NCA has wanted, with an expanded NCA as the one, even though NCA has greatly augmented itself, while Eatmor has diminished in membership and fruit.

The independents are still in the game and very much so. They lost no ground last season.

It would be a wise person, at this moment who could actually be certain as to the success of this season's marketing on an industry-wide basis. There will assuredly be competition in the marketplace.

So comprehensive now is membership in NCA that its marketing progress of both fresh and canned cranberries under the really famous "Ocean Spray" trademark will be keenly watched, not only by its members, of course, but all growers. Growers wonder, too, how much better the prospects of the slimmed-downed Eatmor organization?

How do growers feel as to the future of cranberry-growing in this, another admittedly "crucial" year? Talk with some and the heavens are about to fall upon all hope. To others, and they are more cheerful than ever. Perhaps the majority are waiting, grimly, hopefully or patiently to read the final story after harvest and marketing, in their pay checks.

In a recent report by the United States Department of Agriculture \$8.3 billions, or 21 percent of the annual production potential (41 billion) of all farm products and forest growth are lost each year to insects, diseases, mechanical damage, hail, weeds and inadequate harvesting. A \$2 billion loss is attributed to insects—a loss representing about 5 percent of all poten-

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tial production. Losses due to mechanical damage, hail and weeds reduced the value of crops by \$2.4 billion or some 6 percent of the potential production.

We, in the cranberry industry have made much progress against these enemies, with the notable exception of hail. Weather is attributed with the greatest overall hazard, and even in that, with more use of sprinklers and improving frost forecasting we are gaining on weather. Still we, and all farmers can, and will do better.

Three Massachusetts Men Going To British Columbia To Grow Cranberries



Messrs. Thomas, Shaw and Holmes (left to right) studying map of Lulu Island area. Standard-Times photo)

By F. B. Chandler

"Go west, young man, go west" is an adage which has challenged many young men in the past and this year and in 1955 three cranberry growers from Massachusetts will be going to the Pacific Coast. Norman Holmes, Frederick Shaw and James Thomas with their families are moving from Carver, Massachusetts to British Columbia to grow cranberries. For a number of years these men have worked together, having bogs in common as well as individually. Mr. Holmes is also in the box business and with the Holmes and Young catering business. Mr. Shaw and Mr. Thomas have a bog service of ditch cleaning and sanding. The decision to move west came about because these growers wished to expand their cranberry acreage and hearing about the experimental planting of the West-

ern Peat Company on Lulu Island, they decided to investigate it further.

Mr. Carncross, a director of the Western Peat Company of New Westminster, British Columbia,



Dawson bog, Lulu Island. Background with weeds has been sanded; foreground, unsanded and no weeds.

Photo by Shaw

visited the Cranberry Station in East Wareham in 1947 and talked with me about the culture of cranberries. The following year nine acres of McFarlin cranberries were planted. This experimental planting has been of interest to several in the east so Holmes, Shaw and Thomas were able to get some information about the planting. Then they secured information from the Canadian Council about business and living conditions. What they could learn was all very favorable. They went to British Columbia this May to see the cranberry bogs.

At the University of British Columbia they contacted Professor Hans Fisher, the horticulturist who has done most for the cranberry growers in the Province. Professor Fisher took them to see the bogs owned by Dawson, Warnken, Yardley, the Northern Peat Company and others. They saw new bog at the Northern Peat Company, some set only one year and some set two years. At Smiths' they saw bog which had never been sanded and very little weeding had been done. At Dawsons' they saw sections of bog which had been sanded, others which had not been sanded.

20 Acres Ready for Planting

The trio then went to the Western Peat Company and went over the nine acres planted in 1948 and examined the twenty acres which are ready for planting. They found

the peat was all graded and ditched. This peat was mostly from sphagnum which drains well because it is fibrous and has only a few colloids. The frost problem is not as great as it is in the United States, but at least part of the land should be protected probably with sprinklers. The insect problems have not been studied as they have in the United States, but Holmes, Shaw and Thomas found that they could get help from the University of British Columbia which is nearby Vancouver, and from Professor Crowley in Long Beach, Washington. At the present time Canada consumes more berries than it produces which brings a premium price. All of these factors seemed favorable and the boys decided to go to British Columbia.

Visited Bogs at Washington and Oregon

The three men also visited the Grayland section in the state of Washington, where "Bill" Ross showed them the different properties. At Long Beach Professors Crowley and Charles C. Doughty, director of Long Beach Experiment Station drove them to many of the bogs in that section. Mr. Glenn took them to Cranguyma, including the new planting there. In Bandon, Oregon, Ray Bates, Jim Olsen and Charles St. Sure showed them how cranberries are grown in Oregon.

The tentative plans are for

"Jim" Thomas and Mrs. Thomas to leave as soon as possible to prepare forty to sixty acres for planting next spring. Most of their acreage will be set with McFarlin vines, but a number of early varieties will be tried with a hope of finding a good producer which is earlier than McFarlin. "Norm" Holmes and "Fred" Shaw with their families will leave as soon as they can settle their business in Massachusetts, which may be in the spring of '55.

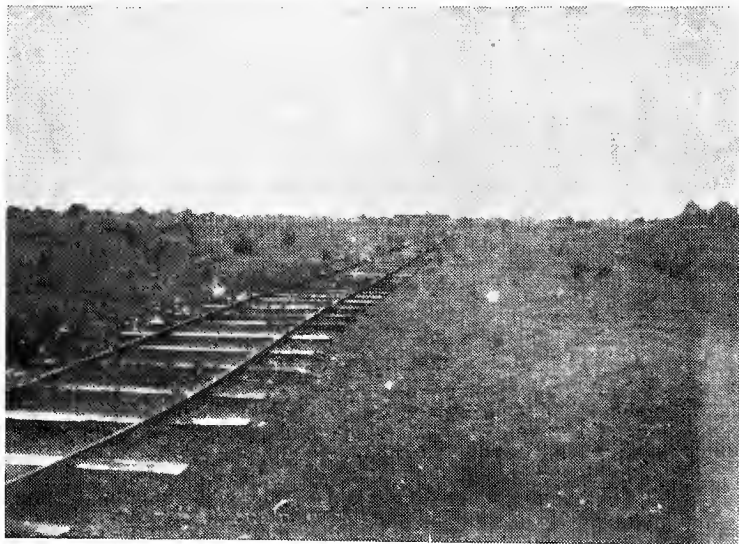
Drainage—A Book Review

By F. B. Chandler

Professor Harry Roe and Quincy Ayres have written a text book Engineering for Agricultural Drainage which has just been published by McGraw-Hill Book Company, Inc., New York. This book is very complete covering all phases of drainage. Some of the chapters are of particular interest to cranberry growers, particularly the chapter on The Soil-moisture Control Problem on Peat and Muck Lands. For this reason this book is reviewed here.

"... good practice in farm drainage is closely allied to soil science, agronomy, horticulture, farm management and economics, as well as being an absolutely essential accompaniment of continuous and successful irrigation." Drainage is the removal of water from the surface and from the root zone as quickly as possible to prevent drowning of plants. Roots will not grow in water and if water rises and stands around the roots they are killed or injured. About a fourth of the land in the United States needs drainage, a quarter of this, or 50 million acres, is swamp land.

Soil water is divided into three forms: hygroscopic moisture which is so strongly held by the soil particles that the plants can not use it and it is called "useless water"; capillary water is the only form used by plant and is called "useful water"; gravitational water is the free or excess water which may fill all of the pores with water fore-



Northern Peat Company bog Lulu Island, B. C.

Photo by Holmes

ing out the air and injuring the roots and therefore is called "harmful water." The first and most important phase of drainage is to remove the free or gravitational water from the root zone as quickly as possible to prevent injury to the roots.

Roe and Ayres have a very complete chapter on Rainfall and Run-off which includes frequency of occurrence of storms of given inten-

sity and recurrence of intense rainstorms resulting in floods, with formulae for computing the run-off. Other chapters deal with types of surface drains, their design, construction and maintenance, also design and construction of underdrains. A chapter is devoted to drainage of irrigation land.

In the chapter devoted to peat and muck land the authors list

about 300 million acres in the United States. The surface settling of peat bogs under drainage is discussed. Types of drainage problems on deep and shallow peat are well discussed, including bogs which have springs. Spacing and depth of tile drains is also presented. The frost problem on peat and muck soils is treated in this section as well as cropping of peat and muck lands in relation to depth of the water table.

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DISEASES CAN DESTROY INSECTS

Agricultural science is stepping up its search for diseases that will destroy insects. Entomologists look hopefully to this field of basic research for help on the growing problems of insect resistance and toxic residues stemming from increased use of insecticides.

Residues would seldom be a problem in control of insects by disease because most insect diseases are harmless to man, animals, and plants. Furthermore, these diseases generally kill a single species without harming others; many insecticides kill both pests and beneficial insects.

Although disease is probably the least exploited of all control methods, entomologists see in recent successes evidence of a promising future.

It has been less than two years since an insect-disease laboratory was established at the Agricultural Research Center, Beltsville, Md., under the leadership of S. R. Dutky. Work there has already uncovered many insect diseases not heretofore isolated and described.

Here's the plan the researchers follow in evaluating diseases of insects sent to the laboratory:

First, a diagnosis shows if disease is present. If so, it's isolated. Then, the disease is screened to find its effect on other insects. Finally, methods are developed for propagating sufficient quantities of promising diseases for large-scale testing. — Agricultural Research, USDA.

Fresh From the Fields

(Continued from Page 6)

growers think crop prospects are reasonably good, and some believe that Wisconsin should have about 225,000 barrels if normal conditions prevail the rest of the year.

Washouts

Heavy rains in central area caused several washouts, and some growers got an unintentional flooding, but damage was not considered serious.

The warehouse of Craig Scott of Warrens, with much equipment, was destroyed in a recent fire.

OREGON

Five June Frosts

There were five frosts in the month of June. The latest, June 28 between 3:15 and five o'clock. Temperature did not go much below 2. There has been an excellent supply of bees for bog pollination. There were eight days of rain during the month of June so that very little irrigation has been necessary.

Fireworm for First Time

For the first time in history of berry growing in southern Oregon, fireworm has been discovered on two bogs in the Bandon area and one in the Coos Bay side. Growers are warned to keep a close lookout for vine damage and consult the County Agent for advice on treatment.

NCA NOTES

The NCA cannery at Coquille has received a new coat of paint which makes the plant look neat and prosperous. Growers are proud of the job.

At the West Coast Advisory meeting, it was the opinion of everyone that the plant managers were doing a very good job of ironing out the many problems that confront them. There were very few complaints from growers.

The slowness of NCA advances for the 1953 crop seems to be causing considerable hardship among growers who has planned on returns coming in at the rate of the previous year. The \$9 paid to date takes care of harvest costs and taxes, leaving little for living and bog betterments.

The June advisory meeting in the Bandon area was not held due to the West Coast meeting at Long

Beach. The next meeting was at the Bandon receiving plant on July 2, after which a circular was sent to all local growers informing them of the proceedings of the advisory committee and made a report on the Long Beach meeting. Growers have expressed appreciation for this local news sheet because it keeps them in close touch

with NCA cooperative during the entire year.

Black Bear

While in Long Beach, Mr. and Mrs. Kranick called at the Leonard Morris bog and before going to the house they stepped over to the side of the cranberry bog to view a big black bear ambling along on the far side of the bog . . . the Morrises got out in time to see the animal

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which was the first they had ever seen on their marsh.

Oregon Growers Receive Bulletins

Oregon growers were very glad to receive copies of the latest recommendations for frost and scald.

Growers in Oregon are very grateful for the fine spirit of co-operation shown by the Washington experiment station.

The Southwest Oregon Cranberry Club held a picnic at the Marion Wilson bog on Sunday, June 27. Conversation generally concerned frost and frost control. It was generally conceded that frost was a rather tricky enemy of the cranberry grower. Even those growers who had been very conscientious about frost control had been damaged in various degrees. Frost is spotty . . . even on the same marsh on different nights. A few growers had been very severely hurt . . . especially those without sprinkler systems. Those who had done a good job of sprinkling had excellent results if heavy bloom is a criterion. The A. G. Randall bog has the heaviest bloom in the history of the bog due to exceedingly careful frost protection.

WASHINGTON

Washington Estimate Slightly Down

Vines started to bloom the first of July and on the State Bog at Long Beach approximately 50 to 75 percent were in full bloom. As a whole bogs are somewhat late. Prospects for a crop appear good, this being especially true on the younger bogs. However, the crop, as compared to last year may be somewhat lighter. Estimate given at a board of directors meeting of NCA was 17-18,000 in Peninsula area, as compared to 22,000 in '53.

In Grayland district estimate is also a little lower. Much will depend upon whether or not there is a long fall, giving berries the chance to fully mature.

Frost Injury Light

Frost injury was very light as to first of July, there being no freezing weather since latter part of May. It may be remembered that last year the Memorial Day

frost did heavy damage, but this year there was no such serious event. Temperature range for month was max. 70; min. 35, as recorded at Long Beach Station.

Insects

Fireworm is generally light, but, however, heavy on a few bogs which were infested last year. There are sporadic outbreaks of Lecanium scale on some bogs. Many growers will be using Malathion this year as a control for this. Some will use Parathion. The fungus disease known as "Rose Bloom" was heavy in spots. At the State Bog a 10-6-100 Bordeaux Mixture was used to control it.

Die-Back of New Growth

One or two bogs have reported a die-back of the new growth on uprights. Other bogs in Long Beach district suffered from considerable dying of uprights during the winter months. Some blocks had 70 to 80 percent uprights killed back to the two-year wood. Causes of these troubles are being studied in the effort to find a control.

Rainy at Long Beach

June was an especially rainy month on the Long Beach Peninsula, Washington there being a total precipitation of 5½ inches, falling on 18 of the 30 days. Last year's rain as recorded at Crangu-

yma bog was 3 inches and 3½ the preceding year.

NEW JERSEY

Severe Lack of Rain

Weather during June was very unfavorable for cranberries. A severe drought is causing at least as much damage as frost. As of this date (July 6), there are some cranberry bogs which have had no rain for over 45 days. The Pemberton area received only .99 of an inch of rain during June, which is 6.64 inches less than normal. The cool weather during the month in a small measure mitigated the severity of the drought. Temperature averaged 69.6°F or 2.5° cooler than normal. However, the lack of warm weather was counter-balanced by unusually consistent high winds throughout the month.

Blueberries are also suffering from drought damage. The adverse effect is apparent largely on the failure of berries to attain proper size. Also evident is a poor twig growth and some desiccation of foliage. In the Hammonton area, growers with irrigation facilities are unable to take advantage of them because of dried-out water holes.

Frost Loss Estimated 5%

An unpredicted frost hurt a

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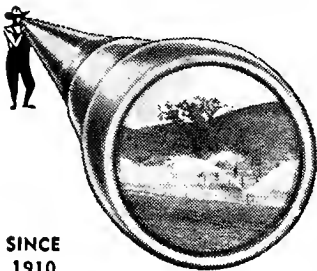
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number of scattered bogs in New Jersey on the morning of June 19. Contrary to the usual pattern, bogs near the seashore were most affected. Even there, however, certain properties were damaged while neighboring properties came through unhurt. Temperatures by growers co-operating in the frost warning plan ranged between 23° and 32°. Most of the known damage occurred where minimum temperatures were between 27° and 29°. Open flowers were not hurt as much as unopened flowers, which favored those bogs which had been drawn early. Set berries were generally not damaged. Although estimating the loss is probably an "impossible" job, it appears from reports received so far that the damage to the State crop would be within 5%.

Massachusetts Grower Plants on Peat



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With the theory that, "I think hot sand seems to burn new-planted vines, Wayne Maki of Carver, Massachusetts, is trying an experiment of planting vines in peat, without first spreading sand. He has about an acre and a half so set out, these being Early Blacks. The last of these were planted in May and he does not intend to sand until next fall.

The cuttings were broadcast and then machine-planted, loose vines being raked up. These plantings are on old bog which he is rebuilding. There are several of the section; they were rototilled twice, the old bog surface being all "churned up." Most of the new vines are on peat bottom, but there is some mud along the shore sides.

Maki has about fifteen acres of

bog in bearing, on which he does practically all the upkeep himself, using at times equipment of his own designing. His vine setter was revamped to suit his ideas. He, from some past experience, is inclined to believe that his vines set in raw peat, as he has done, and then sanded much later, do better than the conventional Massachusetts method of putting the vines down in sand.

Planting directly on peat and sanding later, is not uncommon practice in New Jersey and Wisconsin, and in the latter sometimes sand is never spread.

People fail because they want to do things they can't, instead of doing things they have ability for.

New Ocean Spray Freezer at Onset, Mass. Nears Completion



New freezer of NCA (shown here near completion) on Routes 6 and 28 at Onset, adjacent to the Ocean Spray cannery there, will be the site of fried chicken and cranberry sauce lunch for National members at the annual meeting August 24th. Business session will be held in the plant, as in the past.

The freezer, which will have a capacity of 60,000 barrels will be ready for use by September first, and President M. L. Urann says it will be one of the finest of freezers in Massachusetts or all New England.

Annual meeting is set officially for a week preceding, August 17th, but as Mr. Urann expects to be in the West at that time, there will be a formal vote taken at that time to postpone it until the 24th, it is anticipated.

BRIGGS SCREENHOUSE DESTROYED IN MASS.

A screenhouse, owned by George Briggs, prominent Massachusetts grower at Indian Brook, Plymouth,

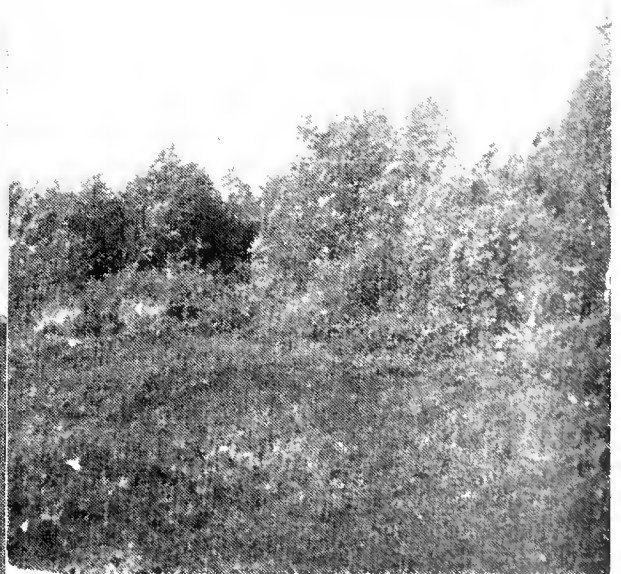
was totally destroyed by fire on July 4th at 2 a. m. Structure had been burned nearly to the ground when Plymouth firemen arrived after a 12-mile run.

The building was valued at \$4,400, and in addition in it were stored several bog pumps, motors, picking machines and a good deal of other equipment. Fire was reported to be incendiary.



Warnken is a small cranberry grower who also grows blueberries. There are now a number of blueberry growers in B. C., many of them with small acreage.

Photo by Holmes



Smith bog in B. C. set thirty years ago. This bog has not been sanded and has had only little weeding. The cranberries have spread outside the area set so Smith now harvests more land than he planted.

Photo by Holmes

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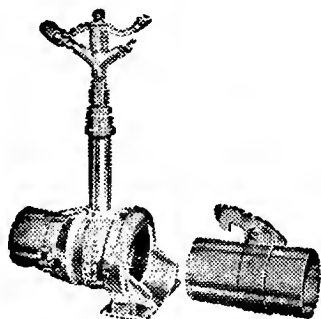
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SUMMER THUNDERSTORMS often bring dreaded hail to bogs. (CRANBERRIES Photo)

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NEW JERSEY GROWERS LOOK AHEAD TO BIGGER YIELDS

New Jersey's cranberry growers are looking ahead to the biggest crops in history thanks to the efforts of a Rutgers scientist and millions of busy bees.

Research findings by Robert S. Filmer, entomologist at the State University Agricultural Experiment Station, have shown the way for cranberry growers to double their yields and to aim ultimately for 100 barrels an acre—nearly seven times higher than last year's \$1,733,000 crop.

Professor Filmer has done the heavy thinking. Now the bees have been doing the heavy work.

In his continuing study of the state's cranberry situation over a number of years, he determined that New Jersey growers needed additional honeybees to pollinate the cranberry flowers for maximum results. Three experiments in the summer of 1953 proved his point. The tests showed that where one colony of bees was used for each acre instead of one every two acres as had been the New Jersey custom, cranberry yields were increased from 5 to 42 barrels an acre.

This is a most significant increase when you consider nationwide cranberry statistics. Though its total production is third, behind Massachusetts and Wisconsin, New Jersey's per-acre yield has lagged considerably. In 1952, for instance, Wisconsin's yield was 54.3 barrels an acre and Massachusetts' was 27.8. The New Jersey figure was only 16.3.

Now the Jersey crop is expected to climb above 20 for the first time in the industry's recorded history, which goes back before the turn of the century. And cranberry growers can look for even greater yields in the near future. All they have to do, says Professor Filmer, is keep the bogs in shape and employ the proper number of honeybees.

This latter responsibility is really no problem at all, according to the Rutgers scientist. He referred to a recent State Department of Agriculture bulletin which

claims "package bees are now the thing". The article stated that packages of bees are sold in a variety of sizes and combinations -- with or without a queen -- and are complete with directions for installing in the hive.

What do the bees think of all this? They enjoy "hiring out" to the cranberry growers says the professor. The nectar and pollen which they transport to set the cranberry flowers constitute the bees' favorite dish. And while working over a bog a colony of bees -- some 30 to 50,000 -- also acquires a good-sized stone of this food to carry them through the winter.

Professor Filmer explained that insect pollination is required for cranberries because the pollen is too sticky to be wind blown as is the case in many plants and flowers.

He said the low bee-to-acre ratio that has existed in New Jersey is due in part to the policy of many growers to depend on wild bees for pollination. But the wild bee population in most farmed areas has all but vanished because of controlled burning practiced by foresters and agriculturists.

Professor Filmer has a final word of warning for amateurs renting or buying bee colonies for cranberry pollination or any other reason. Make sure you transport them two, or better still three, miles or they will return to their former location and die out, he cautions. —Rutgers News Service.

ALMOST "CRANBOREE" TIME

Wisconsin's now-famed annual "Cranboree" is to be held at Wisconsin Rapids, September 17, 18, and 19th. Thousands have been drawn the past few years to this affair which is becoming known as the "Mardi Gras of the North."

This summer of 1954 is bringing unusual weather to the Massachusetts cranberry district, particularly August. Much more hail than normal. A severe storm in the Plymouth area on August 11th, brought the estimate of total damage to 10,000 barrels; possibly more.

Mass. Cranberry Station and Field Notes

by J. RICHARD BEATTIE
Extension Cranberry Specialist



Weather, labor, and the size of our crop are the common subjects of conversation as we near the harvest season. A few bogs were showing evidence of drought injury in mid-July but showers occurred July 22 and 23 and relieved the problem. We have been fortunate that water supplies in general have been adequate for irrigation purposes. As usual it was the high edges and the middle of the larger sections of bogs that first showed dry weather injury. Portable and so called permanent irrigation equipment have been used to advantage during July. Several growers have irrigated their properties using the "flash flood" technique. While there are hazards involved using this practice, such as the possibility of increasing fruit rots and injuring the small berries, it is one of the gambles that has to be taken on some bogs when they are "burning up" from lack of moisture. Ditch irrigation is still the common method of keeping a bog moist but leaves a lot to be desired. Too often we wait until the bogs are almost completely dried out before raising the water in the ditches. As a result it is practically impossible to wet other than a small area adjacent to the ditches. "Joe" Kelley has often remarked that in his opinion bogs should be run wet when it is dry and dry when it is wet. There is considerable food for thought in his statement.

Insects Normal

Insect activity has been about normal as we write this (July 26). However, fruitworms have been less troublesome than usual. We rather expected more activity from this pest in view of changing water management practices plus milder winters.

In any event, decreased activity

from this important pest is a welcome relief. Of course, it is always possible to experience some delayed action in early August. Before leaving the subject of insects, we suggest that grub-flowed bogs be checked for cutworms ten to twelve days after the grub flow has been removed. This pest can cause considerable damage if neglected.

The Cranberry Labor Committee met in early July to discuss their harvest labor requirements. After reviewing the situation with representatives from the Massachusetts Division of Employment Security and with growers, it was decided that no imported labor program would be needed this fall. Local harvest labor should be adequate to meet the requirements.

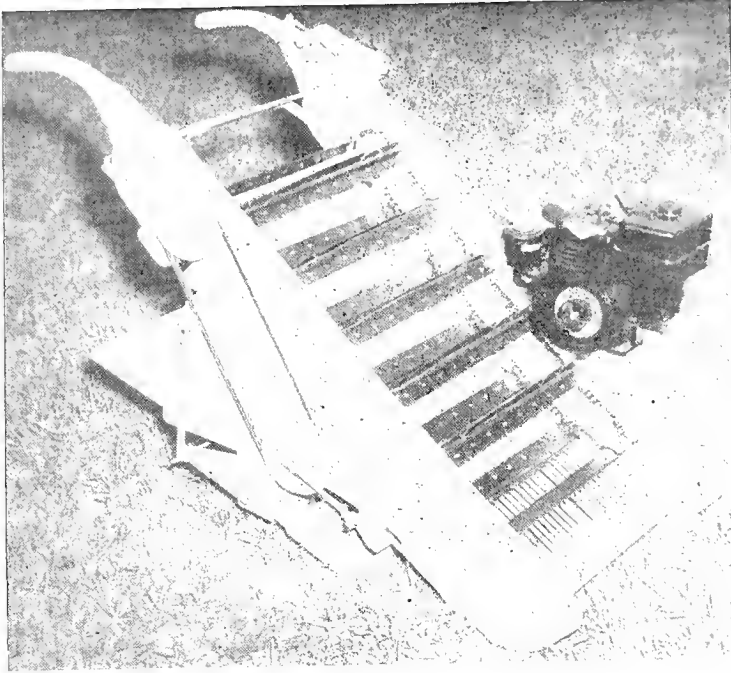
according to the above representatives. They will open branch offices in the cranberry area in early September to recruit and place harvest workers. This is a splendid service and one that growers greatly appreciate.

Summer Weed Control

Dr. Cross has some timely tips on summer weed control. He suggests that once or twice a year growers drag a hook or potato digger completely around their shore ditches. The purpose is to discover and pull out runners of the bramble, poison ivy and morning glory before they cross the ditches and anchor themselves on the bog. The thin areas of bog are already producing corn grass, pitch forks and fire weeds. These weeds should be checked now in order to prevent them from going to seed. Ditch weeds can be controlled very effectively at this time of season using the materials as recommended on the weed chart.

Annual Meeting

The 67th Annual Meeting of the Cape Cod Cranberry Growers Association will be held Tuesday



This is a picture of the **1954 WESTERN PICKER**.

This new, much improved picker will pick high or low vines the first year.

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program has been arranged. C. D. Stevens will give his crop estimate which is always a highlight at this particular meeting. There will be a chicken-cranberry barbeque served at noon. President Frank Crandon announces that all cranberry growers and their families are cordially invited to attend this annual meeting of their Association.

Growers have received their crop reporting blanks from C. D. Stevens' office in Boston. We sincerely hope that they will have filled out these reports and returned them promptly to Mr. Stevens' office. We are all aware of the importance of accurate crop estimates and a good response on the part of the growers will insure our marketing agencies of a reliable crop estimate as we enter the harvest season.

**McGREWS BUY HOUSE
NEAR HANSON**

E. C. McGrew, fresh fruit sales manager of NCA, and Mrs. McGrew, have purchased a house at Whitman, Mass., and have moved from New Bedford, where Mr. McGrew was formerly at the Eatmor Cranberries, Inc., office. The new home of the McGrews is about five miles from the main NCA office at Hanson.

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THE NATIONAL CRANBERRY MAGAZINE

ISSUE OF AUGUST, 1954-VOL. 19 NO. 4

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FRESH FROM THE FIELDS

Compiled by C. J. H.

MASSACHUSETTS

Rainfall Off

Although July lacked in rainfall, by approximately half the normal 3.21 inches, precipitation as recorded at the Experiment Station, East Wareham being 1.70, it was well distributed, falling on 12 days. There was also a good, drenching rain, averaging an inch or more over the entire Massachusetts cranberry areas, August 3rd which was "a real life saver." There had been little rain for this area for the previous 10 days. This was particularly needed in lower Plymouth and Barnstable counties.

July Was Cooler

The month of July was coolest (Boston Weather Bureau) in eight years, the average being close to 71.6 degrees or 0.6 below normal. This is in sharp contrast to the summer months of recent years which have averaged well above the normal. There were also a lot of cloudy days, although the sunshine factor, which is not important in the current production, was adequate.

Some Hail Loss

Hail occurred on July 23 in an area limited chiefly to South Middleboro and Rochester, possibly 45 acres being damaged some from 50 percent to total, or almost. An estimated 2,000 barrels were lost. There was also hail July 25th in the Plymouth, Manomet Sandwich district, doing some injury.

Quality Called Better

All these conditions, (except the hail, of course) have contributed to improving the quality of the fruit of this fall in the opinion of Dr. C. E. Cross. He would now estimate keeping quality as from fair to good, possibly more good than

fair. The coolness of the weather and the relatively little rainfall were the improving factors.

Weevil on Rampage

Weevil seems to be on a rampage this summer, and is posing quite a serious threat, which is being treated with DDT and other controls. Fruitworm appears to be light to moderate, at least so far. The season has not, up to first of August been bad from the insect point of view.

TOTAL 1954 CROP SLIGHTLY UNDER MILLION?

First official estimate of 1954 crop will be released by C. D. Stevens, New England Crop Reporting statistician Tuesday, August 17 at Cape growers' meeting, but requested for a final opinion, Dr. C. E. Cross, director Mass. Experiment Station, now does not believe the harvest will equal a million barrels. But, he still doesn't think the total will be much below this.

Massachusetts will have slightly under 600,000 barrels which he had expected before, New Jersey, due to the drought and other causes is now placed at "no more than 80,000." Wisconsin 200-225,000, West Coast about 75-80,000.

Of significance, is the fact that Dr. Cross considers Massachusetts fruit improved in keeping quality over the past two months.

"Guessimates" from other sources have placed the crop to as low as 850,000 to 950,000. Late water Howes in Mass. are a big question.

NEW JERSEY

Drought Causing Bad Hurt

Hot, dry blasts of air passed almost continuously over cranberry

vines in New Jersey throughout the month of July. And the rains did not come (although often promised). As a result, cranberry growers have suffered a very considerable loss of the 1954 crop potential. Drought damage is readily observable on most bogs in the form of blasted blossoms and small berries and in desiccated vines. Not the least of the setback has been the almost complete drying out of many reservoirs. Very few growers had water to irrigate by the Massachusetts' "flash flood" technique.

Statistics "Lie"

Statistics can be awful liars. Our weather data for July at the Pemberton laboratory, lumped together, say that July was actually cooler than normal and that as much as 42 percent of the normal amount of rainfall occurred. The average temperature was 73.8°F. compared to the normal of 76°F.; 1.77 inches of rain fell, which is somewhat short of the 4.22 normal amount. Actually there were 15 torrid days during July in which the thermometer went above 90°F., with a maximum of 101°F. on the 14th. The sun shone almost constantly and hot, dry winds were unusually prevalent; this caused even greater dryness than 42 percent of normal rainfall would indicate.

Accumulated Lack of Rain

For critical cranberry growing period of June and July we have received an accumulated total of only 2.78 inches of rain. This is only about 31 percent of the normal amount, or about 6.08 inches deficient. Since the 21st of May, our last really good rain this year, nine consecutive weeks of insufficient precipitation occurred. The aver-

(Continued on Page 14)

Cape Growers to Hear Under-Secretary of Agriculture



TRUE D. MORSE

Cape Cod Cranberry Growers' Association for its 67th annual meeting Tuesday, Aug. 17th is to be honored by having as its principal speaker True D. Morse, undersecretary of agriculture. Mr. Morse will talk on "The Solid Future for Agriculture." The talk will be interesting not only to growers but the general public.

Invitations have also been extended to "Joe" Martin, of Attleboro, Speaker of the House; Congressman D. W. Nicholson, State Rep. A. H. Worrall, both of Wareham, State Senator Edward C. Stone of Oyster Harbor and others.

Dean Dale H. Seiling of the School of Agriculture and Horticul-

ture, University of Massachusetts will be present, other members of the University, and of Massachusetts State Department of Agriculture. President Frank A. Crandon, Acushnet, who induced Mr. Morse to be the guest of the cranberry growers, will preside and introduce him.

Meeting, as usual, will be at the Experiment Station, East Wareham, off routes 6 and 28, opening at 10 a. m., with a brief business meeting. This will include election of officers for the coming year. From 11 until 12 noon growers will have the opportunity to see the new 1954 Western Picker and the Tom Darlington picker, now being

manufactured by Hayden Mfg. Company of Wareham, plus other cranberry equipment.

A half hour from 11 to 11:30 has been set aside for members of press and radio to privately interview the nationally-known figure. Mr. Morse will speak at 2 o'clock in the forenoon.

At noon sharp, a chicken and barbecue dinner is to be served, catered by Eddie Assack of West Bridgewater. Service will be guaranteed only to those making advance reservation.

Dr. C. E. Cross, director of the East Wareham Experiment Station will appear on the program.

As always a feature of this annual gathering will be the first official estimate of the 1954 harvest, this being given as has been the custom for many years by C. D. Stevens, Boston statistician, New England Crop Reporting Service, USDA.

Mr. Morse was born on a farm at Carthage, Mo., being graduated from the University of Missouri, where he received honors. From 1925 to 1953 he was with the Doane Agricultural Service, Inc., St. Louis, Mo., and its president from 1943 to '52. He was editor of the Doane Agricultural Digest since its origin in 1938, a twice-a-month farm management and business guide in this country and abroad.

Prior to 1925 Mr. Morse was an economist with the University of Missouri and farmed for about five years before entering the university. He served as president of the American Society of Farm Managers and Rural Appraisers in 1941 and is one of the originators of the American Rural Appraisal System. He is a member of the Missouri Bar.

Other positions the Under-Secretary has held or holds include: vice president of the American Farm Economics Association; director of Mutual Savings Life Insurance Company, director of Foundation for American Agriculture; trustee and executive secretary of the Agricultural Institute; trustee and secretary of the National Council for Community Improvement and a faculty member of the School of Banking at the University of Wisconsin.

He was head of United States Delegation to International Wheat Conference in 1953; International Sugar Conference, London, 1953. He is a member of the Advisory Board of Economic Growth and Stability and president of the Commodity Credit Corporation.

He is a member of the Christian Church and has served as president of his church in St. Louis; he is a trustee of the International Bible College.



LOUIS SHERMAN IS BECOMING "JALOPY KING" IN MASSACHUSETTS

Uses Converted Old Cars in Sanding and Now For Fertilizing and Carrying Off Berries in Fall.

Louis Sherman of Plymouth, Massachusetts, who has about 50 acres of cranberry bogs on Pond Street in adjacent Carver would seem to be the undisputed "jalopy king" of Massachusetts. That is, in the use of ancient, converted and rebuilt automobiles to cranberry work.

Considerable of his 50 acres was in rundown condition when he purchased it a few years ago. He has restored much and brought this into good bearing by heavy sanding—by jalopy, of course—Model A Fords converted into trucks, which he rode out onto the bog on planking. Now he is spreading fertilizer by jalopys and also uses these self-contrived vehicles to bring in his harvested berries in the fall. Here is his story in his own words.

"In the fall of 1952, I had two men wheeling off cranberries for three Western Picking machines, and a greater portion of the time they would have to work from ten minutes to half an hour overtime to get all the berries off the bog.

No More Harvest Wheelbarrows

"One of the men kept complaining that it was hard work and there should be an engine on the wheelbarrows. That got me thinking, and by the end of cranberry picking time I had an idea and told the men that next year there would be no more wheelbarrows. I would have a special truck for the job.

"I went to a junk yard and bought an American Austin which had no engine or transmission. I used a Willys transmission and a GMC driveshaft, and, for power, a six H.P. Briggs & Stratton engine from my dusting machine on which was installed a three V-belt

industrial four-inch slip clutch. On the transmission, there is a triple 14" pulley. We changed the steering wheel from the left to the right side, as when picking with the Western Picker, we pick clock-wise around the sections. This makes it handy for the operators to pick up the bags of cranberries.

"I used round steel plates attached to brake drums onto which is fastened the studs for my wheels, model A Ford wheels in front with 5.00 19 tires and V-8 Ford wheels on the rear with 7.60x16. All tires are smooth to eliminate vine injury. For the body, a 4 ft. by 6 ft. sheet of 5/8" plywood was used

BEST WISHES—NOW

This message, perhaps, is an unorthodox time to send you our best wishes, however, we do—
"May you all have a good, sound crop of Cape Cod Cranberries that will sell well from coast to coast."

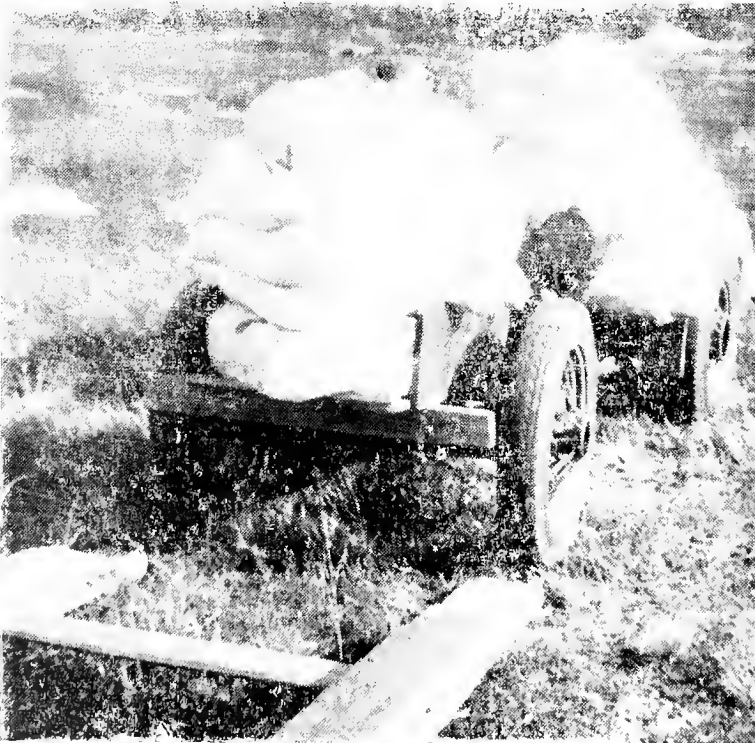
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Top picture shows WESTERN PICKERS lined up on bog ready to go to work. Bottom: Result of a picking nearly obscure Jalopie driver.

and there is a 2 ft by 3 ft. body in front with the operator's seat installed over where the running board is normally. The original plan was to carry five bags in front and about twenty in back. Most of the time, the operator would put on between 40 and 45 bags, nine in front and the rest in back.

No Vine Injury

"Many cranberry growers who saw it in use last fall said "wait and see the vine injury". To date, the vines show no injury and I think it is by not going over the same track more than once, and when there are cross ditches the plank was moved every three or four trips. Also, the wide tires in rear with low air pressure and the slip clutch helped, as it never spun the wheels.

"Last year I used four Western Pickers with 200 bags and this little truck, requiring only one man as operator, kept up with the picking machine. At the end of the day when the last picker was going off the bog, so was the last of the bags of cranberries. Without this truck, I would have had to have three men wheeling off.

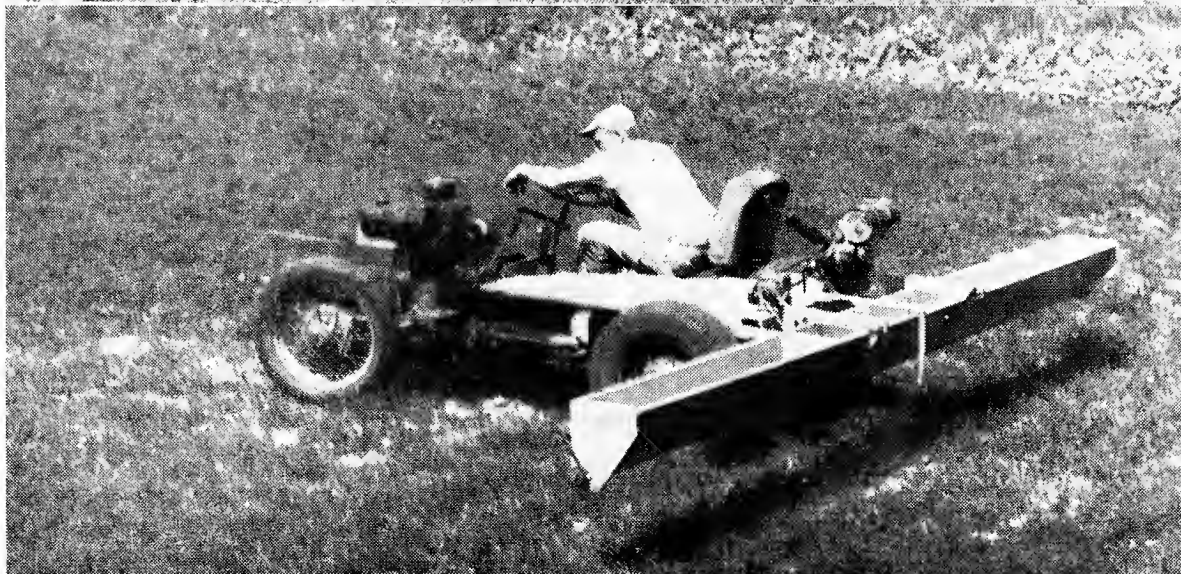
"There were two of my sanding jalopies (with a 6 ft. by 6 ft plywood for floor) in use, shutteling back and forth from the bog to my packing-house, where the bags were emptied in a blower and the berries stacked in boxes.

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Repairing Flumes
Wheelbarrow Sanding
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Jalopy Sanding**



These photos show the "jalopie" fertilizing method as employed on the bog of Mr. Sherman. Details of the machine may be seen in these front and rear views.

(CRANBERRIES Photo)

Less Than \$1.00 Per Barrel

"Last year, I picked my bogs, carted my berries off, trucked them to the packing house, boxed and stacked the berries, the bogs were pruned at the time they were picked by the picking machines, prunings taken off the bog; in fact all my fall work was done for less than one dollar per barrel. With machines was the only way this could be accomplished.

"This spring I had a 13½ ft. fertilizer spreader made by the Hayden Separator Co. for my little truck and that also was a real labor saver. Two men (one driving and the other refilling) one morn-

ing put on 22 bags of fertilizer in 1½ hours. Normally, it takes us about two weeks to put on our fertilizer by two men, this year this job was done in about two days.

"We are now experimenting with a Buffalo Turbine mist sprayer and dust blower for spraying insecticides and fungicides on our bogs, and it looks very promising. It puts on the insecticides very evenly, without doing any damage to our vines, as we can blow out about 200 ft. from shore. If this works out the way I think it will, we will have a road across the larger pieces and will be able to do them completely in very little time.

"All industries and most other types of farming are using machines to great advantage. Why not do the same in growing cranberries?"

"With bog labor getting scarce and the prices of berries going down, we must lower costs of production through mechanization."

Mr. Sherman is clerk and treasurer of Cape Cod Cranberry Co-operative, Inc., of Plymouth.

The man who makes hay while the sun shines won't have to lift an umbrella when it rains.

There's no way to tell how big a man is until you know where his influence is going to stop.

Determining Irrigation Needs With Tensiometers

By: ARTHUR G. PETERSON
Extension Specialist, Soils,
College of Agriculture,
University of Wisconsin.

(Editor's Note: The following article from "The Badger Common Tater" is reprinted through the suggestion of Dr. F. B. Chandler of Massachusetts Cranberry Experiment Station, as being of importance to cranberry growers. In the reading of it, such questions as the following might arise:

Q. How important is the tensiometer in controlling water in cranberry bogs? A. The tensiometer is as important in moisture control as the thermometer is in temperature control.

Q. This article refers to an increased yield of potatoes with improved water management — would this be true with cranberries? A. Yes, water management has more to do with cranberry yield than any other management problem.

Q. Would over irrigating waste water and fertilizer on cranberry bogs? A. With the present drainage in cranberry bogs neither water or fertilizer would be lost in any appreciable quantity. However, excessive irrigation may cause root damage.

Each year more potato growers are finding that it pays to have an irrigation system for a supplemental water supply and within the last generation revolutionary improvements have been made in irrigation equipment. However, these advances have been primarily concerned with attaining more economical delivery of water to the surface of the ground and do little to solve the problem of controlling the underground moisture in the root zone. This is the moisture that determines the yield and the profits for the grower, but it must be measured before it can be controlled.

Until recently little had been accomplished since the days of the Ancient Egyptians in measuring soil moisture. The rod or probe is still commonly used and this gives some idea of moisture penetration

but no indication as to when the next irrigation should take place. Soil tubes, soil augers, and the growers experience are used in many cases, but these methods are often of doubtful value. At best they are periodic checks and do not give a continuous record of the rapid fluctuations in soil moisture. This is especially true in hot dry weather, and will depend on the type of soil, and the rate of evaporation and transpiration.

To obtain maximum yields of high quality potatoes, we need in addition to all of our best cultural practices, a satisfactory moisture supply. When we see evidence of a lack of moisture in our potatoes by a wilting of the leaves we must remember that by this time some stunting effect on the growth of the plant has probably already occurred.

The major problem is to know

when and how much to irrigate. Inadequate moisture due to delayed irrigations or poor penetration stunts plants. The plants get all nutrients as well as moisture through solution, thus no moisture means no food. However, too much moisture is also not economical since the water will be wasted and some plant nutrients will leach out of the soil.

When to irrigate is the big question. It must always be done before all of the available soil water is exhausted, and usually the irrigation must start some time before this point is reached especially since it takes several days to cover some of the larger fields. The available water present in the soil will depend upon the rate of transpiration, evaporation, age and water requirements of the potatoes, type of soil, rainfall, temperature, humidity, and wind. An instrument like the tensiometer by indi-



cating the dryness of the soil is able to measure the effect of all of these factors on the available soil water.

How much to irrigate is almost as important as when to irrigate. When we are watering a potted plant we simply put on enough water until the water appears at the drain hole. We know that drainage is assured and that the soil will be at field capacity. Under field conditions it is not quite this simple but a good thumb rule to follow is to limit irrigation to approximately one inch per application for light, sandy soils, and not over one and one-half inches per applications on silt loam soils.

In order to understand how the plant or any measuring device must work in order to determine the moisture supply in the soil we must realize how the soil holds the water. In other words, just what is the water holding capacity of a soil? The soil actually holds water from these small spaces; but as the soil becomes drier, it holds the water until its suction or water in the small spaces between the soil particles. Plants draw the drawing power is at least equal to the soil's holding power. A soil with relatively small soil particles (such as a silt or clay soil) will have many more of these small particles per cubic foot than will a soil with relatively large particles (such as a sandy soil). Thus the silt or clay soil will have more of these little water storage reservoirs per cubic foot than will the sandy soil, and therefore has a greater water holding capacity than the sandy soil.

In order to determine the amount of water that the plant can draw from any soil we must be able to measure the soil's water holding power. Instruments called tensiometers have successfully been used for this purpose. A tensiometer is a small water filled tube with a porous clay cup on the end which is placed under the hill. The other end is equipped with a vacuum gauge, which measures the suction of a soil for water. By measuring a soil's water holding power, a tensiometer's vacuum gauge indicates the dry-

ness of the soil and the amount of water which could be withdrawn by plants.

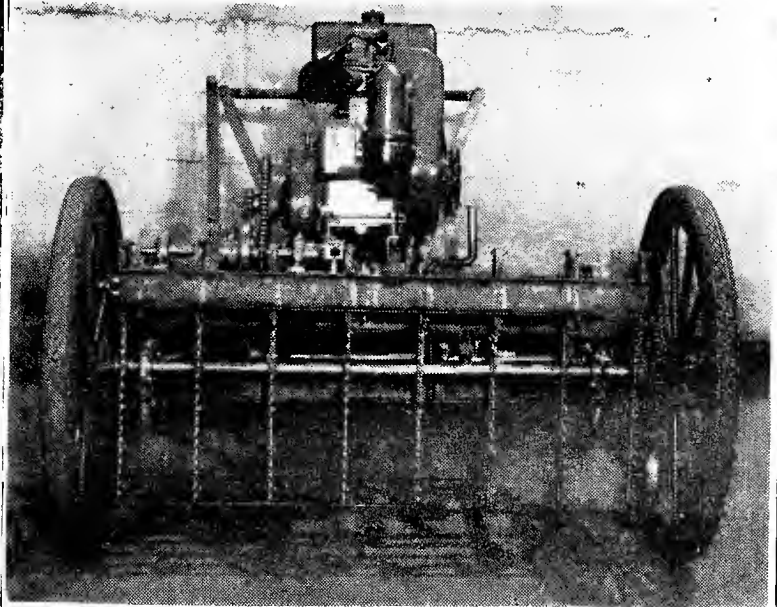
Tensiometers (sold under several trade names such as Irrometer, etc.) are available at relatively low cost and provide the grower with a relatively accurate means of determining when the irrigation water should be applied. The tensiometers should be installed in the field so that the porous cup rests about two or three inches below

the seed piece of sandy soil, and about 8" below the seed place on silt loam soils. When installed in the row, cultivation doesn't disturb them and once installed the tensiometer should remain in the same place during the entire growing season.

The vacuum gauge on the tensiometer indicates the tension or pull of the soil moisture and is calibrated in units of ten from zero to 100. A reading of 100 indicates

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one atmosphere tension and the soil would be extremely dry. When the gauge reads zero no tension is being exerted and the soil is wet. Following irrigation or a rain, the gauge reads zero, and as the soil dries out beneath the growing plant, a tension or pull is exerted by the plant roots in order to obtain this water. This tension is registered on the vacuum gauge of the tensiometer. As the soil dries out the tension increases, and on sandy soils when the gauge reads between 30 and 35 (.30 to .35 atmosphere tension) about one inch of water should be applied. Silt loam soils have a larger water holding capacity and thus the reading can be allowed to reach about 60 before an inch and one-half of water should be applied. After each irrigation, the gauge will drop back to zero indicating a wet soil condition. Three tensiometers will be the minimum needed for each field with uniform soil type, and which have received similar cultural practices. The grower should irrigate according to the readings shown on the two gauges which are in the closest agreement.

Tensiometers have been used in irrigation studies at the Hancock Branch Experiment Station for a number of years and the results have shown the importance of irrigation on sandy soils. In 1952, plots of Russet Burbank potatoes that were irrigated according to the methods described previously, yielded sixty per cent more potatoes than the non-irrigated plots. More important than the total yield increase was the fact that when the potatoes were graded out, the irrigated plots yielded about twice as many good-type, U. S. No. 1 tubers compared to the non-irrigated plots.

Before you buy an irrigation system for your crops, be sure that you have built up soil fertility enough so that you are getting the highest possible yields without added water. Just because dry weather often lowers crop yield doesn't mean that irrigation alone can assure bumper crops.

OCEAN SPRAY NAMES ASSISTANT TO FRESH FRUIT

Perley B. Merry of Marion, Mass., has been named assistant to the Sales Manager of Ocean Spray's new fresh fruit produce department. He was formerly a merchandising executive for Van Heusen Shirt Company in New York. Experienced in sales, merchandising and advertising, Mr. Merry also brings to his new position a grower's interest in the successful marketing of the cranberry crop.

He has 20 acres of cranberry bog in Rochester, built by his late

father, Bion C. Merry, who served as superintendent of schools in Wareham for many years. Mr. Merry has since extended the acreage and is now averaging 50 barrels an acre. He has long studied the cooperative programs of cranberry merchandising and brings his knowledge and experience to help guide Ocean Spray's first full fledged selling campaign for fresh cranberries.

Mr. Merry will be assistant to E. Clyde McGrew, Sales Manager, of Whitman. Both men will work out of headquarters in Hanson, Mass.

Many a man pushes to the front by going back on his friends.

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PHOTO COURTESY OF PORTLAND OREGON JOURNAL

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A REAL ADMINISTRATOR

CAPE Cod Cranberry Growers' Association scored a considerable triumph for the industry in obtaining True D. Morse, U. S. Under-Secretary of Agriculture as its speaker for the annual meeting August 17. Cranberry growing is comparatively small in the nation's agricultural, while Mr. Morse, and his superior, Ezra Taft Benson, bulk exceedingly large in the agricultural picture.

