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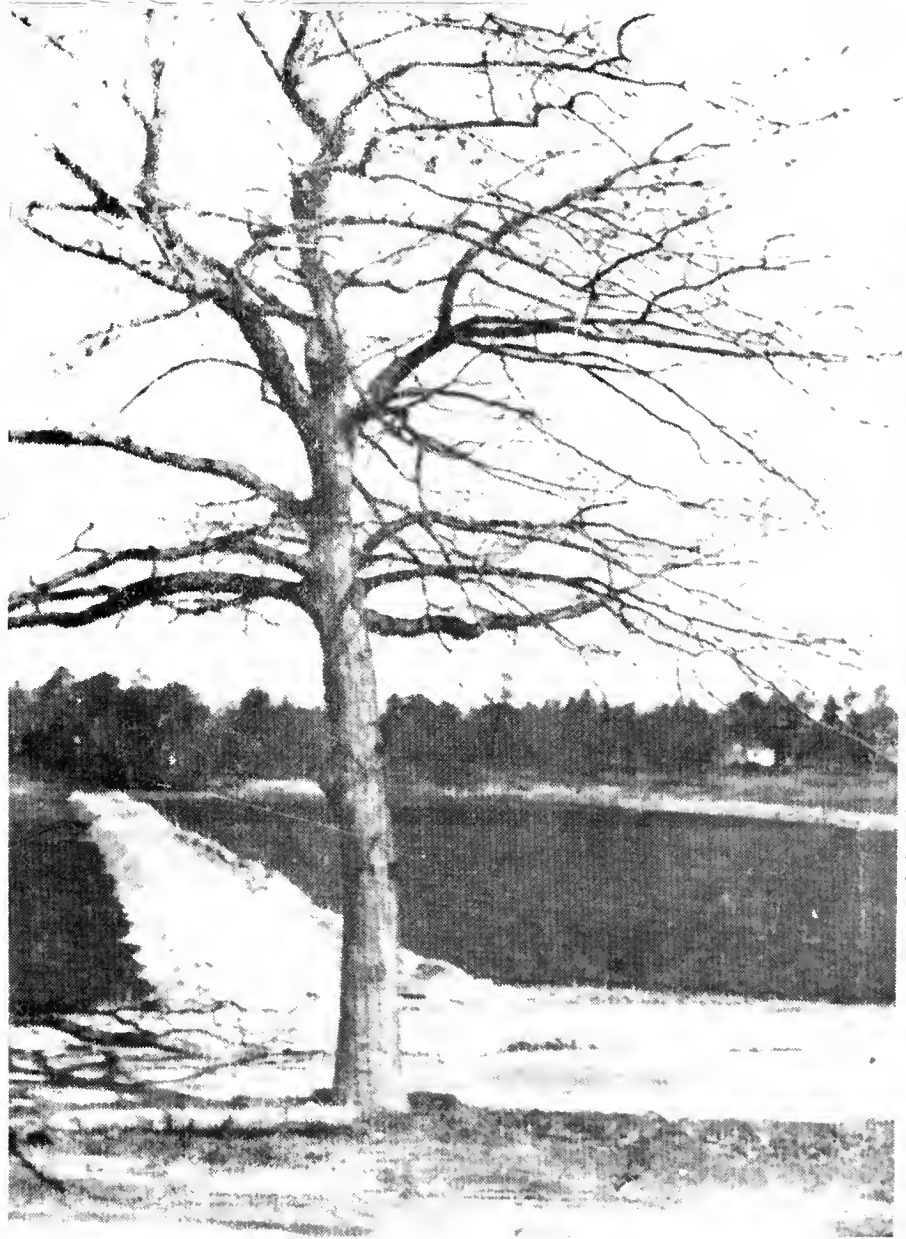
THE CRANBERRY INDUSTRY

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MASSACHUSETTS STATE BOG takes on "New Look."

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FIRST EASTERN FROSTS

First frosts of the '55 season in the East occurred in New Jersey on the night of the 8th, when it was feared there was some damage; in Massachusetts on the 9th and the 11th. In that state there was probably no damage, growers had plenty of water.

Indications were for a bad frost in Massachusetts the night of May 11 and a low-degree warning was sent out. However, high overcast kept temperatures from falling much and lowest reported was 28.

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Mass. Cranberry Station and Field Notes

by J. RICHARD BEATTIE
Extension Cranberry Specialist



Invitation to New Project

The construction project at the State Bog is progressing satisfactorily. The new dikes and the sides of the canal are being graded and seeded to love grass to prevent erosion. Flumes have been installed and ditches parallel to the new dikes have been dug. Adequate drainage has been provided to by-pass the pump. The planning and observing of the progress of this work has been a most interesting and educational for our staff. We firmly believe that the cost is justified in terms of the research that can be initiated to study the many problems of water management. Growers are always welcome at the Station and are cordially invited to inspect this latest project.

Frost Water Supplies Up

The prolonged "nor'easter" the last of April eliminated any threat of frost for that month. In fact, no warnings have been released as of May 8th which is a rather unusual experience. Two were sent

out during this period last year, 8 in 1953, 16 in 1952, and 16 in 1951. We hope that this may be a trend towards fewer spring frosts. Water supplies are well above average and should be sufficient to carry us through a normal spring frost season.