We believe Mr. Morse will give cranberry growers and the general public an interesting and instructive talk, leaving something for them to think about. "The Solid Future for Agriculture," his topic, sounds as if it would contain real meat. We had the pleasure of once hearing Mr. Benson speak, and Mr. Morse has earned a reputation as a lecturer.

However, it is not "fine" lecturing or mere oratory which we need from our top public officials. What we need is straight talking and clear thinking. And we believe this is what we get from the office of the cabinet member representing agriculture. As we all know agriculture is the real foundation of a nation—people must eat. There have been tremendous ills in our program inherited from the previous administration. Silly surpluses! We believe our present administrators intend to get back on a foundation based on realism—and will do so.

A SCIENTIST'S MISTAKE

WE didn't know this until we just read it in latest issue of "Research in Review," publication of the Massachusetts Agricultural Station, University of Massachusetts. But, one of the great entomological mistakes was made in Massachusetts.

That was back in 1869 when the Gypsy Moth was allowed to escape, after having been imported for the purpose of improving silk production. Odd irony of this unfortunate scientific adventure that backfired was that no silk was ever produced. Since 1900 the insect pest is estimated to have cost the Commonwealth, \$55,000,000 in direct expenditures as well as other damages. Cranberry growers are particularly among those who have had cause to regret this experiment which went awry.

Eradication of the Gypsy Moth has taken great strides in recent years, and to

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CHARLES A. DOEHLERT

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New Jersey Cranberry and Blueberry Station
Pemberton, New Jersey

get rid of the pest entirely would be a scientific triumph that would compensate for the great faux pas, made by one entomologist long ago, the Review concludes.

From this same publication we also learn there are 6500 insects in the United States which are considered public enemies. Their annual damage is estimated at four billion dollars, and would keep a million men working each year. There is considered to be a total of 85,000 insects of all kinds in the U. S.

The war between man and insect, contending for the same needs at the same time is an old, old story. So far, in spite of improved and new pesticide materials and techniques in controlling insect life, the pests are so prolific and adaptable that they continue to constitute an ever-present menace.

WISCONSIN

Southern Marshes Damaged by Rains

The southern marshes received a severe, drenching rain on July 6. From three to four inches of rain fell in a few hours. Several marshes in the Mather area were hit by hail but damage was light. Rainfall during the first ten days of July amounted to 10-12 inches in the southern marshes. Flood conditions prevailed in some areas although no reservoirs were lost. A small acreage was flooded resulting in loss of crop. The heavy rain of July 6th hurt the set materially on those marshes in full bloom at that time and especially the bumble bees. The northern marshes did not receive the heavy rainfall.

Northern Marshes Hit by Frost

The Three Lakes and Manitowish areas were hit by a killing frost the night of July 21. Temperatures as low as 28 and 29 degrees were recorded. No frost warning was issued for that area and those marshes not protected suffered considerable damage. Small berries were frozen and tips were curled. Loss is estimated at about 2,000 barrels spread over four marshes. This is the first major killing frost ever recorded in Wisconsin at this date.

Late July Dry

Even with the heavy rainfall the first part of July, abnormal drying conditions prevailed in Wisconsin the latter half of July. Considerable irrigation was done. Water supplies are still adequate but rainfall is badly needed.

Crop Smaller, but Quality Up

The crop prospects still look favorable in Wisconsin, although the crop will be down from last year's record breaker. However, the size and keeping quality should be above normal. The first crop estimate will be given at the Wisconsin State Cranberry Growers' Association meeting, which is to be held at the Central Cranberry Company marsh, Cranmoor on August 14.

H. J. Gebhardt 76, pioneer Wisconsin cranberry grower of Black

Fresh From the Fields

(Continued from Page 5)
age rain during this period was only .20 of an inch per week as compared to the estimated 1 inch per week required for good cranberry growth.

Blueberry Crop Suffers

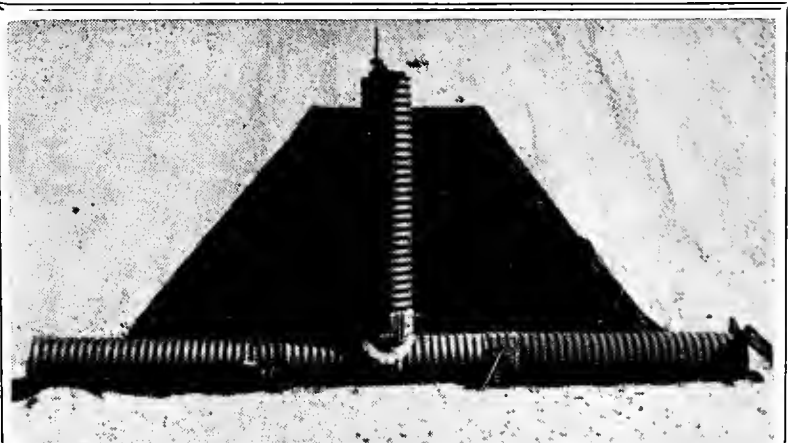
The blueberry crop of New Jersey has also suffered a serious loss from the drought. In many cases third pickings and in some cases even second pickings of berries were prevented because of the shriveling of fruit. Foliage "burning" is severe in some areas. This "burning" occurred even in irrigated fields during extremely hot days in which hot winds blew. It is feared by many that in 1955 crop has been hurt by this summer's extreme conditions.



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In WISCONSIN see GOLDSWORTHY

PREFABRICATED FLUMES BOG RAILROADS

RUSSELL A. TRUFANT

Carver 64-11

North Carver, Mass.

River Falls, Wisconsin died July 27 of a heart attack.

Sympathy is extended to the Robert Gottschalk family of Cranmoor, because of the tragic death of their small son, Kim, drowned in the marsh reservoir.

OREGON

Weather was cloudy, rainy or misty much of June and into late July, with temperatures about normal. The bloom held on until late July. Very little irrigation was necessary before July 17th.

Regular meeting of the Boston area, NCA advisory committee was held at the Bandon plant with full attendance. The board recommended there be one pool, due to possible price uncertainty on fresh fruit.

M. L. Urann was accompanied on his visit to the West Coast by Tom Darlington of New Jersey, designer of the Darlington picker. A dinner meeting was held at Coquille. Mr. Urann reported on affairs of NCA and spoke at length on the fresh fruit set-up for the coming season. He stated he expected plenty of competition, and declared that National will not start any price cutting but "we will not be undersold".

Payments for berries will be made in Aug., September and final settlement in November. He said growers could expect about \$15.00 a barrel, and also expect a \$7 advance on the 1954 crop. Charge for grading either fresh or canned berries will be 75 cents per barrel. If growers deliver their berries at receiving stations there will be no transportation charge, otherwise the usual 15 cents per barrel.

Executive Committee of the Southwestern Cranberry Club meeting at Ted Hulton's home in mid-July voted to send Mrs. Ethel Kranick to Portland, as its delegate for the annual meeting of the Oregon Agricultural Research Advisory Council.

Convince a certain type of man that it pays to be good and you couldn't keep him out of church with a shotgun.

DOEHLERT VISITS IN MASSACHUSETTS

Charles A. Doehlert, associate in research, in charge of New Jersey Cranberry and Blueberry laboratory, Pemberton, N. J., briefly visited Massachusetts in early August. He came to confer especially with Dr. H. F. Bergman (retired) on problems of oxygen deficiency in flooded cranberry bogs and with Mass. Director E. C. Cross.

MASS. RESEARCHERS ATTEND MEETING

Members of the Massachusetts Experiment Station on June 30 attended the annual staff meeting of Extension Service, University of Massachusetts at Amherst. Those being present were, Dr. C. E. Cross, William E. Tomlinson, Jr., Dr. F. B. Chandler, Prof. John Bailey, Dr. H. F. Bergman (retired) and Cranberry Specialist J. Richard Beattie.

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LOOKING BACK

The work of gathering and compiling statistics and crop estimates is by no means a picnic, and is accompanied by many vexations. Not the least of these is from failure of many, most interested, to appreciate their value. These same would like to have the information they contain if they could keep it from the others.

There is encouragement, however, in the fact that the numbers of these are growing less.

There has been a more general response to my inquiries this year than before. People are coming to realize that the value of any commodity in which they are interested is regulated by the supply, and that it is not the essence of wisdom on the part of the producer to allow this knowledge of the supply to be monopolized by dealers. By shrewdness of these, a forecast of the present crop has already been made, and but for the fact that the growers' statistics would soon be forthcoming, I doubt, if the information would have been given to the public. A few of our district secretaries are behind with their reports, so I am not able to give you the results by districts at this time.

I have reports of 225 individual crops in New Jersey which show 5,003 acres in bearing (1,143 not bearing), that foot up 322,974 bushels for 1903, and 183,454 bushels for 1904, a shortage of 135,020, or 43 percent.

From Long Island district, I have reports representing 91 acres (8 not in bearing), with 14,360 bushels for 1903 and 12,000 for 1904. Connecticut reports 20 acres bearing, 24 not in bearing, showing 1,650 bushels for 1903 and 2,550 for 1904. From Wisconsin I have reports showing 365 acres, bearing (120 not bearing), with a total crop of 1903 of 4,500 bushels, and 20,500 for 1904 or an increase of 335 percent. These reports are all from the Berlin district, where they escaped the August frost, and are valuable and interesting, as showing conclusively what has often been claimed that growers who have short crops are not interested and are not likely to

report. Not a single individual crop report has been received from the frost district which is the principal cranberry growing district in Wisconsin.

The single report from Halifax, Nova Scotia, says "nothing here, against 250 bushels for last year. Cause unknown".

At a meeting of the Cape Cod Cranberry Growers' Association 79 growers reported crops of 1903 aggregating 77,893 barrels, and estimate for 1904, 69,115, or shortage from last year of 11 percent. (A. J. Rider, secretary, August 30th 1904 meeting, American Cranberry Growers Association, Philadelphia, Pa.)

N.C.A. ANNUAL MEETING AT ONSET, AUG. 27

Annual meeting of NCA is to be held this year Tuesday, August 24th, at the Onset (Mass.) plant as for the past few seasons with the chicken and cranberry barbecue served in the new freezer at noon, which will give the first opportunity to inspect this modern structure.

It is anticipated this will be one of the biggest sessions yet of the co-operative, as since last August NCA has gained 261 in membership. Also this is the first year NCA will handle both fresh and processed fruit and there is interest in the new program.

The regular scheduled meeting on the preceding Tuesday, according to the bylaws, will meet at Hanson to act on the question of increasing the authorized shares of capital stock and then we adjourned for the rest of the business the 24th.

SEASON COOL, LATE IN WASHINGTON

It has been a very cool and moist summer for Washington. Temperatures have ranged from 40 minimum to 67 maximum; average maximum and minimum has ranged from 52 to 64. There has been very little deviation from this range.

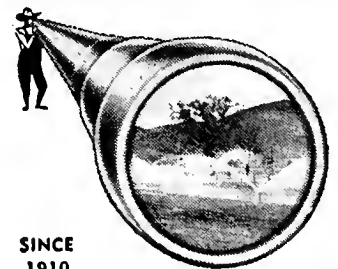
Since there were only a few days of sunshine and many cloudy, cool days berries have, and at first of August, were being formed over a very long period, compared to a normal season. Flowering began in June and was concluded in late July. This will cut the yield considerable. There was a considerable amount of rainfall. A light crop is anticipated at the Experiment Station bog, only about 60 percent as compared to normal. Season will be at least two weeks behind a good year, and there will be a wide variation in size.

Rose bloom was prevalent, but most of the diseases and insects remained at an average importance.

It would be much easier to see the good in others if we didn't have so many faults of our own.

Sometimes a man has to consult others in order to find out what his better judgment is.

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Jersey Has Worst Woods Fire In Cranberry Area

During the week of July 12th what has been called New Jersey's most destructive forest fire burned over an estimated 23,000 acres, including cranberry bogs and blueberry fields. This was mostly in Chatsworth, in the heart of the Burlington Country cranberry district.

Residents of the small hamlet of Chatsworth lived virtually in a world of flame when the first fire lodest citizens can remember swept through, around and over the community. The blaze raged in a zig-zag pattern for three days. Many of the approximately 200 homes in Chatsworth caught fire or were smoking, but hardworking firefighters saved all but a few of the homes. As an example, the fire burned the venetian blinds of the front porch of a house, and also the head of a floor mop at the back door.

The fire did not burn as much acreage as the 60,000 acres destroyed in 1936, it was more destructive than the 1937 fire which burned more than 15,000 acres.

Estimates of total damage to building range up to a million dollars. There were 180 fire fighting crews engaged in the combat from all over New Jersey and eastern Pennsylvania, and more than 1,000 volunteers assisted.

Only about 350 acres of bog was actually lost, however, of which about 200 were in production. Another amazing fact was that a final check of blueberry plantings showed that although a number were scorched all around the edges only 15 were destroyed.

OCEAN SPRAY'S FALL CAMPAIGN TO BE ANNOUNCED AUG 16-18

Ocean Spray's merchandising plans for fall will be announced for the first time at the sixth annual Merchandising and Management Conference of the United Fresh Fruit & Vegetable Association to be held in Chicago, August 16 through 18. The program will be presented in three ways. The Ocean Spray booth will show woodland, cranberry bogs and to

vertising and merchandising material and how it can do an effective selling job. Ocean Spray brokers and direct customers representing the fresh produce department will be invited to breakfast on the 16th to hear the objectives of the campaign and how N.C.A. can help accomplish them. Then on the 17th, Ocean Spray's program will be announced to the general conference.

Attending from NCA will be: M. L. Urann, James E. Glover, E. Clyde McGrew, Perley B. Merry, Robert D. Henklein, Russell and J. C. Makepeace.

OCEAN SPRAY SUMMER PIE CONTEST AUG. 18th

NCA is to hold its fourth annual "Summertime Cranberry Pie" contest at Weymouth (Mass.) State Fair August 18th. Judge is Ken Dalton, Brockton columnist and radio commentator, with Mrs. Ruth Wakefield of the Toll House and Miss Jean Griffin of NCA cranberry kitchen co-judges.

There will be \$110 in cash prizes, divided into two classes, 2-crust pies and 1-crust pies. A \$15, \$10 and \$5 awards will be given in both classes. The top-winning pie that Judge Dalton likes best will receive the \$50 grand prize.

Pies must be delivered by 11 a.m. at the Fair grounds, with judging to take place immediately thereafter. Any man, woman or child,

not a professional cook may enter. Registration blanks, rules and cranberry recipes that have won grand prizes in the past may be obtained by writing to NCA at Hanson. Recipes must accompany exhibits and these become the property of NCA.

JULY MOVED MUCH OCEAN SPRAY SAUCE

Total sauce sales for July were 464,240 cases, more than doubling last year's July, NCA reports. Sales for 1954 up to end of July have been 1,135,497 cases, as against 1,620,523 last year.

Although some of this business was due to government orders, such as the school lunch program, NCA says 85 percent of total has been a direct result of expanded consumer demand.

AUGUST HEAVY IN EARLY RAINS

The first nine days of August brought much rain to the Massachusetts cranberry area, a total of 4.63 inches, or more than enough for a normal August. Most of this fell on two occasions, the heaviest being on the 9th. This storm alone brought 3.09 inches. Rain came down steadily for about 24 hours. This should help sizing.

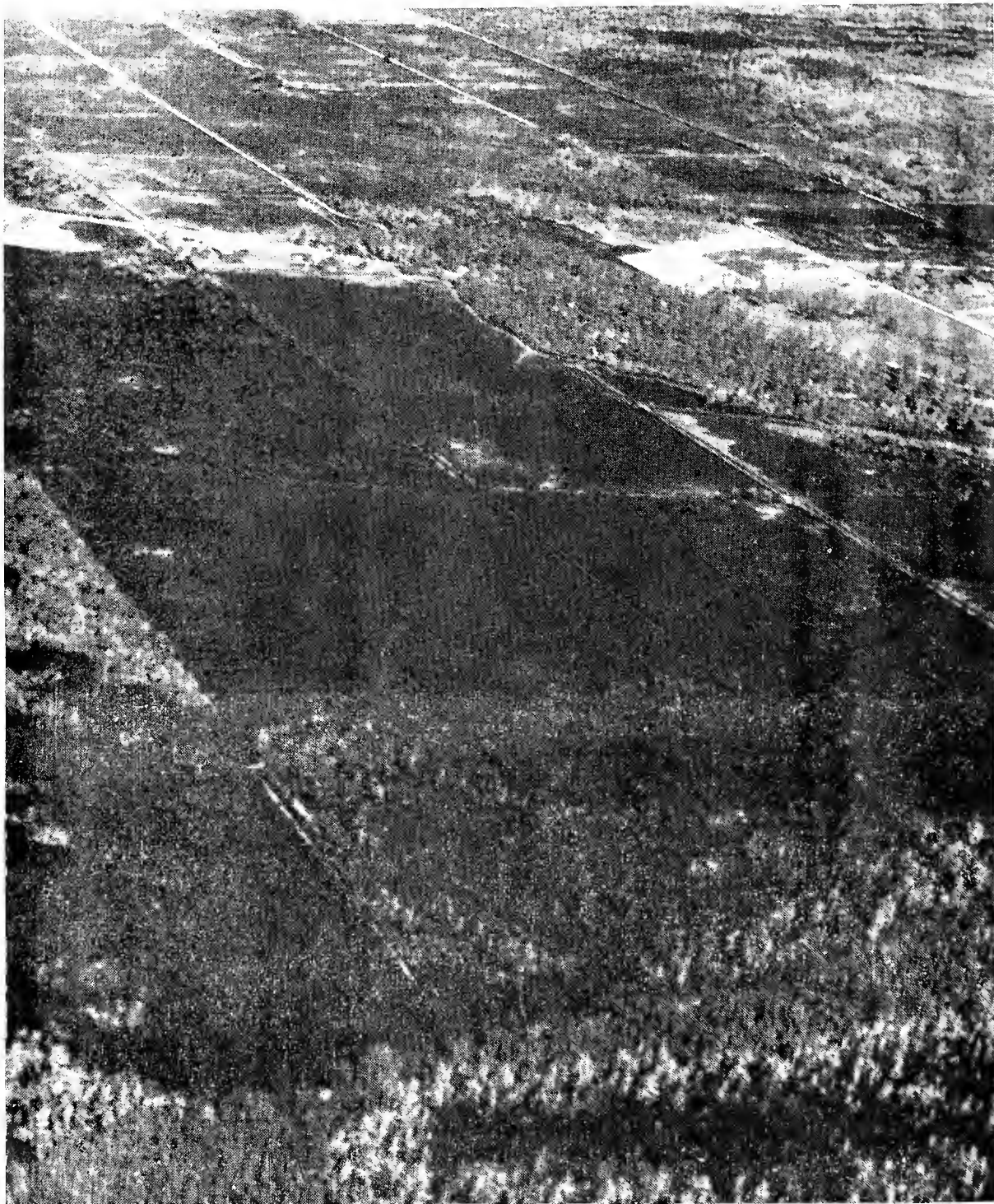
Ditches and reservoirs were filed up and some bogs were lightly flooded, but no damage was reported.

Cranberry Literature Exchange

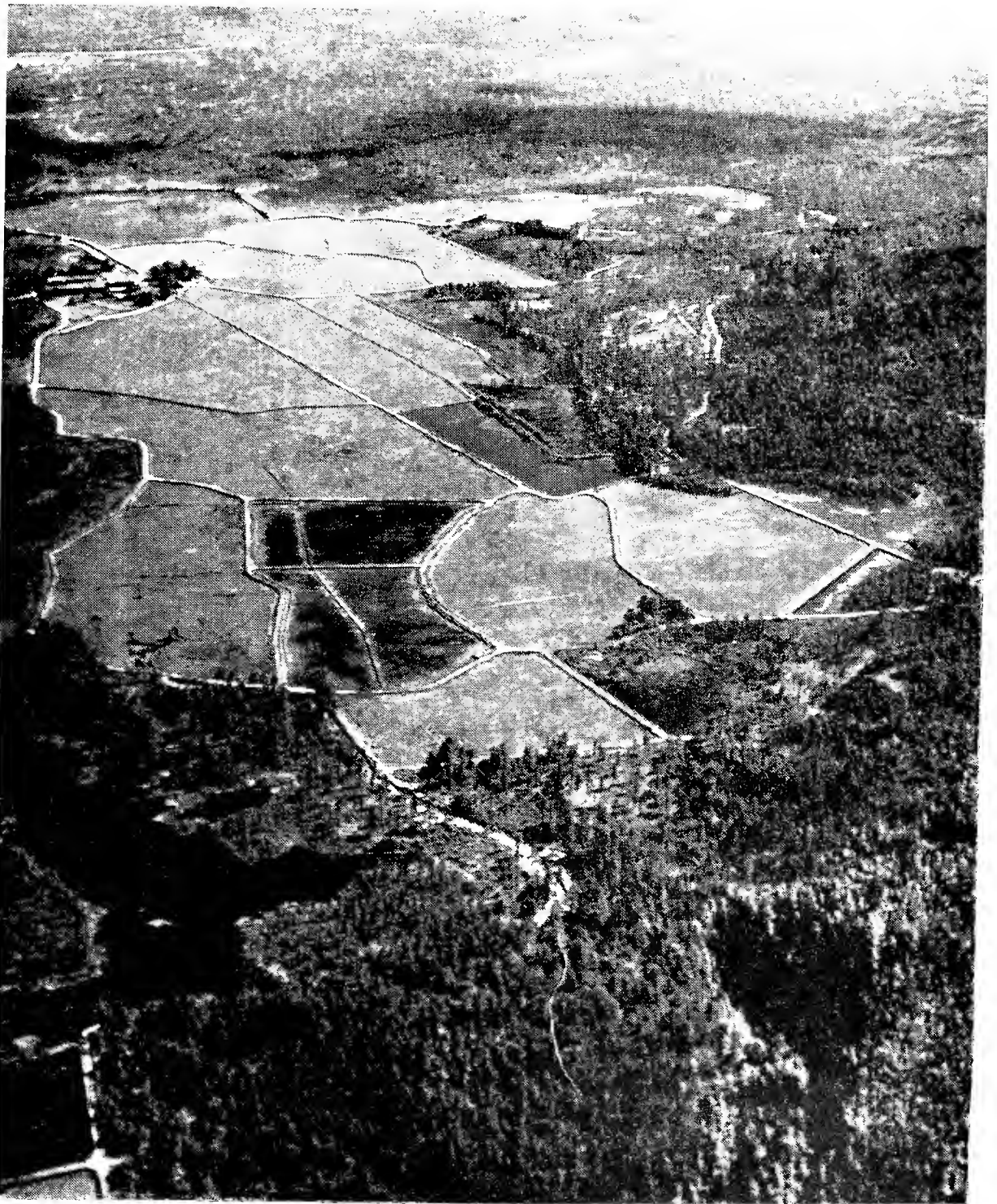
Cranberry growers who have literature such as bulletins or articles pertaining to cranberries which they no longer want, may be interested in securing other bulletins or articles which they do not have. Cranberries will try to assist you in exchanging the literature which you do not want for some of the articles which you do want. If you are interested, send us the title of the publication you have for exchange to "CRANBERRIES," Wareham, Mass., and specify what you wish to have sent to you. We will publish the title you wish. As soon as it becomes available it will be forwarded to you.

This is a series offered by "CRANBERRIES" to get cranberry literature to cranberry growers. It is a plan by which you send your duplicates or issues you no longer want for exchange for what you desire. Old issues of Cranberries may be sent in for newer issues or for other publications.

No charge for this service.



Aerial view after the fire showing Moore's meadows and complete burning of bogs in that area. All but 18 acres of the Moore Meadow Company were completely wiped out as well as storage sheds and screenhouses with equipment. (GroCanCo Photo)



One of the properties which entirely escaped the fire, although it was completely surrounded by the blaze, was that of the Birches Cranberry Company, shown above with its burned woodland. The property was saved by back-firing and by flooding. This property and that of Tony DeMarco entirely escaped bog injury. The Clayberger and Goodrich bogs were damaged by burning about 50 acres of choice vines.

(CranGroPhoto)



Usually we feel that inventors are men. However, this is not so. Mrs. Chester Vose of Marion, Mass., had difficulty holding a flashlight, a flume plank and a plank hook all at one time on a dark night. After some thought she went to the shop and with some help she came out with a light that she did not have to hold. A pointed rod was put in a small tube. The other end of the tube was bent and a flashlight attached so that the beam of light would fall on the flume. This piece of equipment is light in weight and a great convenience during the frost season.

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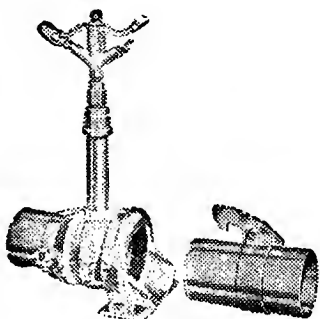
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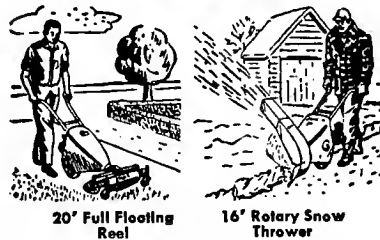
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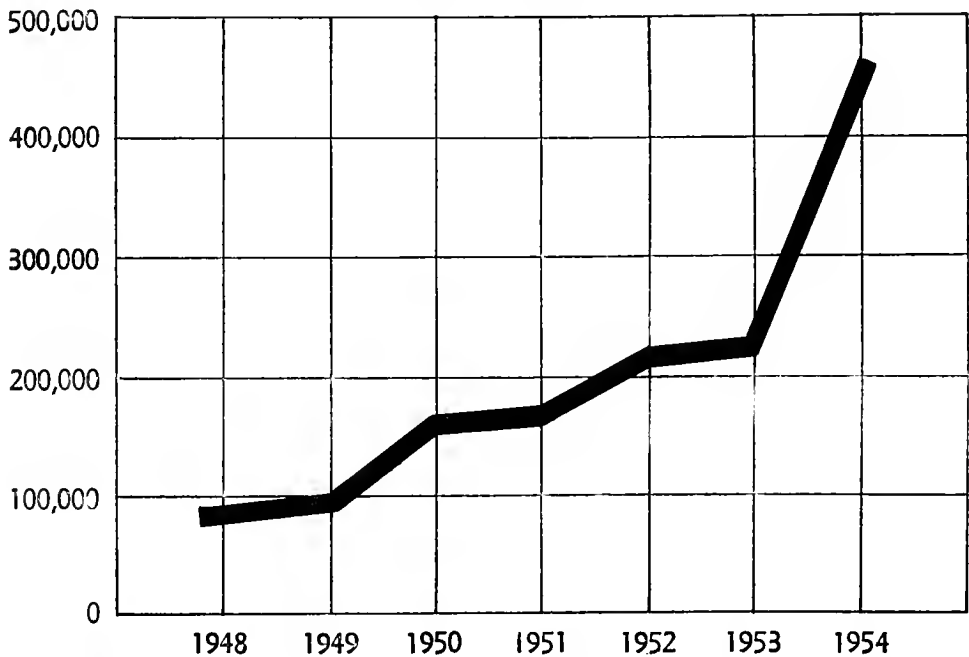
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Ocean Spray DOUBLES July Sales

Ocean spray doubled its mid-summer sales and made headline news for cranberry growers everywhere. July has been making constant gains since 1948 and now holds the highest sales record of the Spring and Summer months, January through July.

Here is the record leading to the **464,240** cases of ocean spray sold July, 1954.

TOTAL SALES OF OCEAN SPRAY
for the month of JULY
1948 - 1954



AND sales for January through July, 1954 are 41% ahead of January through July, 1953.

Ocean spray sales tell the story of how NCA is building security for its members.

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Hanson, Massachusetts

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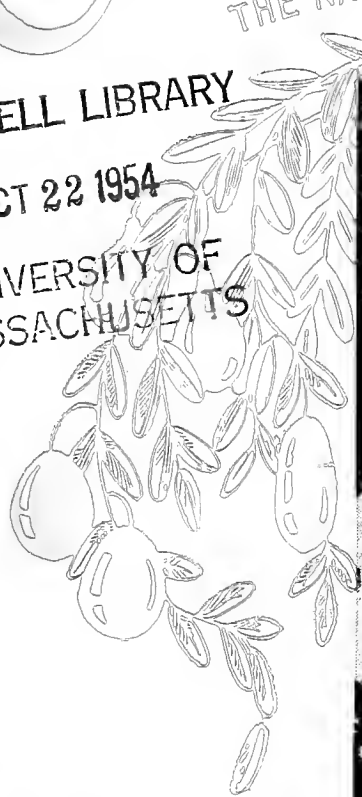
Cranberries

THE NATIONAL CRANBERRY MAGAZINE

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OCT 22 1954

UNIVERSITY OF MASSACHUSETTS



CAPE COD
NEW JERSEY
WISCONSIN
OREGON
WASHINGTON

NCA's "Cranberry Girl and Boy of the Year" clasp hands before going on stage Harvest Festival. They are Betty Webster 17, and Robert Clarke 17. Story on P 14. (CRANBERRIES PHOT

30 Cents

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Our Hurricane Explanation

When you get five feet of salt water sweeping through any business it does that establishment no good. Some business may be damaged more than others, and one of these can well be that of publishing, with its costly, mainly delicate equipment such as linotypes, which must be watch-like in their coordination.

This is what happened to CRANBERRIES in the New England hurricane "Carol" of August 31. This hurricane was followed by a second, September 11, which poured rain water through the roof in the building.

The foregoing is why there was no September issue of this magazine in the event you are wondering why you did not receive your copy.

Current number is a combination September-October issue in which we will try to bring you up to date on the cranberry news.

That was a vicious tropical storm, "Carol", and also "Edna", the second, which left wrecked paths from lower New England into Nova Scotia, Wareham, and much of Massachusetts cranberryland was in the direct swath of injury. Four were drowned in Wareham and adjacent Bourne. Winds howled like banshees. It is all but impossible to walk into the face of a hurricane.

Following such storms there is no electricity, no telephones. The militia takes over to guard lives and property. Passes are required to reach certain areas. There is a 9 o'clock curfew. The guardsmen shoot, if you do not halt upon command.

Trees crash, buildings completely vanish when swept by the foaming tides. Live wires dangle, and at night flash eerie reds and blues, like a blow torch. Trees are suddenly bare of every leaf.

Damage in Wareham, heart of the cranberry industry has been set at \$7,700,000. This figure may be exceeded when the final count is in. Many are made homeless, nothing left, only the clothing being worn.

"Digging out", follows such disasters and for a solid month after "Carol", that has been what has been going on in the Wareham Courier office where CRANBERRIES is published. Flush with a hosing of fresh water, than spray equipment with oils, over and over again. Rust is relentless. Rust never stops it's eating away. Loyal employees work until exhausted. There is no furnace heat in a saturated building. A tidal wave carries a slime. This slime, as it gradually dries, does not smell sweet. It is in everything; machinery to desk draws and to file boxes.

Our files and mailing lists were water-logged, and turned helter-skelter. All who have paid subscriptions may not be receiving this number.

We would request that if you hear of a subscribing neighbor who has not received this copy, that he notify us.

This is the second time our office has been raked in such fashion. First in 1938, then there was minor damage in 1944, and a slight hurricane in 1947.

But disasters, of one kind or another strike everywhere. We shall attempt to carry on from here.

Harold Bryant Now With National Foods

The appointment of Harold E. Bryant, who resigned last spring as general manager of Eatmor Cranberries, Inc. as assistant to the general manager of American National Foods, Inc. of New York is announced by that organization

American National Foods is a national cooperative, with main headquarters on the West Coast. It annually handles about 35,000 carloads of all kinds of fruit and vegetables.

Mr. Bryant will give special

attention to organization, marketing and merchandising plans for growers, shippers and cooperatives in the major production areas of the country.

New York address of American National Foods is Hudson Terminal building, 30 Church street, New York. Mr. Bryant has requested us to say he would be pleased to hear from or see any of his friends in the cranberry industry.

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Mass. Cranberry Station and Field Notes

by J. RICHARD BEATTIE
Extension Cranberry Specialist

Hurricanes

It is too early to estimate the extent of the damage to our cranberry bogs resulting from the recent hurricanes. We know that Hurricane Carol flooded approximately 250 acres of bog with salt water and that a large percentage of the remaining acreage was subjected to wind-driven salt spray. Fortunately very little picking had taken place prior to this salt treatment.

The 1938 hurricane demonstrated very clearly that damage to bogs was much more severe where they had been recently harvested. We also learned that unpicked bogs that were flooded with salt water less than 36-48 hours suffered relatively little damage. Newly set vines, on the other hand, were rather severely injured.

Apparently we are experiencing the same situation again since new plantings began turning brown within a week and some low spots on mature bogs changed color within a week and some low spots on mature bogs changed color within three weeks. The heavy rainfall that occurred in the cranberry area during Hurricane Edna flooded many bogs and no doubt injured a certain percentage of the berries. However, this rain should have removed much of salt deposit left by the previous hurricane.

Flumes and Dikes

A fair number of flumes and dikes were washed out during the first storm and growers have been busy repairing them in preparation for the fall frost season. Several reservoirs were also flooded with salt water and some of these have been drained in hopes that they would refill with fresh water in time for fall requirements. We

have collected many water samples from flooded bogs and reservoirs in order to test them for their salt content.

Harvesting was greatly delayed because of the prolonged rainy weather experienced during the first three weeks in September. Labor supplies appear to be adequate. The Massachusetts Division of Employment Security have been recruiting and placing harvest workers and will maintain this service throughout the fall. Their offices in New Bedford, Brockton, and Hyannis have established temporary field offices at the Square Deal Garage in West Wareham and at the National Cranberry Association office in Hanson. Growers should keep in close touch with their local employment office if labor is a problem.

Frost Warnings

The Cape Cod Cranberry Growers Association is again sponsoring the popular telephone frost warning service. It is a pleasure to report that we have 213 subscribers which equals our highest number during the last eight years. Receipts have exceeded expenditures in a substantial manner so that the frost service department of the association is in a sound financial condition. As chairman of the frost committee, the writer would like to thank all those who have assisted in signing up new members and hopes the good work will continue and that even a larger number of subscribers will be realized next year.

The fall radio schedule which supplements the telephone frost warning service will be as follows below.

Please note the slight change in the time schedule for Stations WEEI and WBZ.

"Clean-up" Flood

A few suggestions on fall management are outlined for the growers consideration. We believe that it is an excellent practice to flood a bog as soon as it has been picked regardless of whether the floats are to be salvaged. Each year more growers are using this "clean-up flood" and are very much pleased with the results. It gives the vines a good drink of water which helps revive them after the rough picking operation and removes much of the harmful trash that accumulates on bogs each year. The airplane propeller-type float boat driven over the flooded bogs at high speed does an excellent job of bringing up the trash to the surface where it can be collected and disposed of in a suitable manner.

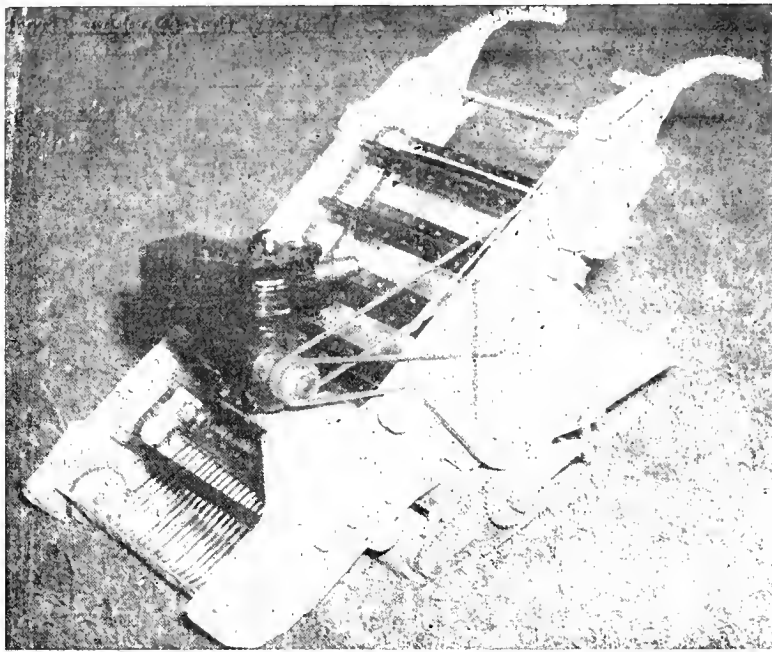
Postpone Pruning

We have found that it is well to postpone pruning, raking, and sanding operations until next spring on bogs that lack a proper winter flood. Experience shows that the mechanical injury to the vines from these operations makes them more subject to winterkilling when they are not properly protected with a winter flood.

Quality Fruit Always

A new marketing season has arrived. We believe that it is the growers responsibility to furnish their marketing agencies with high quality fruit that the trade will find profitable to handle and that will satisfy the general public. We all know that this means careful handling of the crop from the harvest through the screening and packing operations. In other words, avoid as much bruising of the fruit as possible, remove field

Station	Place	Dial		Afternoon	Evening
		A. M.	F. M.		
WEEI	Boston	590 k	103.3 mg	2:00	9:30
WBZ	Boston	1030 k	92.9 mg	2:30 Sun.-Fri. none Sat.	9:00 Sunday-Friday 9:30 Saturday
WOCB	W. Yarmouth	1240 k	94.3 mg	3:00	9:30
WBSM	N. Bedford	1230 k	97.3 mg	3:30	9:00



This is another picture of the 1954 WESTERN PICKER.

If it hadn't been for the hundreds of WESTERN PICKERS now operating in Massachusetts more than 1500 Puerto Ricans (or other) would have had to be imported to save this year's Massachusetts crop.

This was due to the rains that kept picking delayed long after its normal beginning.

Again it has been demonstrated that WESTERN'S eight years of picking experience is a decisive factor.

Again, it has been proved WESTERN PICKER'S selective pruning is the method that bears the most fruit in the long run—because an "unreasonable" number of growers using WESTERN PICKERS are producing over 200 barrels per acre.

This pruning does not cut your vine indiscriminately. It breaks off the weak runners—It cuts back from the top about one third of the longer runners each year, so that in 3 years' time all of your bog has been pruned. This high cutting causes your vines to "stool" out nearer the ground next year resulting in a dense, even mat of uprights after the third year.

The vines, grass and trash are cleaned from the bottom letting in more sunlight which ripen your berries more evenly saving screening costs.

This cutting action is patented. You can't get it in any other method of pruning, nor in any other marketed picker.

This is why growers who have used the WESTERN PICKERS for three years are nearly rabid in defending its principle and why non-users who have had no experience with it but who still have their hide bound prejudices of a generation ago say that this pruning is very injurious.

It is only injurious when it is done without knowledge—or done on vines that will not normally respond to any kind of treatment without addition help.

The proof is not in the opinion of so-called experts but in the plainly visible bogs of many, many growers who have used the WESTERN PICKER for three or more years.

P. S. Frank Cook, Service Shop in South Middleboro will be open this winter.

Have your WESTERN PICKERS reconditioned immediately after this year's harvest season.

He will deliver your picker to you when they are done.

heat quickly from the picking boxes, attend to the details of proper ventilation in the screen-houses, and screen and pack carefully. The first shipments of cranberries are carefully judged by jobbers, wholesalers, retailers, and the consuming public. It certainly is to our advantage to be sure that these first shipments are favorably judged and that we continue to maintain a high quality pack, both fresh and processed, throughout the year.

D. J. Crowley Chief Speaker Wisconsin Meeting

Principal speaker at the annual summer meeting of Wisconsin State Cranberry Growers' Association, Wisconsin Rapids, August 14th was Dr. D. J. Crowley, retired head of Washington State Cranberry-Blueberry Lab of Long Beach. He gave an interesting talk to about 150 growers present.

Leo A. Sorenson, secretary-treasurer of the organization gave an estimate of the 1954 crop prospects. He said he anticipated a Badger State crop of about 225,000 barrels which would just about equal the past five-year average of 224,000 for Wisconsin.

Rain in the blossom period, plus frost and hail in several areas cut down the anticipated crop. Berries, he believed would be of relatively large size and early, if favorable conditions continued.

MARKHAM MEETING

Mr. and Mrs. Arthur Randall and Mr. and Mrs. L. M. Kranick attended a West coast Advisory meeting at Markham, Washington where a report was made concerning their trip to the east coast to attend the annual meeting of the National Cranberry Association. Mrs. Randall is the new West Coast Director. She replaces Lenard Morris of Long Beach.

Some professional people who fail at their practice imagine it is up to them to preach.

Cranberries

THE NATIONAL CRANBERRY MAGAZINE

Issue of Sept.-Oct. 1954 — Vol. 19 No. 5 & 6

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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

Hurricane "Carol"

"Preliminary" picking had begun on some bogs the closing days of August preceding the hurricane of the 31st. During that storm there was heavy rain preceding the actual hurricane of 1.38 inches. That helped prevent salt from penetrating surface of bogs near salt water to any great depth. During "Carol," only .85th inch fell, making the total for the storm 2.35.

2,000 Barrels Lost

Data gathered by Dr. Cross of the Experiment Station show that about 250 acres of Massachusetts' 15,000 acres were affected by the storm. Approximately 15 percent of the 10,000 barrels of berries on the flooded bogs were seriously injured by the salt, or about 2,000 barrels were lost. There was considered to be little damage to bogs submitted less than 36 to 48 hours if they had not been picked. Station was aided in arriving at conclusions by members of the staff and growers who experienced similar situations in 1938 and 1944.

"Edna" Brought 7.20" Rain

Hurricane "Edna" followed the first tropical storm on September 11. This brought a deluge of 7.20 inches of rain, which was actually beneficial to the bogs which had suffered salt water flooding or salt water spray.

14 of 21 Days Had Rain

The first 21 days of September saw picking virtually at a standstill because of rains which came as an aftermath of the two big blows. Precipitation up to the 21st totalled 7.40 inches. There was rain on 14 of the 21 days.

By that date Dr. Cross estimated

only 3 to 5 percent of the crop had been picked, whereas normally about 35 percent would have been gotten off. This delay, however, was bringing fruit to a condition described as "excellent" and as to size "good."

Sept. Rainfall 7.46

September rainfall totalled 7.46 inches of rain with the normal 3.56 inches. Growers made every possible effort to get off the fruit on the several good days the latter part of the month. Every possible picker was utilized and all picking machines. The mechanical pickers have proved to be life-savers this year. Labor was not abundant, as many pickers became discouraged at being unable to work day after day because of rain. Generally speaking there were enough, however.

Picking still behind

By October first it was estimated that 35-40 percent of the crop had been harvested. There was "terrific" picking as September ended. Dr. Cross makes the 35-40 estimate, and says the percentage should be about 65 by October first, as 60 percent of the crop is Blacks and not even all the earlies were off by that date.

OREGON

Annual tour sponsored by the Southwest Oregon Cranberry club was held Sunday, August 29th with about 40 in attendance. There were visits at the following bogs for the following purposes:

Campbell and McLean Bog, Lower Fourmile, fertilizer response; Jack Dean Bog, Rosa road, IPC work on grass control; Jack

Windhurst bog, frost damage; Jim Olson bog, 2, 4-D work on dandelions and new bog construction; Ted Hultin bog, mouse control with toxaphene.

Lunch was at the Windhurst place. Tour committee was Chas. St. Sure, Jim Olson, Ray Bates and Jack Thiemes.

WASHINGTON

Berries Large—Good Color

Season has been colder and wetter than normal; the blooming period extended over about six weeks and, as a result, there is a large number of very late berries. Such late fruit usually does not size to any extent, but this season has been an exception. Berries have obtained good size, probably because of the cool weather and so much rain. As September ended it appeared the harvest will be the second largest, and it will be very late. Start of picking was the first of October.

Maximum temperature for August was 73 degrees, minimum 41. For September the maximum was 72 and the minimum 40.

Main activity in September among the growers was re-arranging, sorting and harvesting machinery. Most of the growers are interested in eliminating hand labor as much as possible. Labor is very hard to obtain.

65-75,000 Bbls.

Latest reports from growers place the crop this year at about 65-75,000 barrels.

WISCONSIN

Harvest Underway

As of the end of September harvest was under way in all areas

of Wisconsin with the heaviest crops being reported in the north.

Rain and cold weather during the first half of September resulted in earlier coloring, but prevented the berries from making large size.

Hail

A hail storm struck the growing areas of Hayward and Biron on September 20th knocking about 15 percent of the berries off the vines. These berries were immediately floated and sent out for processing.

Publicity

Berries and vines have been sent upon request to a number of radio and TV stations resulting in a lot of free publicity for the Wisconsin cranberry industry.

25 Percent Off End of September

About 25 percent of the crop was harvested by the end of September. A large number of growers doing mechanical picking and drying. Water supplies were very adequate and vines are budding up good for next year. Demands for fresh Wisconsin berries were the heaviest in many years.

NEW JERSEY

Adequate rainfall during the month of August in the cranberry area prevented further damage to the New Jersey crop. The fringe of hurricane "Carol" brought 2.16 inches of rain on August 31 and this increased the monthly total to 5.53 inches, which is .75 inch above normal. The month was considerably cooler than normal, averaging only 71.6° as compared to the norm of 74.3°.

Scattered Hail

Scattered hail on August 20 caused considerable damage. One New Jersey grower has been visited by a very large share of the plagues of nature this year. His cranberry bogs have been damaged by frost, drought, fire and hail.

Harvest Began Sept. 1

Many cool nights have brought about a reddening of berries, which was at least average for N. J. for end of August. Harvesting of berries was under way as of September 1st. Some growers are finding that they have a better crop than they anticipated six weeks ago.

Prospects Better

As harvest went on through September and early October, the prospects appeared to be looking up for a better crop than was earlier anticipated. Berries that had "promised" to be small had sized nicely.

No Opening Price For Ocean Spray Fresh Berries

The following was released by National Cranberry Association Tuesday:

Ocean Spray's price policy on fresh cranberries is to ship and sell on a competitive basis, and NCA representatives in each market may take advantage of current and local conditions without the limitations of a fixed national price.

Ocean Spray has been selling for \$4.25 to \$5.00 a case and the movement has been normal for the time of year. Brokers and customers, including chain store buyers, seem to be satisfied with Ocean Spray's pricing policy.

Conditions vary in all markets as do the forces of supply and demand. With a competitive price policy, NCA can meet all legitimate prices, and the price can

more easily adjust itself to the existing conditions.

In the past, the naming of an opening price has been exclusively a cranberry custom. It has not been practiced by other fruits. The price named held only as long as the forces of supply and demand allowed it to remain, and often this would not be beyond the first day.

ELDERLY GROWER DIES ON HIS CAPE BOG

Henry Johnson, 73, grower of West Barnstable Massachusetts, died on his bog September 27th while harvesting. Death was caused by a cerebral hemorrhage, district medical examiner declared.

His son, Nello, said he had seen his father standing on the bog and going to pick up a box of berries. A few moments later he could not see his father and walked over and found the body.

Mr. Johnson was born in Finland, coming to the United States in 1902 and for many years had been growing cranberries on the Cape.

Any time a man allows the outgo to exceed his income, his overhead will eventually mean his downfall.

FALL HAZARDS

During the Harvest and Shipping Season do you worry about truckloads of cranberries tipping over? Do you worry about the theft of berries from your buildings?

These, and many other hazards can be inexpensively covered by insurance. Call us for the complete story.

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Brewer & Lord

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Hurricane Injury to Cranberry Bogs

By
F. B. Chandler

The Cape region has just had its third and fourth hurricanes. A number of research workers have made observations following the first two storms and Dr. Bergman has made many salt determinations from previous storms. This article is to present some of the kinds of hurricane injury to cranberry bogs and to illustrate some of these with pictures taken immediately after Hurricane "Carol". Also to give some indication of the salt contents of water on the bogs or in the ditches and reservoirs after this storm.

The injury most generally distributed yet causing the least damage for the grower and probably the least decrease in the Massachusetts crop is wind injury or knocking the berries off. Wind damage may be found on many

bogs which did not receive water damage.

Water damage to vines may be considered under a number of different heads. The rush of water from the hurricanes wave may remove some of the berries and in a few cases the entire crop may be washed from the vines on part of a bog. In a few cases the rushing water may get under the roots and turn the cranberry sod upside down (see Figure 1). When water does mechanical damage it usually buries the vines with cranberry trash or sand from the dike (see Figures 2 and 3).

Vines

The above refers to the injury which usually occurs at the first of the flooding. There is a smothering of the vines if the water remains on too long, that is, over 36 hours. The points mentioned so far could be caused

by water, fresh or salt, and most people are interested in the effect of the salt water. The action of the salt may be considered as physiological and its effect may be expected to be related to its concentration. The water samples collected from bogs and bog ditches following the hurricane contained from well over one half of sea water to only about one-sixteenth of sea water, see Table. The great variation is due to the different amounts of fresh water mixed with salt water before it got to the bog. The real injury results from the salt absorbed by the plant. If the soil is wet, as it was since we had over an inch of rain previous to the tidal wave, the salt water will penetrate only slightly or not at all into the root zone. Therefore it would be possible for very salty water to cover the bog and then drain off with very little entering the soil. From this is evident that the spots in the bogs that do not drain



FIG. 1. The Smith Hammond Company Onset Bog. The water rushing over this dike washed under the cranberry sod and rolled it over. Also note erosion near flume. Figure 3 was taken from this dike. (All photos by Dr. Chandler)



FIG. 2. The lower end of the Baker Bog, Buzzards Bay, showing the dike washed onto the bog. Nearly all of the fruit was washed from the vines. Figure 4 is the same bog from a different point of view.
FIG. 3. Smith Hammond Company Bog in Onset. This dike washed away, part onto the bog.

FIG. 4. Baker Bog, Buzzards Bay. The dike was completely washed away, the flume upset, and a new stream channel opened.

may be the locations that will receive the most injury because salt does not drain off but enters the soil. Vines which have been injured by harvest or by walking on the vines may absorb more salt and it may be absorbed at the injured area, therefore vines injured before being flooded by salt water will be damaged more than uninjured vines.

Dikes

Beside the hurricane damage to the vines there is the destruction of dikes. At least four dikes which I have seen will have to

be rebuilt and many will have to have minor repairs. Figures 2, 3 and 4 show dikes washed out. This is the greatest expense resulting from the hurricane. The crop reduction for the entire state is minor but may be major for the individuals who received hurricane damage. The cranberry damage all occurred during Hurricane "Carol". There were some trees blown down on the uplands during Hurricane "Edna".

We can not prevent hurricanes and unfortunately there is little

we can do afterward. In soils with a high base exchange and good internal drainage lime helps to remove the sodium ions, but cranberry soils have very little base exchange or drainage and lime will do little or nothing. Growers can learn the salt content of reservoirs which have had salt water by bringing samples to the Cranberry Station. This information plus guidance from the Station staff on water management will assist them in overcoming their salt problem.

SALT CONTENT OF CRANBERRY RESERVOIRS OR DITCH WATER SAMPLES TAKEN AT TWO DATES*

Location Only partial list given here — to show variation	Sept. 1, 1954		Sept. 17, 1954	
	Milligrams of Chlorine per 100 cubic centimeters	Percent Sodium Chloride	Milligrams of Chlorine per 100 cubic cent.	Percent Sodium Chloride
Sea water for comparison	1680	3.43	1680	3.43
Smith Hammond Co.—on bog	1070	2.18	-----	-----
George Rounsville bog—ditch water	860	1.75	150	.31
Baker bog—ditch water	820	1.68	134	.27
Beatons' Lower Bangs—ditch water	700	1.43	36	.07
Smith Hammond Co.—ditch water	640	1.30	230	.47
Dick's Ponds Southwest end	262	.53	250	.51
George Rounsville reservoir	146	.28	178	.36
Baker bog—reservoir	92	.17	48	.10
Kelleys' Beaver Dam Reservoir	42	.09	8	.016

* Determinations based on Silver nitrate test for Chlorine.

Comparison of samples taken September 1, the day after Hurricane "Carol", shows considerable variation at that time. Samples taken later showed a decrease generally, but the amount of salt present on September 17th was not related to the amount present immediately after the hurricane. This suggests it would be best to handle each case separately. The salt determinations reported here are very similar to those obtained by Bergman in 1938. Members of the Station staff have assisted in collecting samples and Irving Demoranville has assisted with the determination of salt.

Meetings Held In Wisconsin

The annual summer meeting of the Wisconsin State Cranberry Growers Association was held Saturday, August 14 at the Central Cranberry Company, Cranmoor. Over two hundred people were in attendance for the cranberry equipment display and the meeting.

Dr. D. J. Crowley, former head of the Cranberry-Blueberry Experimental Station, Long Beach, Washington was guest speaker. His talk outlining cranberry growing on the West Coast was most interesting and well received by the members.

L. A. Joos, meteorologist in charge of the Frost Warning Service spoke briefly and several

University of Wisconsin personnel were introduced. A preliminary crop estimate of 225,000 bbls for the 1954 Wisconsin crop was given. Some damage to the crop was done by hail and frost. Berries are larger than normal and keeping quality should be good.

E. C. McGrew, sales manager of the fresh fruit division, N. C. A., addressed a group of Wisconsin N. C. A. members on Saturday evening August 14 at the Hotel Mead, Wisconsin Rapids.

Lester Haines, general manager of Eatmor Cranberries, Inc. addressed a joint meeting of the members of the Midwest Co-operative and the Wisconsin Cranberry Sales Company at the Elks Club, Wisconsin Rapids on August 20th. It is expected about forty

percent of the crop will be mechanically harvested and about twenty percent mechanically dried.

Except for the killing frost in northeastern Wisconsin on July 22nd, no frost was reported on the balance of the Wisconsin marshes from the first part of June until the second week of August.

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Visitors from farthest away at annual NCA meeting, Massachusetts were these from Oregon and Washington. Left to right they are: Mrs. Pryde, director, Grayland, Washington; Mrs. Ethel Kranick, and, rear, Leslie Kranick, Bandon, Oregon; David Pryde and Mrs. Mae Randall, Bandon, also director. Mrs. Randall was caught in the Hurricane "Carol" at Boston as she was returning home. She was thrown to the street when the door of a taxi blew off, also blown to the pavement were the cab operator and a police officer who came to her assistance. (CRANBERRIES Photo)

Oregon Cranberry Growers Go Visiting

We Visited Wisconsin

Part I

By ETHEL M. KRANICK

For many years we have followed the cranberry industry of Wisconsin through the Cranberry Magazine. Through the years many of the Wisconsin growers visited the West Coast, among whom were Mr. and Mrs. Guy Potter, Roy Potter, Mr. and Mrs. Mengel, Mr. and Mrs. Charles Lewis, Albert Hedler, Vernon Goldsworthy and Mrs. Amundson. There were others perhaps whom we did not meet. These contacts stimulated our interest and also our determination to some day visit the cranberry growing areas of that state.

We chose August to make our first trip. It was not only our first trip to Wisconsin but our first long trip by air. We were thrilled and excited to travel four

miles up in the air of the giant Stratocruiser at a speed of 350 miles an hour, to reach our goal. We landed at Minneapolis. Then, at much lower altitude, proceeded across the state of Wisconsin. From the eastern part of south Dakota we could see the farms below and as we crossed Minnesota and Wisconsin we began to realize what is politically called "the farm bloc". It was hard to realize there were so many farmers in this land of ours (and we only saw such a small section comparatively speaking.)

Over Wisconsin, we began to look for cranberry bogs... perhaps we were too far south to see them... perhaps it was because the bogs in Wisconsin are green instead of red in August... at any rate we did not make out any area that could be identified as a bog.

We were impressed with the fact that Wisconsin had a wealth of agricultural resources. From the air it looks prosperous and very beautiful.

We were met at the Airport by our daughter-in-laws' family. These people made arrangements for us to visit the Allis-Chalmers plant on the following day. Here we marveled that the mind of man could invent machines that could operate themselves turning out parts for tractors... we followed the assembly line through to the fully completed tractors, and saw one driven off the end of the line every three minutes.

The next day found us on the way to Wisconsin Rapids. Mr. House decided he and his wife Esther (Our daughter-in-law parents) would take their summer vacation so that they could take us to Wisconsin Rapids and while we looked over the cranberry marshes they would visit relatives. We admired the many family stone and brick homes of Milwau-

kee. We stopped for a short visit at the Indian Center of Wisconsin Dells. By one o'clock we were all enjoying the hospitality of Mr. and Mrs. Guy Potter at lunch, after which our tour began.

Our first marsh was that owned by Jean Nash and brother, the Biron Marsh. We were amazed at the great long "beds" with ditches and high dikes and also the greenness of the vines. Oregon bogs are all in small "pot holes" with irregular margins... we use overhead sprinklers and have no need for great storage lakes or rivers. Our friends left us on their trip north. Mr. Potter drove us to the Mengal marsh four miles south of the Rapids. Grassy bogs were also new to us but we noticed the grass when clipped made little or no difference in the amount of crop.

At the Dana Tool and Machine shop we saw the Getsinger picking machine and the new drying kilns. The new picking machine is mostly for water picking and will be used in Wisconsin this fall. None are available for trial in the west.

A night's rest and we were off to see the Du Bay Cranberry Company thirty five miles north of the Rapids. This marsh is owned by Roy Potter, Ralph Cole, Ted Olsen and Al Bank. Ralph Cole is the manager of the property. This marsh had a fine crop and was beautifully engineered. Vines were deeper and more hardy than those on our own Oregon farm. Weed problem was at a minimum.

We traveled to Three Lakes via highway 17 to the Goldsworthy project. This property is 80 acres and planted to Searles berries but frost had cut the crop on July 21st. We were unable to find Mr. Goldsworthy to learn more about his bog. Here we saw that there is a vast area suitable for more plantings but to our western mind it seemed a little late for frost damage.

From here to Eagle River thence to Manitowish area contains 170 acres of bearing marshes. We were told the estimated crop would run about 150 barrels to the acre. We talked with J. E. Mc-

Farland who showed us how the big pumps were operated to save his crop from the frost of July 21st. It surprised us to see how fast that wall of water filled in the side ditches. He has three "beds" of berries that are grown on sand... this was also new to our Oregon ideas. The water used to flood this region comes from lakes which are fairly free from weed seed so of course the weed problem was of little consequence.

The day was gone so we started to Wisconsin rapids and as we returned we noticed that the good farming land did not extend to

the full distance north but gradually thinned out until there were wooded sections which supplied pulp for the dozen papermills we had passed.

On Saturday our trip was south west to Tomah and the bogs which lie between. Among those seen at Cranmoor were Brazeau, Norris and Roland Potter. Time did not permit a lengthy visit anywhere but we did take time to call on Mrs. Amundson who had once been our guest. Her crop is considered one of the finest in the state. The Roland Potter bog is owned jointly by Roland and his father, Guy

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Potter our host. This is one bog where the owner lives on the marsh in a beautiful new home and where the grandson of Guy will soon come to live in the old family home and become a fourth generation grower.

Hastily we drove back to the Rapids over highway 173 an old railway which had been made into a road, twenty seven miles of straight-away. On our return to Wisconsin Rapids we were met again by Mr. and Mrs. House for a tour of the farm land. Mr. House had once been a cow testing agent and his interest was dairying.

We were sorry time did not permit the trip to Shell Lake to see the Lewis property... but we would like to come back. There is no end of interesting things in the Wisconsin cranberry industry.

Sunday night found us back in Milwaukee where we were to take a day of rest and sight seeing, before our plane would take off to carry us to Washington, D. C. and on to the cranberry districts of New Jersey and Massachusetts.

Summing up our memories of our Wisconsin sojourn we have learned that Wisconsin is a beautiful state, that its people are folks we are glad to know. We learned that cranberry growing in Wisconsin is very different than Oregon, that we can learn a lot by visiting that State. Wisconsin has fine dairy stock, many paper mills, much timber but not big and tall, like Oregon. Wisconsin has many churches, Catholic and Lutheran predominating. The buildings as a whole are of stone or brick and beautiful to look at... Holy Hill near Waupaca was outstanding.

We will long remember Wisconsin and are grateful to all those who helped make our visit such a happy occasion.

Next month, part 2, New Jersey.

If the person who boasts he says only what he thinks, was honest with himself, he probably would say very little.

CROP OUTLOOK

The unofficial estimate for the Massachusetts crop is not to be changed much from the August estimate. As we go to press we do not have available reports from other areas.

Preliminary U. S. Department of Agriculture, Crop Reporting Service (August 19,) forecast for the nation's cranberry production in 1954 is 978,000 barrels, 19 percent less than last year's record crop of 1,203,300 bbls. as historically revised, but 24 percent above the 10-year average of 787,300 barrels.

Massachusetts is forecast as having the fourth largest on record expected to be 590,000 barrels; well below the largest crop of record of 690,000 barrels in 1953 and also below the harvested crops of 1950 and 1948 but 20 percent above the ten-year average production of 490,000 barrels. Growing conditions for the 1954 cranberry crop have been favorable. Damage from spring frost was light and both moisture supplies and temperatures have been favorable to the growth of berries. Vines produced a good bloom and a good set of fruit although somewhat less than in 1953. Following rains in late July and early August berries have been sizing well. Several hail storms caused widely-scattered hail damage to the crop, but in general the loss of berries was small. Fruitworm damage to berries has been light this season.

Reports indicate that about 60 percent of the crop will be of the Early Black variety; 36 percent Howes, and 4, other varieties. This distribution reflects a slightly lower proportion of Howes than has been the case in most recent years. In 1953 only 55 percent was Early Black and 40 percent Howes.

New Jersey is indicated at 75,000 barrels, 33 percent less than last year and 3 percent below average. Frost damage in June and drought in July reduced the set of fruit. A forest fire in lower Burlington County destroyed a number of bogs which totaled about 400 acres.

Wisconsin crop is estimated at 225,000 barrels, which is 24 percent below the 1953 crop but 37 percent above average. The northern counties have better crops than the southern counties where the set was reduced by rain and hail during the blooming period.

Washington expects a crop of 58,000 barrels in 1954, this being 22 percent less than in 1953, but 51 percent more than the 10-year average production. The season is about two weeks later than usual. Blooming extended over a longer-than-usual period and berry sizes are somewhat uneven. Very little frost damage was reported, and a number of bogs frosted out in recent years will have good crops this year. Very few berries will be harvested before early October.

Oregon expectations are for a crop of 30,000 barrels compared with 22,300 in 1953 and the average of 14,500 barrels. In the Coos area frosts did some damage; quite heavy in some bogs but the over-all loss was not too great. Offsetting this in part are the relatively large number of bogs annually increasing in production.

That about 600,000 barrels may be the "normal" crop for Massachusetts in the near future was pointed out by C. D. Stevens, N. E. Crop Reporting Service, at the annual meeting of the Cape growers on August 17th. He said he and Dr. C. E. Cross, director of Mass. Cranberry Station checked on that figure. Dr. Cross early last Spring predicted 600,000 for Massachusetts and about a million for the total production.

The Massachusetts estimate this year was based upon reports from 235 growers, more than in recent years, covering about 60 percent of production.

There is belief among some that estimate for Massachusetts may be too high, and yield will not come up to the first, early figure. Total crop production has been set by some at nearer 850,000 than 978,000.

A "WEIRED" YEAR

THIS has indeed been a most unusual year in the cranberry industry in more ways than one. One freak aspect has been the weather. There have been frosts in several of the areas, although Massachusetts, as this goes to press, has been fortunate. Hail in scattered regions throughout the country has taken some toll. A few unfortunate New Jersey growers were damaged by the worst woods-fire in that state in many years. Southeastern Massachusetts was hit by the two hurricanes (we suggest a reading of Dr. Chandler's thoughtful and careful article upon hurricane damage to vines and fruit.) In New Jersey one grower was hit by fires, hail and frost all in a single 12-month.

Following the hurricanes in Massachusetts the weather has been of a kind no one recalls before. Many days of rains, or of dampness have delayed harvesting to a degree never experienced previously. Labor became somewhat discouraged, but has been in general, sufficient, and picking machines, coming in use more and more each year have been of tremendous assistance.

The hurricane-soaked cranberry area of Plymouth and Barnstable counties has taken on a "weird" appearance. Deciduous trees which had their leaves blown off by the terrific winds are putting out new, tender green-yellow leaves as in spring—for the second time this year. Pussy willows are coming out again, forsythia is in bloom, so are peach and apple trees. They look strange, indeed besides conifers and other evergreens which, in many cases, remain a rusty brown, apparently dead. Seaweed, blown up into the skies by the storms, hangs from branches of trees near coastal waters, for all the world like Spanish moss on live oaks in the Southland.

Shipments of berries are being made, how much is not known, but rail movement has been off from previous years up to early October, although much may have gone over the road in trucks.

Another "first" in cranberry history since the turn of the century, at least, has been there has been no "opening price," in the usual accepted terms of a designated

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F. O. B., such as American Cranberry Exchange, now Eatmor, put out each fall. NCA, which has an estimated 80 percent of production this fall has not set a price in the generally accepted terms, and objects to the statement there is "no opening" price. Instead its fruit is being sent to markets throughout the country and Canada where it is to, "seek its own level," and salesmen can perhaps utilize the local market situation to obtain satisfactory prices. Possible average price has been \$3.50 or \$14 a barrel (Eastern) with prices of \$4 to \$5 obtained in some districts.

"OCEAN SPRAY" CHOOSES CRANBERRY BOY AND GIRL

SCHOLARSHIP AWARDS REPLACE QUEEN AT EDAVILLE SATURDAY

National Cranberry Association has chosen its last Cranberry Queen, and Miss Lee Saunders of Rochester stepped down from the throne at the annual Cranberry Harvest Festival at Edaville, South Carver, Saturday Sept. 25th. Wisconsin has chosen its queen and there will be a queen from the cranberry section of Oregon. The real "duties" of the queens, of course, is for publicity purposes to increase sales of cranberries the country over.

NCA has adopted a new policy, that of selecting the "Cranberry Boy and Girl of the Year", and then presenting them with scholarships of \$250.00 each. Chosen this year are Robert A. Clarke, 17, son of Mr. and Mrs. Wilfred H. Clarke of Oldham street, Pembroke; Miss Betty N. Webster, 17, daughter of Mr. and Mrs. R. H. Webster, Berry avenue, Yarmouth. Both are seniors in the high schools of their respective towns, and they were chosen from ten finalists from high schools in southeastern Massachusetts, comprising the cranberry area. Winners were selected on the basis of purpose, ability and citizenship. All were required to write a composition on the subject, "What Interests Me Most in the Cranberry Industry".

Judging took place at Kingston, prior to the Festival.

Both winners intend to enter higher education. Mr. Clarke plans to study diesel engineering. Miss Webster plans to enroll at Simmons College, Boston to study home economics and fashion design. Both had outstanding reputations in high school activities.

About 2,500 attended the festival event, special busses running down from Boston. Relatively few cranberry growers were present as they were hard at work harvesting, attempting to make up lost

time due to the rains which had held up picking to an extent probably never before experienced. Chicken barbecue and cranberry sauce was the dinner menu, served in three relays, beginning at 11:30. Before the official program began at 2:30 there was opportunity to witness many cranberry exhibits.

Of most interest to cranberry growers was a showing of cran-

berry implements, assembled by "Dick" Beattie, Massachusetts State Cranberry Specialist, assisted by Ralph Thacher of Hyannis. These included the earliest scoops dating from Civil War times up to modern picking machines and a helicopter. There were containers from the old cranberry barrel up to cellophane packaged fresh fruit of various brands.

Especially interesting to women were the cranberry dishes and the garden club cranberry decorations, on display in a tent. Prize for the



Miss Jean Griffith of NCA displays the top blue-ribbon cranberry dish at the Cranberry Festival at Edaville. It was a cranberry ice cream, made by Mrs. Milton Wilt of South Harwich.

best cranberry dish went to Mrs. Milton Welt, South Harwich. This was ice cream, made of cream cheese, whipped cream and whole cranberry sauce. It was prepared in an old-fashioned ice cream freezer. Second award went to Mrs. Elmer Dotan of Plymouth, cranberry macaroon pie; third to Mrs. Walter Choquette of Pawtucket, R. I. for cranberry-orange relish drop cookies. There were 29 entrants.

Garden club first prize went to Mrs. Miles Lindequist, representing the East Walpole Garden Club; second to Mrs. John Rodgers of the Germantown Garden Club of Quincy.

About 45 small fry engaged in a cranberry jelly eating contest; winners in the girls' division being Jennifer Bright, 10, Cambridge and Patricia Kerrigan, 10, of Jamaica Plain. "Buddy" Wing, 7, of Monument Beach, "out-guffed" all in the boys' division to nab top prize. Awards were \$5.

Grand winner in the biggest berry contest was Chas. St. Sure of Bandon, Oregon. The Contest had 17 entries. The size of the berries and the quality of the fruit was excellent. The largest berry was a lot lighter than the winner in 1951, but the entries were closer together. Those who entered and did not win should not be discouraged, all entries were of outstanding quality. The winner in 1951 was in Oregon and 1952 and 1953 were in Massachusetts.

Cup count 17, Carlton Barrows, Boston, Mass., 27, berry weight, grams 4.588; McFarlin, Charles St. Sure, Bandon, Oregon, 28, 4.291, Grand Champ; McFarlin, Mrs. Marion Wilson, Bandon, Oregon, 33, 3.055; Centennial, Carlton Barrows, Boston, Mass., 28, 3.284, Largest Centennial; Centennial, Wm. Tomlinson, Jr., Buzzards Bay, Mass., 32, 3.379; Bachelder, Edward Shillings, Kingston, Mass., 35, 2.954, Largest Bachelder; Bachelder, William Stillman, Scituate, Mass., 3.575; Holliston, Carlton Barrows, Boston, Mass., 29, 3.551, Largest Holliston; Holliston, Wm. Tom-

linson, Jr., Buzzards Bay, Mass., 40, 2.866; Howes S. L. Evarts, Madison Conn., 50, 2.544, Largest Howes; Howes, Waite & Glover, Plymouth, Mass., 50; Howes, Ellen & Anton Makela, Hanson, Mass., 52, 2.443; Howes, Ellen Stillman, Hanson, Mass., 59.

Early Black Ellen Stillman, Hanson, Mass., 42; Early Black, Chet Robbins, Onset, Mass., 45, 2.090; Early Black, Waite & Glover, Plymouth, Mass., 55; Early Black, Ellen & Anton Makela, Hanson, Mass., 53, 2.293; Early

Black, Capt. Fred Bailey, Kingston, Mass., 60, 1.955.

Mrs. Elthea Atwood, hostess, was presented a huge bouquet of chrysanthums as she welcomed the visitors.

Marcus L. Urann, president of NCA gave the address of welcome. Senator Edward C. Stone of Oyster Harbors read the Cranberry Festival Proclamation of Governor Christian A. Herter. "Ken" Dalton Brockton radio announcer was master of ceremonies.



Retiring Queen Lee Saunders of Rochester, senior at Wareham High School shows an ancient snap Machine, one of the earliest of "picking machines." (Courier photo)

Frank P. Crandon Again Heads Cape Cranberry Growers

More than 300 cranberry growers and guests, were at the 67th annual meeting of Cape Cod Cranberry Growers' Association, State Bog, East Wareham, Tuesday, August 17 conducted their business affairs, re-electing Frank P. Crandon, Acushnet to his second term as president. Three-hundred and twenty-five were served at the chicken and cranberry barbecue.

There was an exhibition of cranberry equipment. Main event of the day, of course, was an address by True D. Morse, U. S. Under-Secretary of Agriculture, in the afternoon.

Officers elected besides Mr. Crandon were: first vice president, Arthur M. Handy, Pocasset; second vice-president, Ferris C. Waite, Hanson; secretary, Gilbert T. Beaton and Mrs. Ruth F. Beaton of Wareham as treasurer.

Directors chosen were Robert C. Hammond, East Wareham; Charles Savery, Cotuit; Ralph Thacher, Hyannis; Edward L. Bartholomew, Wareham; Chester Robbins, Onset; Francis Phillips, Plymouth and Lloyd Doane, Chat-

ham. Honorary director, Henry J. Franklin, retired head of the Station; Chester A. Vose, Marion as honorary member of the association.

Dr. Chester E. Cross, as director, welcomed the assemblage and said he hoped those present would inspect the bog. He spoke of the bog which last year produced 800 barrels on 11½ acres, and expected a much larger production this fall. He explained that although Drs. Franklin and Bergman were in retirement, they were usually in the "Dr. Franklin" room at the Station, or engaged in other work about the station as formerly.

He said he had felt that for a long time Dr. Bergman had certain theories he wanted to try out on the bog in regard to winter flooding. Last winter, flood was not on more than 15 days all told — just at times to prevent actual winter kill, and was not drawn off until May 25th. The theory being worked upon now at the State Bog, is that as little winter flooding as possible may increase production. Also three bee keepers each provided 5 hives to the bog as an experiment in increased artificial pollination.

Concerning weed control he believed that George Rounsville and Irving Demoranville, under his general supervision had conducted more experiments this year than

at any time since he came to the Station in 1937. He referred to the grub control work of Prof. "Bill" Tomlinson, Jr., and to a new experiment "imported" from Wisconsin, that of using copper sulphate "Snow", for what, in Wisconsin is called "Star Grass", a specie of cutgrass.

Report of Mrs. Beaton, treasurer showed the association to be in excellent financial condition. She reported a bank checking balance on July 31 of \$1,835; a cash bank balance of \$390.98, \$520.87 in frost warning fund and \$2,000 in U. S. Savings Bonds. There are 263 paid members.

Cranberry Specialist "Dick" Beattie continued with frost warning report, saying that for the first time in a long while this fund was in the black. New subscribers to the service numbered 16 and paid subscribers now total 213.

It would not be necessary, he felt, to "import" any help from out of the state, such as the bringing in of about 230 Puerto Ricans last spring. State employment bureaus would be set up at usual at Square Deal garage, West Wareham; Plymouth, Brockton and Hyannis.

Dr. Dale H. Seiling, director of Massachusetts Extension Service, University of Massachusetts, Amherst, said the Station expected to serve the cranberry industry as



Even the women are getting interested in cranberry harvesting machines, as proven by Miss Anna Pratt of Duxbury, "getting the heft" of a Western Picker at the annual meeting of Cape Cod Cranberry Growers' Association. (CRANBERRIES Photo)

well in the future as in the past, but with a particular emphasis upon marketing and processing in view of the surplus crops the industry is now having.

Other speakers included Alden C. Brett, trustee of the University; Carlton Pickett, Massachusetts Farm Bureau; State Senator Edward C. Stone, Osterville; Walter E. Piper, State Division of Marketing; Dr. John Haggis, Waltham Field Station.

Senator Saltonstall sent a telegram of regret at being unable, to be present as did Congressmen Joseph Martin and D. W. Nicholson.

Included in the cranberry equipment display were: Western Pickers, Inc., E. C. St. Jacques, Dartington Picker; J. M. Hackett, McCullough irrigation pump; G. A. Stackhouse, tractors; C. Paul Tacy, tractors; Niagara Chemical & Spray Company, Stone & Forsyth, containers.

Committee in charge of arrangements was: Dr. F. B. Chandler, chairman, Mr. Crandon, Mr. Waite, Mr. Handy, G. T. Beaton, Mr. Thacher.

Visitors from out of state included Walter Fort, general manager Growers' Cranberry Company, New Jersey and "Jack" Ellis, also of New Jersey.

Industry Deserves High Credit for Sales and Merchandising Activities

True D. Morse, Under Secretary U. S. Department of Agriculture Tells Cape Cranberry Growers—"There Is No Substitute for Markets."

"Within the favorable climate which a sound Government creates—the degree of success of a farmer will continue to depend on his individual management and farming ability. Each farmer—not the Government—largely controls the extent of his profits. That is as it should be."

This was a highlight in the address of True D. Morse, Under-Secretary of the Department of Agriculture and President of Commodity Credit Corporation, before the annual meeting August 17th of Cape Cod Cranberry Growers' Association at East Wareham. "The Solid Future for Agriculture" was the topic of this high government official and noted lecturer.

Mr. Morse was introduced by Frank A. Crandon of Acushnet, whose efforts were largely responsible for bringing Mr. Morse to this area. Mr. Morse was accompanied on the trip by Mrs. Morse and they had spent the previous night on the Cape visiting friends. He commented, at a press conference, that he greatly enjoyed the Cape. While he was totally un-

familiar with cranberries as a crop, and knew nothing of their growing, he was familiar with cranberry sauce, he said, and "ate it many more times a year than merely at Thanksgiving."

Continuing his direct references to cranberries in his address he said:

"Cranberry growers have about doubled yields within the past 20 years. Last year you set a record of 1,203,300 barrels. This shows the great progress you have made in helping insure success by higher yields and a larger volume of business.

Aggressive Cranberry Selling

"Aggressive selling and merchandising campaigns have changed cranberries from a holiday luxury to a year-round staple. Today the market takes 17 to 18 million dollars worth of cranberries a year.

"Research has helped in the achievement of greater production and expanded markets. Now well over one-half of the crop is canned or otherwise processed; 748,650 barrels in 1953.

"Even more intensified selling is needed to move the cranberry crop when abnormal crops are produced. Last year the Department of Agriculture with Section 32 funds spent 1.2 million dollars in diverting supplies from the normal channels of trade and commerce. This is the second time that such assistance has been given.

"There is no substitute for markets. You realize this—and deserve high commendation for the way you have helped finance sales promotion and merchandising activities. With an indicated smaller crop this year—we expect your aggressive sales program to move the crop at more satisfactory prices.

"Consumers want and are using increased quantities of fruit and vegetables."

Mr. Morse declared farmers must give consumers what they want in farm products and that this includes quantity, quality, nutrition and attractive prices; also variety, convenience and eye-and-taste appeal.

He struck a note of confidence in saying: "The economic program being enacted by the present Congress marks a milestone in constructive legislation. It will help to reduce unemployment and to stimulate enterprise and development in all directions.

"The level of business and con-

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Tel. Plymouth—1760

sumer confidence in the economic future is high and improving. Your markets in cranberries, depend more on business in general than in any other factor."

Under-Secretary Morse asserted: President Eisenhower has said:

'We, the American people, stand committed to two far-reaching policies—"First and foremost: We are dedicated to the building of a cooperative peace, based upon truth, justice and fairness.

'Second: To pursue this purpose effectively, we seek the strengthening of America—and her friends—in love of liberty, in knowledge and comprehension, in a dependable prosperity widely shared, and in a military posture adequate for security.'

"If we are to build and maintain the strength required to cope with the problems of this age, we must cooperate one with the other, every section with all others, each group with its neighbors.

"This Administration believes that no American—no one group of Americans—can truly prosper unless all Americans prosper.

Markets for Farm Products Will Expand

"Consumer spending rose to a new high in the second quarter of this year. Incomes, after taxes, are holding near record levels and consumers are willing to buy.

"The 10 percent tax cut and other tax reductions already made or to come will give our people more money with which to buy food and clothing for their families.

"Demand for food and other farm products continues high.

"Exports of agricultural prod-

ucts, after a rapid decline since 1951, have leveled off and show signs of increasing. Exports of cotton, tobacco and other agricultural non-food products have expanded.

"The principal market for American farmers is right here in the United States—we consume about 93 percent of our agricultural production.

"This profitable American market will continue to expand as the rapid population upsurge in the United States continues with no end in sight. There are now over 162 million people in this country and we may have 200 million within 18 years.

In conclusion he stated: "An election is ahead. Farmers will look at the facts and will not be thrown off balance by demagogues and cheap politicians. They will not be lured down the road leading to social and economic bankruptcy by the false lures of those who are vigorously trying to strengthen their own position by capitalizing on the passing difficulties of farmers.

"We are indeed on unstable footing if the Nation cannot depend upon farmers to know what is right and support what is sound and just.

"President Eisenhower selected for Secretary of Agriculture one of the nation's great agricultural leaders. Ezra Taft Benson knows farming and the problems and opportunities of agriculture. He is well informed, able, highly practical, honest and has the determination to do what is right.

"From all across the nation farmers are expressing appreciation for such leadership for American agriculture.

"Never let adjustment problems blind you to the fact that farming is basic—and a dependable business. That fact will become more and more apparent as the population pressure for food increases. The future for agriculture is solid—you can go forward with confidence."

OREGON NCA ADVISORY COMMITTEE

The Advisory Committee of the National Cranberry Association consisting of Frank Ison, Clarence Zumwalt and Ethel Kranick, met with the Plant Manager, Ed Hughes, Bill Dufort, Supervisor of the Bandon Plant, and National Director, Mae Randall, for the first meeting of the current year, April 15th, at the Bandon Warehouse.

It was decided to hold a regular monthly meeting at Bandon the first Friday of each month.

Goals and Recommendations

A letter from the National President indicates that there will be a carry over, and with a big crop looming for 1954 it is imperative that only high quality berries be accepted for either fresh or canned berries. We will use only the best berries for fresh but will sell as many as we can.

The Committee recommends that caution be used in applying fertilizer, since too much fertilizer makes for tender berries that may not be acceptable.

The Committee also recommends that growers bring in any suggestion for improved service from their cooperative.

Growers are invited to inspect the new Bandon Grading Plant.

The Committee recommends that more information be given the growers. This bulletin is the first.

The Committee will work to assist the management in every way possible to solve grower relations problems. The management will in turn keep the Advisory Committee informed of any new developments.

Orders for supplies may be turned in at the Bandon Plant. Pipe and fittings will be delivered from the Coquille Plant.

Members who want irrigation supplies, sprays or fertilizers, should get their orders in soon.

It's not surprising that many men live by their wits—the surprising thing is how little some people can live on.

Nothing in life gives so much satisfaction as to accomplish something without aid from anyone.

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Statement required by the Act of August 24, 1912, as amended by the acts of March 3, 1933, and July 2, 1946 (Title 39, United States Code, Section 233) showing the ownership, management, and circulation of

CRANBERRIES. The National Cranberry Magazine published monthly at Wareham, Massachusetts for October, 1954.

1. The names and addresses of the publisher, editor, managing editor, and business managers are:

Publisher—Clarence J. F. Hall, Wareham, Mass. Editor—Clarence J. F. Hall, Wareham, Mass. Managing Editor—Clarence J. F. Hall, Wareham, Mass. Business Manager—Clarence J. F. Hall, Wareham, Mass.

2. The owner is:
Clarence J. F. Hall, Wareham, Mass.

3. The known bondholders, 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. F. HALL.

Sworn to and subscribed before me this twenty-seventh day of September, 1954.

(Seal) BARTLETT E. CUSHING,
Notary Public.

(My commission expires April 6, 1956)

80,000 Attend Wisconsin's "Cranboree"

The normal tranquil city of Wisconsin Rapids, Wisconsin became a scene of wonders during the 6th annual Cranboree, September 17, 18 and 19. A press of visitors, officially estimated at 80,000 was in attendance at the mammoth paade on Sunday, the 19th.

Perfect weather held for the events, which are presented under the sponsorship of the Wisconsin Rapids Junior Chamber of Commerce.

The parade took exactly two hours to pass the reviewing stand. There were bands of all kinds, drum and bugle corps, more than 2,000 musicians taking part in a massed finale. There were 30 huge animated balloons including a 110-foot long Griffin entered by the First National Bank of Wisconsin Rapids. There were clowns and scores of floats. There was a magnificent display of blooded horseflesh. The theme of the riding was Western-rodeo. A Brahman bull placidly pulled a racing sulky.

Thirty thousand free servings of cranberry sherbet were served to children and all comers. A big black bear who "happened" to be present at the Cranboree was also fed sherbet.

Reigning over the entire celebration was Miss Audrey Tork, the new 1954 queen. She was chosen from five finalists. Miss Tork, a brunette, is enrolled in the liberal arts course at Marquette University and intends to become a dental hygenist. She is five feet, 6 inches tall, weighing 126 pounds. She is the daughter of Mr. and Mrs. Walter Tork of Wisconsin Rapids. Her sports are swimming and water skiing. She received numerous gifts. All eleven contestants, including the finalists received jewelry or flowers.

Present at the Cranboree were Miss Dixie Ann Sarchet, former Wisconsin queen who was "Miss Wisconsin" at the Atlantic City Miss America Contest, and others of the previous six Wisconsin

queens. Friday evening, the 17th saw the Cranboree Coronation ball and in the afternoon the Kiddie Kostume Kavalkade. Saturday brought free fire engine rides for children; Old-Timers' reunion, Cranboree pie baking contest; Wild West Rodeo acts.

At 6:45 P. M. there began the "Bananoree" Parade the most "insane" burlesque frolic of the entire Cranboree. Other events took place at 8 and the day ended with the National Cranboree Hoedown, at Memorial Armory, sponsored by the National Guard.

Editor's note: It had been our intention to be present at the Cranboree and to write our own

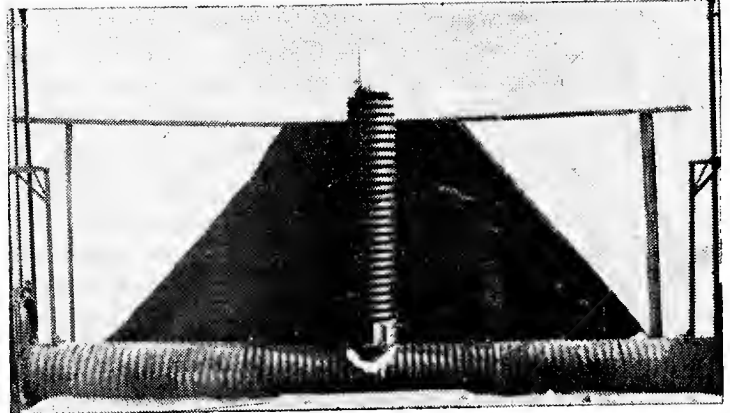


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In WISCONSIN See **GOLDSWORTHY**

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story and take our own photographs. However, the following appearing in the Wisconsin Rapids Daily Tribune, Sept., 18, by Wm. F. Huffman, Jr., to whom we are indebted for photographs and information tells the story:

"Clarence Hall has had more than the usual amount of trouble lately.

But it took that much trouble to keep the Wareham, Mass., magazine and newspaper publisher from traveling all the way to the Wisconsin cranberry country from the Cape Cod cranberry country.

Hall puts out "Cranberries", the national magazine for the cranberry industry and he intended to be in Wisconsin Rapids right now for the National Cranboree festival.

He couldn't make it, however. And here in Hall's words is why:

"Our office was swept by a 5-foot tidal wave of salt water in the New England hurricane of Aug. 31. You can imagine what that amount of salt water can do to equipment of every description, which includes your office supplies and records".

Hall, who also publishes the Wareham Courier newspaper, was caught in Hurricane Carol, which devastated the New England area several weeks ago, killing more than 54 persons and causing millions of dollars in property damage.

He goes on:

"We are digging out pretty well and will have things back in operation in time, I think. In the meantime, we are having the

Courier pictures made in one city, the type set in a second and the printing done in a third, but we are publishing.

This is the second time we have been washed out, so we know about what to do. How would you like to force open your desk drawer and find a dead had-dock in it?

"Of course, that is a slight exaggeration but salt water can sure raise havoc, as you can appreciate.

"Hope you have a very successful Cranboree and I may be able to make it another year".

Many failures have occurred just because a man hesitated to put his best foot forward for fear of stubbing his toe.



Wisconsin's New Queen Audrey Tork.

Jersey Growers Hold Summer Meeting

Edward V. Lipman of New Brunswick, N. J., presided over a gathering of eighty cranberry growers and friends at the August 26th meeting of the American Cranberry Growers and friends at the August 26th meeting of the American Cranberry Grower's Association. The morning meeting was held in Pemberton, and after luncheon there was a tour of experimental plots at Whitesbog and a shop demonstration of the Darlington cranberry picker.

During the morning meeting Philip E. Marucci gave the evidence of the excellent control of tipworm, cranberry scale, and sparganothis fruitworm secured when kerosene is used in the spring for killing weeds. Robert S. Filmer presented charts on the blossoming and fruiting habits of the Early Black variety of cranberry, with comparative records on pollination and fruit set for two consecutive years.

During the afternoon tour Eugene H. Varney showed large series of field plots where it was evident that fruit rot was setting in on unsprayed plots, while plots sprayed with various fungicides are still sound and healthy. Chas. A. Doehlert led the group through a series of 33 fertilizer plots where growers observed that the areas receiving 7-7-7 fertilizer were plainly superior to those receiving either 0-14-14 or 3-12-6 and also, quite naturally, to those receiving no fertilizer for the last three years. Martin T. Hutchinson showed a series of plots on chemical weed control in which one substance, amino triazole, shows excellent promise of a much needed method for controlling the very bothersome cranberry weed called red root. Thomas Darlington explained new features of his cranberry picking machine, which is now being manufactured by the Hayden Separator Co. for growers in the various cranberry states.



Picture No. 1 shows a part of the group filing past the fertilizer plots at Whitesbog. You can see Joe Palmer in the foreground; the fifth man behind him is Allison Scammell and the fourth man behind Scammell is Dr. John W. Shive, former plant physiologist of the N. J. Experiment Station. Following him are William S. Haines and Isaac Harrison. The fourth man behind Palmer, in the plaid shirt, is Otto Kunkel, son of Dr. L. O. Kunkel of the Rockefeller Institute.

Picture No. 2 is yours truly addressing a group of the men at the entrance to the same fertilizer plots.

Picture No. 3 shows Dr. Martin T. Hutchinson pointing out one of the chemical weed killer treatments in his experiments at Whitesbog. Dr. Hutchinson is really a gentle person and does not look nearly so dangerous as the picture happens to show him. Reading from left to right, the people in this picture are Theodore Szymanski, Daniel M. Crabbe, John W. Haines, Dr. Hutchinson, R. B. Scudder, Austin Bozarth, Albert Andrews and Mr. Kolbye.

NEW JERSEY NOTES

Weather during September in the cranberry area of New Jersey was generally favorable. The temperature averaged 67.5°F., only 0.7° cooler than normal. Rainfall totalled 6.53 inches, most of which (5.03 inches) fell in the wake of hurricane Edna on Sept. 10-11.

Harvesting during the first part of September was greatly impeded by wetness due to light rainfalls and very heavy

dews, but harvest conditions were generally good during the latter part of September and early October. As of October 6th the cranberry harvest was slightly behind that of 1953.

Light frosts occurred on some bogs on the 23rd and 24th but flooding was not necessary and no damage resulted.

Cranberry scale continues to be a puzzle on N. J. bogs. Practically all major infestations have died

out naturally. In general there was less scale in 1954 than in 1953, but at least one bog had a very great increase of this insect.

SEVEN ENTRANTS FOR OREGON CRANBERRY QUEEN

Seven girls have been selected by as many sponsors for the annual cranberry queen contest at Bandon, Oregon. The event will be held October 22 under the direction of Bandon Lions Club.

Girls and their sponsors are: Joyce Edwards, Bandon Woman's Club; Sally Gladfelder, American Legion, Post 28 and its Auxiliary; Darlene Allen, Veterans of Foreign Wars and Auxiliary; Carolyn Moody, Randolph Community Club; Margaret Olson, Southwestern Oregon Cranberry Club; JoAnn Fellows, Parkersburg Community Club; Jeanette Thompson, Langlois Sportsman Club and Floras-Willow Club.

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PLANT OPERATING

The new National Cranberry Association grading plant at Bandon is ready to handle both wet and dry berry grading. Bill Dufort is in charge. He will also act as inspector for berries. Every effort is being made to turn out the finest grade of berries possible for both fresh and canned.

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Eatmor Packing Cranberry Sauce This Fall

Processor is Morris April Bros., Cranberry Growers of New Jersey.

Town Advertising Agency of 1420 Walnut St., Philadelphia announces that Eatmor cranberry sauce in cans is being packed by Morris April Brothers, Bridgeton, New Jersey. An Eatmor cranberry sauce division has been established to market the new product. The line makes available both a strained and a whole-berry sauce. The Eatmor name in fresh fruit has been well known for about 50 years.

For some years, Morris April Brothers has produced cranberry sauce under its own "April Orchards" brand, and for several private labels. Production of these brands will continue. The April firm is described as the Garden State's largest shippers of fresh fruits and vegetables. It operates extensive apple and peach orchards and cranberry bogs.

In 1948, in the center of many bogs, April Brothers at the head of the Tuckahoe river in Cape May county, a modern plant was built. In six years, as packers of cranberry sauce the firm has come to be the second largest processor of cranberries in the world, Town announces.

Marketing plans call for a program of radio, TV, magazine and newspaper advertising in addition to pointing-of-sales merchandising. Promotion is geared to making cranberry sauce a year-round item.

The Town Advertising Agency has been named marketing counsel and advertising agency for the account. Although such a service is considered unusual in most client-agency relationships, Town assumes all responsibilities for sales efforts it declares. It will select and appoint brokers throughout the country in addition to handling all advertising, merchandising and promotional work.

FEDERAL GRAND JURY SITTING ON CRANBERRY CASE

A Federal Grand Jury is sitting in Boston on charges of alleged monopoly within the cranberry industry in Southeastern Massachusetts. The suit is being brought by the anti-trust division of the U. S. Department of Justice. A number of witnesses have already been heard and the court action is expected to take several weeks.

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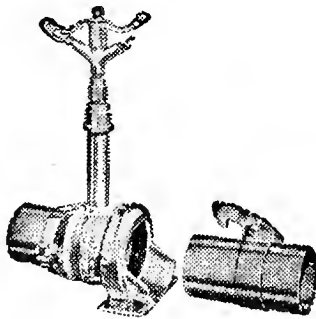
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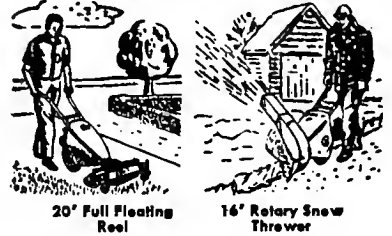
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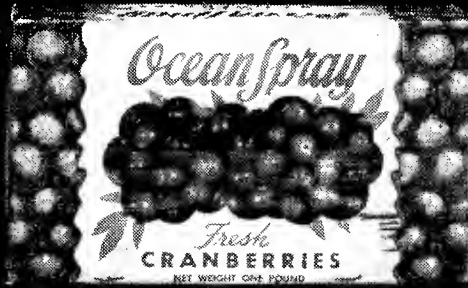
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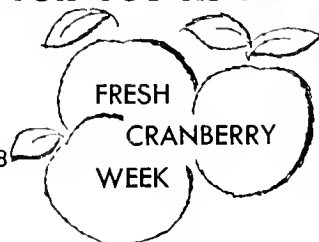
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NOVEMBER 1-8

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Cranberries

THE NATIONAL CRANBERRY MAGAZINE

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Mass. Cranberry Station and Field Notes

by J. RICHARD BEATTIE
Extension Cranberry Specialist

1954 Unusual Year Weatherwise

Weatherwise the 1954 cranberry season will go down in history as one of the most unusual ever experienced. It began early in January when the Cape area suddenly found itself in the middle of an old-fashioned New England winter. The youngsters enjoyed several weeks of skating and sliding, and more ice sanding was completed than in several years. On April 3, all records were broken for low temperatures on that date when sub-zero readings were recorded on a few bogs.

Incidentally, this cold spell came shortly after the winter water had been withdrawn from many bogs. A few of these properties were not reflooded that particular night and yet we could find very little injury to the buds. Damage due to winter killing of vines was a little more common than normal and there was apparently some injury resulting from oxygen deficiency. However, bogs in general came through the rigors of our first real winter since 1948 in fine condition.

The "Flooding" Treatment

Next came the flooding treatment. It began in May. Over three and a half inches of rain fell in the cranberry area the night of May 15 causing extensive damage to a number of flumes and dikes. The month of June was cool and cloudy with temperatures averaging below normal for the month. The last of June and early July was dry but rains came in time to alleviate a possible drought. However, the rains ushered in a series of at least four hail storms that caused considerable damage in small but widely scattered areas over Southeastern Massachusetts. The floods returned August 10 when another heavy rain totalling over three inches fell in the cran-

berry area causing a number of bogs to be flooded for several days and "smothered" the fruit on some of these properties.

We hardly need to be reminded of the hurricane season and Hurricane "Carol" in particular which struck August 31. Damage was tremendous. At least 250 acres of bog were flooded with salt water. The damage to buildings, equipment, and forest land was unbelievable. Growers were still busy trying to repair their properties, and incidentally pick a few cranberries, when Hurricane Edna struck just twelve days later. The major damage from the second hurricane of the season was caused by the tremendous rainfall that accompanied this storm. Nearly five inches was recorded within a 24-hour period at the Cranberry Experiment Station. Many bogs were flooded again and a few remained under water for several days. More flumes and dikes were damaged but at least the rain did help remove some of the wind-driven salt spray left by Hurricane "Carol." The weather remained cloudy and wet following this storm so that extensive picking operations were delayed until about September 23. Fortunately, Hurricane "Hazel" on October 15 missed the Cape area. In spite of all these adversities the crop was nearly harvested by November 5, thanks to a relatively light frost season, fine picking weather in late September and October, and a lot of hard work. Truly it has been a season that Massachusetts growers will long remember.

The frost warning service operated smoothly as usual. A total of five general warnings were released compared with nine sent out last year and eighteen the year before. The only severe frost oc-

curred October 7 when temperatures dropped to 14 degrees above zero on several properties. Water supplies in general have been adequate for flooding purposes on most bogs. We estimated that frost damage for the fall season ranged between 4000-5000 barrels. The writer would like to again commend George Rounsville for his fine forecasting work. Dr. Franklin said over two years ago that he had every confidence in Mr. Rounsville's ability to handle this difficult assignment and his confidence has certainly been justified. We are also indebted to Dr. Franklin for his valuable service as our frost consultant. He has maintained an active interest in the frost forecasting service this fall in spite of a major operation which has confined him to his home since mid-October. We are happy to report that Dr. Franklin is convalescing satisfactorily. Incidentally, we know that he would like to have his friends visit him when they are in this area.

Cranberry TV Show

A cranberry TV show is scheduled for Saturday, November 13, on Channel 4, WBZ, Boston, at 9 a. m., in the morning. Jean Griffin and Betty Buchann of the National Cranberry Association, Raymond Morse, and the writer will appear as guests on Joe Brown's "Down to Earth" program. This show seems to be developing into an annual affair. We believe that it provides another excellent opportunity for bringing the cranberry industry and its products to the public. There are often over one thousand requests for written material offered on this weekly program which indicates that it

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has a large audience in New England.

Dr. Cross Goes to Nova Scotia

Dr. Cross travelled to Nova Scotia in October to inspect some cranberry bogs located in the Annapolis Valley on the Bay of Fundy side of the Province. He was quite impressed with the ingenious methods of cultivation developed by our neighbors in Canada. Apparently their climate is comparable to our own with relatively mild winters and cool summers. They also have their production problems. We hope to hear more of this visit at some of the cranberry meetings this winter.

Extending the Fresh Fruit Season

In view of the problem of extending the length of the fresh fruit season, some very interesting experiments have been initiated this fall under the direction of Dr. Cross. They include a comparison of the keeping quality of fresh fruit under cold storage conditions, controlled atmosphere storage, and common or regular screenhouse storage. Incidentally, the berries placed in controlled atmosphere storage will not be removed until next March or April. The comparisons should be very interesting.

Water Raking in Massachusetts

The prolonged wet weather in September delayed the harvesting at least two and a half weeks and once again prompted considerable thought as to the possibilities of water picking in Massachusetts. We are well aware of the many problems involved but firmly believe that serious consideration should be given to new and perhaps drastic harvesting methods for at least a certain percentage of our bogs.

With this in mind a few preliminary experiments were tried using a mechanical picker to harvest the berries on a bog that had a shallow flood. This was not a new venture by any means but we have been impressed by the results and the experiments this fall were no exception. The major problem seems to be one of cleaning and drying the berries rather quickly and in volume immediately after picking operation. Wisconsin growers have been pioneers in this field and we hope to benefit

from their experience. We have tried several new methods this fall including spin drying and vacuum cooling. The results will be carefully analysed. The entire problem will require considerable research but we believe that it warrants the effort.

Hurricane

Salt determinations in samples of reservoir waters and soils which received contamination from the sea water have been made by F. B. Chandler. These results indicate the salt is being washed down or out of the soils and is decreasing in the reservoirs.

Studies are being made to help growers so that areas which have died out will be successfully replanted and managed so that little or no damage will result, if cranberry growers on the Atlantic seaboard are unfortunate again. From now on the results of the studies will be published in "Salt of the Earth", a mimeographed report prepared at the Cranberry Station, East Wareham, particularly for cranberry growers who own bogs which were inundated by the hurricane.

NCA "OPEN HOUSE" OCTOBER 12TH DRAWS 3,000

A sparkling autumn day brought out more than 3,000 to attend the annual "Open House" October 12 at the Onset, Massachusetts cannery of National Cranberry Association. Many out-of-state cars were among those parked outside.

Groups of 15 toured the plant with guides to explain all the details of the canning processes. Hostesses greeted visitors at the entrance and invited them to sign guest book. At the end of the tour "Cranberry Crunch" and cranberry punch were served. Recipes for both were available as were also some festive ideas on display for serving cranberry punch at holidays, weddings and various social events.

Seventy-eight bituminous coal producing companies in 1953 mined just under 200 million tons, or 44% of the 453 million ton total.

Mr. Cranberry Grower

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My shop is on the corner of Spruce and Locust St., South Middleboro, Mass.

FRANK W. COOK,
Owner

(ADV.)

Oregon Cranberry Growers Go Visiting

We Visited New Jersey

Part 2

By ETHEL M. KRANICK

It was a warm and sunny morning when we bid farewell to Wisconsin and boarded the airplane on our flight to Washington, D. C., by way of Detroit. On our trip over Lake Michigan we were eleven thousand feet above the lake traveling at 295 miles per hour. It seemed as though we were going very slowly. After leaving Detroit we gained elevation to fifteen thousand feet and traveled 310 miles an hour. We had lunch over Ohio but all we saw were clouds with an occasional peek at the land below.

Almost before we realized what had happened to us we were landing at the airport in Washington. We stayed at a very nice hotel just across the park from the White House. It was called the Hay-Adams. Since my hobby is painting pictures, the first thing I did was to drag my husband off to the National Art gallery. I didn't realize how valuable a picture could be until I encountered a police guard in every room of that marvelous gallery. Our time here was entirely too short.

Washington is a beautiful city full of interesting places. It would take a long time to tell of the fascinating places we visited . . . the Capitol, Smithsonian Institute, Pan-American building . . . a trip to Mount Vernon, Arlington Cemetery where we witnessed the "Change-of-the-Guard." One thing we will never forget was a half day spent in the United States Senate. Here we saw Oregon's Wayne Morse in action. He may be an independent but our impression was that he is a much better senator than we realized.

At the end of a sight seeing trip about the city we were close run for time to get to the airport, headed for New Jersey's Cranberry Land. This trip was short. In less than an hour we landed at Philadelphia where we spent the night. The next morning we boarded a train for Trenton. There we were

met by Enoch Bills, Manager of the Bordentown NCA canning plant. With his arrival our three day tour of New Jersey began.

We had never met Mr. Bills but it didn't take very long to learn that we spoke a common language . . . the "cranberry language." As we drove over the beautiful highway on our way to Bordentown Mr. Bills told us of other industries of the state. He pointed out the truck gardens and poultry farms and called our attention to the rich soil.

At Bordentown the NCA cannery is housed in a large brick building with a lawn and a small pond between the building and the road. It didn't look like an ordinary factory.

It wasn't long before we learned the reason. It was like going into someone's home. Inside everything was clean and neat and we were introduced to members of the office force and to Ed Lipman, the grower relations man (who had made plans for our three day stay). When we entered Mr. Lipman's office and saw all the pictures of the cranberry "Who's Who". He took the trouble to tell us something about these growers and their interest in the plant. One of the outstanding things about that office was a huge air map showing the location of all the cranberry bogs of the state. Mr. Lipman told us where different properties we were to visit were located. That was something we appreciated. Shortly, Mr. Bills escorted us through the entire plant. We watched them make strained sauce. Mr. Bills said that this plant handled 60,000 barrels of berries in season.

At noon we had lunch with Mr. Bills and Mr. Lipman at a new Howard Johnson restaurant. Then Mr. Lipman took us to Whitesbog, now under the management of Tom Darlington. Although Mr. Darlington is a director of the National Cranberry Association and owner of three hundred acres of cranberries and a hundred acres of blueberries we found him in his work clothes in his packing house

just like any Oregon grower. And like the Oregon grower he was reconstructing his grading set up.