Reasonable Bud

At the present time bogs appear to be reasonably well budged. There is evidence of some type of winter injury that has browned the tips of many uprights on some bogs. We are watching this condition very closely and have not come to any definite conclusions as to its cause. Incidentally, the wet April plus temperatures that averaged above normal for the month has not improved the keeping quality of our crop for next fall.

Review Insect Bulletins

As we enter a new insect season Professor "Bill" Tomlinson suggests that it might be well to review Dr. Franklin's insect bulletins that he so carefully prepared for growers. Then locate the insect

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net—have it repaired and ready to check bogs for such early spring pests as weevils, false armyworms, blossom worms, spanworms, leafhoppers, and fireworms. If these pests are carefully controlled in May and June, particularly those that have a new or second brood such as weevils and fireworms, they seldom become a serious problem. We suggest that growers pick a warm day (temperatures over 70°F) when sweeping for weevils. Last spring temperatures remained cool and infestations of this pest were missed on some bogs. If the county agents or the men at the Cranberry Experiment Station can assist with insect identification and their control, let us know

Weed Control

We have a few notes on weed control by Dr. Chester Cross. "Chet" tells us that growers heading "late water" this year (ap-

proximately May 25) have an excellent opportunity to control cut, manna, and other grasses. Control measures should be delayed three days after the late water is drawn and then spray with kerosene during the next four days. There is less injury to the vines if this work is done when temperatures are below 65 degrees. If Stoddard is to be used following late water, spraying should be completed within four days after withdrawal of the flood. May is also a good month to treat brush around the uplands using one of the brush killers. Low volatile esters of brush killers are probably safe to use on shores and uplands for ivy, bramble, and woody weeds if greatly diluted—1 part in 250 parts of water. We should never lose sight of the fact that good drainage is the key to the success of any weed control program.

Fertilizers

Finally, we have some timely notes on the use of fertilizers prepared by Dr. F. B. Chandler: "This is the time of year when many growers are thinking about fertilizing their bogs. Some will use urea with one of the sprays. If this is done, plans should be made to balance the fertilizer by applying phosphorus and potash later. The use of nitrogen fertilizer alone tends to produce runner growth and also poor quality fruit. In the last few years we have had many growers report very satisfactory results with high applications of fertilizer. However, it would be well for growers to try higher applications of fertilizer on small areas to see if increased applications will give increased yield without undesirable effects on their particular bog."

MASS. BEEKEEPERS REPORT LOSSES OF COLONIES

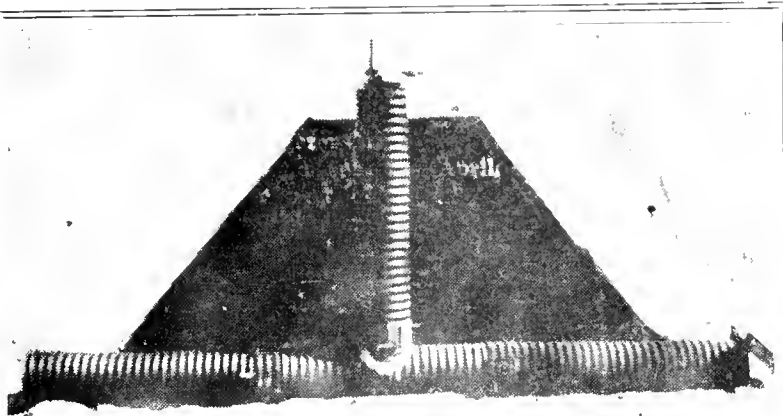
Massachusetts beekeepers are reporting losses of colonies due to shortage of food. The fall honey flow was poor or lacking in many sections, and as a result bees are lacking in stores, states Frank R. Shaw, beekeeping authority at the University of Massachusetts.

Beekeepers should check particularly for the amounts of honey in the hive, says Mr. Shaw. If there is less than four frames, it would be well to feed.

Hard sugar candy, sugar syrup, or in an emergency dry sugar can be fed. Full directions on feeding may be obtained from Massachusetts Extension Leaflet No. 148, "Beekeeping."

If beekeepers suspect that winter losses have been high, it may be well to think about replacing them with package bees, Shaw points out. A two or three-pound package can be used to start a new colony. These are usually installed about April 15 to 20 in the vicinity of Amherst. However, in colder areas it may be well to wait.

Colonies to rent for pollination are not too plentiful this year, reports Mr. Shaw, so fruitmen would do well to order early. (Office of information, Extension Service, University of Mass.)



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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 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.

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Cranberries

THE NATIONAL CRANBERRY MAGAZINE

Issue of May 1955 — Vol. 20 No. 1

Published monthly at The Courier Print Shop, Main St., Wareham, Massachusetts. Subscription, \$3.00 per year.
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FRESH FROM THE FIELDS

Compiled by C. J. H

MASSACHUSETTS

Excessive Rain, Little Sun

First half of month was relatively warm. Last half raw, rain and drizzle. From the 24th to the 29th, inclusive there was no sun, and little or no bog work was possible. More than half the days of the month were either cloudy, rainy or drizzle. April was a miserable month, especially the last half in the Massachusetts cranberry land. There were 14 days of rain, a trace on four other days and 1¼ inches of snow on the 3rd. Rainfall totalled 4.72 inches, as recorded at State Experiment Station; normal for April is 3.85 inches. Sandwich on the Cape got 7.54 inches.

April Warmer Than Average

In spite of the cold, wet ending of April, when temperatures were 10, 8, 9 and 6 degrees below normal on consecutive days, the month ended by having been, as a whole, about two degrees a day warmer than average. The year, since January first is also above the norm.

Not Good for Quality

Dr. Cross, Experiment Station director found little to encourage him in the keeping quality of the prospective crop. In fact, he said, the month was detrimental.

No April Frosts

There were no frost warnings sent out in April.

NEW JERSEY

April Un-Springlike

April in the cranberry and blueberry areas of New Jersey was not very spring-like. Although the average temperature, 54.1°, was 2.4° above normal, there was a great lack of sunshine; yet with all the clouds and mists and

rainy days (12 of them) there was a shortage of rain. Only 2.54 inches of rain fell during the month, a deficiency of almost an inch. At the end of April ground water reservoirs were appreciably shorter than normal for this time of year. Cranberry growers holding their bogs until May had no trouble with extremely warm temperatures. Turbulence by winds throughout the month probably offset the lack of sunshine.

Bog News

There has been a certain amount of winter kill which is not easy to explain. There is some thought that it might be associated with dropping the ice in January, but the information is not complete enough at present to be at all sure.

Rogers Brick has planted ten acres of McFarlins on which he plans to maintain permanent overhead irrigation.

Theodore H. Budd & Sons have sprayed a considerable acreage this spring to prevent damage from cranberry scale.

Double Trouble Company is constructing a new canal to bypass their Mill Pond bog. This will improve flood facilities for several other bogs.

Blueberries Promising

Blueberry fields in New Jersey have considerable mummy berry blight of leaf shoots and blossoms. The fact that bushes have been almost constantly wet and that growing conditions have been poor are factors which have caused this. The promise of a blueberry

"It ain't no use putting up your umbrella
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BUT you better buy that umbrella before it
is needed.

The same is pretty much true of insurance.

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crop, however, appears to be better than normal on most varieties. Good pollinating weather and growing conditions prevailing during the latter part of April and early May have made prospects very bright.

Mummy cups began to appear in numbers on May 1. Twig blight did not show up until April 27, when it appeared rather generally on the June, Atlantic and Coville varieties. There was considerable hand raking and hoeing during the month of April, as well as an active use of the rotary automatic hoe. In some cases the checking of the disease by this method has been conspicuously successful.

Blossom weevils began feeding April 4 and egg laying on April 14, about six days later than in 1954. Blueberry blossoms began to open generally on April 24, five days later than last year.

WISCONSIN

Winter Broke Early

Winter broke early in Wisconsin following heavy snows and sub-zero weather the latter part of March. Water was pulled from most of the southern marshes about April 10 and the northern marshes about April 15. This is about a

week ahead of normal for the respective areas.

Bogs Wintered Well

From all indications it appears as if the marshes came through the winter in good shape. Little winter or spring damage has been seen or reported. Budding is reported good to excellent in all areas. The Wisconsin Cranberry Frost Warning operation under agreement between the Wisconsin State Cranberry Growers' Association and the U. S. Weather Bureau began operation May 2. James George is again cranberry meteorologist under direct supervision of Al Joos, in charge of the U. S. Weather Bureau office at Madison, Wisconsin, from where the service originates. Preliminary frost warnings were forecast the last week in April, due to the early season.

April Warmer

The month of April brought temperatures above normal and normal precipitation. Growing conditions are estimated to be ten days ahead of normal as of the first of May. A number of growers re-flooded their marshes the last week of April.

200 Acres Being Planted

With the water being pulled early growers were able to comb and prune most of April. Vines were being mowed for planting the

last week in April. Most of the new planting is expected to be done during May. An estimated two hundred acres are being planted.

Fertilizing

Fertilizer was being applied the first part of May. Unless the weather changed to cooler it was expected most of the solvent would have to be applied before May 10th. The normal date for this application is from May 15 to 20th. Most growers are doing some weed control work.

Joseph Bissig Dies

The Wisconsin cranberry industry lost one of its early pioneers in the death of Joseph Bissig on April 22. Mr. Bissig, who was 84 years old, had spent practically his entire life in cranberry growing, owning a property near City Point. In 1953 he sold his property and retired to his home in Wisconsin Rapids. Sympathy is extended to his wife and children.

The early spring, said to be the earliest since 1915, could have an adverse effect upon the crop, as it is considered too early for marshes to get so much of a start. Excessive amount of flooding, should many frosts develop are apt to effect production.

OREGON

Wet and Cold

Weather was very wet and cold on the Oregon coast this past month. Total rainfall for the month was recorded in Coos Bay at 7.68 inches compared to 4.30 inches a year ago for April. A few growers started sprinkling for frost and they had three frost alarms during the month.

Vine growth appears to be much slower than a year ago, undoubtedly due to the cool season so far.

Bog Work Delayed

Bog work had been rather neglected during the bad weather, but a few good days at the end of the month found many growers spotting weeds and cleaning ditches and banks.

Grass Control Through Sprinklers

Many growers are very pleased with the results of IPC application for grass control last year, and more are figuring on IPC app-

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Pumped directly onto bog through a spray
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lications this year. The practice has been to apply the IPC through the sprinkler systems. Irrigate for 20 minutes or so, run the IPC through and then continue to irrigate two hours or more. The object is to wash all IPC off the vines and onto the bog floor. Application rates have been about four pounds per acre. During the spring when grasses are young appears to be the better time for application. A few individuals who do not have sprinkler systems applied their IPC during a shower. The important thing is to wash it off the vines. Some bad effects on the cranberries have been experienced by direct spraying on the vines with IPC. Growers are careful to get regular IPC, not 3-Chlcro-IPC.