Mr. Lipman left us in his charge and he kindly took time off to take us all over his entire acreage. He also showed us the cranberry picker he had invented. We were greatly impressed with his enthusiasm and his idea to cut down acreage and improve his cultural methods. Shortly, Mr. Roy Sickles, manager of the Whitesville grading plant and also manager of Mr. Lipman's 100 acres of berries, drove up in a spiffy red Buick convertible and took us on to Lipman's property. New Jersey bogs were much better than we had pictured them in our minds . . . of course they had weeds . . . some more than others . . . just like Oregon bogs.

We were in no position to give advice but it looked as if the large 60 acre bog could have been made into smaller sections like some we saw in Wisconsin. Mr. Lipman used Puerto Ricans for labor the same as other large growers.

The day was spent. We were taken to the Riverside Hotel at Tom's River. This is a very old hotel but beautifully situated on the river bank with delightful flower gardens. The large and showy rose of sharon certainly was outstanding. The weather was perfect. We had come to the end of our first day in New Jersey with new friends and a knowledge that we liked New Jersey.

Next day brought more interesting experiences. Mr. Lipman called for us at the hotel and we were off to visit the Whitesville screen house. On our way we picked up Archer Coddington who spent the day with us.

Mr. Coddington owns a 20 acre bog which had produced 100 barrels to the acre but this year it was frosted and he had little or no crop. It was a beautiful piece of bog nestled down among the pines and practically free of weeds but it was uneven and some of the original stumps still showed. We have 20 acres in Oregon but we have overhead irrigation and we sprinkle for frost or heat. We have never lost a crop since we have

(Continued on Page 6)

Cranberries

THE NATIONAL CRANBERRY MAGAZINE

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FRESH FROM THE FIELDS

Compiled by C. J. H.

MASSACHUSETTS

Late Harvest

As of the first week of November the crop was all but harvested and was expected to be completed before the 15th. Too much rain was the reason for this unusually late harvesting.

October Rainfall

Precipitation in October was 2.40 inches. This is approximately average. Sunshine for the month was also about normal.

1955 Crop

Dr. Cross, director Cranberry Experiment Station, as of this date says the outlook for the production of next year is "almost too good". For one thing, October is an important month, and one in which rainfall is of more importance than sunshine. Vines came through the harvest well and now look very good indeed. The bud is likewise heavy.

Ponds High

Ponds and reservoirs are high, with plenty of water available for winter flooding when the time comes.

The cranberry area was visited with its first "winter" hailstorm on the night of Nov. 3, when three distinct storms struck. With the hail was mixed rain, sleet and a trace of snow. By morning all trace of hail and snow had vanished.

WISCONSIN

Except for those growers with dryers, harvesting was delayed by rainy weather the latter part of September and the first part of October. However, harvesting was completed in Wisconsin by

October 20th. Growers who failed to put on fungicide applications are encountering trouble with keeping quality. Growers who applied bordeaux after bloom report good keeping quality.

As of the end of October there is little change in the estimated crop of 225,000 barrels for Wisconsin. It is estimated that by the end of October over half of the crop has been shipped. Shipments to date are estimated to have gone half fresh and half processed.

A week of Indian Summer weather the latter part of October enabled growers to get their combing and pruning finished.

Harvested crops are turning out as expected in the various growing areas of Wisconsin, with the north producing exceptionally high yields per acre and the southern marshes for the most part light yields. The low yields in the south are attributed mainly to heavy rains during bloom.

NEW JERSEY

Weather

Weather during October in the cranberry area of New Jersey was generally favorable for harvest operations. However, the hot and dry conditions of the last week of September and the first half of October could have made scooping damage more extensive than normal. During this period the temperature went to above 80°F. on 14 out of 22 days. From September 23 through October 26, a five-week period, only .53 of an inch of rain fell, only about 1/10 the amount which is considered necessary to keep scooping damage

down to a minimum.

October temperature averaged 59.30, which is three full degrees warmer than normal. Five successive rainy days during the last week of the month brought the monthly precipitation total to 2.16, which was still 1.07 inches deficient from the normal amount.

Frost

The first potentially damaging frosts for which most growers had to flood occurred on the nights of October 7 and 8. Other frosty nights, which entailed flooding or vigilance, were the 17th, 18th, 21st, 22nd, 23rd, 28th and 31st.

Harvest Over

As of October 31st the N. J. cranberry harvest is about over. While the N. J. crop fell much below our expectations this year, the abundant fruit bud set gives promise of a much better year in 1955.

WASHINGTON

Harvest over

As of November first the harvest was practically over. The season was later than usual.

The yield on the State Bog at Long Beach was better than at first anticipated. The 1953 yield was 763 barrels, while the yield for 1954 was 600 barrels, or approximately 78 percent of the 1953 crop.

Another factor which affected the yield in this area was a late attack of blackheaded fireworm. The larva did considerable damage on some bogs.

The attack was not noticed until the damage was done. Usually this late an infestation of fireworm does not occur in this area.

(Continued on Page 15)

We Visit New Jersey

(Continued from page 4)

used this method of control.

We visited the Cutts bog 6 miles west of New Gretna and 10 miles north of Atlantic City. And were we surprised! That day was our wedding anniversary and on arrival at the Cutts bog we found a chicken dinner waiting for us with blueberry pie that is unforgettable . . . and a card everyone had signed "Congratulations on Your Anniversary." I could write a whole story about that wonderful day and the delightful people who made us so happy.

After dinner we drove all over the property. The four Cutts brothers own 7,000 acres of land. Besides their cranberries they harvest 100 acres of blueberries . . . the biggest blueberries I ever saw. I carried away a whole crate, the gift of the family.

From here we drove to the Bill Haines bog. This bog is 700 acres and they had harvested 19,000 barrels in 1953. About 30 barrels to the acre. Red root was one of the bad pests of New Jersey. On to Isaac Harrison's 100 acre property and finally back to Bordentown where we learned that we were to be overnight guests of Enoch Bills and his sister, Mrs. Henry Crawford.

Our visit at this home was one of the high lights of our three days in New Jersey. The lovely old brick mansion was furnished in the most beautiful antiques I had ever seen and how I did enjoy looking at them. Dinner was at Krenk's on the banks of the Delaware River. We listened spell bound while Mr. Bills told of his childhood experiences in Bordentown. (Bordentown is full of historic interest—it was the home of Joseph Bonaparte, brother of Napoleon.)

An evening's visit. A good night's rest and again we were on our way to see the Bills property accompanied by Mrs. Crawford. There we saw 10 acres of blueberries and 50 acres of cranberries. It was beautiful property. More like a well kept park. Mrs. Crawford tells me that her brother drives out to his bog every night after a full day's work at the

plant. It was worth a trip clear across the continent just to meet these folks and be entertained in their home.

If I would try to sum up our New Jersey experiences I fear I would be influenced by their wonderful hospitality. I can find no fault with New Jersey.

My prediction is that New Jersey will have a come back in production. The industry is full of young men who are not afraid of change. New methods, more scientific attitude toward the cultural side, will probably cut down on acreage and increase production.

On our return to Bordentown we were again guests of Mrs. Crawford at dinner after which we were taken to Trenton to board the train for a week in New York before we proceeded to Massachusetts. (Next month, part 3, "We Visit Massachusetts.")

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The Effect of Hailstones

F. B. Chandler

Hailstorms have caused considerable damage to cranberries in the past and according to Dr. Franklin (Mass. Bul. 402, p. 28-30, 1943) have usually occurred in a rather definite hail center. This year Massachusetts has had at least five hailstorms, each of which was generally outside the "hail region." On the whole, these storms did not do as much damage as some in previous years. All of the storms occurred after the blossoming period, therefore the uprights were woody and only a few uprights were broken. In the past the hail storms have been earlier in the season and nearly all of the uprights have been broken off in some bogs. In some hailstorms many of the berries have been knocked off the vines but this year the number of berries removed

was not extremely high. Foliage damage was also slight.

The greatest damage from hail is the scarred fruit. There may be several marks on a berry and as many as ten "hits" by hail were found on a few berries on bogs where stones from two storms had fallen. The marks on the fruit may be small or large and they may be circular or very long and narrow (see pictures). Generally it is easy to distinguish hail marks from mechanical injury and rot. The skin of the berry around the hail injury usually develops a little red pigment before the rest of the berry begins to color. The center of the hail injured spot is usually a darker brown than a spot resulting from rot or mechanical injury. Cork almost always develops below the skin of the fruit where the hail has made an injury. Cork can be identified by

cutting a thin slice of the skin in the injured area where a few dry brown cells will be found. Rot will be wet, with little evidence of cell structure. Mechanical injury varies with the time lapse since the injury, but does not appear like hail.

Counts of the number of berries which have been hit with hail may be made any time from the time of the storm up to harvest. However, it is best to determine the amount of injury as soon as possible after the storm. Studies of this kind in one field showed from location to location from 49 to 73 percent of the berries hit. The weighted average of seven samples taken by a hail insurance adjuster was 64.29 percent. Therefore a company writing hail insurance would pay 64.29 percent of the amount of the insurance coverage. The percent of berries hit probably will be a function of the vine density and whether the berries are top berries or not.



Hail injury to cranberries. Enlarged to 1½ times normal size.



Cranberry uprights enlarged to 1½ times. Berry on left and right sides has been cut to show hits on both sides.

These conditions will also influence the number of berries which are knocked off the vines.

It is fortunate for cranberry growers that there is relatively little rot following hail injury. The cranberry skin is very tough and the only chance of infecting cranberries with rot is through a break in the skin. Fruit with hail marks can not be sold as fresh fruit because of its appearance, likewise it will make unattractive whole sauce. Therefore, cranberry growers whose crops are insured will receive from the company a payment which is the product of the percentage of berries hit and the amount of insurance carried. Probably most of the fruit can be sold for canning as strained sauce.

A 7-minute movie, entitled "Black Power" tells the story of coal's contributions to modern life, and is currently showing in theatres throughout the nation.

Eight

Crop Report

After-harvest reports from Massachusetts growers indicate a crop in that state of 585,000 barrels, down 20,000 from the October estimate. This is the November 15th release of the U. S. Crop Reporting Service.

Production this year is 15 percent less than that of last year's record crop of 690,000, but is 19 percent larger than the ten-year average production of 490,000 barrels. October weather was moderately favorable for the completion of the cranberry harvest, except for freezing temperatures on the morning of the 7th. In spite of large supplies for water flooding of a limited quantity of berries was reported from the freeze. Growers reported berries shattered or dropped from the vines more than usual, some of which were not recovered. Due to the delay in

harvest in September, caused by stormy weather, berries are more mature than usual this year. Color is reported unusually good, and size of berries as larger than usual. Shrinkage in screening and keeping quality are reported as about average.

The United States production is now estimated at 937,500 barrels, compared with 1,203,300 barrels in 1953 and the ten-year average of 787,000 barrels. Harvest was completed by November 1, except in Washington and Oregon where picking still continues in mid-November. The New Jersey crop picked out heavier than indicated on October first. The Wisconsin estimate of 220,000 barrels shows no change from October first. Washington and Oregon declined during October, mainly because of small-sized berries as a result of poor growing conditions. A freeze late in October caused some damage.



Eatmor Cranberry Sauce Division of April Brothers reviewed their season's sales to date on October 29 when Morris April (center) checked out the sales and shipments to that date with Clarence Searles, (right) President of Eatmor Cranberries, Inc. and Theodore Budd, a member of Eatmor's Executive Committee. Sales and shipments to this date exceeded 250,000 cases — more than half of the 500,000 cases quota the Eatmor Sause Division set as their goal to be sold by January 1st.

TV Cranberry Show From Boston, Mass.

The "Down to Earth" program of "Joe" Brown, in charge of Extension Service, Brockton, Mass., Saturday, Nov. 13 from a Boston TV station, WBZ featured cranberries. Mr. Brown was in charge of the production. On it appeared "Dick" Beattie, State Cranberry Specialist, Raymond Morse, West Wareham, cranberry grower, Miss Jean Griffith and Miss Betty Buchan of National Cranberry Association.

First, various cranberry dishes were prepared which showed sauce dishes by both NCA and Eatmor. Then old cranberry scoops were shown as contrasted with modern picking machines, the Western Picker and the Tom Darlington. Then came a packaging view with Beattie and Morse demonstrating how a pound of fresh berries is put up in cellophane. As both were rather inexperienced in the operation of the machine, a Speedie, manufactured by Paul L. Karlstrom Company of Chicago, more berries fell on the floor than into

the one-pound 'cello package.

However, this only added to the merriment of the program. A great deal of preparation went into the staging of this program.

(Editor's note: "Dick" Beattie was so nervous the night before the show that Mrs. Beattie put him

to bed at 8:45 with a cup of hot cocoa. But, being an ardent football fan, "Dick" was back in Wareham in time to see Wareham High's undefeated football team, score a decisive victory over Fairhaven, one of the state's great high school teams.)

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Cranberry Grower's Daughter Is Chosen Bandon, Oregon Queen



Queen Margaret I. daughter of Mr. and Mrs. Jim Olson of Bandon, Oregon.

For the first time in the eight-year history of the Bandon (Oregon) cranberry festival the daughter of a cranberry grower was chosen Queen. She is Miss Margaret I. Olson, 17, daughter of Mr. and Mrs. "Jim" Olson of Bandon. The Olsons are well known to many of the nation's growers as they have visited the cranberry areas.

The festival was hailed as the best one yet. It was held October 22, 23.

Queen Margaret was chosen over 7 other entrants. She was sponsored by the Southwestern Oregon Cranberry Club.

Bandon was blessed with a perfect fall day for the parade on the 22nd and the streets were lined for blocks with spectators. The Queen's float this year was built like an old-fashioned surrey with garlands of cranberries used for the fringe decoration. There were nearly 20 floats in the line of march. First prize in the civic, fraternal and

high school division went to the Bandon High seniors with a float depicting "Treasure Island," this featuring a palm tree beneath which a treasure chest filled with cranberries was partially buried in the simulated sand.

A total of 142 entries were exhibited in the "Cranberry Fair," and included in the entries was a cranberry catsup made by Mrs. Paul Colgrove. She won more blue ribbons than any other exhibitor.

In the two annual football games in the Cranberry Bowl the Bandon High School Tigers senior and junior teams defeated the senior and junior teams of Coquille High School.

1955 FARM INCOME TO BE SAME AS 1954

Agricultural exports have been declining and carryovers from the large production year after year have been increasing. The Commodity Credit Corporation, in carrying out farm price support programs, has purchased large quantities of certain commodities in an effort to stabilize prices. This Government corporation now holds large quantities of such items as wheat, cotton, butter, cheese, etc. In spite of these programs, farm prices have fallen sharply in the last two to three years.

Nationally, farm prices now are about 26 percent below the level of "all commodities other than farm products" on a 1947-49 base. In effect, farmers' earnings both in New Jersey and nationally have fallen sharply while industrial prosperity has continued at near record levels, Professor Carncross asserts.

High industrial prosperity will be favorable for the demand for agricultural products in 1955. A high level of farm production anticipated for 1955 and the large carryovers of certain products will likely add up to little price change.

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ALICE IN WONDERLAND

AS this goes to press we feel rather like Alice in Wonderland. It is a strange, strange cranberry world — and entire world for that matter — that we are living in.

First we would recommend the article by "Dick" Beattie in its usual space in this magazine that the idea of water-raking in Massachusetts is under experimentation and may be recommended, at least for certain bogs in that state. We had always thought until now, that was a special prerogative of Wisconsin.

Second, as this is being written November 5th, there are still half a dozen Massachusetts bogs still unpicked and a frost warning is being sent out this night.

Third, we recommend highly careful reading of the article by Dr. F. B. Chandler upon hail and its damage to berries. This well may have a general application in all areas.

This as we said last month, has truly been a weird year in cranberry culture.

WE wonder what kind of a winter we are going to have, the rest of this month, December, January, February and a part of March. We do not know as to what the famed Old Farmer's Almanac has to say about the coming months has to do with weather in Wisconsin and on the West Coast and for that matter in New Jersey. But it is not encouraging for we in New England. We are in for plenty of cold, at one point "cruel cold," full storm and high tides in January. In February high winds and a blizzard is forecast. In March we can look forward to floods.

Is there anything prettier than a full harvest moon as it comes up over the trees on a frosty night? Especially if it reflects on water as it does from our house. It makes you wonder who put the moon there and why? There must be order in the Universe.

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New Jersey Cranberry and Blueberry Station
Pemberton, New Jersey

Here is Thanksgiving ready to come up. May you all have as thankful a Thanksgiving as did our Pilgrim forefathers. They ate of venison, wild fowl, eels, succotash, wild berries. They drank beer and played at games. The Indians were their invited guests. They made merry for more than a single day.

The City of Bees

Editor's Note: With greatly increased use of honeybees for pollination, the industry over, with apparently assisting in increasing production, the following is reprinted from "Gleanings in Bee Culture," through the suggestion of the Busy Bee Farm, South Weymouth, Mass. Bees, apparently are "interesting people," and there are doubtless many facts in the material concerning bees which you did not know before.)

The City the Bees Live In

A colony of bees is a little city in itself. It has regular streets and alleys for the passage of its inmates and those streets are kept clean. In some respects it is like the human kind but in another way it is organized on a different scheme that has for its goal the survival of the fittest.

The bee city is air cooled, or more exactly "air conditioned," in hot weather. The temperature inside is always the same no matter how oppressively hot it is outside. It is thought that for thousands of years bees have known and used the science of ventilation and air conditioning.

In the bee city there is no mayor or city manager, no city council, no political boss and while there is a queen she does not direct its policies nor its destinies. Nevertheless in all the realm of nature there is not a more efficient organization. Its police force is the best in the world—not for regulating the inmates of the city, but to keep out the burglars, the thugs and the racketeers. Let one of these approach the gates of the city, and, be it the naughty boy or one of its own kind, he or she will be so severely treated that they will retreat in utter rout.

The inmates are all for one and one for all. There is perfect cooperation and unity of action. There are no jealousies, no strifes for political preferment, no unions and no strikes. They co-operate and do not fight among themselves. They are intensely patriotic, and if need be will fight their enemies. Their prowess is not questioned by any living thing that creeps, walks, or flies. Even man has a most wholesome respect for them.

Their scheme for the division of labor is the best in the world. Every worker knows her precise job and does it without being told or shown by a superior, for there is no superior.

In this bee city there is no unemployment problem. Nor is there any unemployment or old age pension. None is needed. The population of this bee city is carefully regulated to the seasons and the amount of work to be done. This means of course, a perfect scheme of birth control. When depression or a bad season comes the bee city stops raising more babies. When there is danger of the city starving the control bees will dump the half-grown babies (bees in the larval form) out at the city gate to die. If any of the full grown youngsters are crippled, sick or not fully developed, they too, are shoved out of the city to die. In addition to all this, the old workers whose wings are worn out by toil are made to leave the city. If they do not go out voluntarily they are kicked out.

"What is the use," they say, "of raising a lot of babies or cripples and keeping a lot of old folks that can't work anymore?" To feed the unborn and those that can't work might mean that all would starve. Every one works but father (the drone), and even he is ruthlessly kicked out when his services are no more needed.

If the queen does not rule or boss, what does she do? She lays all the eggs, one or two thousand a day, and if she falls down on the job she, too, is kicked out and another takes her place. The slogan is efficiency. If you don't work or can't keep up your end of the job in that bee city you shall not eat and so the halt, lame and inefficient must die that others may live; and so the slaughter of the innocents goes on. This, in short, is the political economy of the bee city. In some respects it may be emulated by man. In others, it is too cruel and heartless.

Meet the Folks in "Bee City"

There are from 30,000 to 75,000 inmates in the bee city known as a "colony."

Role of the Queen

Normally there is but one queen bee in a colony or city.

As a rule, two queens do not get along peacefully in the same city at the same time. One usually kills the other.

Queen mother and queen daughter may, however, live peaceably together for some weeks; but mother-in-law and daughter-in-law, never.

When two queen bees start fighting they not only try to sting each other, but they will pull each other's hair in real woman fashion. The queen stings only a rival queen.

A queen-bee can lay her own weight of eggs in one day. She will lay, in the first two months in the spring, from 300 to 1000 eggs in a day; and in the next month, or just before the main honey flow, she may lay 2000 eggs a day. She can be the mother of 100,000 workers (undeveloped females) in one bee-hive. If the old bees did not die off at the age of a month or six weeks in the height of the honey flow she might have twice that number.

The same egg that will produce a queen will produce a worker-bee in 21 days. The larva of the worker-bee is fed a coarser food by the nurse bees in the hive and for that reason it is not developed into a perfect female like the queen and not so quickly. In this way the bees can of their own will produce either a queen-bee or a worker bee from one and the same egg.

The Workers

The life of a worker-bee in the Northern States, where the winters are cold, may be six or eight months, extending over the less active season of the year—fall, winter and early spring. But a worker-bee hatched just at the honey-gathering season in summer is likely to wear out its wings and life in a few weeks in the intense work of filling the hive with honey. It often falls exhausted outside the hive and there dies. If it does not leave the hive the younger bees push it out of the hive as of no further use. If the old bees attempt to go back the young ones without gratitude or conscience, pick them up, carry them on the wing perhaps half a mile and then drop them. They can't walk back. They can't fly back, and so they die.

Drone Has No Father

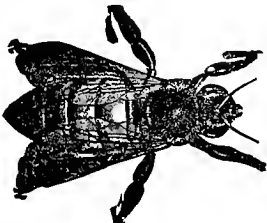
A drone, which is a male bee, has no father; but strange to say, he always has a grandfather (a maternal grandfather). The queen-bee lays an unfertilized egg to produce a drone—a clear case of parthenogenesis, or virgin birth.

The drone-bee is not permitted by the worker-bees ever to live more than one summer season. He dies after mating with the queen, or is driven out of the city or killed by the worker-bees at the close of the honey-gathering season to save boarding him. He is a happy loafer, never working, always fed by others, a regular "man about town," until fall comes—and then suddenly nobody cares for father.

The drones are always killed off or starved by the bees themselves after the main honey flow unless the hive is queenless or has an unmated queen.

Must Fly Three Times Around the World to Collect a Pound of Honey

Actual weighings have shown that it takes about 20,000 bees to bring in a pound of nectar, which will make about one-fourth as much honey. It would, therefore, take 80,000 bees to bring in enough nectar, when evaporated and modified by bees, to equal a pound of honey. It has been estimated that it takes 80,000 more bees to evaporate and modify four pounds of nectar into honey. According to these figures it takes 160,000 bees to gather and prepare a pound of honey in a given period of a few hours or a day.

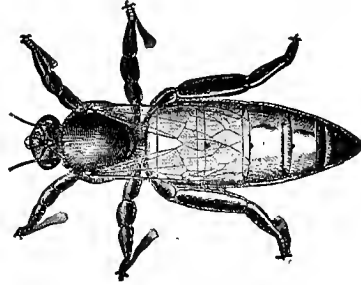


WORKER

The average flying distance for a bee-load may be a mile and a half. If one bee could gather enough nectar (four pounds) to make one pound of honey it would have to make 80,000 trips of one mile each or fly a distance equal to more than three times around the globe.

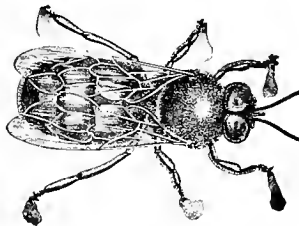
Why Honey in Place Of Other Sweets

The sweet found in flowers is not honey, but similar to sweetened water. It is called nectar. Honey is the nectar of flowers, gathered, evaporated, and modified by bees.



QUEEN

Nectar, or the sweet as it is found in the flowers, is chemically the same as can sugar, but when the bees store it in their combs and seal it over, it is converted into real honey, consisting of what is known as invert sugar, or about equal parts of levulose and dextrose, which means that it is in such a form that it can be absorbed without change in the human system.



DRONE

Honey is much the same as the sugar that is found in most fruits. It contains besides levulose and dextrose, mineral elements such as iron, lime, sodium, sulphur, magnesia, and phosphoric acid, so necessary to our human bodies.

Refined cane sugar has none of these elements; and if any of them were present originally they would be lost in refining. Before cane sugar can be absorbed into the human body it must be inverted by the digestive process into a sugar like honey.

A black and white illustration of an Indian man, possibly a warrior or hunter, standing and holding a bow and arrow. He is wearing a loincloth and has a feathered headdress.

Indian Trail
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Make Mine Water

(EDITOR'S NOTE: All who grow things have an interest in water—but cranberry growers more so than most agriculturalists, we use a lot of it for a number of purposes. The following is a dissertation upon water by Dr. Clarence A. Discher, New Jersey, reprinted from "Report from Rutgers," by permission.)

Ordinary water is really pretty extraordinary stuff. So extraordinary in fact that its very qualities are one of the factors that permit man to exist on earth.

That fact—and several thousand others about water—are ones that Rutgers Dr. Clarence A. Discher loves to tell people about. As an associate professor of chemistry at the Newark College of Arts and Sciences of The State University, he knows whereof he speaks when he points out things like these:

Water's ability to go from a liquid to a gas and take considerable body heat with it makes it possible for us to maintain uniform body temperature during hot spells and sustained exercise. If, for example, humans had benzene in their systems instead of water, they would have to carry around seven times the amount of liquid to do the same job.

Water's specific heat—the large amount of warmth necessary to produce a given temperature increase in water as compared with other liquids—is the answer to the problem of why it is warmer a month or so after the first day of summer, the time when the most direct rays of the sun shine on the earth.

The heat required to warm the tremendous amounts of water in our surrounding oceans and lakes is so great that the warmth of the most direct days of the sun are absorbed in this manner, thus cooling the air. So even though the sun reaches the earth with more intense heat on June 21, it is not until sometime later in the year when the effect of raising ocean and lake water temperature has been overcome, that the atmosphere is appreciably affected.

Conversely, in winter water acts as a storehouse of heat. We would expect the coldest weather on Dec. 21 when the least warmth comes from the sun. But it takes a large amount of cold to bring the hemis-

phere's water temperatures down and the coldest weather is therefore postponed about a month into mid-January.

Water's surface tension, a property best illustrated by the rise of liquid up a wick, is very strong as compared with most other fluids. This characteristic is vitally important in agriculture especially during dry spells when the precious fluid must get up to thirsty roots

from greater and greater distances the longer the drought is prolonged.

Water acts contrary to the general rule that a liquid substance grows more dense and thus heavier as it freezes. This also affects our climate. If water were to grow more weighty as ice, it would sink to the bottom of a lake. With ice at the bottom unable to insulate the unfrozen water, the entire lake

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would freeze. Chill winds, further cooled by blowing across the solid ice lake, would cause a pole-like climate in most of the present temperate zone.

The unusual fluid is necessary in many chemical processes where it acts as a catalyst, a speed-up agent. Dr. Discher uses the example of a laboratory experiment involving a mixture of pure hydrogen and oxygen to illustrate this principle. Without water there is no reaction. With a trace of water in the gas mixture there is an explosion. So, too, it is with many other chemical reactions. Where water is present, there's activity; without it there can be nothing.

That pretty much sums up Dr. Discher's attitude on the subject—without water, nothing!

Fresh From the Fields

(Continued from Page 5)

During the past several years both fire worm and fruitworm have been controlled with one or two sprays of DDT plus the parathion spray applied upon Lecanium scale. The scale was under good control on bogs this past season. For this reason the spray for Lecanium scale was not applied on some bogs. The one DDT spray was not enough. Most growers applied a late spray of parathion or malathion when the late fireworm attack was noted.

On the State Bog a spray of malathion was applied in early August. This prevented most of the damage from this late attack. (Most of us need to be more observant). This experiment indicates that insect population may be building up and that we need

to pay more attention to regular spray schedules.

The harvest weather was excellent this year. Only two or three days of rain occurred. The temperatures for September were 72.50 f. maximum and the minimum 32. f. For October the maximum was 74 degrees and the minimum 26 degrees. The percent of relative humidity varied 100% during mornings and rainstorms, to 32% on warm days at times with the mean about 64%.

Total 1954 pack of commercially processed vegetables will be smaller than that of 1953. Output of major vegetables for processing will probably total moderately lower than in 1953.

Don't depend on luck unless you are willing to work hard to bring it your way.

CRANBERRY DISHES OF 49 YEARS AGO

Cranberry sauce, 1 quart cranberries, 1 pint boiling water, 1 pint sugar. Boil the sugar and water together for five minutes, skim, add the berries and cook, without stirring until clear.

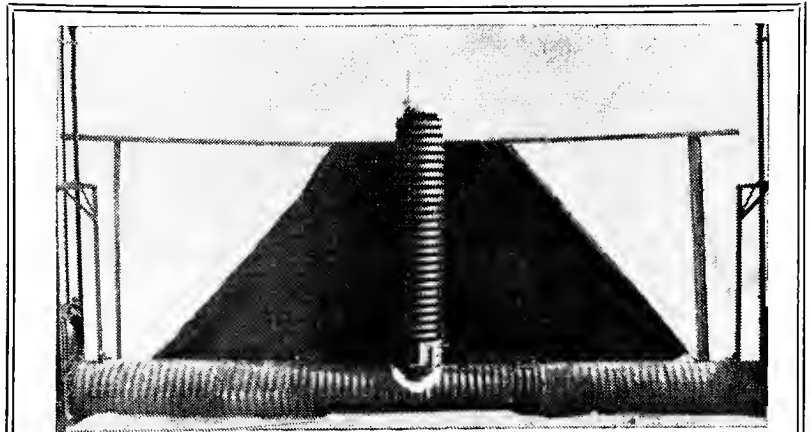
This sauce, used as filling for pastry shells, makes excellent tarts.

Cranberry pie: two cups raw cranberries, 1 cup sugar, ½ cup water. Line a pie dish with paste; place in it the berries, pour over them the sugar and water, cover with upper crust and bake.

(Some prefer part molasses instead of sugar.)

Cranberry sherbert is delicious when served with poultry.

Try cranberries for shortcake instead of strawberries.



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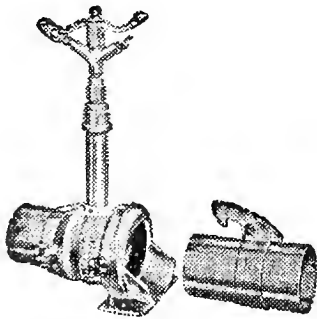
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Mass. Cranberry Station and Field Notes

by J. RICHARD BEATTIE
Extension Cranberry Specialist

Propose Agricultural Engineer

The Massachusetts Cranberry Advisory Committee met at the Cranberry Station, November 22 to assist the Extension Service in preparing what we believe will be a sound educational program for 1955. There was an excellent representation present from the Cranberry Clubs, Cape Cod Cranberry Growers' Association, Marketing Agencies, County Advisory Committee, County Agricultural Agents, University of Massachusetts, and Cranberry Experiment Station Staff. The discussion this year was focused on the need for cutting production costs and improving the quality of our pack, both fresh and processed. It was the feeling of this committee that there should be a full-time agricultural engineer located at the Cranberry Experiment Station, and that he have a properly equipped machine shop in which to develop labor-saving equipment.

A committee has been appointed by Frank Crandon, President of the Cape Cod Cranberry Growers' Association, to initiate the necessary action. It was the opinion of most members present that the problem of raising high quality fruit would not be solved until there was a reasonable incentive offered. In other words, prime fruit should receive a suitable premium over weak or tender fruit. The suggestions and advice of this committee are most helpful and are sincerely appreciated.

The following members were present: Frank Butler, Charles Savary, Arthur Handy, Ralph Thacher, Frank Crandon, Ferris Waite, Chester Robbins, Arnold Lane, Raymond Morse, Dominic Marini, Oscar Johnson, Bertram Tomlinson, Harold Woodward, Fred E. Cole, Herbert Stapleton, Wil-

liam Tomlinson, F. B. Chandler, Joseph Kelley, Chester Cross.

Weekly Marketing Report

During this fall a brief fresh fruit market report was prepared and released daily by the National Cranberry Association cooperating with the Massachusetts Division of Markets. This was a continuation of the service developed by Eatmor Cranberries, Inc., during the last several years. The report gave terminal market prices and general movement of the crop and was broadcast over several major radio stations in the cranberry producing states. It is a fine service and one truly appreciated by growers. However, of necessity the information was rather general. There has been a need for a more comprehensive report for some time. Finally, after considerable negotiating with the proper agencies of the federal government, arrangements have been completed to issue such a report on a weekly basis.

The splendid support of the Cape Cod Cranberry Growers' Association and Senator Leverett Saltonstall in this project is acknowledged at this time. Growers will be glad to know that all fresh fruit shippers in Massachusetts are cooperating with the Market News Service in Boston by supplying the necessary information. At present the report is sent only to members of the Cape Cod Cranberry Growers' Association but other interested growers may receive this information by merely requesting that their names be added to the cranberry mailing list of the Market News Service, 408 Atlantic Ave., Boston.

Winter Weather

Growers will be happy to know that Dr. Franklin continues to make very satisfactory progress following a major operation in October. Incidentally, Dr. Franklin has been examining his weather data this year of what the winter of 1955 holds in store for us. The data this year does not present any clear-cut picture; in other words, it would be well to prepare for a real New England Winter and then be thankful if it doesn't materialize.

Winter Club Meetings

County Agents Dom Marini and Oscar Johnson will be holding their county advisory meetings in December and will be preparing their educational programs for the coming year. These programs will include another interesting series of winter club meetings that growers cannot afford to miss.

Irving Demoranville and George Rounsville of the Cranberry Experiment Station have completed a very interesting piece of work. It has been written up by Dr. Cross and is found in this issue of Cranberries under the following title, "A Study of the Size and Weight of Cranberries during the Harvest Season." We recommend that it be carefully read.

1955 Supplies

The latest information available on the agricultural supply and equipment situation indicates there will be no critical shortages of the products that we use in our industry. It is, however, sound business to estimate normal requirements and place orders early. This is particularly true for those who intend to purchase new equipment.

Hurricane Meeting Dec. 15

Growers who have suffered hurricane damage to their cranberry properties are invited to attend a special meeting at the Cranberry Experiment Station on December 15 at 1:30 p. m. The purpose will be to discuss the several problems resulting from the two hurricanes. We hope to have cost data available for replacing flumes and dikes, a detailed analysis of salt studies, plus the counsel of soil technicians and engineers.

"Edaville" Again Ablaze With Christmas Lights

Christmas trains started highballing at "Edaville," South Carver, Massachusetts, Saturday, December 4th. These trains, America's only remaining 2-foot gauge, are, as is so well-known, on the cranberry property of the late Ellis D. Atwood and Mrs. Althea Atwood.

The Edaville area is ablaze with 40,000 colored lights, strung from 10-12 miles of wire. These are supplemented by lights at the Edaville Station, displays along the 6-mile route of the tracks and spotlights atop the diminutive trains.

"Peacedale," the pretty country town and the white church with steeple on the hill are popular displays repeated. Tots will find a new scene along the way to delight them—an iceberg complete with seals and penguins. The "Nativity" scene is on view again.

Edaville's manager, David Eldredge, has had quite a time this year in getting the railroad spruced up. The rolling stock needed repairs. And parts for the ancient steam engines and cars cannot be bought today. The truck on Locomotive No. 7 was rebuilt taking all the ingenuity of the crew, also a new cab was installed, leading truck wheels were repaired, the old paint on the tender was removed and fresh applied, also the trim on the engine. Engine No. 8 had repairs, too, while two smaller engines, Nos. 3 and 4 had new brasses and other repair work.

Some 25 pairs of wheels were bought at \$150 a pair, everything custom-built. Three men worked for four months restoring inlay and filigree work on the interiors of the coaches which decades ago saw real road service in Maine.

There will be lunches served in the Station and the railroad museum open. Santa Claus will roam around.

No trains will run Christmas Eve, to give crews the opportunity to spend this night with their families. Lights will be on but the station will be closed.

SPECIAL

The American Cranberry Growers' Association is an organization of successful cranberry growers, and its object is to advance their mutual interests. If the successful growers find it helpful, surely the less experienced will find membership a paying investment. If you are a grower, no matter in how small a way, you are cordially invited to send \$2.00 to the Secretary who will enroll you as a member and forward you reports to which members are entitled.

Address,

Jno. T. Irving, Secretary
Elwood, N. J.

(From the Proceedings of the association 49 years ago—and still excellent advice as concerns the various state associations).

N. J. BLUEBERRY OPEN HOUSE

The New Jersey Blueberry Open House which is usually held in early December will take place in Januray. This will be at Hamnnton on Jan. 13. Program and details are to be announced at a later date.

OUR COVER

Christmas doorways the nation over spell out welcome. Guests are invited to pass through the portals decorated in holiday spirit. The doorway shown is that of H. A. Suddard of Wareham, Mass., who, incidentally is the son-in-law of Benjamin Savary, veteran grower, now retired and for many years inspector for New England Cranberry Sales Co. Mr. Suddard, Ford dealer has sold many cars and trucks to Massachusetts growers.

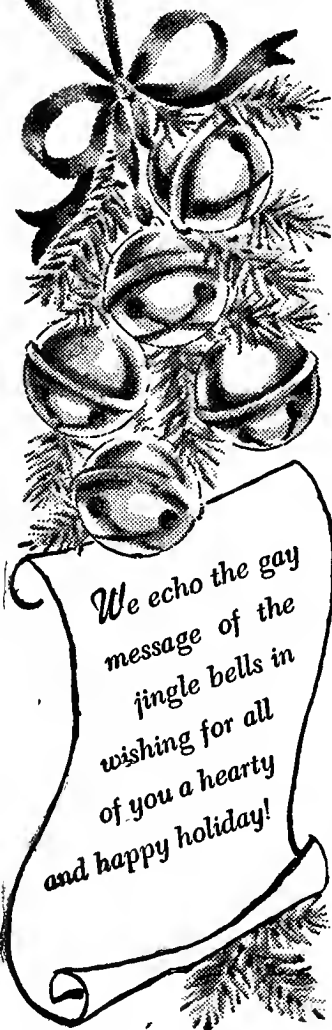
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**SANDDUNES "CAPTURING"
BANDON, OREGON**

The waterfront of Bandon, Oregon, the cranberry center of that state is being threatened by sand-dunes, according to Bandon's newspaper "Western World." Looking north from the city, says the editor, between the Coquille River which empties into the sea there, and the Pacific, is an enormous area which it was once said was pasture and grazed hundreds of head of cattle. Going south to the mouth of Four-Mile (another cranberry area) and other streams, similar sand-captured areas can be observed.

As a matter of fact, not only is the Bandon area threatened by the marching sands but state highways, national forests and parks along a considerable portion of the Oregon coast. Plans are in progress to stop this menace, if possible.

**WEEKLY MARKETING
REPORTS**

By the time this issue reaches its readers it is likely the U. S. Department of Agriculture will be issuing weekly cranberry reports on marketing, these to continue during the current marketing season.

Massachusetts Senator Leverett Saltonstall became interested in the matter when urged by Frank P. Crandon, president Cape Cod Cranberry Growers' Association, Massachusetts State Senator Edward C. Stone and Louis A. Webster of the Massachusetts Department of Agriculture.

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THE NATIONAL CRANBERRY MAGAZINE

Issue of December 1954—Vol. 19 No. 8

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FRESH FROM THE FIELDS

Compiled by C. J. H.

MASSACHUSETTS

Nov. Rainy

November brought above normal rains, 5.44 inches being recorded at the Cranberry Station, East Wareham. Normal is 3.89 inches.

Nov. Sunshine Above Normal

Boston Weather Bureau reported three days totally without sunshine, while 23 days were cloudy, or partly so. In addition 12 days had bad fog. Yet, contradictorily, there as was 62 percent of the amount of possible sunshine, which is 14 percent above normal.

Aids 1955 Crop

As concerns the Massachusetts crop for 1955, this is good news as interpreted by Dr. C. E. Cross, director of the Mass. Station. The percentage of sunshine in November is an important factor in the production of the following year.

Bogs Not Yet Flooded

As December came in there was no frost in the ground and cranberry bogs were not flowed except in a very few instances of new vines. The old test of the heel in the ground, not breaking through the crust still holds good.

State Bog To Stay Out

Following the practice of last year which produced a high yield, the State Bog will be kept unflowed, as much as possible. If, and when, extreme cold strikes and winterkill is feared the vines will be put under during the danger period and then water withdrawn.

What Growers May Expect

If past records are any indication, Massachusetts may except in this month, according to Boston Weather Bureau: snowfall, 7.6 inches; precipitation (rain and

snow mixed) 3.37 inches, mean temperature 32.6 degrees.

WISCONSIN

Crop Exceeding Estimate

Wisconsin shipped 1954 crop now appears will exceed the estimate of 225,000 barrels made last August by about 20 to 25,000 barrels. If these crop figures hold up, this will be Wisconsin's second largest crop. A final crop report will be drawn up late in December. Had not a major portion of the southern marshes suffered from the heavy rains in full bloom, the 1954 crop could easily have reached the 1953 crop record of 295,000. Most localities are reporting a heavy budding for next year.

Snows

Wisconsin marshes received their first snowfall in the amount of two inches, the latter part of October which melted shortly. A lasting snowfall of 3-4 inches of snow covered the beds on November 23 with more snow forecast for the last of November. Except for young vines, no winter flooding has been done.

Crop 95% Shipped

As of the end of November about 95% of the crop has been shipped. It is expected that about 60% of the crop was sold fresh and 40% processing. The keeping quality turned out below average due to excessive rains, poor drying conditions and late harvesting. Berry size was average and color excellent.

Much New and Replantings

About 100-150 acres and remade beds are expected to be planted in Wisconsin next year.

Several new developments are expected to be started. Varieties planted will be Searles and Bain McFarlins.

Gift Boxes

The Wisconsin Rapids Chamber of Commerce is selling a Christmas Cranberry and Cheese gift box. They expect to sell several thousand of these locally produced boxes.

U. S. Dec. Forecast

U. S. Weather Bureau temperatures this month to average above normal for the eastern half of the country, below normal for the western half, with lowest temperatures in the northwest.

Poor Bee Season

Last season in Massachusetts is reported by Lewis Konces of the Busy Bee Farm, North Abington, as being a very poor "honey-getting" season for bees on bogs. "Many hives did not make enough for winter. So we have been borrowing from the ones that made a surplus to feed those that did not.

"Reason for it being a poor honey season was too many cloudy, rainy and cold days, especially during the latter part of July and August".

Because of the generally-recognized increase in crop where bees are used, and the poor season for this year, Mr. Konces now predicts the 1955 crop in Massachusetts will be smaller than in 1954.

WASHINGTON

Harvesting Over

Harvesting was all over in this state as of December 3, except for
(Continued on Page 16)

A Study of the Size and Weight of Cranberries During the Harvest Season

By C. E. Cross
Director Mass. Cranberry
Experiment Station

During the 1953 and 1954 harvest seasons repeated samplings of Early Black and Howes cranberries were taken to determine what growth the berries make in size and weight from the earliest to the latest practical picking date. Although some growers have an apparently exaggerated opinion regarding the increased crop obtained by picking late, others have felt that late-season growth is wholly negligible when compared with the hazards of frost. It has even been maintained that although berries increased in size during the harvest season, they did not show corresponding increases in weight, a feature of considerable importance now since berries are almost exclusively bought and sold on a weight basis.

Chart 1 indicates a significantly decreasing cup count (or increasing berry size) to about September 15, where as the quart count continues the trend to a later date. In the last column of the chart an increase in individual berry weight is indicated during the same period that the berry is gaining in size; that is, 100 berries picked on August 26 weighed 86.5 grams but would have weighed 96.5 grams if they had been picked a month later, a 12 percent gain in weight. This increase is often sufficient to defray the entire cost of harvesting!

Chart 2 lists the same Early Blacks under "late-water" conditions (water held to May 25). Sampling was begun correspondingly later because of the retarded ripening caused by the water management. Furthermore, the State Bog was producing about 30 percent more berries in 1954 than in 1953. Nevertheless cup and quart counts decreased steadily from September 10 to September 29, while the berries increased steadily in weight. The weight per berry between September 10 and September 29 increased 13 to 14 percent.

With production this year at 90 barrels per acre, there was a crop increase of more than 10 barrels per acre between September 10 and September 29.

Charts 3 and 4 list the same data for Howes at the State Bog as Charts 1 and 2 for Early Blacks. It is clear that early water Howes in 1953 showed less increase in size and weight than characterized by berries in previous studies. It

is now felt that further studies should be directed toward early water Howes in future years. But late water Howes have shown a striking and prolonged increase this year in both size and weight, amounting to more than 15 percent between September 29 and November 1. This fact assumes even greater importance when considered in connection with the accepted opinion of growers that "Howes keep best when harvested ripe."

No great effort is being made
(Continued bottom of next page)

Study of Cranberry Growth During Harvest Season On State Bog, East Wareham, Mass.

Early Black Variety Chart 1. 1953—Early Water

Date	Cup Count (Av. of 3)	Quart Count (Av. of 3)	Quart Weight (gm.) (Av. of 3)	Average Berry Weight (gm.)
August 26	109	579	501.0	0.865
August 31	106	557	496.8	0.892
September 4	104	569	501.9	0.882
September 9	101	536	495.4	0.924
September 15	96	518	497.4	0.960
September 18	99	522	499.9	0.958
September 26	95	507	489.4	0.965

Chart 2. 1954—Late Water

September 10	113	550	470.2	0.855
September 14	107	522	465.8	0.892
September 21	99	494	465.8	0.943
September 29	93	477	464.8	0.974
October 4	93	464	453.3	0.977
October 11	94	470	458.0	0.974

Howes Variety Chart 3. 1953—Early Water

September 25	108	579	546.4	0.944
September 29	101	553	537.9	0.973
October 2	109	562	540.2	0.961
October 8	105	543	529.5	0.975
October 13	105	558	537.6	0.963
October 27	104	535	527.5	0.986

Chart 4. 1954—Late Water

September 29	100	526	500.2	0.951
October 4	95	489	488.7	0.999
October 11	93	472	485.3	1.028
October 15	93	475	496.1	1.044
October 25	92	456	493.8	1.083
November 1	88	433	476.7	1.101

Where Does The Food \$ Go

A fair share of the consumer's dollar? Most folks think the bigger share goes to the farmer. The farmer thinks otherwise, and in most cases the farmer is nearer the truth, says Roy E. Moser, economist at the University of Massachusetts in Amherst.

The farmer's share of the food dollar reached its highest point in January '48 when he received 55 cents out of each dollar spent for food in retail stores. In '53 the farmer's share was about 45 cents, all items considered. The rest of the consumer's dollar was spent for marketing.

The labor charge, says Moser, is the largest single item in marketing costs. This includes transportation, storing, selling, and processing. Consumers are now paying for many services that were formerly carried out in the home. Ready to-serve foods may save the housewife time, but they do not benefit the farmers in the way of increased returns.

How the food dollar is shared varies widely by commodities. Poultrymen in '53 averaged 69 cent of each dollar spent by the consumer for poultry and eggs. Grain farmers averaged only 22 cents. Dairymen averaged 49 cents, while fruit and vegetable growers received 30 cents of each dollar spent by the consumer for those products.

here to draw final conclusions from the data in the four charts. The work will be continued and presented when finished, and after a period of years, if the above characteristics hold, growers can surely make a more intelligent selection of harvesting dates.

Most of the work on size and weight of cranberries during the harvest season was done by Irving Demoranville, laboratory assistant, and George Rounsville, technical assistant, at the Cranberry Experiment Station, East Wareham, Mass.

U. S. electric power plants consumed 9,287,055 tons of coal in June, a jump of 2.4% over June, 1953, and 7.1% above May.

*To all you Cranberry Folks
we extend Sincere Best Wishes*

for

HAPPY HOLIDAYS

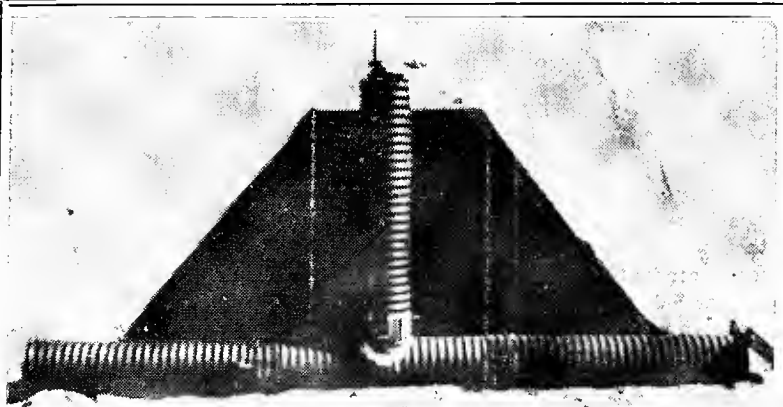
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In WISCONSIN See GOLDSWORTHY

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North Carver, Mass.

Effect of Weather Conditions on Cranberries in Central Wisconsin

By George L. Peltier

Consultant Cranberry Growers, Inc.
(Indian Trail) Wisconsin Rapids

The Wisconsin cranberry season in 1954 can be characterized as one of marked departures from normal weather conditions. Mid-February was so warm that the ice went out. May was cold, delaying the initiation of growth. June was ideal for growth and hooking was excellent with a bumper crop in prospect. During the first ten days in July, however, at the height of blossoming, an excess of rainfall occurred. On July 6th, a severe wind-blown rainstorm covered most of the Central Wisconsin bogs with a rainfall of over two inches, accompanied, in some local areas, by hail. Immediately following this rainy period, hot, humid days and nights with minimum temperatures of near 60°F. or above prevailed.

The combination of heavy rains and muggy nights resulted in poor pollination, with many blossoms blasted and the newly formed berries blighted. Thus, depending on the location, extent of bloom and local conditions, from one-fourth to one-half of the potential crop was lost in this area. The Northern Wisconsin bogs, which did not go into full bloom until after the middle of July, came through with a good to excellent set on most bogs.

Table 1 brings out the pertinent weather data for the first half of July. At all three locations, the rainfall during the first ten days in July exceeded the average monthly rainfall for the entire month. Almost half of this rainfall occurred on July 6th. Likewise, the maximum and minimum

temperatures for the following five days exceeded the average monthly temperatures. Unfortunately, no data is available regarding the average humidities, nor the sequence of hourly night temperatures, which prevailed at this time. Therefore, there is no way of determining the amount of damage which was controlled by the warm, humid period. At any rate, the excess rainfall, particularly the violent storm accompanied by hail, of July 6th, plus the humid period immediately following, occurring at the peak of full bloom was largely responsible for the poor set experienced in Central Wisconsin this year.

GRAYLAND BOGS HAD THREE SETS

During the blooming seasons at Grayland, Washington, there were three distinct sets of bloom on the vines of some bogs, according to a representative of NCA, as quoted in the newspaper "Oregonian." Most of the berries from the first and second sets were much larger than the third, and were still green when the rest of the fruit had reached ripening.

This is a "challenge" to growers of other areas.

DECEMBER STARTS TOUGH FOR MASS. CRANBERRY AREA

December started in tough in the Cape cranberry area. There was a snowfall of one inch on the 3rd, three inches on the 5th and 7.4 inches on the 6th. Normal snowfall for this district is 7.6, which has already been exceeded.

"Cransweet"

The new product "Cransweet" to be manufactured by Cranberry Products, Inc., of Eagle River, Wisconsin, is expected to be in production shortly after January first. Cranberry Products, Inc., is the new business organization as reported last spring of which Vernon Goldsworthy, Eagle River, is president; Ralph Sampson, of Three Lakes, vice president, and Victor Raddant, Ladysmith, treasurer.

The new type of preserved cranberries is a process developed by Kenneth G. Weckel, University of Wisconsin professor of dairy and food industries. So after Prof. Weckel developed his process growers of Vilas and Oneida counties in Northern Wisconsin, where Eagle River is located, became interested and watched the pilot operation in the University laboratory. They liked what they saw and obtained from the Wisconsin Alumni Research Foundation which holds the patent, a license to use the new process.

The growers organized Cranberry Products, with "Goldy" as the head and started construction of a plant last July.

Before Weckel's discovery it is believed all cranberry processing involved heat and caused the berries to rupture. For this reason they could be preserved only as sauce, relish, jelly and cocktail.

In the Weckel process the cranberries, instead of being heated, are pierced individually to provide a path for the syrup which cuts the berries' natural tartness. Thus the berries are left with the cranberry flavor, although sweeter than usual.