WASHINGTON

April Wet, Cold

April, was a wet month, as in Massachusetts, but also cold. The rain held up most of the bog work, and weeding, generally starting in February found little accomplished up to May first.

Humidity Averages High

Temperatures and humidity have varied greatly. On a few clear nights the thermometer dipped fairly low. The maximum reading for the month was 60 degrees and the minimum was 21. Percent of relative humidity contrasted from 100 percent to 24 with an average of 75.

Herbicide Tests

Main herbicide trials have been made but with all the wet weather researchers at the Long Beach Experiment Station found it difficult to say how these will turn out. Tests were run on T. P. C. and Chloro I. P. C. Crag-Herbicide-1, Dalapon, C. A., 2-4D, 2-4-57, Methoxone, Endothal and a few others.

12 Sprinklings at Station Bog

During April there were approximately 12 sprinklings at the State Bog. Some of the growers had not started up to May 1st, but at the station it is a practice to begin in March. Work is being continued in an effort to find a control for Winterkill. This is in cooperation with the pathologists at the Western Washington Experiment Sta-

tion.

Scalped Bogs Not Planted

Many bogs already scalped were not planted in April as the owners were unable to get out on them because of the wet conditions. A main objective as soon as weather permits is weeding.

**Indian Trail
Growers Averaged
\$12.41 1954 Crop**

Members of Cranberry Growers, Inc., (Indian Trail) of Wisconsin Rapids, Wisconsin, have received all of their returns on the 1954 crop with the exception of 10 cents or perhaps a little more when the final settlement is made. The average to the grower was approximately \$12.41.

The corporation has a pooling system and all growers do not receive the same amount. These figures are the average returns after all sales fees.

Natives, \$11.93 per barrel; Searles, \$12.24 per barrel; McFarlins, \$12.59 per barrel; Howes, \$13.59.

Here are some figures showing the ups and downs in prices (average net per barrel) over the past

several years, these being U. S. Department of Agriculture statistics for all growers in the country: 1948, \$10.10; '49, \$9.34; '50, \$9.15; '51, \$14.50; '52, \$18.80; '53, \$11.50.

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General view of Mass. State Bog, showing three dikes, dividing area into four nearly equal sections. (CRANBERRIES Photo)

Mass. State Bog Changed Into Four Experiment Sections

Although An Acre And a Half Has Been Lost, Dr. Cross And Other Researchers Will Make Experiments Which Will Aid Entire Industry.

Work on subdividing the Massachusetts State Bog at East Wareham into four nearly equal sections is nearing completion. Begun April 6th, the change will be completed this month. Total cost, according to Dr. Chester E. Cross, director of the Experiment Station, who planned the project and obtained approval and funds from Extension Service, University of Massachusetts will be approximately \$7,500.

The change-over will enable Dr. Cross and the other researchers at the Station to perform almost countless new experiments.

The bog, set about two-third to Early Blacks and the other third in Late Howes, had an area of 12 acres. This will be cut down by about an acre and a half due to three dikes, running the long way of the bog, from east to west. These dikes are 22 feet wide at the bottom and a good 12 at the top. They total 2,200 feet in all, the longest being that nearest the reservoir 900 feet, the next 700 and the third 600.

Along the east side of the bog a canal has been dug, this being 5 feet wide at the bottom. Each of the four sections may be flowed quickly and drained fast. Metal culverts through the bog-end dike

are of steel, 36 inches in diameter, and are for both intake and drainage. For drainage two steel culverts are 4 feet in diameter at the upper end of the bog. One has sand bull-dozed around it and serves as a bridge.

Grass seed has been planted on the dikes and canal sides to anchor the sands and prevent wash. This is "Love" grass from the West and it forms many big tussocks.

Among the experiments now in mind are: flashflooding, trials with late water, leaving the vines out as much as possible during the winter and water raking after the Wisconsin style.

NCA OFFICIALS AT CHICAGO CONVENTION

Miss Ellen Stillman, vice president in charge of advertising for NCA, Miss Sue Daye, in charge of the association's food service department and Perley Merry, heading the frozen fruit division represented the Co-operative at the National Restaurant Show and annual convention at Chicago, May 9-11. The nation's major food and equipment manufacturers and suppliers were present and there were more than 900 exhibits in a two-mile exhibit.

The cranberry booth demonstrated frozen cranberries, fresh frozen cranberry-orange relish and cranberry juice cocktail, all of which are available to the restaurant trade in large-size containers.

CONGRATULATIONS FROM A READER

Excerpts from a letter to the editor of CRANBERRIES; "I notice in the April issue of CRANBERRIES that the next issue of this splendid magazine will be the twenty-year mark. What a record. CRANBERRIES is the one magazine I read from beginning to end.

National's First Concern To Speed Up Sales

NCA sales through regular channels are very good and there are one or two good prospects for selling a quantity of berries from the present National inventory as new products or through new channels, James E. Glover, president, reports. He asserts the co-operatives desires to pay another advance on the 1954 pool as soon as sales and earning justify this.

"This may be within a month or two, or it may take three or four months. It all depends on how sales accelerate, and on the outcome of our present negotiations for sales through two supplementary outlets. At any rate, our first concern now is to speed up sales and to make available to our members at the earliest possible date a further advance on all of the berries handled in the 1954

pool," Mr. Glover told CRANBERRIES.

Further concerning the 1953 crop, he says there were delivered to National some 640,000 barrels, or 60 percent of the total crop. Of these NCA has already disposed of about 185,000 barrels as fresh fruit and approximately 50,000 barrels processed. However, on all 640,000 barrels NCA has paid an initial advance of \$7.00 and has paid the carrying charges on some 360,000 barrels which remain to be disposed of.

He points out the significance of the facts that the 1953 and 1954 cranberry crops were the largest crops of record, each crop exceeding a million barrels. "These facts, alone," he says, "present the cranberry industry with a major problem."

From the 1953 crop National received some 690,000 barrels, all of which have been disposed of through NCA's two pools and on

529,000 barrels of the amount handled NCA earned and paid an average of \$14.16; and on the other 161,000 barrels, which were in a secondary pool, NCA earned and paid \$10.35 a barrel.

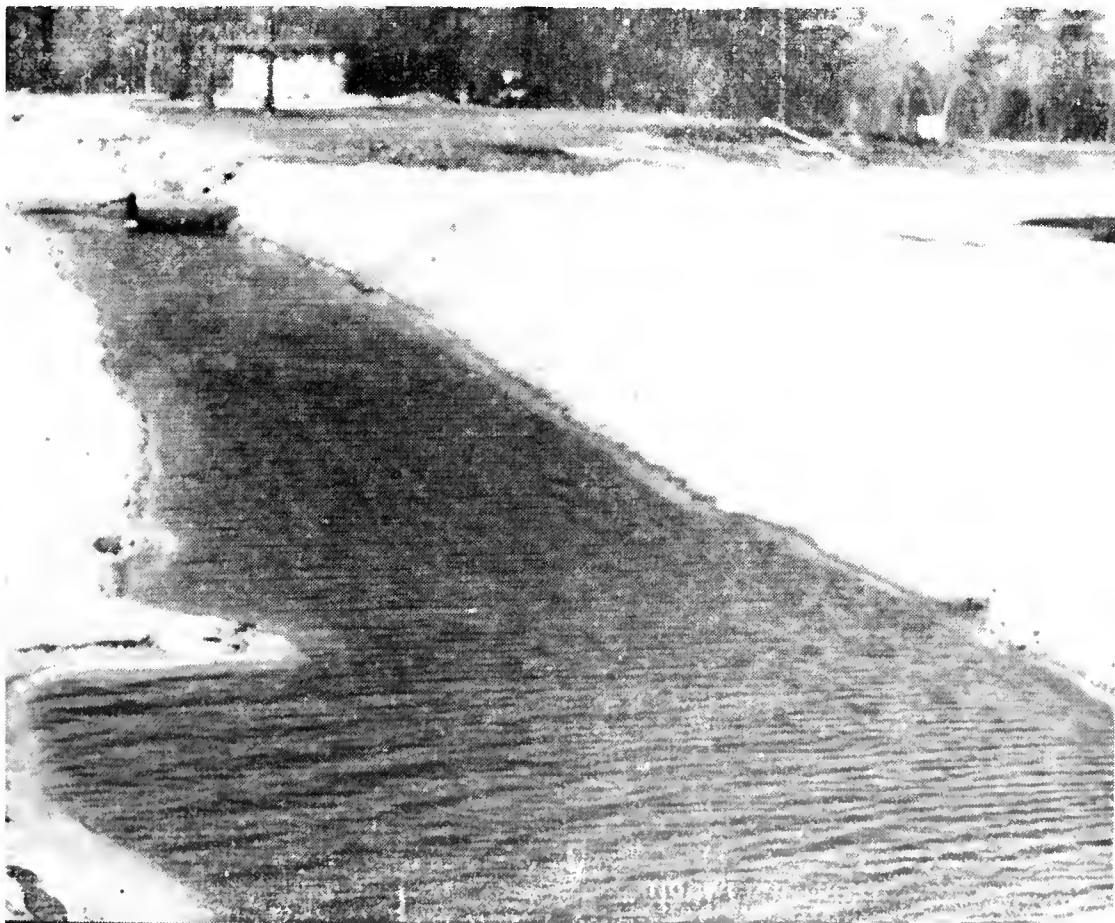
These figures are up to April 29.

Our Cover

Scene shows the "New Look" at Massachusetts State Bog, with two of the dikes the long way of the bog in view. The tree is much farther back on the "shore" than it appears to be, as, of course, having trees close to bogside is not good cranberry practice.