TABLE 1. Weather Conditions in Central Wisconsin—July 1-14, 1954

Location	Rainfall (Inches)			Temperature (°F.)	
	July 6	July 1-10	July Ave.	July 10-14	
				Maximum	Minimum
Cranmoor	2.44	3.89	3.31	83	61
Mather	2.05	4.84	3.57	83	58
Black River Falls	1.76	4.55	3.82	82	58

Eight

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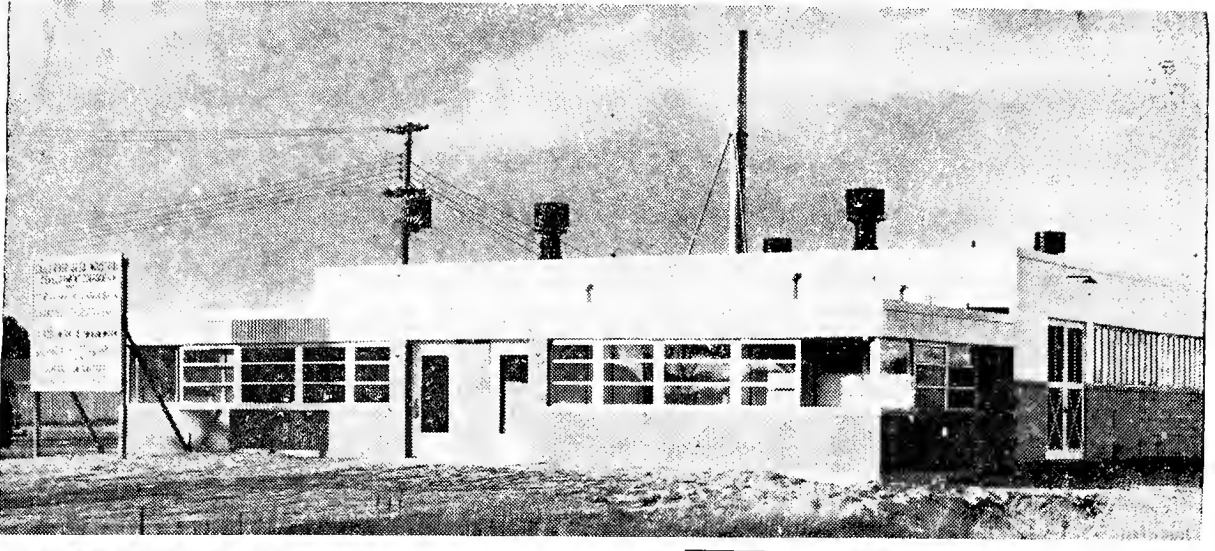
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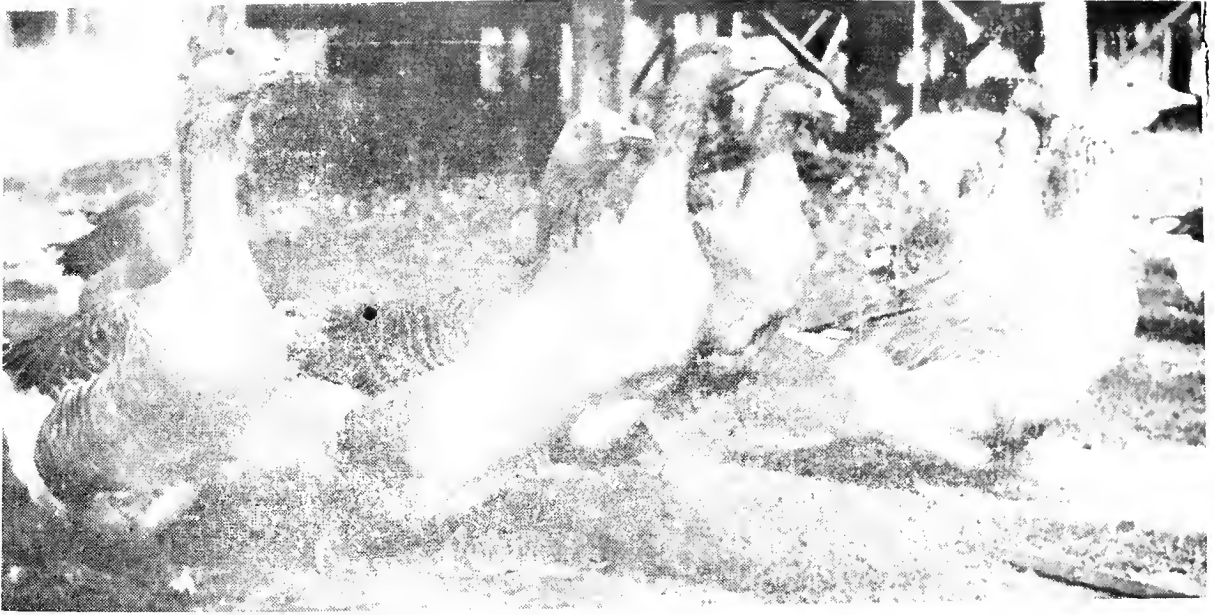
"Cransweet makes possible many unusual new food combinations in the confectionary, baking, industries—candy and sweet rolls, cranberry-flavored sherbet, although the latter is not new. Maraschino cranberries will be a new product, also.

The new plant at Eagle River is a single story, 60 by 123 foot building of concrete block, aluminum and glass construction. It will cost about \$50,000, with another 50,000 for equipment. The firm plans to employ about 20 as a starter.

All three officers are growers of varying years, but all experienced in the culture.

"A goal of Cranberry Products," Goldsworthy has written this magazine is to divert from present cranberry consumption into new channels, to widen the cranberry market. The industry needs these new outlets and our company will play an important role in seeing that this is done."

Cranberry grower Ralph Sampson (left) and company president Vernon Goldsworthy watch berries being sorted at a warehouse near Thunder Lake.



Above these luckless Geese are marching to their doom for the traditional Christmas dinner. They are birds at the Borsari Turkey Farm, West Wareham.

Bottom: Santa Claus at Edaville rummages through his Christmas bag to give gifts to youngsters.
(Cranberries Photo)



A "WHITE CHRISTMAS"

THE Weather Man, who is the U. S. Weather Bureau, has indicated a "White Christmas" for most of the country—that is the portions which normally have snow. May this materialize, and may the snows of this winter erase some of the troubles which have beset growers in 1954.

It was not the happiest of years in all respects. Pricewise for some, although others found the twelve month profitable, at least to a degree. In some instances, as in certain portions of the Massachusetts Early Blacks the quality was anything but tops. There was once a more happy day when growers received all their returns more promptly. This slowness makes it difficult for a grower to plan ahead. He doesn't know how much he will have to spend—or when he will have what is due.

There have been more hailstorms than usual in most cranberry areas; the worst forest fire in New Jersey in years, heavy rain and floods, the salt water damage to bogs in Massachusetts from the hurricane of August 31st.

Truly the dying year was one of tribulation, some of these troubles arising within the industry itself; some over which the industry had no control.

But, be all things as they are, let CRANBERRIES take this opportunity to wish one and all a Christmas of old-fashioned good cheer in the troubled world of 1954.

THE COMING YEAR

WHAT of 1955? Most economists whom we read seem to predict neither boom nor bust, but a level of economy, at least as good as this year. Consumer incomes and consumer spending are expected to remain fairly stable and may increase some, with consumers continuing to spend one-fourth of their income for food.

Assuming no war, and no international tension great enough to change our defense program significantly, agricultural prices in 1955 are expected to average about the same as current levels.

Then, as we all know, our own population and that of the world is expanding at a tremendous rate. There are constantly more mouths to be fed and more cranber-

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New Jersey Cranberry and Blueberry Station
Pemberton, New Jersey

ries should be placed in these added mouths.

Frankly, we do not know whether the merchandising (advertising) cut of the cranberry pie should be increased or decreased. Whether this is being spent wisely or not. That is the job of our merchandising experts—with the grower ever watchful to make sure his money is being well utilized.

Repetition is tiresome and the word "quality" shopworn, but quality in crop is the base upon which all else rests.

Oregon Cranberry Growers Go Visiting

We Visited Massachusetts

Part 3

By ETHEL M. KRANICK

We had planned to visit the cranberry land of Massachusetts, for many years and now that dream was soon to be a reality.

Our first experience was a visit meeting of the National Cranberry Association of which we are members. This meeting was to be held on August the 24th so we had eight days in which to visit the City of New York. We arrived in New York on Sunday evening via the Pennsylvania Railroad and got a good nights rest so that we were ready to see all the tourist attractions by way of sightseeing buses, "shanks ponies", and boat.

Our first experience was a visit to the United Nations building where there is no race segregation but only segregation of coats. We learned that there was a restaurant in the building where we could get lunch but had to get tickets at the desk. These we secured. Then lined up to enter . . . we were refused entrance because my husband did not wear a coat but the colored man just ahead got to enter. He wore a coat . . . the temperature was only eighty!

If any one says the Empire State building is big . . . don't you believe it . . . it is really "bigger",

yet after one travels four and one half miles high in a Stratocruiser the distance to the ground from the top isn't quite so frightening.

One day was spent visiting relatives on Long Island. We went out via Long Island Railroad which at that time was much in the news due to dangerous overcrowding. It was a big day the railroad president and directors sat near us so we got in on the picture and interviews. We were also interviewed but if there was a back page line in the daily paper we didn't get to read it . . . the issue was sold out when we got back to our hotel. On our return trip we came by auto and were whisked under the Mid-Town tunnel and came up only one block from the hotel just like a gopher. . .

I like to call New York the City of "TOO". Too high, too deep, too much haste, too many people, too much wealth, too much poverty, too much tension. The thing that puzzled me was why more people were not killed crossing the street against the red lights . . . I guess it is because the taxi cab drivers are so good.

On August 23 we left New York via North East Airlines for Boston where we were met by Mr. Shaw from the Hanson office, and taken directly to Hanson, Mass. By afternoon Mr. and Mrs. Pryde and Mrs. Arthur Randall, Western di-

rectors arrived, and although we were just ordinary cranberry growers from Oregon, we were treated with all the courtesy given more important guests. A car was assigned to the western representatives and we were included so that we had means of transportation.

We were assigned to a motel called the "Yankee Traveler" every thing was modern and very comfortable. This motel was just three miles south of the town of Plymouth . . . so we were able to recall our grade school history about Plymouth Rock and the Pilgrims. The old cemetery with the worn headstones recalled many an instance of history and made it seem more real.

Around Hanson we saw some very beautiful bogs, free from weeds and we also saw the reason that they were free of weeds—hand weeders even in August. Every large planting had a great reservoir of water to be used in frost control and irrigation. This was like some we saw in Wisconsin. If Oregon had to depend on such large bodies of water for frost and irrigation, Oregon would not grow cranberries.

On August 24th the annual meeting was held at Onset which is south of Hanson. Here the space was adequate to hold the five hundred growers who attended the meeting and had dinner together at the chicken and cranberry barbecue which followed the general meeting held in the forenoon. The dinner was served under a big circus tent. The chicken and cranberry was all that anyone could ask for . . . just perfectly cooked. We felt quite at home at this meeting after meeting so many growers in Wisconsin and New Jersey. It would have been nice to have had more time to visit with the average small grower like ourselves. We could have compared our mutual problems. Those we did meet were very friendly and made us feel most welcome. Description of the new Onset freezer has already been given in the cranberry magazine so will not be included.

On the following day the group from Oregon and Washington made a trip to Wareham to see the Massachusetts Experiment Station.

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Acushnet



This happy trio is about to board the Christmas train at Edaville, South Carver, Massachusetts. They are Mr. and Mrs. Francis Bradley and daughter, Maryanne. (Cranberries Photo)

Here we met Bertram Tomlinson, Dick Beattie and Dr. Fred Chandler and others. First we went over the State bog with Dr. Chandler, then after lunch Dr. Chandler took the afternoon off and took us in his car on a cranberry tour.

We especially asked him to take us to see some of the problem bogs in order that we might learn something that would be of value on our own marshes out west. This he did. We also went to see bogs that had been picked with the western picker for several years and they were interested to learn that they had proven satisfactory. We in Oregon use quite a few of these pickers successfully.

We visited the Frank Crandon property and examined the Crandon vine pruner. It was nice to find Mr. Crandon in his work

clothes in the act of painting one of his buildings. Cranberry growers as a group are not a lazy crowd . . . they all take a personal interest no matter how much help they hire.

I won't try to tell you what we learned because sheets of information are available from the experiment station. We received such copies. After leaving the cranberry fields we went to New Bedford and saw the homes with lookout towers where the wives of fishermen waited for the return of their husbands.

We were guests of Dr. and Mrs. Chandler for dinner and after dinner we had the pleasure of viewing the pictures the Chandlers had taken on their trip west. Of course we protested the "terrible" picture that Dr. Chandler had taken of the



"Again, as always, we invite growers to compare returns."

CRANBERRY GROWERS, Inc.

Mead-Witter Bldg.

Wisconsin Rapids, Wisconsin

Kranick bog and published in the magazine, but we forgave him when he explained that it had been taken to show how the irrigation pipe had been raised up above the bog instead of being buried or lying on the ground. (It contained a lot of temporary fencing that wasn't very beautiful.)

By midnight we were back at our motel. The following day we went to see the Atwood bogs and ride on the famous railroad that took us on a five mile trip around the bogs and gave us a good view of the vast water storage available to that property.

I had been told that Mr. Urann never plays but on this day he accompanied us to the property and had a free ride along with the rest of us. Even delighting in the ice cream cones and popcorn. We all appreciated the hospitality of Mrs. Atwood and hope that some time she will come west.

So much happened in the few days we spent in Massachusetts that it is hard to condense it down. We were intrigued not only with the cranberry growing but the beautiful scenery, the historical land marks the colored glass and the many novelty shops. It was impossible to see Massachusetts in so short a time. We must return to this wonderful state with more

time to fully appreciate its attractions and the many fine people who grow cranberries.

Time came to leave. We were taken to Boston and there we parted with our western friends. Mrs. Randall went on into Maine while the Prydes went to Washington, D. C. We remained in Boston for a few days—we left Boston the day of the hurricane and I doubt

if she will ever forget what a hurricane is like. It really wasn't very kind to her.

I wish I could take time to write a whole story about Boston. It was a most interesting experience. I had been told that Bostonians were cool and unfriendly but I met a woman in the park whose father had been a football coach at Harvard and later a coach of

the Boston Red Sox. She had lived in Boston all her life and told me much of the social attitudes of the older generation.

We left Boston much too soon to suit me, via air to Kansas City, and Topeka, Kansas. We visited relatives . . . on the only cool day they had had for weeks . . . it was only 90. Then a half day in Denver and on to Portland. The following day we were home.

Our whole trip had been planned by a travel agent who also made our hotel reservations and air schedule. It was a trip worth waiting for—and one we will never forget.

Blueberry Asso. Holds Meeting

The annual meeting of the Massachusetts Cultivated Blueberry Association met Tuesday evening, December 7th, at Leland's Restaurant in Kingston. The attendance was larger than at any previous meeting of the association. Following an excellent dinner there was a speaking program and short business meeting.

Prof. W. H. Thies, extension horticulturist from the University of Massachusetts, spoke on "The Relationship between Soil Management and Productivity of Fruit Plants". Besides explaining the importance of the right soil with adequate moisture and fertility he discussed the relationship between soil activity and the source of nitrogen for blueberries. The ammonia form of nitrogen appears to be quite important in blueberry nutrition is not available above pH 5.5 Ammonia sources have a tendency to increase the acidity or to lower the pH.

The next speaker was Prof. F. B. Chandler of the Cranberry Station, East Wareham, who spoke on the "Composition and Uses of Blueberries". He spoke briefly on the early history of blueberries and the uses to which blueberries were put. As far back as Plinys' time (about 2000 years ago) the berries were used as a dye for cloth, for painting, for wines and medicines as well as for food. The juice was often added to grape wine to improve the color. Dr.

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a New Year of
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Chandler illustrated the use of the pigment in the juice by showing samples of dyed cloth, and also showed in many test tubes different shades of color obtained by the addition of various chemicals. He showed a chart giving the percent composition of blueberries which showed that this fruit is a little higher than some fruits in solids and sugars, also that it is a good source of iron. Prof. Chandler discussed a number of present day uses of blueberries, giving a method of keeping the berries fresh for many months in the home refrigerator. A suggestion was made of the possibility of cooperating with other fruit growers in the sale of fresh fruit. The color and taste of the peach and the blueberry make an excellent combination. Blueberries also combine well with bananas and with melon. There are thirty-three factories canning blueberries in the United States, three of which are in Massachusetts. Mention was also made of the use of the blueberry plant as an ornamental because of its red fall color.

Prof. John Bailey answered a number of questions on general culture and Prof. Tomlinson responded to questions concerning insects, particularly the Japanese beetle.

Prof. Thies than showed colored pictures taken in Jugoslavia during his recent trips there where he worked for the United Nations under its Foreign Agricultural Organization. These pictures illustrated the horticulture of Jugoslavia, the methods of cultivation and spraying. Some of the pictures also illustrated the costumes of the different provinces in the country. A few pictures of other European countries were also shown.

The nominating committee recommended the following slate of officers for 1955 who were later elected. President, J. Herbert Alexander of Middleboro; First Vice-President, M. B. Elliot of Hanson; Second Vice-president, Paul Crosby of Quincy; Secretary-Treas., Miss Carrola A. Bryant of Pembroke; Director for three years, Charles W. Williams.

A new book has recently been published under the editorship of

Dr. N. F. Childers of the Horticulture Department of Rutgers University. The title is "Mineral Nutrition of Fruit Crops". The book is well written by many specialists on the particular crops, and covers deciduous and evergreen trees and small fruits. The book contains over nine hundred pages, over thirty of which are devoted to bluberries and eranberries.

Dr. A. B Beaumont of the Mass-

achusetts Soil Conservation Service published "Bee Pastures in the Conservation Plan" in the November 15, 1954 issue of The Soil Auger. This story reports the activity of the Soil Conservation Service to assist the beekeeper to get more nectar and honey producing plants established. Cranberry growers should have sufficient bee feed to care for the bees they need for pollination.

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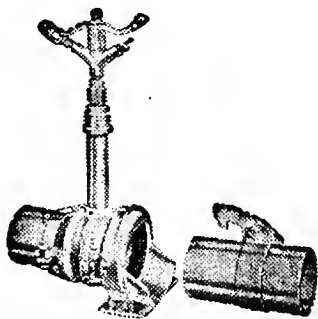
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Fresh From the Fields

(Continued from Page 5)

Cranguyma Farms at Long Beach, which is the largest cranberry property in Washington. Total state production is expected to be somewhat lower than in 1953, yet it will rank high as compared to most previous years.

Production

Grayland will have approximately 44,000 barrels, it is expected. The Long Beach area total production for this past fall is 17,278 barrels as compared to 19,950 last year. Summary; the 1954 production as a whole will be the third or fourth largest according to Wilho Ross, manager of NCA at Markham.

Weather

The weather during November was colder than normal; maximum for the month was 65 degrees and the minimum 22. Percent of relative humidity varied from 100 percent down to 54. Total rainfall for November (Cranguyma) was 12.81 inches compared with 14.41 a year ago.

Bog Work

Not many bog operations have been going on. Some growers pruned. Pruning at the State Bog, Long Beach is finished. Growers were also cleaning and overhauling machinery.

Blueberries

Blueberries suffered to some extent during the year. The long, warm fall period induced some escond growth and fall blooming. Probably this will cause some tip tie-back. There are enough buds to produce a good crop next year unless there is severe frost injury in the spring of 1955.



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Cranberry Crop Second Largest On Record

Massachusetts' 585,000 Bbls.
More Than Some Expected

Contrary to the expectations of some growers, latest release (Dec. 27) of the USDA has dropped the Massachusetts crop only to 585,000, or 5,000 barrels below the original figure (Aug. 19) of 590,000. Last year there were 690,000; in 1952, 445,000, while the ten-year average is 490,900. Shrinking in screening is reported as about average.

The crop for the nation is the second largest on record, 1,012,000. This is 16 percent below the record high of 1,203,300 last year, but is 29 percent above the ten-year average of 787,300 barrels. The 1954 production was below 1953 in all growing areas.

New Jersey, in this latest government estimate is 91,000, which is greater than the original figure in August; Wisconsin is accorded 245,000, higher than the 225,000 at first forecast; Washington is 62,000, lower than the 68,000 given first, while the figure for Oregon is set at 29,000, a drop of 1,000 barrels from first forecast.

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Mass. Cranberry Station and Field Notes

by J. RICHARD BEATTIE
Extension Cranberry Specialist

Many Bog Unflooded

As a result of the relatively mild winter enjoyed at least through mid-January, many growers have delayed flooding their bogs and the State Bog is no exception. Water supplies are more than ample for flooding purposes should we experience two or three days of low temperatures accompanied by high winds, which of course constitutes winter killing conditions. An examination of George Rounsville's weather data shows why water supplies are well above normal. The average rainfall in the cranberry area is 44.31 inches per year. Rainfall for 1954 was 54.16 inches or 9.85 inches above normal and established this past season as one of the wettest in history. Before leaving the subject of weather we would like to commend Dr. Franklin for the accuracy of his winters forecast as experienced to date (January 12) and sincerely hope that this mild weather continues.

Union Exhibit

The Cape Cod Cranberry Growers' Association Meetings sponsored another cranberry exhibit at the Union Agricultural Meetings held in Worcester Jan. 4, 5, 6. The exhibit featured a miniature bog and screening demonstrations. There was the usual display of various cranberry products, both fresh and processed. The Association also participated in a Food Editors Luncheon held during the Union Meetings. It was sponsored by the Massachusetts Department of Agriculture under the capable supervision of Louis A. Webster. The major agricultural commodities produced in the state were brought to the attention of the press and radio representatives working with foods and of course cranberries received their share of the limelight at this luncheon.

President Frank Crandon and his committee are to be commended on the fine job they did of bringing our industry a little closer to the public.

Hurricane Meeting

A special meeting was held at the Cranberry Experiment Station December 12 for growers who suffered hurricane damage to their properties. A detailed analysis of salt samples taken from reservoirs inundated by salt water was presented by Dr. F. B. Chandler. The mechanics of replacing or repairing flumes and dikes damaged by Hurricane Carol and the cost involved were outlined by Darrell Shepherd of the Soil Conservation Service in Barnstable County and Dr. Chandler. County Agent Oscar Johnson discussed the Agricultural Conservation Program and possible payments that growers could receive from this program. A paper on this entire problem is being prepared and will be available to growers very shortly.

Congratulations to Glover

Congratulations are in order for James E. Glover on his recent appointment as president of the National Cranberry Association. Mr. Glover's training, experience, and ability have certainly equipped him for the great responsibility that is now his. We also extend our best wishes to Mr. Marcus L. Urann as he retires to private life after many years of outstanding service to our industry.

Forestry Neglected

This is the time of year when cranberry growers review the past season and plan for the coming year. There is one phase of the industry that seems to be overlooked in this planning process. We are referring to the field of forestry. Cranberry growers own a substantial percentage of the

forestry lands in Southeastern Massachusetts. They have been paying taxes on this land for many years and have received very little revenue in many instances. It is the firm conviction and experience of trained foresters that these wood lots if properly managed offer a good source of income to many bog owners. Under present conditions any supplement to the growers income should be most welcome.

The recent hurricanes have focussed special attention on proper management of forest lands. Fallen timber should be salvaged this winter or early spring in order to prevent extensive damage by wood borers. There is also the problem of opening up woods roads not used by growers in their regular bog operations in order to provide for adequate fire protection. The seriousness of the fire hazard this spring should not be underestimated. These are the immediate problems but more fundamental is the long-range planning that is necessary if our wood lots are to provide a good source of income.

Growers recognize that it is sound business to maintain their bogs at levels of high production of good quality fruit. It certainly seems reasonable to manage our wood lots on the same basis. The management of our timber lands at high production levels is quite similar to a bank account. In order to draw interest we have 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. There are, of course, wood lots that should be clear cut after they have reached a certain stage of maturity, but there are far too many lots that are scalped. The writer would like to suggest again that the wood lot owner avail himself of the counsel and advice of trained foresters before he cuts or sells his timber.

The following services are available to our wood land owners in this state by merely contacting their County District, or Extension

Forester:

1. An estimate of the volume and value of timber on a wood lot.

2. Preparation of a detailed cutting 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 an opportunity to bid on given property.

4. A copy of a special contract that gives the land owner protection in the cutting operation and insures him that the operator will carry out his agreement.

In the Cape area the following men are available to consult with cranberry growers on their forestry problems: Charles Cherry, District Forester, Kingston; Stephen Hayes, District Forester, Centerville; Robert Parmenter, Extension Forester at the University of Massachusetts, Amherst.

Cranberry Weed Letter No. 9

R. H. Roberts
University of Wisconsin

Since the last letter nearly a year ago two quite significant situations have developed in the weed control campaign.

One: It is evident from personal experiments, observations of grower trials and conversations with growers in Oregon and Washington that "selective" weed killers can be expected to contribute little to general weed control in the foreseeable future. This calls for increased work with Stoddard Solvent.

Two: The increased use of mechanical pickers has resulted in many acres of vines having been "laid around." This makes it practicable to use a rake-type boom to apply Stoddard below the tips of the uprights. This would avoid bud injury if late applications were made after late-starting weeds as starr grass, sickle grass, satin, ragweed, stick-tights, and so forth, are large enough to be effectively killed. It is expected that a trial model of a boom built by Mr. Dana, Rapids Machine Shop, designed to spray below the tops of vines will be on display at the winter meeting (Wisconsin State Cranberry

Growers' Association) in January. It may need to be rebuilt but will offer suggestions of construction for those interested in eradication of the especially troublesome weeds—the late starters, which get under way after it is unsafe to spray Stoddard onto growing cranberries. This is after the new growth is one-eighth of an inch long, especially if fortifier is used.

Many cases were noted this year where the weed problem was much aggravated by an application of nitrogen fertilizer which hindered rather than helped the cranberry crop. One interesting case was of a fine crop being harvested where the nitrogen was so low the weeds made too poor a growth to give much shade—the condition which prevents pollination and berry development.

N. J. Growers Meet February 3

The annual meeting of the American Cranberry Growers' Association (N. J. organization of all growers) will be held on February 3rd at Carslake's Dining Rooms, Mt. Holly, N. J. All persons interested in the welfare of the cranberry industry are welcome. When the program is mailed out to the customary attenders, a return card for the luncheon reservation will be included.

Special attention is being given to forest conditions and maintenance of water supplies, which are rapidly becoming matters of major importance to New Jersey cranberry growers and all farmers as well. It is felt that this part of the session is vital to all cranberry growers.

The program is as follows:

Remarks by the President, Edward V. Lipman; Arrangements for Labor Supply, E. R. Kendall; The 1955 Cranberry Crop, Clifford Sims; Prescribed Burning and Forest Management, Carl B. Cranmer; N. J. Farm Bureau Forest Management, Carl B. Cranmer; N. J. Farm Bureau Forest Management Service Corp, William P. Watson; Accomplishments at the Lebanon Forest Stream Gaging Station (Introduction by Murray Buell), O. W. Hartwell; Luncheon at 12:30; Cranberry Pruning and Fertilizing, C. A. Doehlert; Effect of Tipworm Attack on Blossoming and Fruiting of the Cranberry Upright, P. E. Marucci; Cranberry Fruit Rot, Eugene H. Varney.

Personal

Roy M. Potter of Wisconsin is among the growers of that state who is vacationing in Arizona. He is staying at Tuscon through December to March.

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Cranberries

THE NATIONAL CRANBERRY MAGAZINE

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FRESH FROM THE FIELDS

Compiled by C. J. H.

MASSACHUSETTS

Much December Snow

A howling storm dumped an official $9 \frac{3}{4}$ (State bog) of snow on the cranberry area on December 20th. In places there was a foot and a half, more snow than is normally seen in the Southeastern Massachusetts district. The storm, also, contrary to pattern placed more snow on the Cape than it did in the vicinity of Boston. This was the third appreciable fall of the month, bringing the total to about 15 inches. Normal for December (Boston) is 7.6 inches.

Most Bogs Not Flooded

At end of December the majority of bogs had not been flooded for the winter. Water was being held high in the ditches, however. The ground had not frozen. A few growers had put water on and pulled it off again. There is a growing tendency, apparently, perhaps led by the example of how the State Bog is managed, to keep the vines out of water as much as possible during the cold months.

December Sunshine

December produced about a normal amount of sunshine but the effect of this factor upon the 1955 crop may be altered by two unusually heavy snow storms which stayed on the ground from five to seven days. This, in the opinion of Dr. Cross would have the following result—it would not help the size of the berries, and would have no effect upon the size of the crop.

Early January Weather

Up to the 12th of January there had been only a trace of snow, quite in contrast to December, while rainfall had totalled 1.80 inches as recorded at State Bog.

There were two days when the thermometer dropped to 19, but the first dozen days had averaged about three degrees a day warmer than normal.

NEW JERSEY

New Jersey Weather Report

Weather during the month of November in the cranberry area of New Jersey was somewhat colder and wetter than normal. The average temperature was 42.1° , which is 4.3 degrees colder than normal. The rainfall was 4.20 inches, almost an inch (9.7) above normal.

The unusual coldness of the month is seen in the fact that frosts occurred on 24 of the 30 days in the month. There were only six days in November in which the temperature reached as high as 60° F. in 1954 as compared to 14 such days in 1953.

Those who put stock in nature's signs would be interested in knowing that at least one of them portends a cold winter for our Cape Cod friends to the north of us. Evening grosbeaks have put in an appearance already on our laboratory grounds. According to the Cranberry and Blueberry Laboratory's bird-watcher, Mrs. C. L. Phillips (secretary), these birds are seen this far south in years when it is particularly cold to the north of us.

The autumn rains have filled the New Jersey streams nicely and the bog water supplies are excellent. A number of bogs were flooded earlier than usual because of this abundant water supply. Some growers flooded as early as December 1.

There has been a considerable amount of planting this past au-

tumn, as well as resanding of bogs.

Several New Jersey cranberry growers attended an all-day meeting on water problems arranged by Burlington County Agricultural Agent, Dan Kensler. Another series of interest to cranberry growers is being conducted by Mr. Kensler on various aspects of soil problems.

WISCONSIN

Early Cleanup of Crop

The last of the 1954 Wisconsin cranberry crop was shipped just prior to Christmas, this being the earliest cleanup in a number of years with the exception of the short crop in 1952.

The earliest winter flooding was done shortly after Thanksgiving, but with a good snow cover and moderate temperatures, the majority did not flood until the end of December. The marshes had a snow cover extending from November 23 through December.

Sanding operations started in the Cranmoor area the latter part of December. Considerable wood and dyke hauling is also being done.

The annual meeting of the Wisconsin State Cranberry Growers'

Vernon Goldsworthy

Cranberry Specialist and Grower

B. S. M. S. University of Wisconsin
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5. Interested purchasing cranberry properties in Wisconsin.
6. Custom marsh work of any nature.

Association is being held Friday afternoon January 14th at the Elks Club, Wisconsin Rapids. Speakers will be from the Horticulture Department of the University of Wisconsin, who have been doing experimental weed control work on Wisconsin marshes. The 1954 shipped crop figure will also be given.

The annual meetings of the Wisconsin Cranberry Sales Company and the Midwest Cranberry Cooperative are being held Saturday, January 15. A dinner and dance will follow the meetings. Guest speakers will be Lester Haines, General Manager of Eatmor Cranberries and Morris April who processes and sells Eatmor canned sauce. A large turnout is expected for the meetings.

Gift boxes of Wisconsin cranberries for Thanksgiving and Christmas are becoming more popular each year. Several thousand were shipped this year. Upgrading of the berries results in a very attractive pack.

WASHINGTON

Almost Continuous Rain

Weather, with almost continuous rain, with the sun shining through for only a few hours now and then, so that very little outside work has been done in the past several weeks. The minimum temperature for December was 23.5 degrees on December first. The maximum has been 59, while the mean was 30 to 40.

Humidity has varied considerably the maximum being 100 percent to as low as 36. These periods of low humidity are generally accompanied by rather cold and dry northeast or east winds, and during these times there is injury showing on the bogs.

However, in spite of the rain and cool weather pruning has been going on whenever permitted. Otherwise work has been general repair and clean-up operations.

State Bog Work

At the Station at Long Beach the drainage system is to be reconstructed, to start pumping sand, and to scalp off some old bog in preparation for replanting in the spring.

December Quakes Felt in Oregon Cranberry Area

The severe earthquake of December 21 which apparently centered at Eureka, California was felt in the Coos and Curry county (Oregon) cranberry areas.

In the basement of "The Western World," Bandon, a printer was preparing to cast cuts when he noticed metal in the crucible "acting queerly." There was a swaying motion to the chandelier in the home of Mrs. Roy Jenkins between Bandon and Riverton.

There was apparently no injury to any cranberry property.

"Warmer Winter"

Dr. H. J. Franklin, retired director Mass. Cranberry Station, who on December 9th predicted an "average" winter for the Cape cranberry area, in the last week of December revised that forecast. He now figures the winter will be "warmer than normal." This prediction is based upon weather conditions in April and November. In his first forecast, he did not have all the April data available. Dr. Franklin has been most accurate in predictions of past years.

'54 Production Second Largest On Record

Last fall's crop has turned out to be the second largest on record, 1,012,000 barrels, according to the final report of the U. S. Crop Reporting Service. This is 16 percent below the high of 1953 but 29 percent above the ten-year average of 787,300 barrels. The 1954 yield was below 1953 production in all five producing states, but above average in all these areas.

In Massachusetts, production was 585,000 barrels which is only 5,000 barrels below the August estimate but 105,000 barrels below 1953. Cool, rainy weather in September delayed harvest resulting in larger size fruit than usual. Some berries were more mature than usual when picked which shortened the time they could be kept for the fresh market. Color

was reported as unusually good and shrinkage in screening about average.

The New Jersey figure is reported as 91,000 as against 112,000 in 1953, but this is above the August figure of 77,000. The ten-year average is 77,200. Rainy weather hindered harvesting and some bogs were flooded by heavy rains accompanying the hurricanes of August and September.

Wisconsin production is set at 245,000 as compared to 295,000 in 1953. This was 20,000 more than August estimate. October weather was favorable for harvesting and quality proved to be better than expected earlier. The yield compares to a 166,400 barrel average.

Washington harvested 62,000 barrels, with production there in 1953 being 74,000, but this was more than expected in August. The ten-year average is 38,330. Fruit did not size as well as usual.

The Oregon yield is set at 29,000 as compared to 32,300 in 1953, the ten-year average being 14,470. In August expectation was for 30,000 barrels. There, as in Washington, berries did not gain expected size.

OUR COVER

The cover this month was photographed by "Walt" Fort, general manager of the Growers' Cranberry Company of New Jersey. Fort, as we have previously stated, has become master of the camera, and is producing pictures, which, in our opinion, rank with the best in the country. Notice the texture of the snow which his Leica caught.

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MARCUS L. URANN RESIGNS PRESIDENCY OF N.C.A

James E. Glover, His Assistant, and Vice-President is Named by Board of Directors of Cooperative to Assume Leadership.

Marcus L. Urann, president of NCA, who resigned last month after many years of service, has been replaced by James E. Glover as president and general manager of the co-op by the board of directors. Mr. Urann, who was also chairman of the National board of directors, retires after 47 years in the cranberry industry. Now 80, he had been advised some months ago by his physician to "take it easier," the resignation announcement stated.

Although this advice was given last March Mr. Urann stayed on as president because of the big crop of last fall.

A native of Maine and a graduate of the University of Maine, class of 1897, Mr. Urann has long been interested in the progress of the university and has been helpful in aiding needy and deserving students. As an undergraduate, he was founder of the honorary society of Phi Kappa Phi, which has since become a national fraternity.



MARCUS L. URANN



JAMES E. GLOVER

After practicing law for several years, Urann became interested in the cranberry industry on the Cape. He saw the opportunity for great expansion. He led in such expansion and later to the organization of large cooperative growers' associations. He was one of the organizers of American Cranberry Exchange (now Eatmor Cranberries, Inc.) in 1907 and was a director.

He saw the possibility of large-scale marketing of processed fruit as far back as 1912, and has been a great force in developing this outlet which now uses about 60 percent of the total production and has extended cranberry sales to the year around.

Until 1930 he operated his own canning plant. In that year he joined with canning growers in Massachusetts and New Jersey to form Cranberry Cannery, Inc., a cooperative open to all growers. He became the co-op's president and has remained in that post since, with main office at Hanson, Mass., where he makes his home. The company's name was later changed to the present National Cranberry Association.

With processing plants from coast to coast and in Canada Mr.

Urann is a familiar figure to most growers as he traveled widely in his duties. A few years ago he made a trip to Europe to study sales outlets there. He spoke at many, many meetings of cranberry growers.

Although leaving the presidency of NCA he will continue his interests in the industry, concentrating upon growing and his activities in United Cape Cod Cranberry Company.

Mr. Glover, who is 39, an attorney, business executive and grower joined NCA's staff in August, 1951 as executive secretary to Mr. Urann. He was later made assistant to Urann, and in August, 1953 was elected first vice-president.

He is a charter member of the legal committee of the Grocery Manufacturers of America, recently organized, and a member of the food committee of the National Security Industrial Association.

He received his LLB degree from Boston University School of Law in 1940. He combined law, political activities and sales in his experience. He was admitted to the Maine Bar in 1941 and became Associate Justice of Waterville Municipal Court. From 1946 to 1951 he was treasurer and tax collector of Waterville, while also conducting his own law office in that city. His sales experience was gained as sales manager of Schoemaker & Sons, New York. During the war he was in the Maritime Service, obtaining the rank of Lt. Commander.

He was admitted to the Massachusetts Bar in 1952. He makes his home in Hanson, and he and Mrs. Glover have three children.

In an interview with CRANBERRIES, Mr. Glover declared it would be impossible to try to "replace," Mr. Urann, and in the true sense of the word and the job of president of NCA was a "great responsibility." He asserted he was confident that with complete co-operation of the staff "we can perform the job to the satisfaction of the growers." He said the key to success of the industry is the work of many people and this cannot depend upon any one individual,

Bill May Effect Mass. Cranberry Workers

A bill to enlarge coverage of Massachusetts labor statutes, one that may effect cranberry processors, has been filed by the State Department of Labor and Industries for action at the next legislative session.

Bill is an amendment to Section 1, Chapter 149 of the General Laws and strikes out in the definition of "employment" the words "preparation and marketing of crops."

In filing the bill, department said that the present statute exempts employment in the "preparation and marketing of crops from the labor statutes, and that persons in this type of employment, which is distinguished from agricultural employment and is similar to many types of work in mechanical establishments and subject to the same hazards, are deprived of the protection afforded to others engaged in the same type of work, sometimes in the same building, because the product does not happen to be "crops."

(Continued on Page 16)

<p>CRANBERRIES go with this bird</p>	
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Improvements at Mass. Cranberry Station Hoped For

Tentative plans for a hoped-for remodeling of the Massachusetts Cranberry Experiment Station were made at a meeting December 17th at the Station. Conference was attended by J. Paul Mather, president of the University of Massachusetts, Dean Dale H. Seiling, head of the agricultural school, station personnel, growers and marketing representatives.

A move to include an engineering department to the Station has been made by the Cape Cod Cranberry Growers' Association. The association hopes, by increased research in the mechanical aspects of growing and harvesting eventual economies and efficiencies will be realized by the industry.

The improvements are the "dream" of Director Chester E. Cross, who has been named to draw up plans for a new building for the engineering experiments. Or the new building might house the offices. It is also hoped to remodel and improve the present station. The plans Dr. Cross is working on follow suggestions of staff members and of growers.

In the present building space for offices and experimentation is limited. Dr. Cross says much new equipment is needed for increased experimentation. Plans for the engineering department call for an associate engineer, a "handyman", and tools for the experiments. The improvements might cost \$100,000, this including the new structure.

The completed plans, and request for the additional expenditures will be submitted in March along with the regular 1956 station budget. Specifications will be studied by trustees of the University, a budget committee ways and means committee of the Massachusetts Legislature. No action on the plan could come before the state General Court convenes in January 1956 and any work on the project, if approved, would come at a date which is impossible to determine at this time.

Attending the conference besides those already named were: Dr.

Frederick Chandler and J. Richard Beattie of the experimental station; Ralph Thacher, Cranberry representative of the State Commodity Advisory Committee; Russell Trufant, an engineering consultant; Chester Robbins, president of the Southeastern Massachusetts Cranberry Club; Charles Savary, president of the Upper Cape Cranberry Club; Arthur Handy, vice-president of the Cape Cod Cranberry Growers Association; Ferris Waite, vice-president of the National Cranberry Association; Kenneth Garside, director of the National Cranberry Association grower's services; Melville Beaton, president of Beaton's Distributing Agency and Dr. Henry J. Franklin, former director of the station.

Mass. Growers Discuss Hurricane Safety Measures

An informal December meeting was held at the Massachusetts Cranberry Station to discuss possible means to prevent damage to bogs, should another hurricane strike the State cranberry area. Dr. F. B. Chandler presided.

Estimate of damage to 450-500 acres either inundated or wind-blown spray on August 31 was made by Gilbert T. Beaton, secretary of Cape Cod Cranberry Growers' Association. He said that in

one instance, a bog a half mile from the shore was injured by flood waters.

Dr. Chandler made no estimate of amount of acre damage, but said he has found traces of damage of the 1938 hurricane remaining, and added he didn't believe adequate studies of hurricane damage have been made. It was his opinion some bogs injured in earlier hurricanes had never recovered fully, while others were slow in coming back.

Turning to dikes, the doctor said it was costly to attempt to reclaim them if the dike material had been washed onto the bogs. He suggested that dikes be constructed of wooden planking, in some instances.

Darrell R. Sheperd, Barnstable County soil conservation officer, said he could not tell growers how high to build a dike to prevent hurricane-flood damage. He did, however, suggest 10 percent clay with soil and sand for such dikes. He said the mixture might be placed in 6-inch layers and then compressed by bulldozing, keeping the material wet during this work. Using this method, he said dikes will be water-tight. He commented that land hit by salt water be ploughed, so salt will be kept on top. If the land is left alone the salt will precipitate through the earth.

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Even Hercules Would Have Balked!

(EDITOR'S NOTE: The following is reprinted, with permission, from "Research in Review," monthly magazine of Massachusetts Agricultural Experiment Station, University of Massachusetts.)

By CHESTER E. CROSS
Head of Mass. Cranberry Experiment Sta.

Eighteen hundred weeds to a square foot! Multiply this by 43,560, the number of square feet in an acre, and even Hercules would have balked at the task of pulling weeds by hand on our cranberry bogs. Yet, as recent as twenty years ago, this hopeless procedure and mowing were the only methods employed in ridding the bogs of weeds.

Kerosene—An Effective Killer

Today, cranberry growers rarely pull any grass on their bogs. A year's work of time-consuming hand labor has been replaced by a million gallons of kerosene, an effective weed killer but harmless to the cranberry plants.

The vines can tolerate very heavy sprayings of kerosene oil, at least in their dormant condition, but the weeds cannot. The leaves of such cranberry weeds as the grasses, sedges, and rushes are so constructed that the kerosene spreads to the base of the leaves where the oil lodges and kills the tissues.

Spraying Not Expensive

If, therefore, a grassy bog is sprayed with kerosene at the rate of 300 to 400 gallons to an acre, all the weed tops die and no measur-

able injury occurs to the cranberry vines. If 800 to 1000 gallons of kerosene are sprayed to an acre, the weed roots as well as the weed tops will die.

It is possible with a spray costing less than \$150 an acre to treat a bog so overgrown with weeds that no cranberry vines are visible. Such a spraying will insure the bogs from all grassy weeds the following season and, with proper care, for many more seasons.

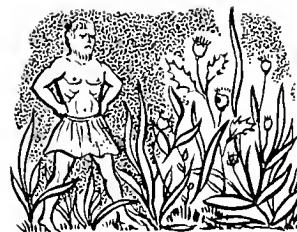
Control Difficult

In several ways, weed control in cranberries is more difficult than in other crops. First, cranberry vines are perennial and evergreen. As they grow, they cover the whole surface of the bog, usually with 200 to 600 leafy stems a square foot. Once the vines are planted and fully grown, the ground is never again plowed or harrowed, and, if well cared for, will produce annually for 90 years or more.

It is easy to see, then, how weeds can become established with heavy and sometimes very extensive root systems. Moreover, in order to remove the weeds, the vines must be trampled, equipment rolled over them, and their roots disturbed.

Weeds Thrive on Bogs

Weeds, like the crop plants with which they compare, need moisture, nutrients, and sunlight to thrive. In a cranberry bog, there is usually plenty of moisture for the various



weeds growing there. The bogs, usually flooded during the winter, are frequently reflooded in the spring and fall to protect them from frost (and occasionally to drown insects), and in the summer to provide irrigation.

Such wet conditions prevailing on the bogs are ideal for weed growth. The grasses, sedges, and rushes, which constitute the major weed problem, grow up through the vines, spread their leaves above, and take advantage of their height to intercept the sunlight and shade the cranberries.

Sanding Necessary

Cranberry bogs must be covered with a layer of sand one-half to one inch thick every three to five years. PDB (paradichlorobenzene), used for killing peach borers and keeping moths out of closets, is scattered at the rate of 7½ pounds to a square rod and covered immediately with an inch of sand. This kills nearly all the poison ivy and wild bean present.

Yet, the vines are unaffected and, surprisingly, show greatly increased vigor. This method of eliminating two troublesome perennial weeds is a greatly improved

(Continued on Page 16)



Kerosene, at the rate of 5000 to 7000 gallons a day, is sprayed on cranberry bogs direct from tank trucks.

(Photo by J. Richard Beattie)



Spike rushes are common weeds on wet cranberry bogs. Here effective kill by Stoddard Solvent spray is illustrated.

(Photo by J. Richard Beattie)



Top: Cape Cod growers, Howard Morris and George Briggs confer with President Clarence Searles; Eatmor's Alvin Brick, and Morris again who heads up the Eatmor process division, at a directors' meeting held in Bridgton, New Jersey, December 11. Following a successful meeting the directors took the opportunity to tour through and observe the April Brothers canning facilities in Tuckahoe, New Jersey, where better than 500,000 cases of cranberry sauce were packed in 1954.

Lower: New Jersey's final 1954 fresh fruit shipment was made from the packing house of Rogers Brick in Medford. Alvin Brick (right) is New Jersey's largest packer of fresh fruit cranberries. Mac Crabbe (left) examining the berries holds an enviable record among New Jersey growers in that he recently marketed a 50.7 barrels average from 107 acres without gathering floaters. While such an average doesn't create a stir nationally, it does indicate the progress growers are making with their culture problems in a state with an average of 19 barrels per acre.



ENGINEERING DEPARTMENT FOR MASS. STATION?

HOPES for major improvement at the Massachusetts Cranberry Experiment Station are being entertained by staff members, growers and other interested persons. This, the first of cranberry research station began with a single man, Dr. H. J. Franklin about 45 years ago. Today workers there number about ten.

Office space is insufficient and so is space and equipment for experimentation.

A novel feature in the proposed improvements would be an engineering department. This would pioneer in mechanical needs of the industry. There is much inventive genius within the ranks of growers themselves, and available from the outside. But specific cranberry mechanical research can be of much value. In this highly technical and mechanized day and age the cranberry grower must have the best of possible tools to work with. This is a highly competitive time, and the cranberry industry is but one small part of our economy. Any means of cutting costs from the bog to the packing house should be welcome.

MR. URANN RETIRES

PROBABLY the biggest of recent cranberry news is the resignation of Marcus L. Urann as president of National Cranberry Association after so many years of active service in the industry. He was advised by his doctor to decrease his responsibilities, the announcement declared. Mr. Urann now 80 is not to retire but will concentrate on private growing and his activities in the United Cape Cod Cranberry Company.

Mr. Urann has been a rather controversial figure, it cannot be denied. But he has also been a man of great vision, and assuredly a tireless worker. He has shuttled from coast to coast. He literally "lived" cranberries although his original interest was processed fruit. It is in this latter field that he contributed most, and while NCA is not the only canner "Ocean Spray" became the best known brand—because of the efforts of Mr. Urann and his associates, and through intensive advertising and merchandising.

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James E. Glover, 39, who has been his assistant has now taken over the helm of active management and has competent assistants to rely upon. But his job will be no easy one.

MISS ELIZABETH C. WHITE

We regret belatedly to learn of the death of Miss White at the age of 83. Her interest in cranberries and especially blueberries has meant much in the field of horticulture. She was a pioneer in assisting in the cultivation of the "big blues," which are so popular in the markets.

HISTORY OF THE CRANBERRY INDUSTRY IN WISCONSIN

(EDITOR'S NOTE: The following is from Bulletin No. 322, Wisconsin State Department of Agriculture, a recent publication and is printed with permission).

Any attempt to write a history of Wisconsin's cranberry industry must be somewhat incomplete. For the earlier years data are largely lacking. However, the complex cranberry industry which the state now has can be understood more readily if its development over the past century is reviewed. Conditions today, while vastly different from those in early years of cranberry production in Wisconsin, nevertheless have some things in common with historical experience.

The purpose of this summary is to bring together a review of some of the early developments which probably have a bearing on the long-run shaping of the cranberry industry in this state. Many sources have been consulted in an effort to prepare this brief historical statement. The writers have attempted to credit the original sources in footnotes. Probably some significant points are omitted, but it is believed that enough material has been brought together to offer a reasonably clear picture of the early cranberry industry and its later growth and changes.

One of the earliest mentioned dates in connection with Wisconsin cranberries is found in the account of LeSuer's "Fort on the Mississippi" in 1700—02.1 The author states that the Indians had a place of residence where they went to gather fruit, among which were the "Atoqua". Atoqua was the Algonquian name for cranberries (*Vaccinium Macocarpum*). The name "cranberry" has been derived from the appearance of the bud. Just before it expands into a perfect flower the stem, calyx, and petals resemble the neck, head, and beak of a crane. The original name "craneberry" has been changed to "cranberry". The story is told that Ebenezer Childs, a New Englander who became a pioneer storekeeper in Green Bay and later in LaCrosse, took eight boatloads of cranberries from Green Bay, Wis-

consin to Galena, Illinois in 1828. The fruit was exchanged for provisions to supply a camp of Indian shingle makers who were working for Whitney at the mouth of the Yellow River in Juneau County. In 1849 a considerable trade in cranberries was carried on in Juneau County with the Winnebago Indians, who at that time had been twice removed from Wisconsin but were back again about as numerous as before.

First Cultivation

The earliest record that we have of cranberry cultivation in the state is in the year 1853 when the crop was found in the Berlin area. A Mr. H. Floyd of Berlin, Wisconsin, read a paper before the Horticultural Society in which he stated that a Mr. Peffer "had cultivated cranberries since 1853 and found they grew readily from cuttings, even in clay soil. He found difficulty with frost heaving the ground and covering the vines with muck where he had scalped the marshes." Cranberry cultivation at this time meant only a few improvements in the native marshes such as ditching for drainage and flooding. Possibly some effort was made to control weeds. No definite information is available to show if planting and sanding had been practiced at this early date. By the late 1850's commercial culture of the native cranberries was well established in the Berlin area. In the year 1859 the cranberry crop in the Berlin area was so large that they were unable to harvest all of it. The following year was very wet and the vines were injured to such an extent that it took two years for them to recover. Later the marshes were partially ditched so that the surplus water could be taken off and an annual crop could be depended upon. The value of the 1869 crop expressed in terms of wheat would require 12,000 acres of wheat yielding 10 bushels per acre at \$1.00 per bushel. It would have required 40,000 barrels of apples at \$3.00 per barrel to equal

the value of the 1869 cranberry crop.

Cranberries First Harvested From Wild Marshes

Before commercial production began in the Berlin area, wild cranberries had been of considerable importance. This is evidenced by the Wisconsin law providing a penalty of \$50 for the offense of picking or having in one's possession unripe cranberries before the 20th of September. In the original surveyor's field notes of the first survey of Adams County made in 1851 is the following note: Twp. 19 N. Range 6 E, "North half completely spotted with marshes, many very valuable for cranberries yielding at the rate of 200 to 400 bushels per acre". Cranberry marshes are mentioned in the original field notes in many other locations in Wisconsin.