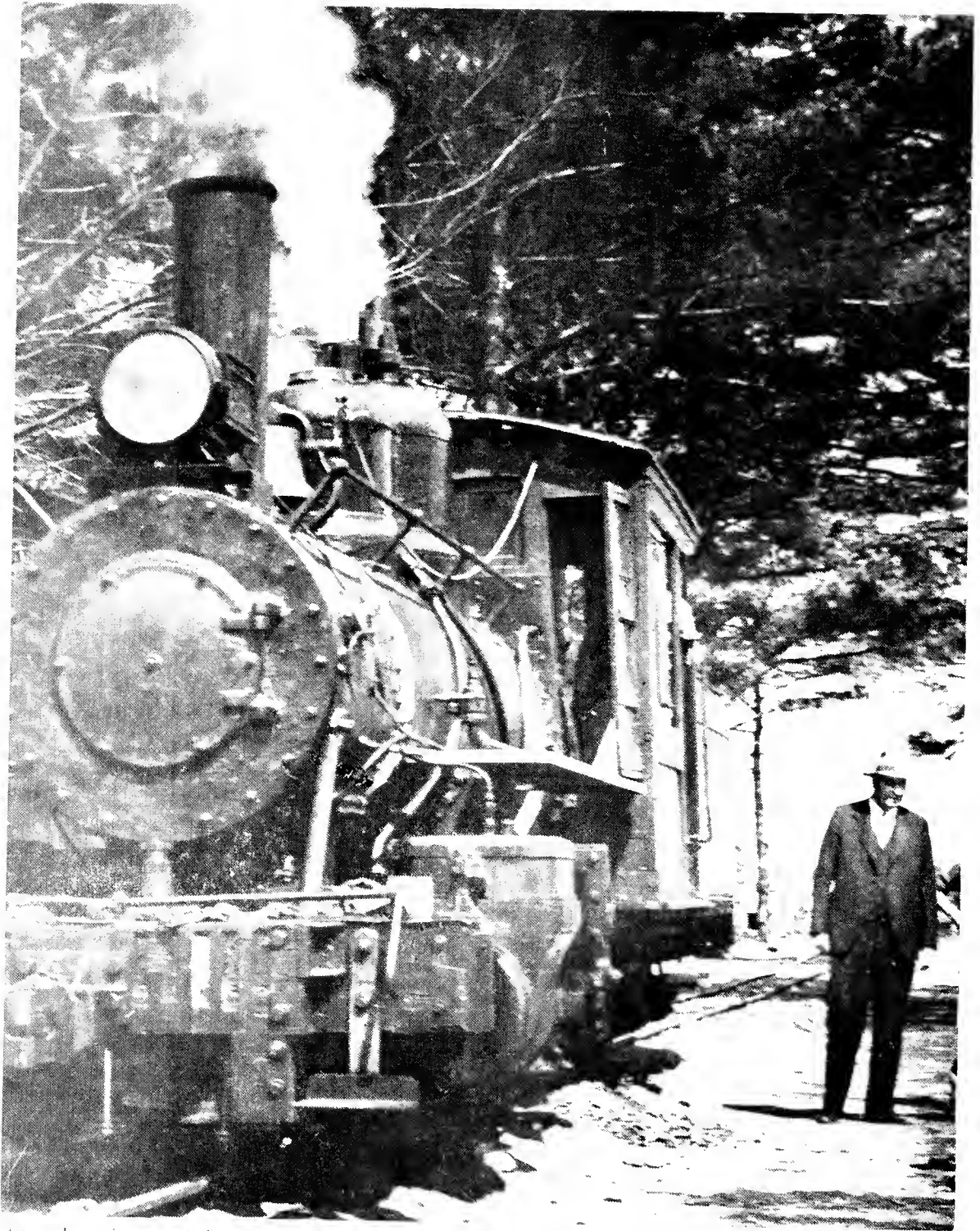
MISS STILLMAN SPEAKS AT SALT LAKE CITY

Miss Ellen Stillman, vice president of advertising for NCA spoke at the annual convention of the Pacific Dairy and Poultry Association at Salt Lake City, Utah, March 17, 18-19. Her subject was "Tie-In Program to Sell Turkey."



Showing canal by bogside with 24-inch intake drainage pipe at far end.

(CRANBERRIES Photo)



Picture above is one of the first taken at the famed Edaville Railroad, South Carver, showing the late Ellis D. Atwood standing beside a locomotive. Since the line has been in operation from 1936 there has been a total of 1,432,810 paying patrons and many others riding for free. This year Edaville opens Saturday, May 21st for weekends (Saturday, Sunday and holiday afternoons) and beginning June 25th it will be open every afternoon until Labor Day.

(CRANBERRIES Photo)

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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 stunting tender flowers, leaves or fruits.

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Ferbam Fungicide



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**BETTER THINGS FOR BETTER LIVING
... THROUGH CHEMISTRY**

Massachusetts Men Now Setting Vines On Lulu Island, Vancouver

Norman V. Holmes, Frederick E. (Fritz) Shaw and James Thomas, Jr., Plan on About 60 Acres This Spring in British Columbia Canada.

Actual vine setting operations are now underway at Lulu Island, Vancouver, British Columbia by the three Massachusetts cranberry growers, who eventually will pull up all Eastern stakes to work and live in the Canadian province. Norman V. Holmes and Frederick E. (Fritz) Shaw left Carver April 20th. The "cranberry pioneer spirit" is not dead!

Lulu Island is virgin cranberry territory just being opened up. Bog is easily made. It is said to present tremendous possibilities. About 20 acres have already been built, the largest pieces being those of the Western Peat Company and the National Peat Company, about 9 acres each. There are 20 odd growers, each with a small patch of vines. There are 40,000 to 50,000 acres available for cranberries, more than in Massachusetts.

Holmes and Shaw struck out from Carver with a big truck loaded with vines. At Lulu they met a friend, James Thomas, Jr., also of Carver, who will be a partner in the enterprise. The truck carried Early Blacks, Late Howe vines and some of the recently-developed hybrids. A stop was made in Wisconsin, where vines of a favorite variety of that state, Searls Jumbo, were supplied by Vernon Goldsworthy of Eagle River.

The Holmes-Shaw-Thomas combination plan to set about 60 acres this spring.

The idea of growing cranberries on the Pacific Coast took root last spring and Holmes and Shaw made an exploratory trip to Lulu. They liked what they found. Mr. Thomas and his wife pulled up stakes and returned to Vancouver for a trial year. He laid the ground work for the new venture.

Holmes has since sold the Jesse Holmes and Sons box mill at Carver Center to Nathan G. Roby of Carver Center and is settling the Holmes catering business in which he has been in partnership with George Young, and which had been operating as Holmes and Young and doing a heavy business at banquets, outings, and so forth in the Southeastern Massachusetts area.



NORMAN V. HOLMES

Holmes' wife Constance, a 7th grade economics teacher at the Gov. John Carver school in Carver and three of their four children, Curtis, 10; Jay, 12; and Betsy, 10 will leave Carver with Mrs. Shaw at the end of the school term. Their eldest, Sally, a sophomore at Middlebury College, Vt., will not go with them as she is to be married to a classmate, Robert Wilson of Wellesley in June.

On the present trip Holmes and Shaw will remain at Lulu until the

vines are set and then fly back to Carver. Mr. Thomas will do what bog operations are necessary until the return to Vancouver of his partners and their families.

1954-55 Total U. S. Sauce Pack Is 5,514,848 Cases

Statistics have been compiled by the National Canners Association, 1133 20th Street Northeast, Washington, which show the total cranberry sauce pack for 1954-55 up to April 6th.

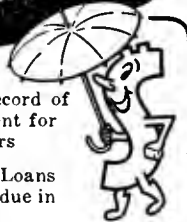
The U. S. total for 1952-53 was 4,695,367 cases. For 1953-54 the pack was 5,422,134 cases.

For the current pack the total is 5,514,848 cases.

It is noted that the above figures is based on reports from all canners known to have packed cranberry sauce this season, together with a very small estimate for one canner not reporting.

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TIRESOME, BUT NECESSARY

THE subject of this is old; quality fruit. But it is a matter which needs to be "hammered" at. The results of this "hammering" are now becoming apparent. The industry everywhere is awake to the value of producing the best fruit possible.

One strong example of this was at a meeting of the Southwestern Oregon Cranberry Club at Bandon (reported in this issue) whereby the members were pretty much in agreement they were willing to make sacrifices to produce good-quality fresh fruit. This is difficult in a climate as mild as that of Coos and Curry counties.

Several committees are working on various problems of marketing. Such as, better handling methods, more orderly receipt at packing houses, inspection service to find out quality, adjustment in screening costs, growers storing to avoid gluts at packing houses, storage and adequate storage.

In the long run the buying public makes the price. What people will pay for use value sets the price all along the line. Prices can be right for the grower only if they are right economically—within the bounds of supply and demand. Finally the price is right when the desired quantity is sold in the desired time.

CRANBERRY PIONEER SPIRIT

WE hail the spirit of the three Massachusetts cranberry growers who will pull up stakes and begin cultivation on Lulu Island, Vancouver, British Columbia. It will take a little courage to do this. It is indeed a venture. It recalls the last century, about 1880—when a McFarlin of Carver, shipped Carver vines to Oregon and began the first bog in that state. This is still bearing. The spirit of the cranberry pioneer is not dead. Long live this spirit.

"ATOMIZED" BLUEBERRIES

ATOMIC irradiation has entered the field of agriculture. It is being tried on a number of fruits and vegetables to change and improve their nature. Now, in New Jersey it is coming close to home in experiments upon cultivated blueberries. This experiment is reported in this issue. Nu-

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New Jersey Cranberry and Blueberry Station
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clear energy undoubtedly will prove a blessing to mankind, ultimately. And not the threat of hideous death it is primarily at the moment.

Cape Growers Hold Spring Meeting, Exhibit

Cape Cod Cranberry Growers' Association held its annual spring meeting and equipment show at Wareham (Mass.) Memorial Town Hall, April 21st. The day was raw and attendance was smaller than expected.

This was an afternoon and evening event with supper and special entertainment.

Undoubtedly the most important development at a brief business session was the absorption of the Cranberry Growers' Mutual by the Association. The Mutual was formed several years ago as a non-cultural unit to aid and suggest toward a goal of more orderly marketing of the cranberry crops.

Absorb Mutual

Nahum B. Morse, president of Mutual said the directors were ready to disband and merge with the association. Directors of the Association have appointed a marketing committee. Association Secretary Gilbert T. Beaton said the Association by-laws authorized

such a committee but he thought it desirable the members vote their approval, which was done. On the 28th a special meeting of Mutual members was held at Wareham town hall on call of Secretary Chester Robbins to confirm the merger. It was decided that one strong organization would be better than two less strong.

Arthur Handy, vice president of the Association presided at the business meeting in the absence of president Frank P. Crandon, who at the time was in Arizona, visiting his daughter. Mr. Beaton read the report of the 1954 annual meeting and Mrs. Ruth Beaton, treasurer, reported the Association as of January 1, 1954 had a balance of \$1,835.35, and has since received \$2,791.48, bringing total assets to \$4,626.83, and with expenditures leaving a balance as of April 21 of this year of \$3,058.32. The group also has \$3,942.65 in savings and a special fund.

More Frost Warning Subscribers

J. Richard Beattie of the Experiment Station and chairman of the Association frost committee re-

ported \$1,688.93 had been received from growers who subscribe to the warning program. There are now 192 subscribers, slightly more than last year, when there were 213.