Beginning

Of Commercial Production

One of the first large-scale cranberry producers in Wisconsin was Edward Sackett, who came to the state from Sackett Harbor, N. Y. He purchased 700 acres of bog land near Berlin and built dams and ditches so that the native cranberries could be flooded for frost and insect protection. Records show that his crop in 1865 was 938 barrels which sold in Chicago for \$14 to \$16 per barrel. Four years later, in 1869, his crop was valued at \$70,000. At this time Chicago was also receiving considerable quantities of native cranberries picked from wild land harvested mostly by Indian labor. In the year 1865 the Berlin area had about 1,000 acres of marshland which might be classified as improved for cranberry production. These improved marshes were listed in connection with such names as Carey Brothers, Sackett, Walters, Rounds and Company, Mason, Spencer, and others. Rounds and Company had 10 miles of ditches and Spencer had 8 miles. The Carey Brothers had 15 miles of ditch and a canal 1¼ miles long leading from their millpond at Aurorahville built at a cost of \$7,800. In 1871 it was reported that D. N. Rundell of Aurora harvested 1,000 barrels of cranberries from 40 acres of marsh. His crop, which sold for \$10,000 cost him

\$4,000 to produce, leaving a net profit of \$6,000. The crop of 1869 was estimated at 11,000 barrels valued at \$120,000. Value of the cranberry marshes was at once appreciated and in 1873 the town of Aurora agreed to assess the best cranberry properties at \$15,000. Other marshes were graded in accordance with the value of the previous year's crop.

The following table shows Wisconsin cranberry production for the Berlin area as given in "Wisconsin Magazine of History" for

Year	Production Barrels
1870	10,000
1871	20,000
1872	30,000
1874	30,000
1879	16,000
1881	6,000
1882	5,000
1883	3,000

March, 1944. The cranberry boom in the Berlin area increased property values greatly. Land formerly considered worthless was valued as high as \$100 to \$300 per acre.

Cost for Building a Marsh is Important

The cost of preparing and planting in the Berlin area during the 1870's was estimated at \$300 to \$600 per acre. G. N. Smith made a comparison in cost of building a cranberry marsh in Wisconsin and New Jersey. Figuring the marshland in Wisconsin at \$25 an acre, the cost of bringing a 40-acre marsh into production in Wisconsin would be \$2,300 compared with \$15,300 in New Jersey. The great difference was due to the difference in the cost of land which was taken at a minimum of \$300 an acre in New Jersey. One local newspaper estimated that about two-thirds of the money received from Wisconsin cranberries during the early years was net profit. Today, costs are considerably higher and profits a smaller proportion of the value of sales.

Year of Drought, Fire, and Flood

The year 1871 was an extremely dry one in the central west. That was the year of the Chicago and Peshtigo fires. During that same year there were many marsh fires

in Wisconsin and the cranberry industry was dealt a serious blow. The decade following 1871 was a trying time for cranberry growers in Wisconsin. Many marshes had been destroyed by fire or severely damaged. Much acreage had to be replanted. In 1883 flood waters covered the area and caused heavy losses from decay of the partially ripened fruit. In that same year heavy frost occurred on September 12 and destroyed most of the remaining crop. Although the Berlin area made some recovery after the fire and flood damage, there was a sharp decline in cultivated acreage after 1874. After that time there was a noticeable shift in the geography of the Wisconsin cranberry industry away from the Berlin area.

Center of Cranberry Culture Shifts to Central Wisconsin

Although the early development of cranberries in Wisconsin was in the Berlin region the expansion later into the central region followed a similar pattern. The expansion in the central region took place over wide sections of the former Glacial Lake bed. Like the Berlin area, cranberries were native to this region but improvements were not made here as early as in the Berlin area. Abundant harvests were gathered by the Indians who made annual encampments in the region to harvest the fruit. In the earlier period the fruit was shipped by oxcart as far as Berlin—a distance of 80 miles.

Sufficient Water

Of Right Composition Needed

Soon after commercial production was started in Wisconsin it became apparent that a never-failing supply of water was essential in cranberry production. In addition to an adequate source of water, means had to be provided for removing surplus water from marshes. This was demonstrated in 1883 when flood water damaged a good share of the crop.

In 1885 the owners of the Sackett marsh tapped the Fox River at Sacramento, a few miles south of Berlin but about one mile from the marsh. The water level at the river was lower than the marsh so some mechanical force was necessary to bring the water from

the river to the marsh. A government dredge was scheduled to dig the ditch which was to be 40 feet wide and 4 feet deep. Work on the canal was started on April 24, 1885 and on May 29, 1885 the job was about completed. Then efforts were started to install pumping equipment. The pump was brought from New Orleans. To aid with the installation as well as assist in promotion work, the inventor and manufacturers were on hand. An engineer from Fairbanks, Morse, and Company came to inspect the equipment. A large crowd attended the official test. The Willow River was later tapped to supply water for the Berlin cranberry marshes. These water sources might well have hastened the decline in the Berlin cranberry industry because of the alkaline content of the water.

Some Pioneers in

Wisconsin Cranberry Industry

The cranberry boom in the Berlin area introduced many new names to the industry. But as the producing area shifted to central Wisconsin we find such names as Whittesley, Potter, Searls, Bennett, Hamilton, Fitch, Palmeto, Gaynor, Smith, Arpin, and Rezin, and others who were mentioned as pioneers in the industry. Many of these names are, today, still prominent in Wisconsin's cranberry industry indicating a tendency toward a continued family enterprise. Sherman N. Whittlesey bought a marsh in what is now known as Cranmoor, Wood County, in 1871. Potter Brothers started a marsh there in 1872 and the Searls Brothers and Bennett started in 1873.

Cranmoor Growers Build Canal

The importance of water of the right chemical composition was emphasized as early as 1876 by Mr. H. Floyd of Berlin and again in 1877 by C. S. Whittier of Camp Douglas. Mr. Andrew Searls made an extensive study of the use of artesian wells as a source of water in growing cranberries. This was not very successful. Later he resorted to ditches which conducted water from natural sources. Ditches and marshes were dredged to provide water storage to be used as needed. A 2½ mile ditch was

dredged on the Searls marsh in the Cranmoor area. Many ditches have been dredged since. Finally, in 1933 growers in the Cranmoor District constructed a canal 12 miles long which brought water from the Wisconsin River. This canal cost the growers about \$50,000. Other cranberry areas in the state secure water from the natural lakes and streams. Most growers provide a reservoir or dam of some sort to hold water in storage until it is needed. It was then estimated that an average of 5 to 7 acres of flowage land or reservoir was needed to supply adequate water for one acre of cranberries.

Cranberry Growing Improves Land Values

Many of the early settlers in the central sand region of Wisconsin were interested in general farming. But there were many who failed because of the low

productivity of the land and large acreage became tax delinquent. Back taxes were the price tag on many acres of this marshland. Later on much of this land was improved and cranberry bogs established and some of the land was valued as high as \$500 an acre. This development on the old Glacial Lake bed covered parts of southern Wood County, more scattered parts of eastern Jackson, northeastern Monroe, and northwestern Juneau Counties. One area has come to be known as the Cranmoor District and the other as the Mather-Warrens District. Improved marsh area in these two districts was estimated at 2,500 acres in 1875 and the larger part of this acreage was native vines which had been improved because new plantings were still insignificant. Later on the development moved into Washburn and Burnett Counties. Recently

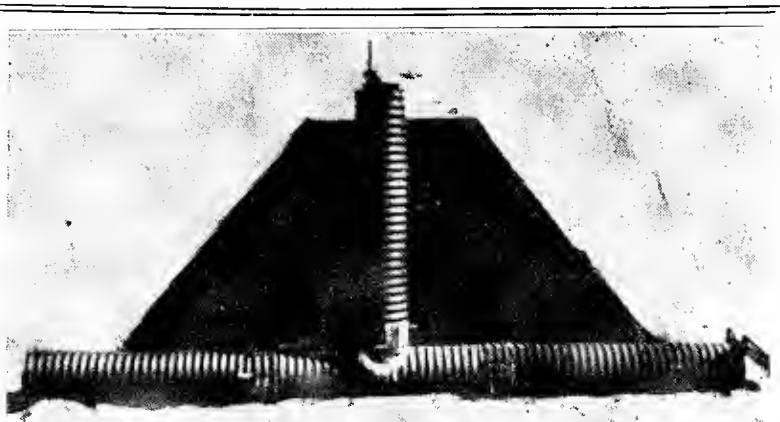
cranberry acreage has been extended into Price, Vilas, and Oneida Counties.

Cranberry Varieties

Little attention was given to cranberry varieties by the early Wisconsin grower. Most of the early crops were harvested from native vines on improved marshland. However, as early as the 1860's some growers were selecting vines from the wild native stands for planting. Naturally vines yielding the largest and best quality fruit were selected. In 1871 John B. Vliet of Dartford planted a choice variety which he imported from New Jersey. This was probably the first importation of cranberry stock to Wisconsin. In 1893 Andrew Searls found growing wild on his farm a large berry which he propagated. This variety came to be known as the "Searls Jumbo" and is today the most important variety grown in the state. At a meeting at Mather in 1900 attention was called to diseases which seemed to be prevalent with the Palmeter, Berlin, and Metallic Bell varieties. To combat spread of disease the McFarlin variety which is more resistant to disease was recommended. The Bennett variety was also recommended.

Methods of Harvesting

Most of the early crops were picked by hand. This required many pickers. In one year the Carey marsh employed 1,500 pickers. In 1872 about \$50,000 was paid for picking the crop in the Berlin area. An engineer by the name of W. T. Cosgrain of Sturgeon Bay was given credit for having suggested that "raking on the flood" would bring about a saving in labor. He suggested that harvesting be done by flooding the marsh until the berries floated, then removing the fruit by rakes. It was probably years later before this method came into general use for in the decade before World War I pickers were still harvesting by hand. One of the first men to employ the flooding and raking system was Andrew Searls. He found the average harvest per man was nearly doubled by using the rake. Water raking for harvesting subsequently became almost a universal practice on Wisconsin marshes.



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In WISCONSIN See GOLDSWORTHY

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North Carver, Mass.

However, in recent years several makes of mechanical pickers have been developed and have been used in Wisconsin.

Sanding Cranberry Marshes

Sanding cranberry marshes had been a common practice in the eastern states long before it was introduced in Wisconsin. According to Andrew Searl's the first sanding in Wisconsin was done by Ralph Smith about 1890. This tended to improve the quality of the fruit and increase yields as well as improve the bog surface. The practice of sanding accomplishes several purposes but probably the most important is that it anchors the vines and shoots and maintains good stands. The application varies in amount and is always applied during the winter when marshes are frozen to permit trucks to drive over the marsh.

Cranberry Growers Organizations

The first record we have of efforts of Wisconsin cranberry growers to form an organization dates back to 1871. In that year some experienced growers and a few amateurs formed the Berlin Cranberry Association. G. N. Smith was chosen secretary. It seems that a good share of his duties were to inform new growers on the techniques of cranberry culture. His article on "Cranberry Growing in Wisconsin" published in the transactions of the Wisconsin State Agricultural Society for 1870 has been used as a source of reference in this study.

The Wisconsin State Cranberry Growers Association was organized at New Lisbon, Wisconsin on January 4, 1887. The first annual convention was held at Mather, Wisconsin in August 1887.

Early in the 20th century Peycke Brothers of Kansas City purchased the bulk of the Wisconsin annual cranberry crop. Efforts were made by some of the leading state growers to unite their efforts in the disposition of the crop. In 1906 the Wisconsin Cranberry Sales Growers Cooperative was formed. A. U. Chaney and Judge Gaynor were largely responsible for this organization. Clark Treat was one of the first named directors of the cooperative. It has operated without major change since that time. Later the Wisconsin and the east-

ern cranberry growers united to form the National Cranberry Sales Company. The name was later changed to American Cranberry Exchange. The product was to be sold under the trade name of "Eatmore Cranberries". Mr. A. U. Chaney was manager of this organization until his death.

The introduction of canning and processing of cranberries during the early 1930's gave rise to another organization known as the National Cranberry Association. Growers in the Pacific Coast States became affiliated with the American Cranberry Exchange and the National Cranberry Association in 1947. In 1949 these two associations formed what is known as the "Cranberry Growers Council". This council is composed of representatives from both organizations. This council determines in advance what part of the crop is to go for fresh market and what part shall be moved through processing channels.

Although growers in Washington and Oregon did not unite with the American Cranberry Exchange and the National Cranberry Association until 1947, these states were becoming increasingly important cranberry states. Cranberries were first estimated for the West Coast States in 1924. In that year Washington had a crop of 9,800 barrels

and Oregon had 4,200 barrels. Each of these two states has increased its cranberry output during the past 25 years. In the past several years the Washington crop has been about three times the size of Oregon. During the past decade neither of these two western states has expanded as rapidly as Wisconsin.

Wisconsin Historical Collections, Volume 16.

Joseph J. White, "Cranberry



"Again, as
always, we
invite
growers to
compare
returns."

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Culture", New York—Orange Judd Co., 1901.

Wisconsin Historical Collections, Volume 4, page 176.

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Neal E. Stevens & Jean Nash, "Development of Cranberry Growing in Wisconsin," Wisconsin Magazine of History, March 1944.

Proceedings of the Wisconsin State Cranberry Growers Association. Wisconsin Academy of Science, Volume 32 1940.

We Kept You Posted in 1954

Another year is spent and CRANBERRIES has kept you posted on the regular activities in the industry, such as the reports of Clubs, Association meetings, "Cranboree" and "Festivals." We have announced with pictures the Queens and the Cranberry Girl and Boy. The Extension Service of Massachusetts has contributed a column each month. Your magazine has had articles and pictures of much of the new equipment. During the year some information has been included on highbush blueberries. A history of the cranberry industry started several years ago has been continued and "write-ups" of several growers have been included in the magazine.

In addition to the above which have been more or less regular features of CRANBERRIES, you have read several articles on bees and articles on fertilizer, drainage, irrigation and water relations have been published. There have been several natural disasters during 1954 and the effects of these on cranberries have been reported—we refer to the hailstorms, forest fires and hurricanes.

Some outstanding changes have occurred this past year and the effect of these on the cranberry industry will not be known for some time. Prof. Crowley, the leader of cranberry research on the Pacific Coast retired. He is build-

ing a bog at Long Beach and will be consulted by many growers even though he has retired. The New England Sales Company has been dissolved, also the Coos Bay Cooperative, which resulted in many changes in Eatmor, Inc. Following the idea of Mr. McFarlin from Carver who went to Washington many years ago, three Carver growers have planned to go to Vancouver to increase an industry already started on Lul Island. Cranberries also reported the first attempts to start 4-H Club work in cranberries.

We hope to be able to give you a complete coverage of the cranberry industry in 1955.

Hercules

(Continued from Page 9)
one over the old system of pulling or grubbing out.

Iron Sulfate Still Valuable

One of the oldest of weed killers, iron sulfate (sugar of iron or green vitriol), is still of great value in weed control—several hundred tons of it being used annually. Again, it is the great tolerance of cranberry vines that makes it possible to use this chemical. At the rate of two or three tons scattered evenly to an acre, it will kill several species of ferns, sand spurrey, tearthumb, and others. With this chemical the grower can eliminate at least twenty ferns for

every one he could dig out by hand.

Here is another example of man-hours saved in a modern world of new chemical knowledge directed through proper channels for the ultimate good.

Bill May Effect

(Continue from Page 7)

If enacted, employees in the cranberry industry, such as those in screenhouses, are expected to come under the bill's provisions.

SAVARY'S GARAGE NEW DODGE TRUCK DEALER

Robert W. Savary, Onset Ave., Wareham, Mass., has been appointed a factory-authorized dealer to sell and service Dodge "job-rated" trucks. Mr. Savary says the Dodge trucks meet approximately 98 percent of all hauling jobs in a wide range of horsepower and hauling capacity. The new "C-1" series offers both V-8 and 6-cylinder engines. A wide range of panel, pick-up, express, stake, as well as special bodies offered. Included are a 4-wheel drive power wagon and a van delivery.

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Miss Elizabeth White Passes Away

Miss Elizabeth C. White long-famed in the New Jersey cranberry and blueberry business passed away at her home Whitesbog, November 27. She was 83.

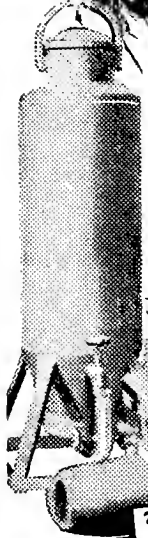
She was the daughter of Joseph J. White, one of the early growers of New Jersey.

Whitesbog is unique in the cranberry industry, in that it consists of three villages, and has its own postoffice.

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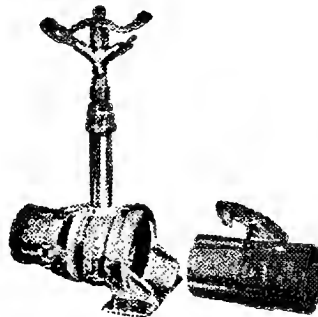
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Coquille, Oregon

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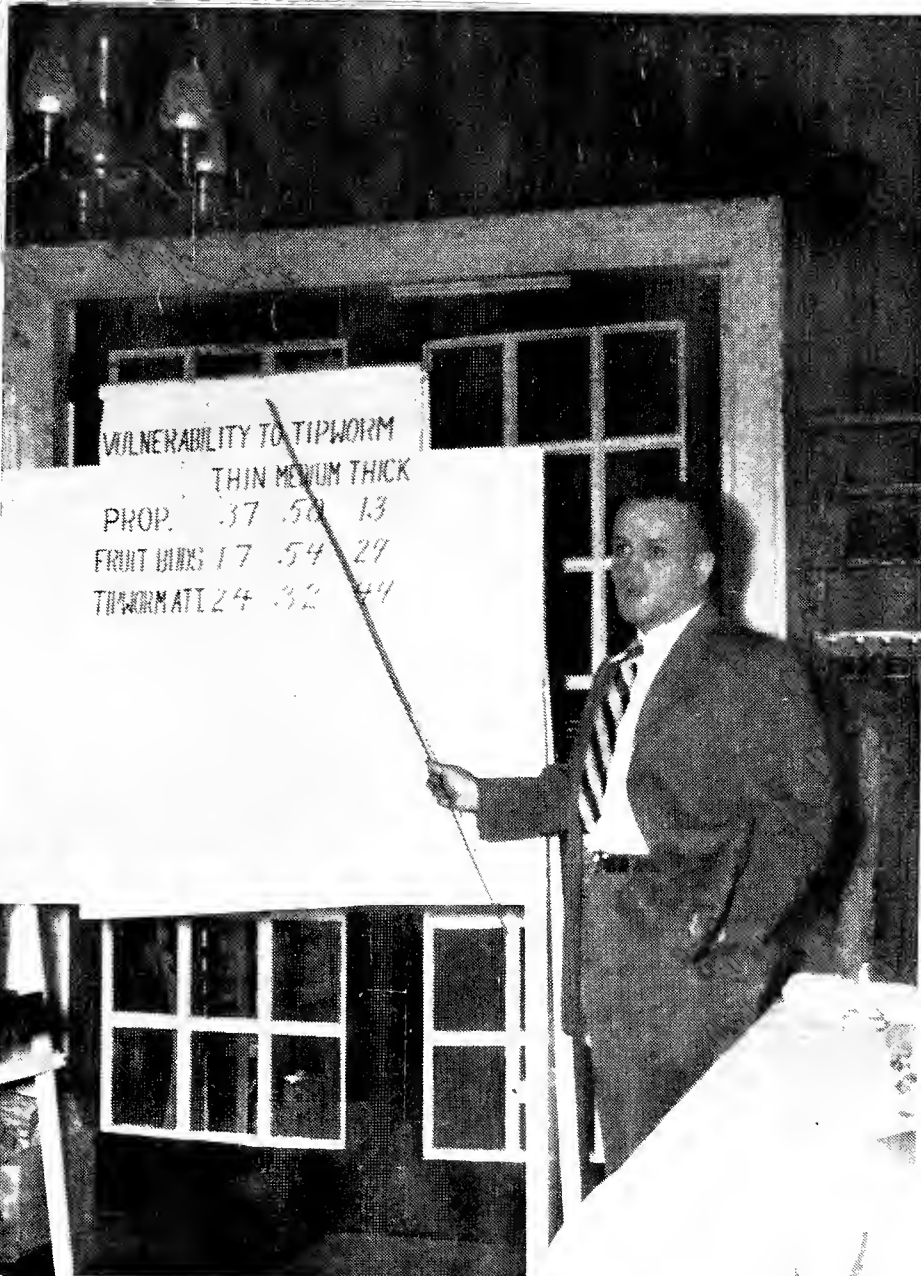
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UNIVERSITY OF MASSACHUSETTS

THE NATIONAL CRANBERRY MAGAZINE

Cranberry



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PHILIP E. MARUCCI

(Cran. Gro. Co. photo)

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RAIN BIRD REPRESENTATIVE
SPEAKER AT IRRIGATION
CONFERENCE IN CALIFORNIA

Alfred S. Gray of National Rain Bird Sales and Engineering Corporation, Azura, Cal., was named onference chairman of the Annual California Sprinkler Irrigation Conference at Fresno Feb. 3 and 4.

This, an all-day session, brought discussions of newest findings in irrigation, soil conservation, fertilizers, system design and related subjects.

Mr. Gray opened the meeting, and in the afternoon discussed sprinklers. Leaders in the irrigation field from private industry and governmental agencies attended along with faculty members of leading agricultural universities.

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Mass. Cranberry Station and Field Notes

by J. RICHARD BEATTIE
Extension Cranberry Specialist

New Policy Needed

The time has arrived, if not overdue, when the cranberry industry must re-evaluate some of its present policies and make some careful decisions as to its future course. We are faced with another burdensome carry-over in freezers only a few short years after a similar depressing experience. Returns to growers have been discouragingly low and prospects for the coming year are far from bright. This past fall the industry found itself in the peculiar situation of having very little fresh fruit suitable for the Christmas and New Year's market in spite of raising the second largest crop on record. Our fresh fruit people tell us that if we had produced better quality fruit another hundred thousand barrels could have been sold fresh. In spite of a delayed harvest which resulted in vine-ripened fruit suitable for cocktail and whole sauce standards, only a relatively small tonnage will be available for these important outlets. This distressing story could be continued but it would serve no great purpose. The important thing is to determine the reasons for our ills and correct them.

Again Quality

The one point on which the industry is reasonably well agreed is that poor quality fruit has been a major contributing factor to our present dilemma. It is not a new problem by any means, but unfortunately one that has received relatively little attention over the last few years. As a result, our business has been slowly undermined by a policy that paid as much for poor fruit as it did for good fruit. Large crops, weak

berries, and an ever-increasing tonnage in our freezers are ample proof of our unsound position today. So much for the darker side of the picture. It is now time to examine the brighter side.

There is every indication that our industry is coming to grips with this quality program. Industry committees are hard at work endeavoring to develop constructive programs that will encourage growers to produce quality fruit. Present methods of handling our crop from the harvest through the shipping operations are being carefully examined in view of correcting or improving existing techniques. Stricter grades and tighter standards of quality are being thoroughly investigated. An inspection service of the crop prior to harvest in order to secure data on bog practices affecting quality is receiving careful consideration. Adjustments in screening costs are under study, as well as the more orderly receipts of berries at central screening or milling plants. Greater responsibility on the part of growers to store a portion of their crop in order to relieve the congested screening or milling problem is under consideration. The need for improved storage conditions will not be overlooked. These problems and many more are receiving major attention.

Committee for Quality

Dr. C. E. Cross and the writer have been privileged to serve on one of the many committees that have been appointed to prepare suggestions and recommendations for correcting some of the existing ills. It has been most stimulating to work with men like Fred

Lang and John Roberts of Wisconsin and Isaac Harrison of New Jersey, plus many of our own Massachusetts people. Much remains to be done, but we are confident that necessary steps will be taken to place our industry on a quality basis that is so fundamental to success.

Sanding on Ice

Reference was made in this column last month that we were enjoying a relatively mild winter as of January 14, and as a result many growers had delayed flooding their bogs. We hardly need to be reminded that the weather pattern changed soon after mid-January and we experienced a prolonged "cold spell" that lasted until February 7. Temperatures remained below freezing for seven days. While 3° below zero was the lowest temperature recorded at the Cranberry Experiment Station during this period, it was the steady cold plus high winds that really made life uncomfortable. However, it had its brighter aspects because growers were able to do more ice sanding than for many years. Every available piece of sanding equipment from wheelbarrows to ancient trucks were pressed into service on some bogs. It was quite a sight to see some of these 1926-1928 Model T Ford trucks scurrying back and forth between the sandpit and the ice-coated bogs and quickly spreading an even coat of sand on the ice. We understand that Carl Urann designed the special half-ton truck body with the hand hoist and spreader roll used for this particular purpose many years ago and that the Hayden Separator Manufacturing Company built them for growers. This equipment was certainly doing a splendid job when we visited some of these operations in January.

The Oxygen Deficiency Problem

The accumulation of ice and a few inches of snow created a rather serious oxygen deficiency problem throughout the area, as indicated by oxygen tests made by George Rounsville. A card was mailed to growers suggesting that the water be withdrawn from under the ice if water sup-

plies were ample for reflooding should it become necessary. As a result, the water was withdrawn from a considerable acreage of bog, and weather conditions as of February 10 have not warranted reflooding of these properties.

Green Scum

There is another winter task that requires attention, and we are referring to the problem of controlling green scum. February is a good month to check bogs for this pest and if it is present to take advantage of the ice and broadcast fine crystals of copper sulfate on the ice at the rate of 10 pounds an acre. Sometimes it is necessary to repeat the application in March. The past history of the scum problem is a dependable guide as to whether treatments will be necessary. A word of caution is in order because copper sulfate is harmful to fish life. A reasonable period of time should elapse before draining off the winter flood into any fish pond or stream after treating for scum.

Charts Ready

The Cranberry Insect, Disease and Weed Control Charts have been revised and are now being printed. The County Agricultural Agents will mail the new charts to growers early in March. As usual, the experiments and observations of the growers who assisted with the revision of these charts was most helpful to the Experiment Station staff.

Conservation Program

Growers are reminded again of the assistance they may receive under the 1955 Agricultural Conservation Program. Financial and technical assistance is available in the construction of ditches, dikes, flumes, and underground drainage systems. The Soil Conservation Service technicians, Agricultural Conservation Program field men, Forest Service personnel, Farm Credit representatives, and County Agricultural Agents are working as a team to help growers who enrolled in this program. We suggest that those interested consult their County Agricultural Agents for further details.

A State Owned Cranberry Bog

(Editor's Note: The following is part of an address delivered before the American Cranberry Grower's Association by Dr. Henry J. Franklin at New Brunswick, New Jersey, forty years ago.)

I judge from the fact that your Executive Committee has asked me to come here today to speak on the subject that has been assigned to me, that you are hoping to extend, intensify and make more permanent the experimental work that has heretofore been carried on for you with considerable difficulties and interruptions. If I can assist you in any way in bringing this about, I am only too glad to do so. I have for some time felt the need of more company in this comparatively new line of agricultural research. If you have a permanent station established here, it will serve, to a considerable extent, as a means for checking up the results we work out on Cape Cod.

The New Jersey cranberry growing section is, on the other hand, located near enough to us to be neighborly, and, while I have not had the opportunity to visit any of your bogs, a thing which I have long desired to do, I feel certain from what I have been told that, while your methods and conditions are in some respects different from our ways of doing things on the Cape, they are nevertheless more like Cape Cod methods than are those of Wisconsin. This nearness of location and somewhat greater likeness of methods will naturally cause us in Massachusetts to give rather more careful attention to any results you may obtain here than to the results of work done in Wisconsin. There is no doubt, however, that New Jersey has peculiar cranberry problems of its own which will require special investigation here. Our climate is somewhat different from yours, and climate is one of the great factors affecting the methods to be employed in the growing of any crop. The results that we obtain in Massachusetts may be in many cases more or less applicable to the needs of the New Jersey growers.

Mr. Cranberry Grower

The time is getting short. If you wish to save yourself \$100. place your order for a WESTERN PICKER before March 1, 1955.

You are going to buy a WESTERN PICKER if you stay in the cranberry raising business, so why not now?

The National Cranberry Association is buying 25 machines this year. Why? Because they have watched the WESTERN PICKER from its introduction in Massachusetts in 1947 to the present time, and they know it is the only successful picking machine for the industry today.

If you own a WESTERN PICKER, now is the time to bring it to our shop in So. Middleboro for an overhaul.

FRANK W. COOK,
Cor. of Spruce and Locust St.
So. Middleboro, Mass.

(ADV.)

Kerosene as Insect Killer

(EDITOR'S NOTE: The following was delivered before a meeting of the American Cranberry Growers' Association in New Jersey).

Philip E. Marucci

New Jersey Cranberry and
Blueberry Research Laboratory

All growers are familiar with kerosene as a weed killer, which is its principal use on cranberry bogs, but not many are aware of the fact that it is doing a good control job for them on certain cranberry insects. Kerosene is one of the earliest insecticides ever used by man. It was in use as early as 1763, but was not much employed because of the very reason it is now used by cranberry growers—its plant killing properties. Emulsions containing from 5 to 15 percent kerosene were tolerated by plants and were much used in the late nineteenth and early twentieth century to control San Jose scale on apple as well as other scales, mosquitoes and other insects. It is no wonder, then, that kerosene applied undiluted and at the high dousing rates of from 400 to 800 gallons per acre gives good control of some cranberry insects.

Kerosene will kill insect eggs as well as larvae and adults. In this respect this old-fashioned insecticide is even more potent than many of the modern ones. It has the potentiality of killing many insects in almost any stage if the pests are in an exposed condition at the time it is applied. Unfortunately many of the cranberry insects are not present on the cranberry plant early in the spring when kerosene is normally applied. However, as shown in Table 1, an important list of insects are present on cranberry foliage and stems in early spring and they are vulnerable to the killing action of kerosene.

Observations in 1953 and 1954 and experimental applications in 1954 have shown kerosene to be a definite controlling factor of cranberry tipworm, sparganothis fruitworm, and cranberry scale. These tests and observations are summarized in Table 2.

Since kerosene is a solvent of the new hydrocarbon insecticides, tests were conducted with these chem-

icals dissolved in the oil. The purpose was to determine if the insecticidal action of kerosene could be enhanced and prolonged by the hydrocarbons, which crystalize on the plant when the kerosene completely evaporates. Insecticides used dissolved in kerosene were DDT and Perthane at 6 pounds per acre; Aldrin, Dieldrin and Endrin at 4 pounds per acre. In all treatments 400 gallons of kerosene per acre were applied. Results showed a reduction in the tipworm population of 76 percent by the kerosene alone and a significant increase in tipworm reduction when Dieldrin, DDT and BHC were added.

In these tests good weed control was obtained and no apparent harm was done to the cranberry plants by either the kerosene or kerosene-hydrocarbon mixtures.

Growers who are considering the use of kerosene should take into account the fact that they will definitely get considerable insect as well as weed control.

(See Table on Page 13)

Wisconsin Co-ops. Elect Officers For Coming Year

Wisconsin Cranberry Sales Company and Midwest Cranberry Cooperative, holding their annual meetings January 15th re-elected Miss Jean Nash and Henry F. Duckart as respective presidents. This is Mr. Duckart's ninth term as head of Midwest.

Leo A. Sorenson was re-elected manager of Midwest and was also named secretary-treasurer of the Sales Company to succeed Ralph Sampson. Both organizations now maintain offices in the new modern Midwest Cooperative on 12th avenue south.

Also re-elected by the Midwest group were Harvey Ward, Cranmoor, vice president; Roy Potter, Wisconsin Rapids, secretary-treasurer; Charles L. Lewis, Shell Lake, director. Robert Gottschalk, Cranmoor is a hold-over member of the board.

Newell Jasperon, Cranmoor, was reelected vice-president of the

Sales company. Nanned to the board of directors were, Clair Habelman, Tomah; and William Zawistowski, Hayward. Hold-over members, in addition to the officers are, Howard Folsom, Manitowish Waters; Keith Bennet, Mather; and E. R. Van Wormer, Babcock.

Clarence A. Searles of Cranmoor and Mr. Lewis were again named to represent Midwest on the board of directors of Eatmor Cranberries, Inc., of which Mr. Searles is president.

Tony Jonjak, Hayward and Harold DeLong, Mather were chosen to represent the Sales Company on Eatmor's board.

Meetings were at the Elks Club. A joint dinner was served to members of both organizations at the club in the evening. Mr. Searles was toastmaster. Dinner was followed by an informal program and dancing.

Addressing both annual meetings were Lester Haines of Chicago, general manager of Eatmor and Morris April, Bridgeton, New Jersey, who operates plants which process berries for Eatmor.

A feature of the joint banquet was the presentation, of a silver bowl to Miss Edna McKillip, who has been in the Chicago office for more than forty years.

Fresh Sauce Served at Jersey Board Dinner

A delicious dish of freshly made whole cranberry sauce was featured on each table at the State Board of Agriculture Delegates' Dinner held in Trenton, January 24, during New Jersey's 83rd Annual Farmers Week. This year as happened each of the past five years cranberry sauce has been featured; requests come into the Division of Information for the recipe for such a sauce. Requests for the recipe, the ten-minute, were greatest this year. The sauce was made from the Centennial variety cranberry. Request for the recipe are forwarded to the Growers Cranberry Company who supply the sauce each year.

Cranberries

THE NATIONAL CRANBERRY MAGAZINE

Issue of February 1955—Vol. 19 No. 10

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Entered as second-class matter January 26, 1943, at the post-office at Wareham, Massachusetts, under the Act of March 3, 1878

FRESH FROM THE FIELDS

Compiled by C. J. H.

MASSACHUSETTS

January Cold, Dry

January was a cold, but almost snowless and rainless month in the cranberry district. Total precipitation was only .90, normal, 4.12 inches. First week of month was not too bitter but from the 8th until after the 20th temperatures were averaging two or three degrees a day below normal at the State Bog. January 21 brought an official 10 at the Station but with 8's reported on many private thermometers.

The 20th saw the temperature normal for the month and year, for the first time in a long while when the total degrees have always been plus to the date of recording.

State Bog was not flooded until the 20th, but it became necessary by the 24th to withdraw the water and drop the ice to prevent oxygen deficiency damage. A warning was sent out that tests made by George Rounsville of the Station staff showed the content to be reduced on some bogs. With between six and nine inches of ice it was feared a snowfall covering the ice could make the hazard even worse. The situation would be more critical on bogs deeply flooded with discolored water. On bogs which could not be flooded there was the danger of winterkill, with much cold, high wind.

There was probably no winterkill. Roughly speaking, little oxygen deficiency as grower pulled the water.

The iced-over bogs gave a number of growers the opportunity to ice sand from wheelbarrows and in some instances jalopies were used.

NEW JERSEY

Weather Report

To the delight of the winter sports enthusiasts the winter season has turned old fashioned for us in New Jersey. For the second straight month the temperature has been below normal. The average temperature in January was 30.6° F., which is 4° below normal. It was the fourth coldest January in 26 years of weather observation in New Jersey.

It was also the driest January on record. Only .60 of an inch of precipitation occurred during the month, which is 2.79 inches below normal. There were two light snows during the month, ½ inch on the 13th and 1½ inches on the 22nd.

January Ice

Snow to the depth of 1½ inches covered the bog ice on January 22, and on the 24th the Cranberry and Blueberry Laboratory recommended the immediate dropping of all ice. Oxygen tests began to fall below the danger line on the 25th. By February 2nd there had still been no thaws and there was an added snowfall of 4 inches. On February 6th the ice was 7 inches thick when rainfall and thawing set in.

December

December's weather at the Cranberry Laboratory was normal as to temperature, the average being 35.4°, which is exactly the normal since weather observations began at this station. There were no alarming extremes. On three days the minimum was as low as 12 to 14 degrees and the highest maximum temperatures were 64,

62 and 61 degrees on Dec. 28, 29 and 30, respectively. The rainfall was greater than usual, amounting to 3.43 inches as compared to the normal of 2.46 inches.

WASHINGTON

Weather

As of early February there had been a mild winter, with only a light sprinkle or two of snow. The minimum temperature during January was 23 on January 9th with a reading of 29 degrees. The mean temperature for the month was 41-42. The maximum was 57 on the 29th. Relative humidity again had rather a wide variation, ranging from 46 up to 100 percent. Rainfall for the year 1954 in the Long Beach vicinity was 85 inches, which is considerably more than the average. Generally it amounts to 65 or 59 inches per year. The percent of sunshine was low, consequently berries did not as a whole size as they normally should have.

"55 Prospects Appear Fairly Good

Prospects for next year appear fairly good on most bogs. On several bogs there are a great

(Continued on Page 16)

Vernon Goldsworthy

Cranberry Specialist and Grower

B. S. M. S. University of Wisconsin
EAGLE RIVER, WISCONSIN

1. Growers supplies of all kinds
2. Vines for sale: Searls, Jumbo, Howes McFarlin. All highest quality—state inspected.
3. Hail insurance
4. Management and consultation by year or individual assignment.
5. Interested purchasing cranberry properties in Wisconsin.
6. Custom marsh work of any nature.

N. J. Blueberry "Open House"

Ernest G. Christ, Small Fruits Specialist, and John E. Brockett, Atlantic County Agricultural Agent, shared in presiding over the Annual Blueberry Open House January 14th. In spite of icy driving weather, 125 growers and friends were counted at the tables at lunch-time. For the first time the Open House was held in Atlantic County. The Atlantic County blueberry area has become a large factor in N. J. production and it was felt that the growers should not have to travel to Pemberton every year.

Philip E. Marucci and Charles A. Doehlert, with headquarters at Pemberton Research Laboratory, reported on research in 1954. Marucci pointed out that parathion, parathion combined with DDT, and malathion all produced excellent controls of cherry fruitworm, when properly used. He also showed that while good control can be obtained with aircraft dusting, slightly better results have been obtained with ground and aircraft spraying. He pointed out that blueberry maggot infestation has been going through a natural decline for the past two years. Nevertheless he gave

figures emphasizing the fact that there are enough maggot flies around to make constant vigilance still necessary, if the growers are not going to risk violation of the Pure Food Laws. Doehlert reported on a new pruning experiment indicating that it may become practical, where bushes tend to grow too tall for efficient management, to cut long whips in half in late August and early September. On Jersey and Dixi varieties such cutting resulted in the formation of new fruit buds on the cut stub, but with Burlington there was a much less active setting of fruit buds. Doehlert reported another new experiment in which three forms of nitrogen applied after mid-November were studied as to their effect on the next spring's crop and formation of new fruiting wood. In this preliminary test, ammonium sulfate stood out ahead of nitrate of soda and ammonium nitrate. Doehlert warned that both the pruning and the fertilizing experiment had not progressed far enough to warrant recommendations but that they do indicate the value of field trials.

Doene H. Varney (U.S.D.A.), Leland G. Merrill, Jr., and Robert F. Boehm, stationed at the New Brunswick Headquarters, spoke on Mummy Berry Control, the 1955

Insect and Disease Control Chart, and Atom Radiation, respectively. Varney showed encouraging data on the killing of mummy berry cups by spraying with elgetol or dusting the ground with calcium cyanamid. This is a procedure similar to a Michigan practice which had not previously been successfully demonstrated in New Jersey. Varney reminded the growers that the primary control is clean cultivation, which has been greatly aided in recent years by the blueberry rotary hoe. Merrill announced that the insect and disease charts have now been printed and will soon be distributed by the County Agents.

He emphasized with vigor the fact that new problems sometimes take over an undue share of our attention and interest, and that the growers should check more carefully than they have been on several of the older and well known pests. As an example he pointed out that there were serious losses due to blossom weevil which can be easily controlled. Boehm discussed his project at the Brookhaven Atomic Energy Laboratories in eastern Long Island, where he is studying the effect of atomic radiation on blueberry plants. It is too early to draw conclusions but he showed a number of very interesting slides. One plant entirely devoid of leaves still managed to produce a cluster of blossoms and developed several ripe blueberries.

In the afternoon a panel of eight blueberry growers and Dr. George M. Darrow, U.S.D.A., expressed their preferences and disapprovals of various blueberry varieties. The panel consisted of Mrs. Alma Ahlrichs, John Bertino, William G. Bray, Arthur Galletta, Elmer Haines, William S. Haines, Fred Scammell and Joseph Testa.

Walter Z. Fort, Manager of the Growers' Cranberry Company, gave by means of beautiful colored slides a rapid review of the year in a blueberry field. Mr. Fort has become widely known in the State for his photographic skill and his collections of blueberry and cranberry color slides.

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 us for experienced assistance in making this review.

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Cranberry Bog Labor—How Much Per Barrel?

Many cranberry growers say their labor costs are too much. A recent study of a representative bog operation shows just over four hours of labor per barrel including one hour for harvest labor. For other growers, is this amount of labor too much or too little? Which of the productive operations take the most time and can labor requirements be reduced by further mechanization?

A study of eleven years carefully-kept records for a nineteen acre cranberry bog operation provides some interesting answers. This bog operation has many characteristics typical of the Massachusetts industry, e.g. well established bogs, complete water coverage, and yields over a period of years close to the state average. The 19.03 acres in the bog operation studied include fifteen different plots ranging in size from .25 to 3.8 acres. Bog Acreage has not changed during the years studied. The operator, believed quite typical, has been managing this bog set-up for over twenty-five years. The complete water coverage system was developed prior to the 1943-53 period used for study.

Time for particular operations varies considerably between different bogs depending on their condition and management. In addition, variations between years can be expected. Following a record over several years on a well established bog operation with no change in its acreage or management does indicate some regularity in time spent on particular practices. Some relationship between production and hours of labor can be determined. Over a long span of years some mechanization or other changes in technology will occur and affect labor requirements. In the case studied, the use of a picking machine the last three years reduced labor requirements for harvesting to less than one hour per barrel. The raking operation was eliminated following the use of the picking machine. Thus, the mechanization of the pick-

ing operation not only reduced hours for harvest but time for pruning and raking as well. Labor was hired for all regular operations by the hour depending on need and operator's finances. This method avoids the necessity of finding work during slack periods for hired workers.

The total amount of labor hired annually varied between years due to weather, size of crop, return of the previous year's crop and technological changes. In 1944, a severe freeze cut the production to 55 barrels and only 456 hours of labor were hired. In 1946, the largest crop of the eleven years, 1213 barrels, was produced with 3706 hours of labor. This crop sold at a very favorable price and the following year, 8095 hours of labor were employed although the crop only amounted to 799 barrels. Eliminating the extreme high and low years both for production and labor indicates 3004 hours a year for an average production of 752 barrels. This is an average of 4 hours of total labor per barrel of cranberries.

Harvest labor was closely related to barrels produced, averaging just over one hour per barrel for the eleven years. During the last three years studied, a picking machine was used and hours of labor per barrel decreased to less than one hour per barrel. The lowest harvest hours per barrel, .575, occurred in 1953 when the second largest crop of the 11 years, 1011 barrels, was harvested.

Table 1 gives an approximation of labor hours hired annually on

this 19 acre bog operation. Hours are listed by 13 operations according to importance.

The columns in the table, if totaled, indicate somewhat more than four hours of labor for growing a barrel of cranberries. Certain operations including screening, sanding and raking did not occur every year. The normal hours includes an estimate for all operations based on the number of years practiced. Certain operations such as sanding and weeding appeared to have a carry-over effect from the year practiced. The operations entitled flume and ditch appear to be maintenance and repair. The operations of screening and boxes are directly proportional to production.

The variation in the cost of the hired labor on these nineteen acres of cranberry bogs did not correspond to the variation in the number of hours of labor hired. Different hourly wage rates were paid in different years. The best approximation of the normal cost per barrel for regular labor was \$3.05 and \$1.20 for picking labor giving a total cost per barrel for all labor of \$4.25.

Information on two important factors, acreage and yield was available in this analysis to help explain the variations in the amounts of labor hired. It is not possible to explain the variations in the amounts of labor hired. It is not possible to explain by these two factors all the variation which occurred. Another factor which appeared important in explaining

Table 1
Approximation of Normal Hours of Hired Labor Employed Annually
On a Cranberry Bog Operation Including 19 Acres

Operation	Hours	Hours Per Acre	Hours Per Barrel
Harvesting	750	39	1.
Screen	684	36	.91
Mow	265	14	.35
Sanding	261	14	.35
Weeding	245	13	.33
Pump	245	13	.33
Capital Improvements	221	12	.29
Unclass.	180	9	.24
Raking	166	9	.22
Ditch	136	7	.18
Operations Off Bog	129	7	.17
Flume	98	5	.13

part of the variation in the amount of labor hired by this nineteen acre cranberry bog operation was the profitability of the previous year's crop. The whole analysis will be of greatest value to bog operations similar to the one described. To many others it may serve as a guide in checking whether their labor costs are too much.

B. D. Crossman and R. O. Aines,
University of Massachusetts

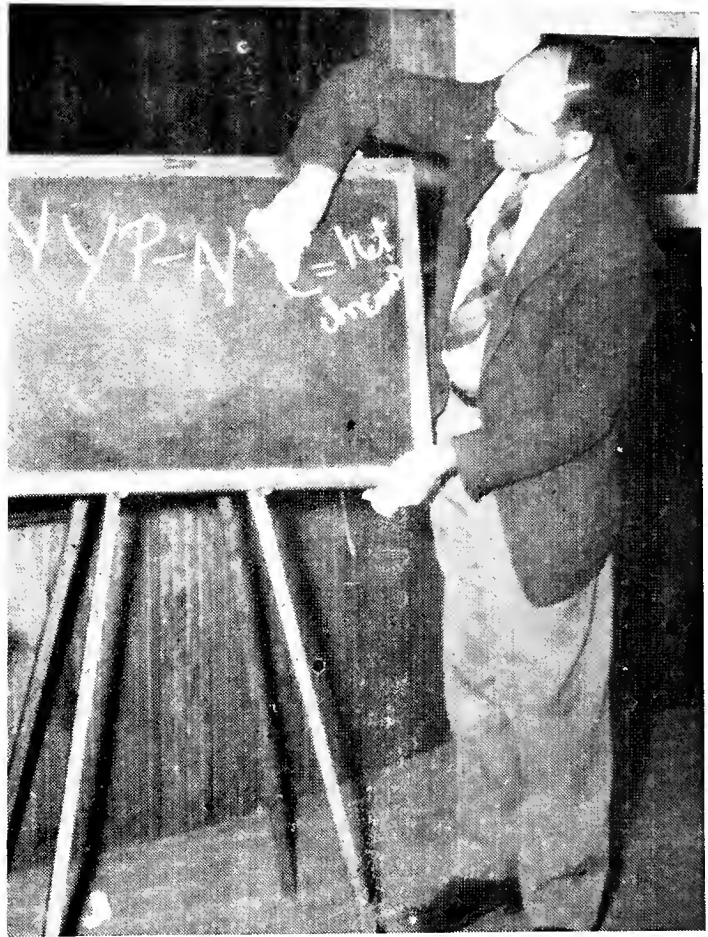
Big Attendances At Opening Winter Berry Meetings

The labor costs of producing a barrel of cranberries and placing of cranberry growers under federal conservation practices and benefits; the grower's status under the new social security coverage and an illustrated talk upon cranberry equipment developed in the past several years were the topics at first winter meetings of Plymouth County cranberry clubs. About 65 attended the session of South Shore Club, Kingston, Tuesday evening and 90 odd of the Southeastern at Rochester Grange Hall Jan. 18th the following afternoon.

These were among the largest attendances on record, Dominic A. Marini, associate county agent presided at Kingston, due to illness of the president, Francis Phillips. President Chester Robbins of Onset was in the chair at Rochester. Both clubs reported strong financial positions. E. C. St. Jacques, treasurer Southeastern reported a balance of \$303.59 for the Southeastern.

Principal speaker was Professor Bradford D. Crossman, University of Massachusetts who told of an eleven-year study of operating costs upon one bog. (This talk appears as an article, written by Prof. Crossman.

County Agent Marini explained the basic principles of the new Agricultural Conservation Program as they apply to cranberries. There are seven practices which are directly applicable to the cranberry industry, he said. These mostly concern the control of water and erosion of land sur-



BRADFORD D. CROSSMAN

rounding bogs. Payments to any one farm, (bog property) are limited to \$1500 in a single year, he explained. The engineering services alone, available are of great benefit to a grower. The engineers are Darrell Shepard of Barnstable County, who is especially well versed in cranberry work, and is available outside that county and Emerson D. Mowry of Plymouth County.

Object of this conservation program, Mr. Marini declared is the protection of the public's interest in the nation's soil and water resources at public expense, coupled with the private expense of farmers.

Local soil conservation chairman is Howard Hiller of Rochester; vice chairman Raymond Perrault, Rochester; regular member, Alfred Bosari, West Wareham; first alternate, Carleton Vaughan, Mat-

tapoisett; second alternate, William Bullivant II, Marion.

Speaking on "Social Security for Cranberry Growers," were Mrs. Frances Egan, Brockton office at Kingston and Will Davis, New Bedford office at Rochester. They explained in detail how cranberry growers as self-employed, and their labor as employees come under the Social Security Program for the first time this year.

Final speaker at both meetings was J. Richard Beattie, State Cranberry Specialist, who, with colored slides showed many of the pieces of equipment which have been devised especially for, or adapted to, cranberry growing since the last war. He said the industry in Massachusetts was not standing still in developing labor-saving devices. Considerable of this equipment had been built by growers themselves. His slides

showed the Western and Darling-ton pickers; helicopter and straight wing planes for insecticide, fertilizer and fermate application; ground apparatus for the same purposes. There was new equipment for spreading sand and getting berries off the bog; weeders, pruners, the C. & L.; vine setters. One of the greatest improvements in spraying kerosene, he said, was the use of metered kerosene trucks along the bog shores.

Next month's meetings of the Plymouth County clubs is to be a joint one at Rochester, followed by a similar joint meeting of Barnstable County clubs at Cotuit. The topic is to be the important one of "Marketing."

Report of Mass. Meetings

The Upper and Lower Cape Clubs met together at West Yarmouth February 8. After a very good supper with cranberry cocktail and cranberry salad the members listened to an unusually good program on marketing. Mr. William Howard the produce buyer for the Brockton Public Market was the first speaker. Mr. Howard was well qualified to talk on "How Do We Merchandise Cranberries" as he has spent about thirty years in the field of growing, wholesaling and marketing of fruits and vegetables. Bill said that as a buyer of products quality was most important and he would pay more for good quality. He explained the importance of carefully supervising the quality to protect the trade name and retail outlet. After his talk he was asked many questions which brought answers as—there is an increase in packaging fruits—quality can be maintained with prepackaging.

Professor Frederick E. Cole, Extension Specialist in fruit and vegetable marketing at the University of Massachusetts, spoke on "What Makes Price". He started by saying supply and demand and then explained what they meant in regard to price. For example the supply of apples is important because apples may be substituted

for cranberries, therefor when talking about the supply of cranberries we must think of all of the things that may be substituted for cranberries as well as the supply of cranberries. Likewise Professor Cole went into demand and said that satisfaction was included in demand and without satisfaction there was little or no demand. Fred explained how satisfaction was related to price and to the quantity sold.

Ralph Thacher, Sales Manager for Beaton's Distributing Agency, spoke on "What Are We Going to Sell." Ralph reviewed many of the points he had presented at the spring meeting of the Cape Cod Cranberry Growers Association and named more. He brought out the importance of quality fruit orderly marketing to bring the best returns to the cranberry grower. He expressed the opinion that growers should be paid in relation to the quality of the fruit they produced.

Oscar S. Johnson, Associate County Agricultural Agent for Barnstable County explained the 1955 ACP and loans for soil and water conservation.

This was an excellent meeting which was expressed by the time of adjournment, 10:45.

Professor W. H. Thies retired from the Extension Service January 31. He had been with the Massachusetts Extension Service about 30 years and had been in the eastern part of the State a great many times working with strawberry and blueberry growers particularly. Professor Thies will be missed by his friends but they will be pleased to know that he is to work for the Food and Agricultural Organization of United Nations. His headquarters will be in Damascus.

Northeast Regional Meeting of the American Society for Horticultural Society held its annual meeting at the Biological Laboratory, Harvard University on January 28 and 29. Professor Bailey and Chandler of the Cranberry Station attended the meeting to hear papers on soil moisture in relation to yield, methods of determining needs of irrigation, effect of fertilizer in relation to color and quality of fruit, root studies, electron

radiation to sterilize fruits, also talks on strawberries and blueberries. J. Richard Beattie, State Cranberry Specialist, was unable to attend. Professor Bailey presented two papers, one on strawberries and one on blueberries. Professor Bailey and Chandler usually present papers at this meeting.

Nearly 1½ Million Edaville Riders

Since the now-famous "Cranberry Belt Line" was begun at Edaville, South Carver, Massachusetts nearly a million and a half persons (1,432,810) have ridden over its six mile course and seen cranberry bogs at various times of the year. The late Ellis D. Atwood started keeping records in June 1936, which have been continued by Mrs. Atwood.

A total of 152,044 enjoyed the ride from May 12th to an early fall cessation of service caused by hurricanes and washouts. Total carried over the Christmas-New Year holidays was 59,312. Edaville is now closed down for the winter with the exceptions of the miniature church at Sunset Vista and "Peacedale Village." Tentative opening date is May 12 when the New Haven Railroad Old-Time Employees plan an outing there.

"BIG TREE CENSUS" IN NEW JERSEY

A "big tree" census to find the bigger and the biggest tree is going on in New Jersey, conducted by Austin M. Lentz, extension forester at the College of Agriculture, Rutgers University. This fact should be of interest to the cranberry men of South Jersey, who own much forest land.

It is reported the nomination for the biggest tree in New Brunswick is sure to be the Kilmer oak, which is said to have inspired the World War 1 poet to write his celebrated poem "Trees." This tree is a white oak, 14 feet, 1 inch around the trunk, 68 feet high, with a spread of branches of 108 feet and has attained an estimated age of 275 years.



The iced-over bogs gave a number of growers the opportunity to ice sand from wheelbarrows, and in some instances jalopies were used. (Cranberries Photo)

CRANBERRY LABOR COSTS

WHAT is the labor cost of producing a barrel of cranberries, including the harvesting? That question posed by Prof. Crossman, University of Massachusetts at cranberry meetings (as reported in this issue) brought forth more animated discussion than we have heard in a long time. None of the growers seemed to agree exactly, but everyone thought this item to be more than 30 percent of all costs.

Prof. Crossman's figure of \$4.25, based on the careful records over an eleven-year period on a bog which he considered representative was not accepted by all. At least one placed labor as high as about \$7.00 a barrel. The question of scooping and hand-picking vs. mechanical methods complicated the matter considerably.

At least the subject achieved its objective—which was to get growers thinking—just what our labor costs are, and is there any way they may be cut? Such thinking is important if there is to be a reasonable margin of profit. It would be interesting to hear from growers on the subject—from the five main cranberry districts.

A FERTILIZER ISSUE NEXT MONTH

WE plan next month (March) to have an issue of a type which we have not attempted before. That is, one based chiefly upon a single topic—in this case, fertilizers and fertilizer application. We have written to several in various cranberry areas, and the idea seems well-liked and called desirable, the thought being that not enough is known, even as yet, of this important practice in the art of cranberry growing. We hope to have material from Dr. F. B. Chandler of Massachusetts and others. Charles A. Doehlert of New Jersey, plus material from Wisconsin, Washington and Oregon.

“AGRICULTURAL Research,” a publication of the United States Department of Agriculture in its last issue had a little piece upon the fact there is a striking development throughout the world in nutrition education. Channels for the exchange of know-how on nutrition have been opened by two-way arrangements between the

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United States and other countries, as well as through the work of United Nations agencies.

Even hard-to reach population groups—non-readers, the tradition-bound, groups isolated by dialects are catching the idea of using food more knowingly to better their lot. One way this is being done is through the use of striking posters. Shown with the article are posters from Haiti, Netherlands, Japan, Puerto Rico, New Zealand and New Guinea.

We are getting to be a better-fed world, even though a tremendous amount remains to be done yet.

Use of Water in Cranberry Bogs

By CHARLES A. DOEHLERT

Associate Research Specialist New Jersey Agricultural
Experiment Station

(Editors Note: The following is an address delivered before the American Cranberry Growers' Association in New Jersey, and reprinted with permission from the Proceedings of that organization.)

It has seemed to be a timely matter to review some of our present ideas on the use of water, new to you. But some of them will be ideas upon which we have made only a little progress. They may be worthy of more thought than we have been giving them.

There are some problems in cranberry growing for which we have rather good answers. There are others which are still very perplexing. One of these perplexing problems is:—"What causes such a great amount of blossom blast?"

It seems evident that fungous injury to the flowers is not an important cause of blossom blast. Sometimes we are tempted to blame cloudy weather during blossom time or hot, dry weather. So far as I know neither of these causes have been well substantiated as important causes of blossom blast.

Dr. Filmer is getting a lot of important data on pollination which should give us one of the answers on blast.

In his February, 1954, paper before this Association Dr. Bergman reported two causes of blossom blast.

"Injury to flower buds by oxygen deficiency or frost, although not sufficient to prevent the buds from continuing their growth up to the blossom stage, often prevents the blossoms from setting berries. The reason that they fail to set berries is that the greatest injury occurs in cells from which the ovules (potential seeds) are developed, although there may be injury to other parts also. Injury to these cells, even though it occurs before the ovules are formed, prevents the forma-

tion of special tissues and cells necessary for the fertilization of the ovules. When ovules are not fertilized, further development of the ovary into a berry is not possible since the stimulus which initiates and promotes the development of the ovary into a berry comes as a result of the fertilization of at least a few of the ovules. Under these conditions the presence of even a large number of pollinators is without effect."

This is a statement that should be full of meaning to cranberry growers. In other words, the presence of flood water devoid of oxygen or the failure to use water for needed frost reflows may cause the blasting of many cranberry flowers that look perfectly normal when they are in bloom. This is, therefore, just one more reason why a cranberry grower needs to have adequate water supplies.

Special Uses for Water

1. Dropping the ice in winter is not considered a safe practice unless the bog can be flooded rather promptly in case of very cold weather following the melting away of the ice.

2. Frost control is hard to accomplish unless we have enough water on hand to do the job.

3. When a long drought hits us, ditch irrigation or sprinkling can't be done unless there is a supply of water and a way to get the most possible out of it. For in time of drought even a good supply system is apt to dwindle seriously.

4. Sprinkling a bog during the middle of the day when we have exceptionally high temperatures, such as 95 to 105 degrees, will prevent sun-scald.

5. Sprinkling after weeding. More weeding would be done with profit if more bogs had sprinklers.

6. Sprinkling the same day after scooping would eliminate

much harvest injury by enabling the torn plants to mend the damaged parts before they dry out.

Some of these things sound like idealism. It is possibly true, however, that after one or more growers put them into profitable use then they will sound more like just plain, good ideas.

How Can We Get More Water?

Of course, all this time many of you have been saying to yourself, "So what? If we don't have the water, of what use are the ideals or ideas?"

There are at least two things that can be done on a considerable number of properties in order to supply more water without changing the face of the map.

(1) One was done at Whitesbog last winter. That was the construction of another reservoir. In this case wild land was used, but in some other cases it would probably pay to use a poorly producing bog.

(2) The other is to take the bottom bog of a string and make it a reservoir. There is no harm in having a reservoir at the top and the bottom of a property. Water can often be pumped back to be used over and over again at a cost that is practical. Probably this could help even more small growers than large ones. Of course, every property is a problem by itself and the answer has to be worked out to fit that property. But it is true that water is the cheapest crop producer that we have. Using it is a good deal more profitable than losing it.

I am fully aware of the fact that in any farm business a man can't do all the things he knows are worth doing. Only a dreamer gets that notion. But unless we have some of these goals in mind, we can't be ready to take action when the opportunity comes around. Oftener than we sometimes realize, the opportunity comes around.

Lady Bugs Spend Winter in Homes

A small red or orange and black Lady bug beetle quite often overwinters in protected places around homes or farm buildings.

These beetles are friends of the farmers and feed on aphids and other harmful insects which attack many crops.

In fact, Lady bug beetles are so useful that efforts have been made at times to colonize them. However, the colonization has not proved to be worthwhile in most instances since the bugs scatter widely from the overwintering

quarters in every direction.

These beetles will not cause any harm in the home and usually disappear very promptly with the arrival of warm weather in spring, according to Dr. Leland G. Merrill, Jr., extension entomologist at Rutgers University.

Unfortunately, these insects are susceptible to new insecticides such as DDT and are not commonly found in great numbers where these materials have been used.

On the other hand, lady bug beetles do not often appear in great enough number to control serious outbreaks of aphids and other pests before considerable damage has been done to the crop.

Bandon, Oregon Weather Data

Some weather facts about Bandon, Oregon, center of the Oregon cranberry industry, as reported in Bandon's "Western World." The rainfall last year was 61.92 inches, whereas the average is considered to be 65.0. In 1953 rainfall totaled 76.39 inches. The greatest fall in a 24-hour period in '54 was on December 30th, when 3.90 inches fell.

The hottest day in Bandon last year was 74 degrees and it occurred only on one day, October 15th. There was a 71 on October 6th. The coldest day was January 20th, when the mercury "fell" to 27. Hottest day in '53 was 80; coldest, February 9th with a 30.

These figures are from the record of Emmett Anderson, cooperative observer for the U. S. Weather Bureau. He takes readings daily on the grounds of the Bandon Coast Guard Station.

Long Beach '54 Rainfall 88 Ins.

More than 7½ feet of water fell on the Long Beach peninsula, during 1954, according to records kept at Cranguyma Farms. A foot was added during December to make the total twelvemonth 88.27 inches.

In December rain fell on 18 days, to bring the total for the last month of the year to 12.51 inches.

Table 1.

Vulnerability of Cranberry Insects to Kerosene.

Insect	Stage at kerosene time	Probable Vulnerability	Data on control by kerosene
Cranberry tipworm	Cocoons on soil surface and adults in flight.	+	
Sparganothis fruitworm	Small larvae on stems and leaves.	+	Excellent
Cranberry scale	Adults on leaves and stems.	+	Very good
Black-headed fireworm	Eggs on leaves.	+	
Yellow-headed fireworm	Moths in flight and eggs on leaves.	+	
Blossom weevil	Adults in flight.	+	
Blunt-nosed leafhopper	Eggs in stem, partially exposed.	?	
Cranberry rootworm	Larvae in soil.	—	
Cranberry fruitworm	Cocoons in soil.	—	
Blossom worm	Eggs in litter	—	
Spanworms	Eggs and pupae in litter	—	
Girdler	Cocoons in soil.	—	

Table 2.

Control of Some Cranberry Insects by Kerosene.

Insect	Bog No.	Population in Unkerosened Area	Population in Kerosened Area	Control Percent
Cranberry scale	1	4 (a)	0	100
	2	4	0	100
	3	12	2	83
Sparganothis fruitworm	1	4 (b)	0	100
	2	67	10	85
	3	8	1	88
Cranberry tipworm	1	40 (c)	12	70
	3	16.8	4.8	76

- (a) Population of scale in terms of scales per 100 berries.
 (b) " " sparganothis in terms of larvae per 100 square feet.
 (c) " " cranberry tipworm in terms of number of infested uprights per 100 uprights.

NEW JERSEY GROWERS AT N. Y. CONVENTION

New Jersey Cranberry growers, Theodore H. Budd, Sr. of Pemberton; Morris April of Bridgeton and Anthony DeMarco of Hamonton were among many from that state who attended the United Fresh Fruit and Vegetable Convention in New York City January 31 through February 4.

A demonstration of religion is better than any definition.

A political orator often convinces himself by his own speech.

85th Annual Meeting Held In New Jersey

Snowy weather and slippery driving conditions did not deter 60 New Jersey cranberry growers and their friends from attending the regular winter meeting on Feb. 3rd at Mt. Holly. It was interesting to note that seven past presidents were on hand and President Lipman pointed out that in seven cases sons have served as president of this Association whose fathers were also presidents at some time.

President Lipman emphasized in his opening remarks three particular problems which the N. J. growers face:—

1. The purchase by the State of large areas of woodland, which will become tax free, could create a very serious fiscal problem in the municipalities involved unless the State Legislature makes adequate provision.

2. Some vacancies on the State Council for Water Policy and Supply are calling for careful and judicious appointments by the Governor.


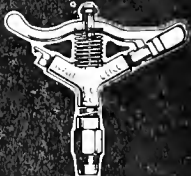
3. The future good of the cranberry industry is very dependent

upon the spirit of unitedness among the growers.

Clifford Sims of the U. S. Crop Reporting Service presented the final revision of New Jersey's crop as 91,000 barrels.

Prescribed Burning

Considerable prominence was given throughout the morning program to the benefits and procedures of prescribed burning of forest lands. This showed its great value in 1954 as a deterrent of destructive forest fires. It has also demonstrated its value in maintaining the dominance of pine over oak the considerably improved financial yield from harvested wood products as a result. In direct connection with prescribed burning is the cooperative research being done by Rutgers University, the U. S. Geological Survey, the N. J. Department of Conservation and Development, and the U. S. Geological Survey, the N. J. Department of Conservation and Development, and the U. S. Northeast Forest Experiment Station in the Lebanon State Forest close to the Cranberry Laboratory. This research was initiated by the Rutgers Department of Botany and the American Cranberry Growers' Association. It has received help from a good many sources and has grown into one of New Jersey's important research projects which look toward the improvement of its great natural water resources.

<p>CRANBERRIES go with this bird</p>	
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Insects—Oxygen Deficiency

Philip E. Marucci of the Cranberry and Blueberry Research Laboratory presented data to show that the attack of tipworm in 1953 considerably reduced the number of blossoming uprights, the total number of blossoms and the number of berries produced in 1954. Eugene H. Varney, U.S.D.A. Pathologist, showed 1954 figures which conclusively proved the excellent degree of control of cranberry fruit rot which can be obtained by the recommended sprays. C. A. Doehlert of the Cranberry and Blueberry Research Laboratory reviewed two new experimental projects in which (1) the effect of oxygen deficiency is being made more clearly evident to New Jersey growers and (2) the various effects of hand pruning of cranberries is being compared with machine pruning.

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Machinery Lasts Longer With Care

Many farm machines are finished for the season. Too often they are parked in the yard or in a field corner awaiting the annual round-up; sometimes even left standing until next year's use.

Everyone knows that machines deteriorate as much or more from weathering action, rust and rot as from actual use. Protection from the elements by housing equipment in a roofed storage is a good investment, reminds W. C. Krueger, extension farm engineer at Rutgers University.

When machines are brought in to the storage, they should be cleaned and a careful inspection made to list necessary repairs and replacement parts. Parts that are ordered early in the season are insured of delivery in time for the winter repair session. Last minute repair orders often result in disappointment and the necessity of rush work.

When storing equipment make sure that water has been drained from the cooling systems of engines and their sprayer tanks, valves and piping. All polished wear surfaces should be coated with rust resistant grease or oil

and all bearings thoroughly lubricated.

Such a program will insure the best service from equipment and materially reduce repair and replacement costs.

A forerunner of the modern Navy destroyer called the "torpedo boat destroyer" was developed in 1894 to combat the threat of the Spanish torpedo boats.



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Betty Buchan is Delegate to Denmark Meeting

Miss Betty Buchan, publicity editor of NCA and editor of the NCA "Cooperative News" has been elected to represent the Massachusetts Industrial Editors' Association at a conference of the International Council of Industrial Editors in Copenhagen, Denmark next August. Miss Buchan has been a member of the Massachusetts Association for 8 years and has served as publicity chairman and a member of the Board of Directors. She was a panel speaker last spring at the New England Conference in Connecticut.

Miss Buchan leaves in July for a visit to England and Scotland, which she had been planning to

do, and then go on to Denmark, flying back.

Ray Habelman Heads Wisconsin State Growers

About 280 attended the annual meeting of the Wisconsin State Cranberry Growers' Association at the Elks Club, Wisconsin Rapids, January 15th. Ray Habelman, Tunnel City was elected president for 1955, succeeding G. M. Potter of Warrens.

Dr. M. E. Dana, University of Wisconsin, department of horticulture, spoke upon experiments with selective weed killers; E. L. Chambers, state entomologist reviewed Wisconsin cranberry insect problems and Dr. George L. Peltier, researcher for Cranberry Growers, Inc. (Indian Trail) spoke

on a newly-developed fungicide.

A discussion of the application of solvents to cranberry vines was given by Dr. R. H. Roberts, University of Wisconsin, horticultural department. This concerned applications after new growth had started, and using an "under-vine" method, with reference to new booms which have been developed for making such applications.

The new compulsory regulations of social security as applying to cranberry growers were explained by a representative of the Wausau Social Security Administration. A spokesman for the U. S. Weather Bureau at Madison reviewed the year's frost warning service, and outlined plans for the 1955 service.

Fresh From the Fields

(Continued from Page 5)

many fireworm eggs along with a rather high population of the lecanium scale. Unless close attention is paid to timing of spray applications there will be considerable trouble from these insects during 1955.

Fresh Fruit Market May Increase

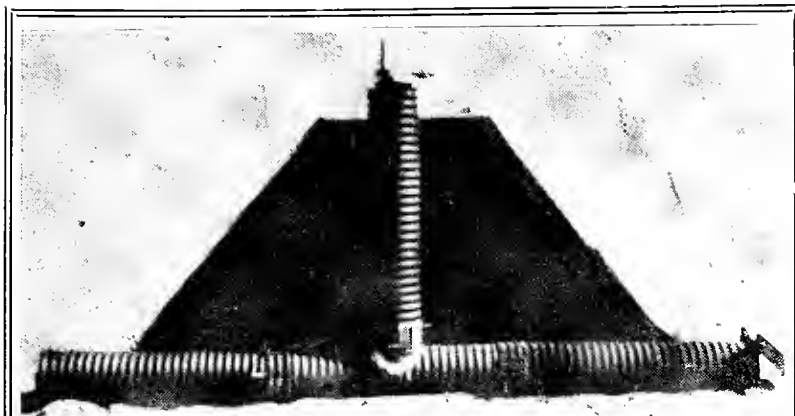
The fresh fruit market on the West Coast, if last year's trend is any indication will increase. During the past few years, with the berries going into processing most growers have not applied fungicide sprays necessary to control storage rots. Many of the growers, particularly in the Grayland area, are interested in packing berries for fresh sales. Because of this a more intensive fungicide program will have to be initiated again.

Winterkill

There is trouble again with winterkill, or the trouble might be caused by a fungus or fungi. The Station at Long Beach hopes before next year to have at least a part of the answer to this problem.

All told there are more than 225 warships in the destroyer category now on active service in the USN.

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In WISCONSIN See GOLDSWORTHY

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Benson Names Advisor

Secretary of Agriculture Ezra Taft Benson recently appointed Earl M. Hughes of Illinois as a consultant to the administrator of the Commodity Stabilization Service.

Hughes will work directly with the CSS administration on problems related to price support operations and administration.



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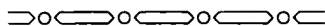
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MARCH—And the Winter Flood Goes Off on a New Jersey Bog.
(Photo (CranGroCo.))

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Mass. Cranberry Station and Field Notes

by J. RICHARD BEATTIE
Extension Cranberry Specialist



The cranberry industry is still busily engaged in the development of a sound program for the years ahead with special emphasis on quality. Growers, marketing agents, management and University personnel have been working as a team and there is every indication that progress is being realized. Committees have been devoting many hours of careful thought and study to the various phases of our industry. Recommendations have already been prepared by some of the committees and are now under consideration. The constructive attitude of the people involved in these studies has been most encouraging and has resulted in a much better understanding of each others problems. It exemplifies good team work. Some very important decisions must be made during the next few weeks which could well decide the future course of our industry. We are confident that the right decisions will be made.

Telephone Frost Warnings

The directors of the Cape Cod Cranberry Growers' Association met recently and decided to again sponsor the popular telephone frost warning service. Frost warning applications have been mailed to growers who have used this service the last several years. If a grower has not received an application but would like to receive one, he should notify Mrs. Ruth Beaton, Treasurer of the Association, Wareham, or the writer. There were 213 subscribers to this service last year which was a definite increase over the last several years and resulted in a reasonable balance in the frost account. Let's keep up the good work.

The 1955 Insect, Disease and Weed Control Charts have been printed and will be mailed to grow-

ers through their County Agents' Offices the latter part of March. Extra copies are available at the County Extension Offices or here at the Cranberry Experiment Station. The major revisions and items for study in the Insect and Disease Control Chart are as follows:

Control Charts

We recommend that growers study the **General Notes on Pest Control** found at the bottom of the chart. This section has been carefully revised and contains a summary of **flooding practices, blanket control measures, a caution on the use of concentrates** and an explanation on the use of the **insect net and hand lens**.

The first major change in the body of the new chart was made under the section on **Root Grub** and **White Grub**. Three new materials known as **Dieldrin, Aldrin, and Heptachlor** have given excellent control of the above grubs and are now recommended in place of **Sodium Cyanide** and **PDB Crystals**. The new treatments are much cheaper and are fully as effective. They also have the distinct advantage of remaining toxic in soils for many months. Those using these chemicals should follow the warnings outlined at the bottom of the chart.

The **Gypsy Moth Caterpillar** section was omitted from the new chart. This is a most remarkable situation when we consider the terrific damage caused by this pest only a few years ago. DDT concentrates applied by aircraft have practically eliminated this pest in the cranberry area.

Dieldrin was added to the list of materials controlling **Weevils**, and **Green Spanworm**. It may be applied by aircraft or as a ground

spray and the costs are very reasonable.

Another new material known as **Malathion** was added to the chart this year. It is recommended as a dust, ground spray, or concentrate for the control of the **Black-headed Fireworm**. DDT treatments for this particular pest were omitted from the chart because of increasing difficulties in obtaining satisfactory control. Apparently **Fireworms** along with some other insects are developing a resistance to DDT on some bogs. The warning outlined at the bottom of the chart should be observed wherever **Malathion** is used.

Ferbam Dust was omitted from the new chart as a treatment for **Fruit Rots**. Careful tests have indicated very clearly that **Ferbam** as a dust was not too effective in controlling cranberry fruit rots. The only other revision under this section points out that **Cryolite** and **Malathion** should not be used with **Bordeaux Mixture** because of their incompatibility.

The recommendations for the control of the **Blunt-nosed Leafhopper** was revised considerably. DDT treatments were omitted for the same reasons given under the section on the **Blackheaded Fireworm**. **Malathion** replaces DDT and can be used as a spray or dust. The timing of the application was revised slightly. The first treatment should be made as the first few blossoms open and repeated about mid-July if necessary.

For the **Spittle** insect, **Malathion** as a dust and spray was substituted for the **Nicotine Sulfate** treatment and applications should be made as the first few blossoms open.

Vernon Goldsworthy

Cranberry Specialist and Grower

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DDT treatments for the control of **Tipworm** have not been too satisfactory and were omitted from the charts. New materials will be tried this year because this can be a very troublesome pest.

While **Brown Grasshoppers** are not a major pest they can reduce the crop substantially under certain conditions. **Aldrin** and **Heptachlor** have given excellent control and are very reasonable in price. They replace the old **Bait** and **Lead Arsenite** treatments. The warning given at the bottom of the new charts should be observed when using these materials.

The **1955 Weed Control Chart** received considerable attention on the part of the editorial committee, but only a few control measures were revised.

We suggest that growers study the important **General Notes On Weed Control** found at the top of the chart and use the **Weed Index** to simplify the problem of locating specific weed treatments.

The **Iron Sulfate** for the control of **White Violets** was omitted from the new chart in view of costs and rather poor control.

The **Fireweed** was added to the list of weeds controlled with **Salt** and was removed along with **Pitch Forks** from weeds controlled with **Copper Sulfate**. A warning was added stating that **Copper Sulfate** applications in August often spot green berries.

Under the **Kerosene** section it was pointed out that vines sprayed

with this material are more sensitive to low temperatures and broadcast treatments are likely to reduce the crop. These points should be carefully noted.

Summer grasses were added to the list of weeds controlled with **Kerosene**. It was also stated that broadcast applications of **Stoddard Solvent** are likely to reduce the crop.

New Weed Chemicals

Many new weed chemicals have been tried this past year by Irving Demoranville and George Rounsville under the direction of Dr. C. E. Cross. Encouraging results have been experienced in the control of certain weeds, particularly **Poison Ivy**, **Ditch and Shore Weeds**. Considerably more work has been planned for this spring and summer and we are confident that some of these new materials will have a place on the chart in another season or two.

NCA Officials To "Meet" Cape Club Panel

April meeting of Upper Cape Cod Cranberry Club, Cotuit, April 12th will feature an interesting discussion between president James E. Glover of National Cranberry Association and his associates and a panel made up of Club members. This was announced by the club president, Charles Savary at the March meeting.

Club panel members will consist of Mr. Savary, John Shields, Arthur Handy and Walcott Ames, Jr. Mr. Savary asserted that at this meeting it was understood any question a panel member or grower wished to ask NCA representatives would be fully and "frankly" answered. New policies are under discussion at NCA and being put into effect under Mr. Glover, who recently succeeded M. L. Urann as president.

"National Fertilizer Review" points out that an estimated 20,290,549 tons of all fertilizers were used in the United States during the year ending June 30, 1954.

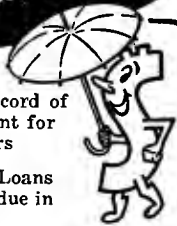
Even good advice is unable to create something out of nothing.

Mass. NCA Group Scheduled to Fly To West Coast

President James Glover, assistant treasurer John Harriott and director Frank Crandon of the National Cranberry Association were scheduled to fly from Logan International Airport, Boston, March 11, to the West Coast cranberry areas. The group will visit both Washington and Oregon, and discuss matters of policy with members.

After his return Mr. Crandon was to leave with Mrs. Crandon for Arizona to visit their daughter and family. Mr. Crandon, who lives in Acushnet, Mass., is current president of the Cape Cod Cranberry Growers' Association, and before leaving he assisted in making plans for the late April equipment show and meeting of that body.

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Eatmor Sauce Off-Season Plans

Over the past few years more and more cranberry sauce has been purchased in January through October, it is announced by Town Advertising Agency of Philadelphia, representing Morris April Bros of New Jersey, which firm is processing for Eatmor Cranberries, Inc. It is expected by trade sources that purchases of sauce in March and early April will equal purchases between Thanksgiving and the end of the year. Another concentration point

is in the summer, especially Independence Day, when steadily increasing amounts of cranberry sauce will be used during outdoor meals, both cold and hot.

Eatmor is planning special promotions for the Easter and Independence Day holidays. Eatmor brokers are to be furnished with the "tools" they need to protect existing distribution and to win new customers. The plans are designed, announces Town, (a) to help move inventories, and (b) to prove to the trade that Eatmor is serious about increasing cranberry sauce sales volume by means

of off-season promotion, (c) to make it clear to brokers that Eatmor is doing some long-range planning rather than attempting to "crash" into stores in a single peak-season campaign.

Lloyd Williams Directing Shows On Vermont TV

Lloyd Williams, formerly editor of Eatmor's "Cranberry World", is now employed as a television specialist for the University of Vermont and Vermont Extension Service. He directs programs over WMVT (Channel 13), Burlington.

The station's signal beams from Mount Mansfield at the very top, covering practically all of the state, as well as parts of New Hampshire, New York, Ontario and Quebec. This is the only television in Vermont. Coverage is second only to WMTW, Mount Washington, in the New England area.

Much of Mr. Williams' activities have been concentrated on a program called "Across the Fence", Monday, 7.45 p. m., a public service feature. This program is designed to give viewers an appreciation and understanding of country living, illustrating approved production techniques, marketing Vermont foodstuffs from farm to consumer, and how these products are used in everyday living. The cast of "live" talent has included cattle, sheep, poultry and bugs.

OREGON ELECTS NEW LOCAL NCA DIRECTOR

A meeting of NCA members at Bandon, Oregon, was held February 27 to elect a new director to serve on the National Southwestern Oregon Board. Jack Dean was chosen to serve for a period of three years, replacing Clarence Zumwatt, whose term had expired.

About 30 members were presented, the meeting conducted by "Ed" Hughes.

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Cranberries

THE NATIONAL CRANBERRY MAGAZINE

Issue of March 1955 — Vol. 19 No. 11

Published monthly at The Courier Print Shop, Main St., Wareham, Massachusetts. Subscription, \$3.00 per year.
Entered as second-class matter January 26, 1943, at the post-office at Wareham, Massachusetts, under the Act of March 3, 1873

FRESH FROM THE FIELDS

Compiled by C. J. H.

MASSACHUSETTS

Was a Warmer Winter

The Massachusetts cranberry area, in spite of some bitterly cold weather, averaged out warmer than normal. It brought the opportunity for some ice sanding in January, the first time in several years, but as an entirety it was not a cold winter.

December was warmer than the average, January definitely colder, February well into the plus side. In fact, the figures show an excess of temperature of 77 degrees, or nearly three degrees a day. As of March first since January first, the plus total was 51 degrees.

Precipitation

Precipitation as measured at the State Bog for February was 3.50 inches, very little of which was snow. The normal for the month is 3.67.

Sanding State Bog

A sandbank was opened at the State Bog March first, and sanding operations begun. About half of the bog will be covered, the work being done by the "jalopy" method on contract.

March Starts Miserably

March came in with considerable roaring of winds but it was a very bedraggled March lion. There was heavy rain the first day of the month and steady rain, sleet, fog or light snow on three sunless days, March 4, 5, 6.

Precipitation for the month to, and including the 9th was 2.09, as recorded at State Bog. Normal for the month is 4.39. Temperatures on the 8th were below freezing and the morning of the 9th brought a light fall of snow.

March to that date had been mainly a miserable period. To the 10th temperature from normal for March was 18 minus, but for the year, since January first a plus 33.

NEW JERSEY

Average February

A frigid first half and a mild second half of February produced an "average" month, temperature-wise. The average temperature was 34.2, as compared with the normal of 34.5 degrees. The minimum temperature was 3° F. on the 3rd and the maximum was a balmy 65° F. on the 28th. Rainfall totaled very slightly below average, 2.58 inches, as compared to the normal of 2.65 inches.

Ground Water Shortage

As of the end of February there was a shortage of ground water reserves in the New Jersey cranberry area. Rainfall during the past three months has totaled 6.61 inches, which is 2.37 inches deficient from the normal amount.

Oxygen Deficiency

During the early part of February several bogs in New Jersey developed critically low oxygen contents. One rather stagnant bog had an oxygen reading of zero for at least 8 days. An adjacent bog with the same ice conditions and similarly undrawn remained at about 6 c. c. of oxygen per liter of water throughout the critical period. The difference between the two bogs is that the one with high oxygen content has clear, circulating water, while the bog deficient in oxygen had very dark water with very little movement.

Dr. Fred Chandler's and Prof. Tomlinson's coaching in regard to the method of oxygen analysis was sincerely appreciated.

Personal

Professor "Bill" Tomlinson of the Massachusetts Cranberry Experiment Station, with family, was a visitor at Pemberton over the Washington's Birthday holiday.

WISCONSIN

Warmer January

January temperatures averaged 4 to 8 degrees above normal, even though the latter part of the month brought readings of from 20 to 25 below zero. Fairly moderate temperatures in December, plus the warmer January, coupled with a blanket of snow, delayed winter flooding of the marshes in most areas, although all marshes were under by the end of January.

Winter Sanding

Below average snowfall allowed growers to conduct their winter sanding operations more efficiently. However, a few northern growers reported 10 to 12 inches of snow. Most of the sanding operations were completed by the end of January. Dyke work will continue throughout the winter.

Weather

February temperatures averaged near normal and precipitation below normal. The first part of February brought sub-zero readings but the latter part registered above normal. The snow cover was practically gone in the southern marshes by the end of February.

Crop Disposition

Disposition of Wisconsin's 1954 crop was about 60% fresh and 40% processing. This compares with the 1953 breakdown of 50% fresh and 50% processing, and the 1952 crop of 70% fresh and 30% processing.

Early Buying

Manufacturers of mechanical pickers and mechanical dryers have received early orders for this equipment for the 1955 season. A number of growers are also purchasing ground dusting machines for the coming year. Further experimental work with weed killers being conducted by the Dept of Horticulture, University of Wisconsin, on selected cranberry marshes will commence in early spring. Individuals participating in this work are Dr. R. H. Roberts and Dr. M. E. Dana.

Vines Winter O. K.

As of March 1 it appears that the vines are coming through the winter in good shape.

Passed Away

Sympathy is extended to the families of Mrs. Quinn Stebbins and Mr. Samuel Mairs, who passed away in February. Mrs. Stebbins was the wife of Quinn Stebbins, veteran cranberry grower of Mather. Mr. Mairs owned and operated the Isanti County Cran-

berry Co. at Braham, Minnesota, which is the only cultivated cranberry marsh in that state

WASHINGTON

February Varied Month

During the month of February there was a wide variation in climatic conditions. The maximum temperature for the month was 54 degrees and the minimum 21 degrees. The percent of relative humidity varied from 100 down to 37 percent. Strong winds and frequent showers have prevented much outside work. During this time, however, machinery was overhauled and gotten ready for spring activities.

Enlarged Program

The Experiment Station at Long Beach has enlarged both its herbicide and fertilizer trials for the coming year. Any new herbicides recently produced will be screened during the season as to their possibilities in weed control. A good fertilizer program has also been established. Spring applications will be made in a few weeks at the Station bog. Work will continue on insect control and percent of residue.

Waking Observations

Donald K. Ourecky, Junior Horticulturist at the Station has

been making chromosome counts and observations on various interspecific crosses of both cranberries and blueberries during the past few weeks. This is along his special line of interest.

Rainfall

The February rainfall as measured at Cranguyma Farms was 6.4 inches, the '54 rainfall for the month having been 11.41 inches.

Belated Winter

Winter made a belated appearance at Long Beach as February ended and March came in. February 27-28, blanketed the area with several inches of snow and minor amounts of snow and hail fell for some days thereafter. The area was also buffeted with winds up to 70 miles an hour.

Sixty-Acre Bog Changes Hands

Alfred L. Pappi of Wareham and Edwin Heleen of West Wareham have purchased a 60-acre bog from the United Cape Cod Cranberry Company. This property, known as the "Washburn-Holmes" bog is partly in Carver and partly in Middleboro, the Washburn piece being in Carver and the Holmes in Middleboro. The bog is divided about 50-50, Early Blacks and Late Howes.

Mr. Heleen has been superintendent for the United Cape Cod for the past 20 years and will continue active management of the Washburn-Holmes bog. He is president and general manager of the Pappi-Holmes partnership, while Mr. Pappi is secretary-treasurer.

In addition to owning this property Pappi is sole owner of a 20-acre bog partly in Wareham and partly in Carver, formerly the property of Brenton C. Patterson, former Wareham High School principal.

Fertilizer prices, in terms of plant food content, have advanced only 13 percent since 1935 . . . prices on all items farmers buy have advanced 125 percent in the same period. (Source U. S. Dept. of Agriculture).

NOW IS THE TIME

To Try Some Constructive Thinking And Planning
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What to budget for weed control, insect control, seeding, 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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Fertilizers on Wisconsin Marshes

LEO A. SORENSEN,
Mid-West Cranberry Cooperative

First of all there has been very little scientific research done on fertilizing Wisconsin cranberry marshes. What work that has been done is in-conclusive. What advance and use of fertilizer that has been accomplished has mainly been arrived at by practical means. Results obtained through this approach, for the most part, appear to be generally beneficial in increasing production.

Prior to the end of the war very little commercial fertilizer was applied on the marshes. Most growers were afraid of encouraging too much vine growth or endangering the keeping quality of the berries and other producing areas did not recommend fertilizer on cranberry vines. It is now estimated that about two-hundred ton is applied annually on about seventy-five per cent of the state acreage. This would average out to the rate of about 150 lbs. to the acre. However, considerable spot fertilizing is done so that the rate per acre is undoubtedly higher. From these figures one can see that fertilizing the vines is an accepted cultural practice in Wisconsin.

Complex Problems

Realizing the complex problems involved in attempting to formulate some scientific recommendations, it is the general belief that it will be many years before any of these types of recommendations can be arrived at. As far as Wisconsin being able to adopt scientific recommendations from other areas that too seems doubtful in view of the different growing conditions, etc. In view of this situation we are attempting to do our best from a practical point of view, recognizing the limitations involved.

Fertilizer studies have been conducted on muck and peat farms in Wisconsin, but one can not apply results obtained in them to the growing conditions and soil

types of cranberry marshes. Annual crops are raised on these alkaline soils and recommendations call for about 500 lbs. of a 1 to 1 ratio or 1 to 3 ratio of phosphate to potash with a proportionate amount of nitrogen according to the crop or crops being grown. It has been demonstrated that peat is an unfertile soil and definitely needs available plant food to produce good crops. No crop can produce beyond the ability of the soil to feed it.

In an attempt to acquaint growers with the practical information we had gathered we published a fertilizer recommendation chart in 1948. On this chart we made recommendations for new plantings and for producing beds. Soil tests gave us no useable information. On this basis we recommended fertilizing for new plantings on the soil type and for producing beds on the general condition of the vines. We felt this to be the most practicable approach. Knowing that nitrogen was primarily responsible for vine development we recommend from 20 to 35 lbs of nitrogen per acre on new beds. The smaller amount for peat; the higher for sand. We found that the fertilizer should not be applied prior to planting and split applications gave better results. We also found our results better where the fertilizer was applied after one week of new growth. The second application should not be put on later than July 15th; otherwise growth would extend into late fall. In all cases we recommend the addition of some phosphate and potash to aid in the development of the vine. Whether the last two elements are needed we do not know. Using this practice along with weed control, yields in excess of 150 barrels to the acre have been harvested the third year.

Producing Beds

On producing beds we have taken into consideration the general condition of the vines such as yield, number of uprights, length of upright growth, development of the vine, etc., disregarding the soil type. On so-called

weak vines we feel about 20 to 30 lbs of nitrogen per acre is needed along with the same amounts of phosphate and potash. For good producing beds and so-called healthy looking vines about 10 lbs. of nitrogen, 30 to 40 lbs. of phosphate and 30 to 40 lbs. of potash. Generally speaking we use for cropping fertilizer 3-18-9, 4-16-16, or 5-20-20. If producing beds show more than 3½ inches of upright growth and the yield is poor, pruning or sanding is recommended along with an application of 60 to 80 lbs. of phosphate and potash to help counteract the vine growth. We also recognize the fact of possibly inadequate drainage.

As to the time of application we have found the period when the buds start swelling to the cabbage head stage as the best time. In comparison to other areas we have a relatively short growing season and feel the plant should be pushed as much as possible to complete development of the crop. Plagued with an over-abundance of annual and perennial weeds and grasses we found later applications benefited them more than the vines. Also, very little damage was done to the vines at this stage of development. Lighter applications along ditch edges are advised. Spot fertilizing is also recommended where broadcasting is doubtful.

Practically all fertilizing is done with the solid form. Some work has been done with water soluble nitrogen and a limited amount with soluble complete fertilizer. The results look encouraging, but much work still has to be done.

We have been closely watching the development of the various forms of solid commercial fertilizer and last year used a high percentage of the pelletized forms. Their price is now only slightly higher than the regular mixed forms and we have found that we get a much more even application of the material plus the important even distribution of the plant foods in using this type.

Growers Should Experiment

In view of the lack of scientific research in this field in Wisconsin we recommend a grower do some experimenting on his own. We fully recognize the difference in marshes, the difference between individual sections and in some instances the differences within a section. We feel the grower can benefit more and learn more about his marsh by doing this type of work himself. Records show that the highest yielding marshes generally carry on some type of annual fertilizer program. What part the fertilizer plays in this high production we cannot say. We do know the cost of the material ranging from six to eight dollars an acre should not be prohibitive. However, do not expect beneficial results if you do not have adequate drainage.

The chances for receiving more extended scientific research in this field for cranberries in Wisconsin appears limited. First of all, the amount of fertilizer used by the state growers is not enough to interest any fertilizer company to extend financial help, secondly it appears doubtful that the growers would pay for a long time research program, and thirdly when you raise cranberries in a state that has more cows than

people you can expect little help from the agricultural research interests. In view of these conditions it appears as though we must continue with our "hit and miss" methods.

Fertilizing in Oregon

When Clarence Hall's note was received regarding the March issue of Cranberries and an article on fertilizer, we were rather at a loss to know what to write. However, after some thought, it seems that perhaps there are a few things with regard to fertilizer that have become accepted by most of the cranberry growers as good fertilizer practices.

It seems to me that the key to our fertilizer problem is quality of fruit. It has been found quite generally in Oregon that yields can be increased by the use of small applications of nitrogen. However, if we use more than say 20 to 30 pounds per acre of actual nitrogen the quality of the fruit goes down. Too much nitrogen gives us an increase in production, but the fruit is soft and of poor keeping quality. Another effect of excessive nitrogen fertilization is too much vine growth. The runners tend to overtop the

uprights and we get a wild bog that is very hard to handle.

The practice with nitrogen that seems to give the best results in Oregon is to use about 10 pounds per acre applied in the fall to set the buds for next year and another 10 pounds or so applied about May to set the fruit.

It would seem that in areas of extreme winter freezing the fall application might be moved up to late summer to make sure the nitrogen didn't keep the vines growing into the normally dormant period.

Now let's go back to this quality of fruit angle. I believe we can fertilize for quality as well as quantity. We would certainly include phosphate and potash if we concern ourselves about quality. We have little experimental proof of responses to either phosphate or potash, but we have many grower observations and opinions following their use. For instance, a bog fertilized with just potash for several years and nothing else will tend to produce fruit that is very firm and of good keeping quality but a little small in fruit size. If some phosphate and a little nitrogen had been used we should have been able to retain the quality and increase the fruit size and quantity.

In the matter of application, most of the growers in Oregon broadcast their fertilizers by hand. Some fertilize through their sprinkler irrigation systems. This method, of course, would distribute the fertilizer only as evenly as the system distributes water, which is not too good in many cases. By hand broadcasting, growers are able to touch up particular spots that appear to need more or less than the average application.

Through soil tests we find that our cranberry bogs are generally very low in both phosphate and potash. They are way below the level that we consider is necessary for good production from our other farm crops. It seems unreasonable that cranberries would be so very much different in their mineral requirements that they would not be benefited by bringing those levels of phosphate and potash up.

JOHN R. THIENES,
County Extension Agent,
Coos County, Oregon

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of BERRY :-	1.15 cm	1.23 cm	1.36 cm	1.41 cm
		1.17	1.28	1.40

EARLY BLACK from STARVED to WELL-FED

Effect of Fertilizer on Cranberry Uprights

The uprights on the left show a serious lack of vigor, as is evidenced by the thinness of the stem, the small size and relative scarcity of leaves, and the loss of many of the previous year's leaves. This might be due simply to the lack of plant food or a combination of other unfavorable growing conditions. The second upright is an average reasonably good upright

but it still lacks the vigor needed to make berries of good size. The two uprights on the right are from well fertilized and otherwise well cared for bogs and are the sort which produce a really good crop. One hundred berries of the sort produced on the two right-hand uprights will fill twice as much space in the cranberry package as 100 berries from uprights like the two on the left. Thus, without any increase at all in the number of berries set, this sort of vigor can double the crop.

Minor Elements

By F. B. Chandler
Mass. Cranberry Experiment Sta.

Minor elements are very important in the growth of all plants and in most cases they have a great effect on the quality of the fruit. Knowing this, many plots have

been used to study the effect on cranberries of the plant foods used in small quantity. So far, no definite knowledge has been gained from Massachusetts cranberry bogs on the elements which are beneficial. In one bog in one year the color of the vines was improved when all elements were used. In another bog in another year some

of the toxic effects of copper were shown.

Soils analysis has been helpful in relating minor elements to production in Washington according to an article in CRANBERRIES (June 1951, p 10) by R. Anderson Fisher. So far such a relationship has not been found in Massachusetts. In Washington the high yielding bogs are those with a high content of soluble iron and at least twice as much available iron as aluminum.

Changes in Wisconsin Sales Organization

Ben Pannkuk, sales manager, was recently elected vice-president and a director of Cranberry Growers, Inc., (Indian Trail) Wisconsin Rapids, Wisconsin. Pannkuk succeeds G. A. Getzin, who has resigned. In both positions he has assumed the stock ownership held by Getzin.

The Getzin Cranberry Company will continue as an associate member of Cranberry Growers, Inc.

Pannkuk joined the firm as sales manager in 1952.

William H. Huffman, Jr., has been elected a director to replace Mrs. Louise Huffman, resigned. Other directors are Bernard C. Brazeau and R. S. Brazeau, who is also secretary-treasurer. B. C. Brazeau is president.

Cranberry Growers, Inc., is now entering its eighth year of operation.

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Cranberry Fertilizer Research in N. J.

By CHARLES A. DOEHLERT
Associate Research Specialist
N. J. Agricultural Experiment Station

Beginning in 1948 we felt at the New Jersey Cranberry and Blueberry Laboratory that it was time to take a new approach to the subject of fertilizing cranberries. A series of experiments was arranged which have begun to show encouraging results. Conclusions mentioned in this article have all been published in some form and are accessible to all growers, the reference to publication being given at the end of each section.

Aircraft Fertilizing, A Recent Incentive

Prior to the release of data on methods of aircraft fertilizing on New Jersey cranberry bogs, we had not realized that the actual operation of spreading fertilizer on the bogs was an important deterrent to fertilizing. The rapid increase of bog acreage fertilized soon made it apparent, however, that this labor-saving and vine-saving method encouraged growers to use more fertilizer. The first helpful fact was that when the fertilizer dropped from the plane was analyzed, we found there was no serious "sorting out" of the three ingredients of ordinary standard fertilizer. By ingredients we mean nitrogen, phosphorus and potash. This meant that we were willing to go ahead and use ordinary commercial fertilizer. The plane quite naturally drops the fertilizer more heavily immediately underneath the fuselage, and the amount per square foot decreases as one examines the deposit to the left or to the right. At the normal flying altitude of 20 feet and with normal light breezes, the swath of fertilizer laid down is not more than 42 feet wide for practical purposes. It is deposited very thinly at the edges. Data secured so far indicates that if the plane flies at an altitude of about 20 feet and spaces its trip across the bog 24 feet from center to center, an

even distribution will be secured. The very best deposit secured made an even distribution with trips spaced 30 feet apart. But we have not yet shown how to make this a regular result. The skill of the pilot consists in maintaining the 24-foot spacing and completely using up his quota per acre on the first succession of flights across the bog. If he has a considerable amount of fertilizer left in his hopper and must go back for a few passages to use up his quota per acre, then he does not get a uniform distribution. (Proceedings of American Cranberry Growers Association, Pemberton, N. J., Jan. 1951.)

Plant Habits Related to Fertilizer Effect

A study of the vines on an Early Black bog in one of our larger fertilizer experiments revealed some particularly interesting plant characters which seem to be important in evaluating fertilizer effects. It was evident that number of uprights per square foot was not the simple and direct explanation of size of crop. Areas that produced more than 200 berries to the square foot had uprights varying all the way from 300 to 600 uprights per square foot. Of course, we remember that Dr. Bergman has shown that when the density goes above 750 uprights per square foot the development of fruit rot is favored. We do not fertilize simply to increase uprights per square foot. It was plainly apparent that 4/5 of the crop in this experiment was borne on uprights having 3, 4, or 5 flowers. Pollination on this bog was strikingly high. Regardless of whether the yield was high or low, 45 percent of the flowers matured berries to red ripeness. We have no way of knowing whether this was due to an accident of perfect weather for bee activity of pollination, or to the scarcity of wild bloom, or to the vigor of the cranberry vines which made the bloom especially attractive to the bee or simply receptive to the pollen. The most outstanding feature in the data was the fact that areas yielding less than 200 berries per square foot, had carried bloom

on only 22 percent of their uprights. On the other hand, areas yielding more than 250 berries per square foot had carried bloom on 32 percent of their uprights. The group of plots bearing 200 to 250 berries per square foot was purposely omitted from this consideration so we would have two very clearly defined classes. So far as we could see, no other visible factor of plant condition approached the importance of the percentage of uprights which bloomed. It pays both the grower and the experimenter to study the set of fruit buds in the autumn. (CRANBERRIES, May, 1953; pages 23 to 25.)

Vine Quality as Affected by Fertilizer

June fertilizing for four years with 300 pounds of 6-6-6 per acre (equivalent to 225 pounds 8-8-8) on an old Champion bog did not have any important effect on the number of uprights per square foot or the percent flowering. It did, however, very definitely increase the length of the new terminal growth, the diameter of that same stem growth, the number of berries produced per square foot, and the average diameter of the berries. The total result of these benefits was a yield of 102 berries per square foot with fertilizer as compared with 70 where there was no fertilizer.

On a Poor-Producing Champion Bog

Fertilizer applied in early November showed striking results the following summer similar to the effect of June fertilizing, and in addition increased the percentage of flowering uprights. In the unfertilized areas 15 percent of the uprights flowered. In the fertilized areas 24 percent of the uprights flowered. Since the fertilizer was applied too late in the fall to change the number of fruit buds, it had apparently done something to bring the buds through the winter in a more virile condition. It has also been found in our work with blueberries that October and November fertilizing is beneficial when the bushes show some need for nitrogen. While the benefit to cranberries from a single application of fall fertilizers is clear

(Continued on Page 12)

OUR FERTILIZER ISSUE

AS we announced last month, this issue is built in large part around fertilizers and methods of applications. We have done our utmost to make it a "round-up" of the latest information from the cranberry areas upon this important part of cranberry culture.

With costs of production up, it behooves the grower to make two berries come into maturity where one did before. The use of the right kind of fertilizer in the right amount and at the right time will help accomplish this. Information in this issue tells you what the other fellow is doing in this field, and not only in cranberries but other lines of agriculture.

We believe this particular issue will be of special value to you as growers. At least we hope so. We hope you will read the material carefully, and file it for future reference.

"EQUIPMENT ISSUE"

NEXT month, with the spring meeting of Cape Cod Cranberry Growers' Association at Wareham town hall and its showing of cranberry equipment of all kinds, we hope to get out a special "cranberry equipment" number. This, again should be instructive, and again showing what the other fellow is doing. This swapping of ideas is one of the ways in which the cranberry industry will continue to grow and prosper. The world is moving ahead so rapidly that it is indeed difficult to keep abreast of all new developments.

There are new insecticides, herbicides, and as we mentioned in this issue, new fertilizers. There is new equipment of all sorts being developed constantly. There is much ingenuity among the growers in developing special equipment.

Truly, we repeat, the world is moving ahead so fast — going somewhere, anyhow — that it makes the head spin. Science is achieving marvels beyond belief. We read the other day where a guided missile has been made which is capable of a speed of 10,000 miles an hour.

Nuclear energy is not only being used in the preparation for wars, which we hope will not come, but for peaceful purposes, to produce heat, to make electricity. May-

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be someday we will use atomic energy in some aspect in our cranberry growing.

WELL, to get back to earth, here it is March again and the water will come off the bogs. Spring activities will be renewed. There is hope that we can sell all we can produce, at a reasonable profit margin, without constantly growing population and expanding economy.

Fertilizer in New Jersey

(Continued from Page 10)

cut, it does not follow that we should abandon fertilizing at other times in the year. This fact will be brought out in the section immediately following. (Proceedings of American Cranberry Growers' Association, Pemberton, N. J., August, 1953.)

Split Application of Fertilizer Increases Crop Without Causing Rot

In this experiment nine different treatments of fertilizer were compared with no fertilizer on a Champion bog. The results here discussed were recorded in the fourth year of the experiment. The general rate of treatment was 300 pounds of 6-6-6 (225 pounds of 8-8-8) per acre every year. In other words, nitrogen was never used at more than 18 pounds per acre.

In this experiment variations of treatment included minor elements, omission of potash, use of magnesium, division of the year's fertilizer into four times of application, and reducing the nitrogen by 50 percent, as well as a study of June, August, and October as dates for applying fertilizer. At present, the

results which are most striking all center around the three different times for applying the fertilizer. Fertilizing in June alone was better than in August alone or in October alone, but the difference was not outstanding. Applying half the fertilizer in June and half on August 1 was markedly superior to either the August treatment or the October treatment; it was somewhat better than applying all the fertilizer in June. The August fertilizer tended to increase the number of fruit buds formed. The largest berries in all ten series were produced by fertilizer applied entirely in June or in the combination of June and August treatments. In no case has any one of the nine fertilizer treatments resulted in an increase of rot as compared to the no-fertilizer treatment. It should be remembered that we have not worked with treatments which apply more than 18 pounds of actual nitrogen per acre in any one year. (Proceedings of American Cranberry Growers Association, Pemberton, N. J., February, 1954.)

1-1-1 Ratio Favored Over Low Nitrogen, High Potash, High Phosphorus

A comparison of 7-7-7, 0-14-14 and 3-12-6 fertilizers on a series of 33 plots of Early Black variety is showing an easily seen superiority for the 1-1-1 ratio, represented by 7-7-7 in this case. (CRANBERRIES, September, 1954, p. 21.)

BALD-HEADED EAGLE SEEN ON CAPE COD CRANBERRY BOG

That rare bird, a bald-headed eagle, with a wing-spread estimated at more than six feet, was seen at Mashpee, Cape Cod, sitting on a dike of a cranberry bog in early March. He was seen by two men, Lennox Rodman of Craigville and Robert L. Savery of Falmouth.

The men, occupants of a car, halted and watched the great bird for more than a minute before it leisurely flew away.

The average fertilizer application ranges from 2 pounds per acre in South Dakota to 1440 pounds per acre in Florida.

Fertilizer Materials

By F. B. Chandler
Mass. Cranberry Experiment Sta.

Fertilizer Materials change from time to time in relation to new by-products and new methods developed by chemical engineers. Sometimes these changes are slight and farmers are not aware of the change. Sometimes the change does not remove a product from the market but changes its price so it is no longer practical to use the material as a fertilizer. Cotton seed meal, fish meal, dried blood, castor pomace, linseed meal and bone meal are all prepared in such a way that they may be used for animal food and as such they demand a price much higher than most farmers want to pay. Improved methods have increased the amount of the above materials produced but decreased the amount used as fertilizer. While this has greatly reduced the supply of these organic fertilizers there has been an increase in fertilizers made from sewerage. Two of the names for this type of fertilizer are "Milloganite" and Nitroganic."

The chemists and engineers have made it possible to take more of the nitrogen from the air for use as a fertilizer. This has been accomplished by more and larger plants, new by-products, better physical condition of by-products and better methods of distribution. The plants making fertilizer by taking nitrogen from the air have been increasing in number particularly in the United States, and the output of each plant has been increasing since the first World War. For many years most of the nitrogen taken from the air was sold a area which was used alone or mixed fertilizer. Recently a large part of the nitrogen of the air is converted to ammonia and sold as anhydrous ammonia or ammonium nitrate.

Anhydrous ammonia production increased six fold from 1947-48 to 1952-53 (54,000 tons to 325,000 tons.) Therefore, in recent years there have been many bulletins and articles on the use of anhydrous ammonia or liquid ammonia as a fertilizer. This has also been

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used extensively in mixed fertilizers, both dry and liquid. The December issue of "Butane-Propane News", a magazine for the bottle gas business, devoted 58 pages to Anhydrous Ammonia. The articles and advertisements in this magazine are very educational, and some of that information is presented here together with information from bulletins.

Ammonia gas is compressed to a liquid and shipped in pressure tank cars or tank truck. At 100 degrees Fahrenheit this gas creates about 200 pounds of pressure and is handled in tanks tested for 250 pounds or more. At present, most of the equipment for storage and application is owned by the company selling the anhydrous ammonia. Therefore, this highly concentrated fertilizer, 82 percent nitrogen, is usually applied to the land for the quoted price.

Ammonia gas may also be added to water, giving a liquid fertilizer which does not have to be handled under pressure—this may be called aqua ammonia or ammonia liquor. Urea may be added to ammonia liquor giving a solution which has 32 percent nitrogen and is very popular in some sections of the country. The above are all sources of nitrogen only, and there are a number of compounds which have both nitrogen and phosphorus. Urea may be treated with phosphoric acid to get a fertilizer about 17-44-0. This is a very good type of fertilizer for cranberry land.

Fertilizer Trends in general are toward more concentrated forms of fertilizer and ammonia is becoming a common source of nitrogen. Fertilizer is also being ap-

plied more and more as a liquid. These are general trends in the fertilizer industry as a whole. The trend in the Massachusetts cranberry industry is slightly different. More growers are using fertilizer and applying it in larger amounts, which in general is increasing yield and in most cases is decreasing the maintenance cost. With the increase in fertilizer used there has been an increase in the amount of phosphorus. Ratios of 1-2-1 are used much more than formerly. The 1-2-1 ratio is presented by grades such as 5-10-5, 8-16-8, 10-20-10. The 1-2-1 ratio was suggested in CRANBERRIES February 1949, p. 14. Ratios high in phosphorus give better quality fruit and better type of vines.

The rates of application have increased to give about 20 pounds of nitrogen per acre. A crop of 100 barrels per acre will remove twenty-three pounds of nitrogen, according to Colby in CRANBERRIES October 1945, pages 6 and 7. In comparison to other crops this is a small amount of fertilizer—grapes require 25 pounds of nitrogen and apples 30 pounds, while some other crops receive 100 or more pounds of nitrogen.

Pelletized Fertilizer

Pelletized fertilizer has increased because of the applications from the air and some people prefer it for hand distribution. The use of anhydrous ammonia and liquid fertilizers have not increased as much as they could. Some bogs are well adapted to the use of these materials. Many cranberry growers have used urea (NuGreen) as an important source of nitrogen. Because of the benefits, urea will be

used in increasing amounts in the future. On the other hand, the use of nitrate of soda has been decreasing which is desirable, particularly on poor drainage bogs.

Fertilizers in Relation to Other Practices is a very important subject as it may save many hours of time and reduce bog damage. Fertilizer may be used in sprinkler systems which have been designed for irrigation as they will give an even distribution of fertilizer. Sprinkler systems which have been planned for frost protection do not have a uniform distribution in most cases and are not satisfactory for fertilizer applications. Fertilizer may be applied in the flood water and this has been done by some growers. Both of these methods save most of the time usually required to apply the fertilizer alone, and also prevent the damage that occurs with so many methods of application. The disadvantage of these methods are 1) the time of irrigating or flooding; and the desired time of fertilizing may not coincide, also 2) with the flooding method the soil is fertilized in relation to the time the flood water is on, which puts more fertilizer in the lower areas. Fertilizers may be combined with many of the insecticides, such as urea with the treatments for the root grub.

Fertilizer Recommendations for all bogs are difficult or impossible to make because of bog variation, but some aids can be given to help the grower plan his fertilizer program. While all complete fertilizers have three elements, only nitrogen (represented by the first figure on the bag) will change the

FERTILIZER IN RELATION TO CROP

Crop in bbl. Per A	Pounds of N Removed	Pounds of Fertilizer per Acre to Replace Nitrogen Removed by Crop					
		5-10-5	8-16-8	Nitrogen applied separate from Phosphorus and potash			7-77
				Urea or 0-20-20	Sulphate of Ammonia	Phos. and Potash	
50	12	240	150	27	57	120	171
75	18	360	225	40	86	180	257
100	23	460	288	51	110	230	328
150	36	720	450	80	170	360	514
200	46	920	575	102	220	460	657

general appearance of the vines. The other elements, phosphorus (second figure) and potassium (third figure) are needed. Phosphorus improves the quality of the fruit and vines. Therefore, it is best to plan to apply all three elements, preferably in a 1-2-1 ratio. However, the nitrogen, phosphorus and potash do not have to be ap-

plied at once. The phosphorus and potash may be applied in heavy application, that three or four years supply, and the nitrogen applied as desired with aeroplane, sprinklers, flood water or insecticide. One way to consider the amount of fertilizer to be applied is to replace the amount removed by the crop taken from the bog

(see table). There is a bog difference and some bogs will need less, but other bogs will need more. If the crop is to be increased, more fertilizer will be needed—the soil is like a bank—the plant can not draw out elements unless they have been deposited. Another method of checking fertilizer need is to measure some of the fruiting uprights. When the uprights are less than an inch and a quarter, they need a complete fertilizer. On the other hand, fruiting uprights which are too long, over a two and three-quarters of an inch, indicate too much nitrogen, and they usually will benefit from a 0-20-20 fertilizer or superphosphate. Vine color is a good indication of fertilizer need for most experienced growers.

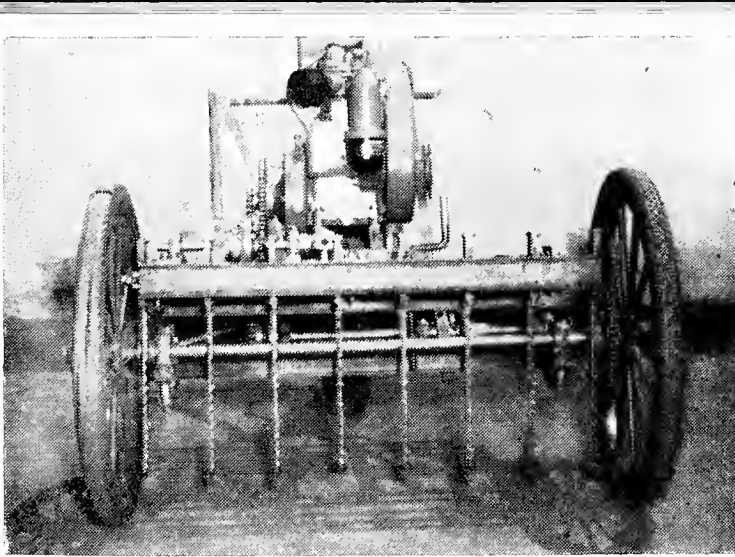
Wisconsin Fertilizer

By Dr. George L. Peltier
Consultant for
Cranberry Growers, Inc.
(Indian Trail)

The cranberry situation these past few years has been such that it behoves the grower to make two cranberries grow for the cost of one, if he is going to make his operations pay out. One means by which he can increase yields and so lower the overall cost of production per pound is through the judicious use of fertilizers.

During the 1954 season, in cooperation with Prof. A. R. Albert of the University of Wisconsin, yields and other data were obtained from the fertilizer plots located in the Wisconsin River, Cranmoor and Warrens area. An analysis of this data during the winter months points to the following trends.

Nitrogen. As has been mentioned in previous letters, nitrogen is essential to vine growth, but when applied in above optimum amounts or at the wrong time, or both, can lead to unfavorable growth conditions. The correct amount of nitrogen to be applied, varies not only from bog to bog, but from section to section on a bog. Each grower needs to study and ascertain for himself just what is the proper amount of nitrogen for each section of his bog for the



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coming season. The second important factor in nitrogen utilization is the time of application. Evidence tends to show that nitrogen should be applied as early as possible after the vines begin growth in the spring. Usually cranberry vines initiate growth before the flooding season is over. So long as flooding continues there cannot be any appreciable amount of available nitrate nitrogen in the soil for the growing vines. It is common knowledge that all crop plants suffer more or less from a lack of available nitrates during cool, wet weather and, under these conditions, application of nitrate nitrogen gives plants a tremendous boost.

Remember that the cranberry growing season is short. Every day it can be extended by getting an earlier start, should help. Thus, wherever the need for nitrates is indicated, they should be applied as early in May as possible, particularly when a frost-free period is available. Late application of nitrogen (mid-June or later) has a tendency to encourage excess vine growth at the expense of the fruit crop. Timing of nitrogen applications is really as important as the actual amount applied.

Observations seem to indicate that where early applications of nitrogen are made, it is taken up by the vines before some of the weeds and grasses get started, so that there is not too much available for weeds, whereas, when applied later, with the weeds in their active growing period, more nitrogen is used by the weeds and less is left for the vines.

Phosphorus and Potassium. The results from the fertilizer plots in all three areas Wisconsin Rapids, Cranmoor, Warrens, seem to show that a high level of potassium is essential. Prof. Albert is of the opinion that sections should carry at least 100 pounds per acre of available phosphorus to produce good yields, whereas the available potassium should be about 250 pounds per acre to balance with the phosphorus level.

More growers should take advantage of the service rendered by the Soils Department of the College of Agriculture, in analyzing

samples of their bog soils, so that more exact ratios of the essential elements can be applied more wisely.

Micro-elements. As in 1953, magnesium sulfate, copper sulfate, and to some extent, small amounts of borates seem to increase yields in all three areas. Iron sulfate also had an effect on yields in the Wisconsin River and Warrens areas, although for some reason it does not seem to be effective in the Cranmoor area. The results with manganese salts have been variable. In general, zinc sulfate, chelates, fritted trace elements and tetrine have shown only nega-

tive results so far as their influence on yield and keeping qualities of the fruit are concerned.

Sulfur. For the past three years sulfur applications, at rates as high as 1,000 pounds per acre, have been ineffective in making the soil more acid on several of the bogs in the Wisconsin River area, where the pH of both the soil and flood waters is too high for optimum growing conditions. In no case have the sulfated plots yielded more than the untreated plots, so sulfur has had little or no effect on yields. So far, no practical method has been found to make the soil more acid in this area.

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Lime. In the Warrens area, lime has been quite effective in correcting the pH of some very acid bogs as well as discouraging the growth of sphagnum and wood mosses. Slight increases in yield have also been noted in the plots in this area with applications of 1,500 and 3,000 pounds of lime per acre. Under no circumstances should lime be employed where the pH of the soil is above 5.

There is available this season in most formulation a "pellet" type of fertilizer, which may have several advantages over the old "powder" form. These include (1) ease of application by planes, drill, or hand spreading; (2) the pellets reach the soil immediately, without dusting the foliage; and (3) the fertilizer does not all go into solution at one time, which may be an advantage with early applications before the flooding season is over. The use of "pellet" type fer-

tilizer is increasing rapidly and may be adopted by some growers this season.

As has already been emphasized, it is much more economical to use high analysis fertilizer, both from the standpoint of original cost per unit of plant food and the labor involved in its application. Low analysis fertilizer may contain fillers, sometimes in the form of lime, which, of course, is not good on many of the bogs. In other words, a 50-20-20 formulation is cheaper in the long run than 3-12-12, since both have the same ratio (1-4-4) of the three major elements.

As far as current prices are concerned, they will average near to the cost of fertilizers purchased in 1954.

About 90 percent of the fertilizer used in New England is higher in phosphorus and potash than nitrogen.



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Cape Growers' Meeting to Be April 21

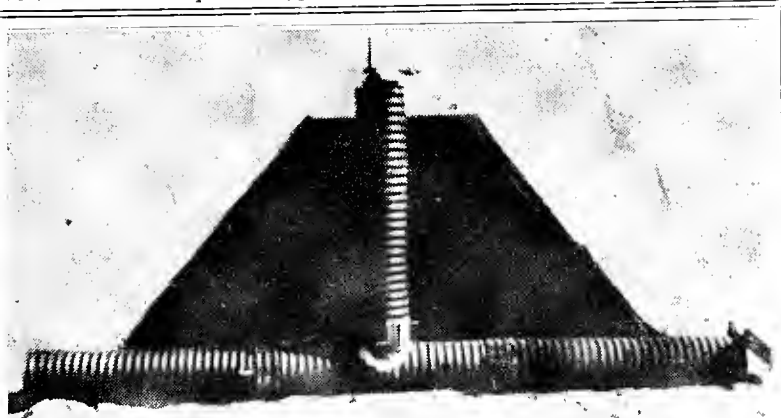
Spring meeting of Cape Cod Cranberry Growers' Association is to be at the Wareham Mass. town Hall, Thursday, April 21. The usual equipment show will be held in connection with this starting at 2 p. m. A buffet supper will be served at 6:30 and following will be the business meeting and a speaking program, with possibly a dance to wind up this affair which is always of great interest to all growers.

Reaction of Fertilizers

The acid or alkaline residue of fertilizers varies and most cranberry growers do not realize whether the fertilizers increase or decrease the acidity of the soil. The following will be helpful:

Nitrate of soda—alkaline
Ammonium nitrate)
Anhydrous ammonia)—all acid
Urea)
Sulfate of Ammonia—twice as acid
as above. F. B. C.

New England uses about two percent of the fertilizer consumed in the United States.



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Miss Sue Pitman, former assistant treasurer and office manager for the now defunct New Engand Cranberry Sales Co of Middleboro was honored by members and directors on Friday evening at the home of Mr. and Mrs. Isaac Isaacson of Carver.

Fred L. Bailey of Kingston, on behalf of the members of the N. E. C. S. Co. presented her with a check for \$500 and an engraved silver money clip in appreciation of her many years of service with the company.

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ACKNOWLEDGEMENT

In the issues of last month we neglected to say that the photo on page 7 in connection with the article "Effect of Fertilizer on Cranberry Uprights" was furnished by C. A. Doehlert of the New Jersey Cranberry-Blueberry Experiment Station.

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Mass. Cranberry Station and Field Notes

by J. RICHARD BEATTIE
Extension Cranberry Specialist



Recent visitors to the State Bog have seen some remarkable changes in its general appearance. Three long dikes have been nearly completed which sub-divide the bog into four sections. A large shore canal is being built to carry the water to these areas. Flumes will soon be installed so that the water on each section can be handled independently of each other. We will soon be in a position to conduct some controlled experiments on water management which has been needed for many years.

For example, studies on the proper handling of the flood waters during the winter months can be made. "Early water" versus "late water" can be compared under control experiments. We need further data on flash flooding during periods of severe droughts. The possibility of "water raking" can be investigated. These and many more studies can now be made under carefully controlled conditions. This has long been the hope of Dr. Cross and his staff as well as many growers. We would like to acknowledge at this time the excellent work of Darrell Shepherd of the Soil Conservation Service who has been responsible for much of the engineering and planning of this particular construction project. Mr. Shepherd has been ably assisted by Oscar Johnson, Arnold Lane, and Lloyd French. Mr. French is with the Soil Conservation Service in Plymouth County.

Frost Season

The frost season is here again and arrangements have been completed to send out frost warnings

over the telephone and radio. The Cape Cod Cranberry Growers' Association is again sponsoring the telephone relay system. It is a splendid service and one that should receive greater grower support. There was a definite increase in the number of subscribers last year and we hope that a trend in this respect has been established. The following radio schedule supplements the telephone frost warning service:

The Preliminary Keeping Quality Forecast was prepared April 1 and has been mailed to the growers through the County Agents offices. It reads as follows: "Weather data through March indicates fair to poor keeping quality for early-water cranberries in 1955. Growers who have bogs that tend to produce weak or tender fruit should consider late holding of the flood or spraying with fungicides during bloom. "The need for high quality fruit is obvious." It is essentially the same as a year ago and certainly the results justified that forecast. The Final Keeping Quality Forecast will be released early in June. They are intended only as guides and to that extent they have been most helpful to the growers who have used them.

It has been called to our attention that the recommendations in the new chart outlining the use of dieldrin, aldrin, and heptachlor for the control of grubs are not as clear as they might be. We would like to suggest the following re-wording of these recommendations: Add 2- $\frac{3}{4}$ qts. of dieldrin emulsifiable concentrate containing

1- $\frac{1}{2}$ lbs. per gallon to 100 gallons of water and apply 800-1000 gallons per acre, or add 2 qts. of aldrin or heptachlor containing 2 lbs. per gallon to 100 gallons of water and apply 800-1000 gallons per acre. Professor "Bill" Tomlinson has found that it requires approximately 10 lbs. of actual material per acre to get the desired results and these formulations are based on his studies.

Dr. F. B. Chandler is doing some very interesting work on drainage. He has been experimenting with perforated plastic pipe which can be drawn through the bog soil by means of special equipment. The cost is very reasonable and it would seem that this new technique should relieve the drainage problem on many bogs. Growers interested would do well to discuss this work with Dr. Chandler.

Irving Demoranville and "Joe" Kelley have been making some very careful analysis of berries stored under various conditions. While this study is preliminary in nature the results so far have been very enlightening. More work in this field has been planned by Dr. Cross and the results should add considerably to our knowledge.

Frank Crandon, President of the Cape Cod Cranberry Growers' Association, announces that the Spring Meeting of the Association will be held April 21 at the Wareham Town Hall beginning at 1:30 p. m. The program will be somewhat different from recent years. It is designed to be of interest to the women folk as well as the men and will feature a special evening of entertainment for all members of the family.

Vernon Goldsworthy

Cranberry Specialist and Grower

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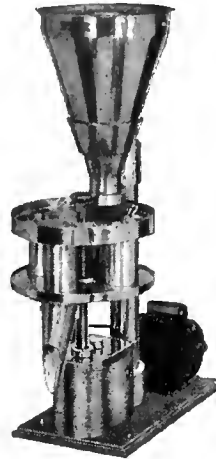
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WBZ	Boston	1030 K	92.9 mg.	2:30	9:00 Sun.-Fri.
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April Brothers N. J. Eatmor Cannery Expand

Bridgeton, N. J.—Morris April Brothers, canner of Eatmor Cranberry Sauce, has announced the opening of a new warehouse at the company's plant in Tuckahee, N. J. The new building with 126,000 cubic feet of storage space, can accommodate 120,000 cases of cranberry sauce.

The expansion is the result of increased production schedules set up to keep pace with growing sales for the new line. In the short space of one year Eatmor Cranberry Sauce has gained a sizeable share of the national market. According to Morris April, president of the firm, prospects for the up-coming season are "very bright."

The new warehouse is expected to eliminate a storage problem that arose when the firm added new canning facilities last fall. In addition to providing much-needed storage space the new building features modern loading docks for April's fleet of trucks. The old loading area, April indicates, will be used for another canning line.

Farm Costs Decline

Agricultural Secretary Benson thinks farmers' incomes in 1955 will be close to the 1954 level. He adds farmers' costs are starting to show some decline.

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Cranberries

THE NATIONAL CRANBERRY MAGAZINE

Issue of April 1955 — Vol. 19 No. 12

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FRESH FROM THE FIELDS

Compiled by C. J. H.

MASSACHUSETTS

April Drier, Warmer

Precipitation up to April 20th was 1.08 inches, a little below normal. Average for the month is 3.85. Temperatures for the month to the same date were considerably above normal, about 4 degrees a day. Warmest day of the month was the 12th with a 78 degree and the coldest the 9th with a 28. These readings were taken in the shelter at the State Bog.

No Frost Warnings

No frost warnings had been given up to the same date.

Keeping Quality

If the entire month of April remains dry it will aid in keeping quality and a little cooler weather would also help, in the opinion of Dr. Cross.

March Sunshine

March sunshine was good, but the sunshine in this month is not a very important factor. Next month, May, it is of considerable value if sufficient.

NEW JERSEY

Dr. Chester Cross visited the Double Trouble bogs at Toms River and spoke to the Ocean County Cranberry Club on the evening of April 14. Dr. Cross presented a strong case for holding the winter flood until May 20 or June 1 (in Massachusetts), if this is combined with frequent drainage of the flood during the winter when the weather is not severely cold. He commended Dr. Bergman for his contribution to the cranberry industry in regard to oxygen deficiency injury.

Joseph Palmer of Tuckerton has been made manager of the extensive Switlik bogs. Mr. Palmer also has his own bogs at Wading River.

March Weather

According to the records at the Cranberry and Blueberry Research Laboratory, March was just a little above normal in rainfall and temperature. The rainfall for the month was 4.66 inches compared with a normal of 3.59 inches. The average temperature was 42.8 degrees compared with a normal of 42.1 degrees.

There were only two days with the maximum temperature reaching 70 degrees or above (73 degrees on the 10th and 70 degrees on the 11th). There was a cold period when the minimum for the night fell to 14 degrees on the 7th and 15 degrees on the 8th. There was another cold wave when the minimum fell to 19 degrees on the 20th. Fortunately each of these cold periods was preceded by 2 days of cool weather with cold nights so that buds had a chance to harden.

WISCONSIN

Warehouses Burned

The Warehouses of William J. Harkner, Millston, Wisconsin was totally destroyed by fire on the morning of March 10th. This is the fourth warehouse in the southern area to be destroyed by fire in the last eighteen months. Each loss was covered by insurance.

Last of March Cold

A total of eleven inches of snow fell on the cranberry areas on Mar. 21 and 22. The southern marshes had been free of snow for about a week prior, but the northern

marshes had eight to ten inches of snow when the storm hit. This was the heaviest fall of the season.

The last of March found temperatures averaging ten degrees below normal. The entire month had average temperatures, but above normal. The entire month had average temperatures, but above normal precipitation in the form of rain and snow. Reservoirs were reported filling in mid-March.

Chances of Oxygen Deficiency And Winterkill

With the possible chance of vine injury from oxygen deficiency, water was being pulled from under the ice and snow the latter part of March. Tests had shown oxygen falling dangerously low.

More Growers Returned From Winter Vacations

Most growers have returned from their winter vacations and are now busily planning their marsh operations for the coming year.

WASHINGTON

March a Wet Month

Weather during the month of March was rather wet. With the exception of about a week it rained most of the time. During this period the temperature dipped low. The maximum for the month was 59 degrees F. and the minimum was 21 degrees. The averages respectively were around 46F. and 36F. The percent of relative humidity varied from 100 percent down to 32 percent, with an average of approximately 60 percent.

Herbicide Applications

At the Experiment Station at Long Beach spring fertilizer applications have been made, and a

scalped area for planting has been prepared and there have been a few herbicide applications. The intention is to wait and apply some of the new herbicides when weeds emerge.

Extensive work is planned this season for control of "Winterkill." On a few plots, Phygon, Fermate and Captan showed some promise. Isolations and inoculations are still being made to determine cause. Plots have been made to determine if nutrition is a factor. No recommendations have been made as yet.

OREGON

Cold Spring, Rain Short

It has been a cold spring here, with consequent little advancement of the coming crop. There were

frosts April 4th and 15th. The rain supply is short for the year.

Sanding by Pump

L. M. Kraniek sanded his bog with a sand pump, using small pontoons to float the pipe which carried the sand filled with water. The sand settled well, making a good, even layer.

Putting the 'Bee' In Cranberries

(Reprinted with special permission from "Report from Rutgers," publication of the State University of New Jersey.)

A busy Rutgers scientist and millions of even busier bees make up a brains-plus-brawn combination that could have meant New Jersey's biggest cranberry crop in history this fall—and a long-term

outlook for cranberry production as dazzling at the iridescence of the wings of the bees themselves.

The bees did their part, but the weatherman didn't. The heaviest 'set' of blossoms in the history of the Jersey cranberry business was lost by the dry weather and the encouragement it gave to a cranberry blight called 'scald'.

Entomologist Robert S. Filmer of the State University's Agricultural Experiment Station is the man whose continuing research showed that the low 16-barrel-per-acre Jersey crop (Massachusetts gets 27, Wisconsin 54) was primarily due to sub-par pollination of the cranberry blossoms by the honey bees who do man this favor



Dr. Filmer examines a blueberry bush.

while providing for their own interest.

Wild honeybees, traditional helpers of Jersey growers, have been diminishing as controlled burning and other advanced forestry practices have reduced the underbrush which typically surrounds most of the bogs.

Put back the bees and they'll put back the berries. That was Dr. Filmer's advice. Experimental plots where domesticated "packaged bees" were placed at one colony per acre showed yields 50 per cent above the state average. Doubling the bee population (up to the vicinity of 100,000 bees per acre) hiked cranberry production another 60 per cent.

Dr. Filmer's thoroughly-satisfied

friends the bees could have pushed the state average above 20 barrels per acre for the first time. And that's only the beginning. Someday, the Rutgers scientist predicts, 100 barrels will be possible — a seven-time multiplication of this \$1,750,000 Jersey crop.

It's a combination that figures to make everyone happy. The honeybees consider cranberry pollen a delicacy. Dr. Filmer, as an entomologist, delights to see man and insect teaming up so happily together. And no one will be happier than the cranberry growers, even though learning to handle colonies of packaged bees may find some of them eating their cranberries standing up!

Minot Food Packers Expand

Minot Food Packers, Inc., has announced the purchase of the adjoining American Can Company building in Bridgeton, N. J. The building, formerly a warehouse, contains approximately 70,000 sq. feet. This will enable Minot, primarily Packers of Cranberry Sauce and Sweet Potatoes, to expand their operations. They will add new items to their line and engage in Custom Packing. They are also contemplating leasing portions of the building for warehouse space.



The Rutgers entomologist is shown with an open hive of bees.

Development of Equipment for The Cranberry Industry

By F. B. Chandler

For many thousand years man has been developing tools and equipment to make his tasks easier or to complete them in less time. In prehistoric times this must have consisted of development of tools and equipment that we now take for granted, such as axes and wheels. The development of equipment for the cranberry industry in the middle of the twentieth century is complicated to perform tasks such as harvesting and sorting of the berries. It is difficult or impossible to write a story about tools or equipment and correctly credit the person or persons who have done the inventing and the exact time of the invention. It is even difficult to know when other development have been adapted to the cranberry industry.

Cranberry Tool Development

It would appear that the development of tools for cranberry work has developed in the same way, from the simplest cutting tool because somewhat special cutting tools were needed for the building of the bog, such as the turf axe and the long narrow shovel sometimes used to cut the edge of the

ditches. The next most used equipment has a wheel and the cranberry industry has the wheel on many items, such as the wheelbarrow illustrated in Massachusetts Bulletin 447. The body of the cranberry wheelbarrow is slightly different from the general purpose type. In some places two wheeled carts are used, illustrated in Oregon Bul. 225 and Washington Bul. 230. The wheel on a track is also used. In the East, the truck (narrow gauge) is temporary and used for building bog or for sanding, and occasionally for ditch cleaning. The exception to this is the Edaville Railroad in Carver which is permanently located around the bog and is used to take the tools, equipment, boxes and the men to the bog and to haul the crop to the screenhouse (Cranberries June and October 1946). On the Pacific Coast the track (usually standard gauge) is built into the bog and used to transport all small tools, boxes, etc., to and from the bog. West coast growers usually have the sprayer mounted on small flat cars.

In the nineteenth century bogs were probably built with only a few

tools and simple equipment such as axes, shovels, wheelbarrows (Cranberries January 1950) and wagons. Now in some sections where there are no stumps it is possible to build bogs with large brush breaker plows followed by heavy disc cultivators. In locations where it is too stumpy to plow, the top is turned over and the stumps removed with power clam shovels illustrated in Massachusetts 447, page 11, Cranberries October 1944, page 14, October 1946, page 8 and December 1946, page 17. Bulldozers are also used in the construction of bogs or the dikes that surround them. Illustrations of bulldozers at work will be found in Cranberries February 1946, page 14, April 1946, page 6 and July 1953, page 15.

Vine Setting

Setting of vines on the new bog has varied greatly from the beginning when sods were set. Later a few vines were set with a long pole from a standing position. A number of hand tools were developed about the turn of the century which would set more than one hill at a time. Hand operated discs were developed about 1906 in Wisconsin (Wisconsin Bul. 119). The disc principle was developed to power driven equipment which has been pictured in Cranberries August 1947, p. 15 and 16, October 1947, page 13 and 14 and July 1948, page 10. In Wisconsin angle irons are added to wooden cleats on a crawling tractor to make a vine setter, Cranberries July 1948, page 11.

Ditches and Flumes

Ditches were cut by hand with shovels, axes and turf axes in the bogs built many years ago. The present day ditches may be dug with the power shovel and some are lined with boards, Cranberries October 1953, page 21. Ditches are needed in all bogs for drainage and in many bogs they may be used for irrigation. In bogs located on the West Coast the main ditches may have tide gates, two kinds of which are shown in Oregon Bul. 157.

Flumes are necessary to control the flow of water and in recent years we have seen the development of metal flumes which to

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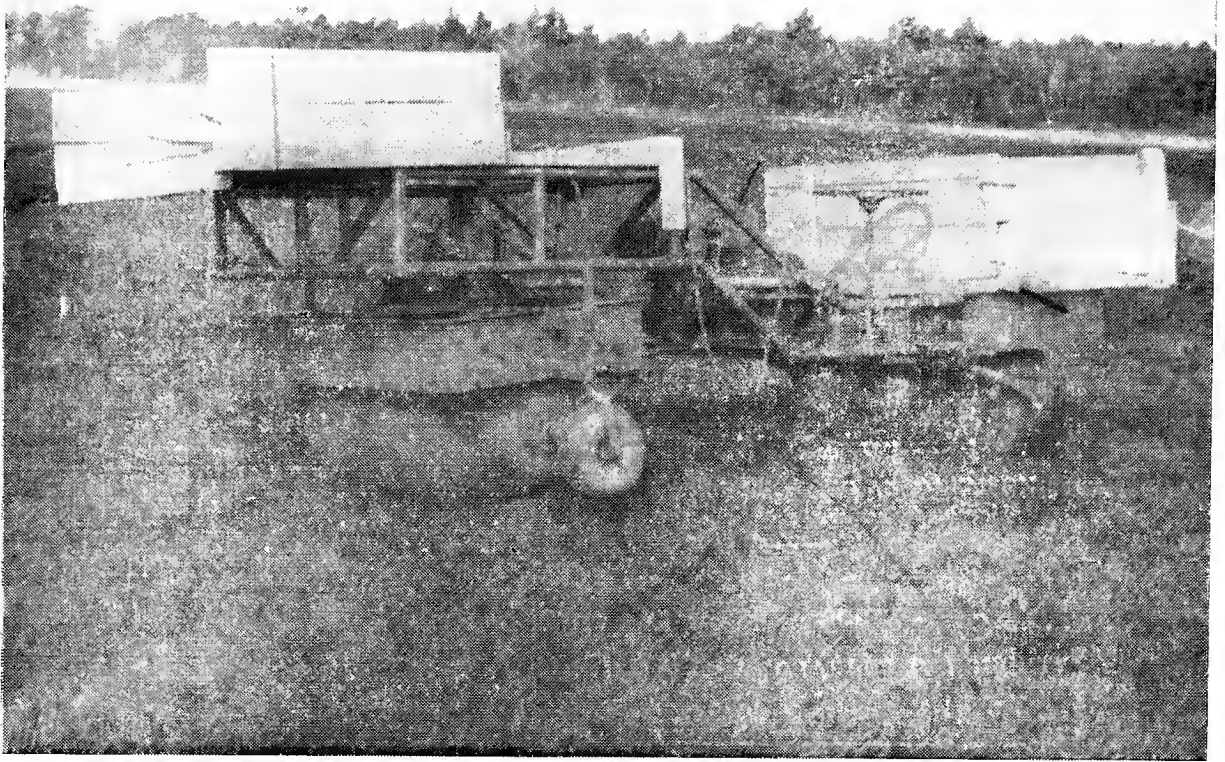
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The Goodyear Rubber Company has developed a new tire which is a long melloon shape. This tire is called a "Rolligon" tire and is made in several sizes. A test vehicle has been used in Massachusetts on the Crandon and Pierce bogs to see if this tire is suitable for use on cranberry equipment. The new, strange-looking piece of apparatus is shown on the bog. In a "test" it was used to clean ditches, but what the ultimate use of the roller will be in the cranberry industry remains to be seen. (CRANBERRIES Photo)

some extent have replaced the old wooden ones. This type of fume was pictured in Cranberries March 1947, page 7 and May 1947, page 19. Regardless of the type of fume, it is difficult to put in planks or to remove them after dark, so a Massachusetts woman invented an attachment for a flash light which would 'light the way', see Cranberries August 1954, page 20.

Ditch cleaning has been a great problem. Many ditches have been cleaned with a shovel and the debris has been carried away on a stretcher. The cleaning of ditches has varied from this primitive method to power shovels and railroads, with all of the possible intermediate conveniences between the two methods. Probably the most rapid and convenient method of cleaning ditches near the shore or dike is with endless buckets attached to a crawler tractor, Cranberries July 1950, page 9. This is

a recent development of an old ditch cleaner illustrated in Oregon Bul. 157. Such equipment removed the debris from the ditch and puts it in the middle of the dike. The best method of cleaning ditches not adjacent to the shores or the dikes, appears to be with a dragline which is arranged to dump into a truck, a Massachusetts development. Equipment of this type permits cleaning of the ditches without damage to the cranberry vines and without rehandling the debris.

Irrigation

Irrigation in many of the level bogs is accomplished by flooding for a short period. On bogs which are not level, cranberry growers have used sprinkler systems of all types, from the Skinner, Giant Heads and small heads. Photographs of some of these have been published in Cranberries September 1944, page 11, March 1945, page 8, June 1953, page 10, July 1953, page 11 and April 1954, page 21.

With irrigation has come a greater need for water and this has increased the number of pumping systems. The first pumping systems were with steam engines. These were later changed to one-cylinder engines. Now most motors are quite modern, some electric, some industrial engines both Diesel and gasoline, some automobile engines and some air cooled motors. These motors operate many different types of pumps, some of which have been developed for the cranberry industry, such as the Malde and Bailey, also others which have been developed for other industry, such as Lawrence, Gray-Aldrich and Ward. Pictures and efficiency curves of these pumps will be found in Contribution No. 3 of Massachusetts. Some of the pumps have been connected to ovels, Cranberries August 1948, page 10, and others have been connected to small water holes while others get water from lakes or

streams. A few pumps are floating such as the one pictured in Cranberries April 1950, page 14.

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Drainage

Drainage is as important as irrigation and when irrigation is used, drainage, or the removal of water, is even more important. In some cases drainage has been accomplished with a ditch and in some cases with tile. Peat lands in Indiana and Michigan have been drained with mole plows. One of the recent developments in Massachusetts has been the use of plastic tubing drawn in a mole drain or applied in an opening made with a special attachment to a subsoil plow.

Pruning

The cutting of runners, called pruning, was accomplished with a knife rake and still is commonly used. Later a number of knives were mounted between two wheels and called a machine. Both of these are illustrated in Massachusetts Bul. 447, page 26. Wisconsin has developed a pruning machine by attaching knives to a side delivery rake, Cranberries September 1954, page 14. Massachusetts growers have developed a pruner with vertical cutter bars. Cranberries March 1955, page 14.

Weed Control

There have been a number of inventions or improvements of equipment for weed control. Massachusetts growers have applied herbicides with a "hockey stick".

In Oregon the "Bates Oiler", a rake-like tool, applies oil below the vines. In Washington kerosene or Stoddard is applied with a "Crowley Oiler" or a "Crowley Oiler, Jr." The latter equipment consists of a tank, small pump, gasoline engine, hose and spray nozzle mounted on a wheelbarrow frame. In Massachusetts oil delivery tank trucks have been adapted to deliver oil on the weeds from the dike. For cutting weeds Wisconsin developed whirling knives which are carried by two men or mounted on wheels to be operated by one man, Cranberries October 1953, page 20. This has also been used on the "Bridge", a large piece of equipment which goes from ditch to ditch and permits weed cutting without operating on the bog. Pictures of the "Bridge" were published in Cranberries November 1950, page 10-11.

Spraying, Dusting

The equipment for spraying cranberries pictured in 1905 in a U. S. Department of Agricultural bulletin consisted of a horse, wagon, two barrels (one with a pump), and a three man crew. There has been a great change from that to the equipment on small flat cars, Cranberries July 1950, page 7 and November 1953, page 8. Also long booms have been developed which will spray thirty or more feet at one time, as pictured in Cranberries September 1945, page 21. The University of Massachusetts developed an experimental tractor which would spray bogs. This tractor would also cross some of the ditches without planks, see Cranberries, September 1950, page 14. Between the barrel sprayer with the hand pump and the present equipment there have been stationary and semi-stationary spray arrangements. One of the latter for cyanide spraying is illustrated in Massachusetts Bul. 447. Dusting has had a great change from the small power dusters to the present aircraft. The straight wing airplane is very commonly used, Cranberries July 1946, page 10 and Cover Aug. 1947, also page 14). In Massachusetts the helicopter is used for dusting many acres, Massachusetts Bul. 447, page 29 and Cranberries January 1947, (Continued on Page 12)

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INDICTMENT

THE Federal Grand Jury sitting at Boston returned a criminal indictment April 8th against National Cranberry Association, A. D. Makepeace Company, United Cape Cod Cranberry Company, M. L. Urann and John C. Makepeace, charging that they conspired to violate the Anti-trust laws in four respects. The violations related only to cranberry products and not to fresh cranberries.

If the defendants are found guilty on all four counts they may be fined as much as \$20,000 each although Mr. Makepeace and Mr. Urann might under the law receive jail sentences if found guilty. Such sentences are not often imposed in these cases.

We wonder why the Government seems to have it in for the cranberry industry? Do we deserve it as an industry or do we not?

"CRANSWEET"

A NEW cranberry production has begun. This is "Cransweets." One of the newest things in the food industry. This is being put out by The Cransweet Corporation of Eagle River, Wisconsin, of which Vernon Goldsworthy is president. We have been sent samples of the several products and found them excellent. In fact, our whole staff here sampled them. The agreement was unanimous.

INTERESTING EXPERIMENT AT MASS. STATE BOG

IT IS a most interesting experiment which is being tried at the Cranberry Experiment Station at East Wareham, Massachusetts. That is dividing the bog into four about equal sections. This will permit a number of experiments, including water raking with various types of pickers. Each section can be individually controlled. All this should advance the general knowledge of cranberry growing.

20 YEARS

THE next issue of this magazine will be the 20-year mark. During these 20 years we have tried to give all the possible information. We have published scientific

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articles. Articles about individuals. Personal items. In other words we have tried to serve the industry to its best possible advantage.

Equipment

(Continued from Page 10)
page 13, July 1947, cover, page 15-17 and October 1947, page 16, picture helicopters in action.

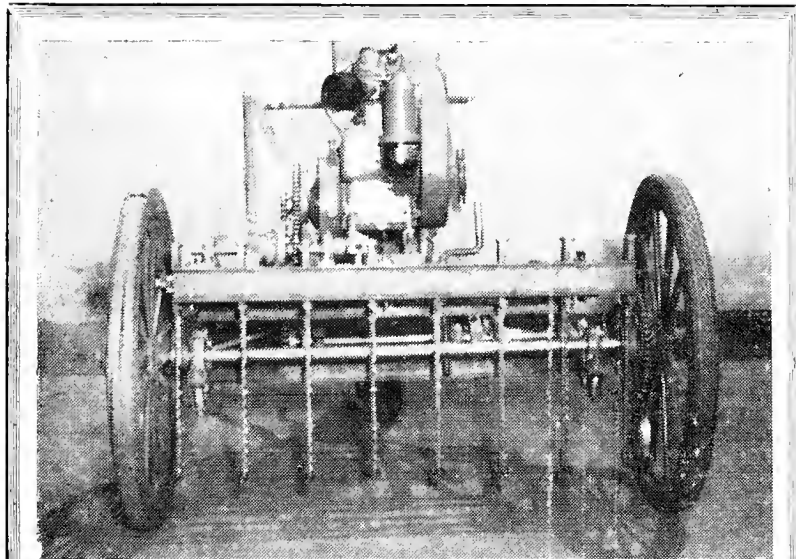
Sanding

The application of sand to the bog is expensive and time consuming, and therefore has received

much time and thought by the ingenious. The equipment developed for sanding would make a good study which would more than fill one issue of the magazine, and for that reason it will not be possible to mention all the developments. Recently in Massachusetts the sand has been applied dry and the equipment has consisted chiefly of

stripped down automobiles and machines to load them. In Wisconsin most of the sand is applied on ice and the equipment has been designed to get even layers of sand. There have been some interesting water methods of sanding. New Jersey had a flat bottom boat which deposited the sand in the water. In Washington they have moved the sand up to two miles in pipes with water. They have also done some sanding from scows.

There have been many more ingenious developments by the cranberry growers in frost protection, harvesting, screening, storage and shipping. Time and space have not permitted the presentation of these subject. However, it is evident that the cranberry grower enjoys many of the mechanical developments of the present day.



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Irrigation Firm Opens Eastern Headquarters

W. R. Ames Company, manufacturer of portable irrigation systems, has established regional sales and distribution headquarters in Indianapolis, Indiana. Ray Foss has joined the organization to head up the new office as District Sales Manager for the east-central and north-eastern states.

Ames' Indianapolis branch will maintain a large stock of irrigation equipment and will provide sales and technical assistance to distributors and their dealers.

Ray Foss brings with him extensive experience in the irrigation industry. His sales activities include executive sales positions with irrigation firms both on the Pacific Coast and in the New York-New England areas. He has also spent considerable time establishing irrigation equipment dealership and training sales personnel.

The new Ames office is located at 1414 South West Street, Indianapolis. With plants in San Francisco and Tampa, Ames manufactures a complete line of portable equipment for sprinkler, furrow and flood irrigation. The firm was established in 1910.

Mass. Station Worker Has Checked Countless Berries

He is Irving E. Demoranville, Laboratory Assistant—Task Really Important.

How many thousands of cranberries have been handled since 1952 by Irving E. Demoranville, laboratory assistant at the Cranberry Experiment Station, East Wareham, Massachusetts, he has no idea. But the count would be rather astounding as he weighs, checks and examines for various reasons much fruit in the course of a year. And he is very keen on his work, because he has the inquiring mind of a researcher.

Demoranville, most recent full-time, addition to the Experiment Station staff, April 1, 1952. is an invaluable assistant to others there in all sorts of studies.

He was born in Dartmouth, Massachusetts, January 24, 1925 the son of Mr. and Mrs. Irving A. Demoranville. His father is a cranberry grower with 7½ acres of bog in Freetown. So he is no stranger to cranberry growing.

After being graduated from Dartmouth High School he entered the University of Massachusetts at Amherst. He majored in horticulture, receiving his B. S. degree in 1951 and his M. S. in 1952. During the summer of 1950 he assisted Dr. H. F. Bergman, USDA Senior pathologist, (now retired) at the State Bog doing pathological work in the laboratory.

Entering full-time work at the Station he has assisted Dr. F. B. Chandler in soils, seedlings effects of salt water (hurricane) studies; Dr. C. E. Cross in weed control studies; Prof. John S. Bailey in small fruit studies, and also Dr. Bergman. He has assisted in studies in the growth of Early Blacks and of Late Howes.

At the time this story was written he was engaged in checking berries, studying the effect of picking machines as concerned bruising.

Mr. Demoranville now lives close to his work in his place of resi-

dence, as do most of the staff at the Station. He is married to the former Rita Vailecourt of Dartmouth, and they make their home on Great Neck Road, East Wareham. Mr. and Mrs. Demoranville have one child, a daughter Carolyn, 11 months.

He is a member of the Freetown Grange. As to his spare time he likes hunting, reading (fiction) and is a stamp collector "after a fashion," as he has not pursued this particular hobby very long.

"Dee" says his boss, Station Director Cross "offers to all of us here great help—intelligent help. He is a most valuable addition to the staff."

Many a man has to go broke before deciding to break his bad habits.

People who don't know the value of money seldom have any.

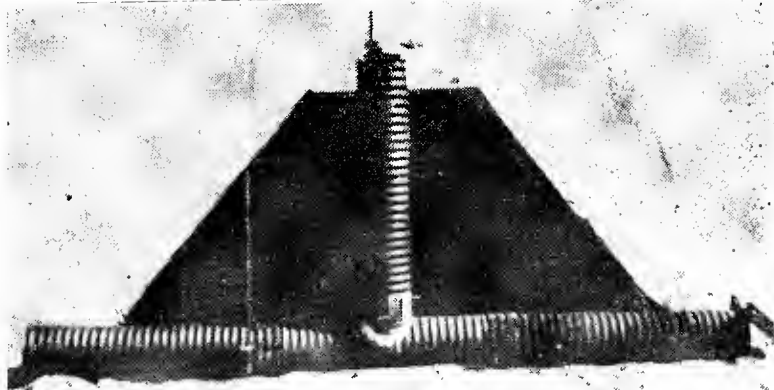


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Equipment Buying

Just a word of caution about this equipment buying. Are you sure that you and the equipment are going to be congenial? You see, taking on a major piece of equipment is a good deal like plunging into the holy state of matrimony. You do not always find out until afterwards just what you have taken on.

Some twenty years ago, we purchased a Matheson picking machine. Ever since then, that ma-

chine has been ruling the bog with an iron hand, figuratively and literally. Of course it ended raking; it also ended the sale of floats, since it crushes half the underberries. The machine dictated my fertilizer program, since it likes up-rights to be about so long. By doing good pruning and in combination with diligent trash-boating, it has practically eliminated sanding. It has dictated the shape and size of sections to eliminate the cut-up nuisance sections. I could go on and on. The thing takes more humoring than a wife.

Consider those growers who, though small, have acquired some major piece of equipment or have, say, a fleet of jalopies. A good jalopy-and-plank man will even reshape all the shores around his bog so that he can drive on and across anywhere. That other man who splurged on a power shovel—almost everything he does is colored by the fact that he has that shovel available at no cost but gas. The man with the railroad, already happily (?) married to it, uses it on small stuff which jalopies could do cheaper.

I did wonders with a bog railroad in the '30's and occasionally since. But the thing has laid idle for the last five years because I have not happened to have both the help and the money to operate it at the same time. And I have a world of work waiting for it. You see, no piece of equipment eliminates all handwork. Before I can start to regrade bog, for instance, I have to know where the hand labor is coming from to turf up the ditch banks, and to do the thousand and one things that have to be done by hand until science gets a bit further along with the mechanical man.

Of course I know just what I would like to have in the way of a new wonder machine, and if I can just lay my hands on the money to buy it and to operate it. I am ready to walk up the aisle again. This is the trouble with the new wonder machines. You cannot rent them for a "trial marriage" period, because they are so scarce. It has to be "for better or for worse." It is true that a discarded machine cannot collect alimony, unless you bought it on time. But it may be expensive to divorce any machine. I can clearly remember dropping over two thousand dollars in disposing of a misguided purchase of bog equipment.

Are you set in your ways that you cannot change one or two of them if necessary? Then try to get along as you always have. For almost any piece of equipment which you can add will make it advisable for you to change some, if not many, details of your operations in the most unexpected ways. If you do not do so, you



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BRILLION, WISCONSIN

are not getting full returns from the equipment.

But if you are willing to let a machine boss you; if you are willing to humor its least whim and alter your whole life accordingly, by all means choose carefully and then go all the way.

—Russell A. Trufant

Eatmor Has New Container

Lester Haines, General Manager of Eatmor Cranberries, Inc., said this week that he believes the three purpose wirebound cranberry crate developed by his organization and used last season in Wisconsin is the ideal container for cranberries.

He predicted that the new wirebound crate, already enthusiastically received by major terminal market receivers, will play an important role in the future distribution of cranberries. The wirebound crate is designed to hold 25 lbs. of bulk berries, 24-1 lb. cello bags or consumer cartons.

Working with packaging engineers, Haines helped design the wirebound crate which he feels will offer the cranberry industry

the following principal advantages.

1. Ease to assemble, pack and load.
2. Increased pallet capacity by permitting higher stacking.
3. More adequate ventilation and refrigeration.
4. The outside cleats provide hand-holds which enable more efficient handling.

It is Haines' opinion that use

of the wirebound crate will greatly reduce, if not eliminate, damage caused by decay.

Terminal market receivers reported that the wirebound cranberry crate can be double palletized without the danger of the containers collapsing or berries being crushed. This greatly reduces handling costs and expands the capacity of storage rooms, a strong economic factor to the

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The above is a sign appearing on the NCA canning plant at Onset, Massachusetts on the main Cape highway. It will be seen by countless passing motorists. (CRANBERRIES Photo)

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Cranberry Co-op Heads Visit Oregon Growers

Approximately 100 cranberry growers from Southwestern Oregon gathered the evening of March 15th to hear officials of National Cranberry Association headed by James E. Glover, new president. Others from Massachusetts included John Harriott, of NCA financial department Frank Crandon, president of Cranberry Credit Corporation and Edward Ekstrom, treasurer and general manager of the Credit Co-op and Marcus Havey, production manager for the National and head of the largest warehouse which is in Chicago.

It was announced that the policy of NCA is to have the organization run as a true co-op with all members treated alike. Plans for new products and a discussion of greater "streamlining of the NCA plants.

A pot luck supper was served.

receiver. Haines also said receivers have reported that the adoption of the cranberry crate will fill all of the requirements necessary to deliver cranberries in the most acceptable and salable condition.

**CAPE GROWERS
HOLD ANNUAL
SPRING MEETING**

The Cape Cod Cranberry Growers' Association held its spring meeting at Wareham Memorial Town Hall on April 21. This included the usual cranberry equipment show. There was a speaking program, entertainment, talks, a supper. A special program was given for the ladies of the cranberry industry in the afternoon.

Members of the committee in charge included Dr. F. B. Chandler of the Cranberry Experiment Station, chairman, Ferris C. Waite, NCA. Ralph Thacher, Chester Robbins, J. Richard Beattie, Massachusetts Cranberry Specialist and Dr. Chester E. Cross, director of the Cranberry Station.

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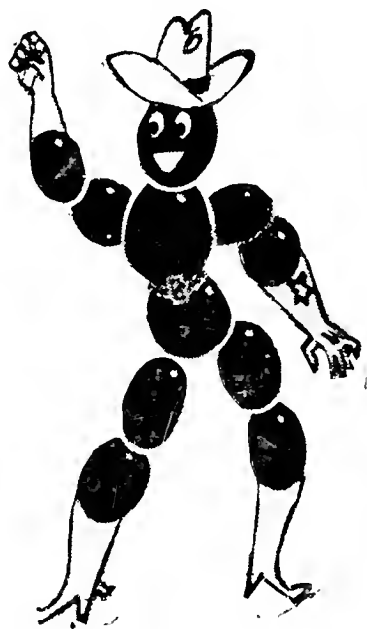
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Ray Bates — Bandon, Oregon

Walter Fort — Pemberton, N. J.

Leo Sorensen — Wisconsin Rapids, Wisc.

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Les Haines — Chicago

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