The meeting was followed by an entertainment program and a cafeteria-style supper in the hall basement. The entertainment featured the Plymouth Bell Ringers, led by Mrs. Esther Crowell, a drawing demonstration by famed Boston newspaper cartoonist Francis Dahl and songs by the "Cranberry Quartet", consisting of Raymond Morse, Ellis Morey, Walter E. Rowley and Elmore (Red) Howes.

There were exhibits of light cranberry equipment in the hall, while the heavier displays were outside.

The exhibitors: Western Pickers, Inc., Middleboro and Coos Bay, Oregon; Field-Brook Equipment, Inc., East Bridgewater; American Agricultural Chemical Co., North Weymouth; Dexter Equipment Co., Wareham, Stone and Forsyth Co., Everett; Niagara Chemical Division, Food Machinery and Chemical Corporation, Middleport, N. Y., Plymouth County Electric Com-



Cranberry equipment was displayed outside of town hall at the annual Spring Meeting of the Cape Cod Cranberry Growers' Association. More than 300 persons attended the all day meeting.

pany, Wareham and Plymouth; C & L Equipment Company, Acushnet; Richmond's Automotive Service, Middleboro; Charles W. Harris Co., North Dighton; Stapling Machine Company, Rockaway, N. J.; Virilium Corporation, Medway; Hoptu Sales and Service, Fall River; Hayden Separator Company, Wareham; Davis Tractor Company, Boston; Eastern Farmers' Exchange, Springfield.

Members of the general committee were Dr. Frederick B. Chandler, of the Experiment Station, chairman; being assisted by Ferris C. Waite of NCA, Ralph Thacher, Chester Robbins, Mr. Beattie and Dr. Chester E. Cross, director of the Mass. Station.

The entertainment committee included Robert C. Hammond and Raymond Morse. The supper was prepared and served by members of the WSCB of the Wareham Methodist Church.

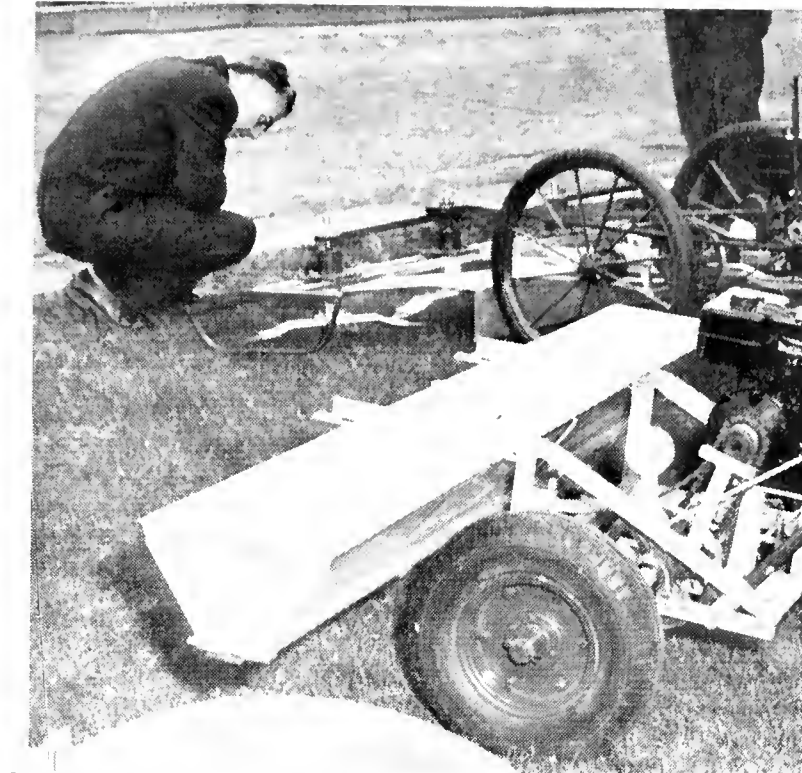
Every Day is "Cranberry Day"

In connection with the meeting Walter E. Piper of the Massachusetts Department of Agriculture issued a paper, excerpts from which follow.

He said this, and every day is "Cranberry Day." "Truly," he said, "Wareham can be called the 'heart' of the 'Cranberry Cape.'" He continued, "Cranberries go deep into root and fibre of the Cape. Few agricultural crops can equal and none can exceed cranberries in their long attachment to a particular area. These red berries have been growing on the 'Cranberry Cape' since man knows not when. They go back to pre-pilgrim, pre-Norsemen days and pre-anything else of which man can conceive in history, tradition or legend."

He referred to the world's first cranberry bog made by Henry Hall of Dennis around 1816.

"It is pleasant to think of the observations Henry Hall may have made" he said. "To imagine his thoughts and speculations, probably very modest ones, as he considered the potentialities in cranberry growing." He noted that only last summer while he was walking across the land at Provincetown, the Cape tip, he found "wild" cranberries where no other type of vegetation grew. He said he thought these



Bog equipment was inspected from every angle by interested growers attending the annual Spring Meeting. Heavy equipment was exhibited outside the town hall, while other items were shown inside.

berries were merely "escapes" from former cultivated bogs, but this, today, represented just the type of wind-swept Cape-land over which Henry Hall trod in the early 19th century.

He said there were records galore of the history of cranberries and of the Massachusetts cranberry industry. One of the earliest records he had found, he said, was in "The New American Orchardist" published in Boston in 1833. This article referred to the cranberry as a "low trailing vine, an indigenous fruit growing wild in bogs and meadows." It told how a man with a cranberry rake in those days could "gather from twenty to fifty bushels a day."

Sassamanesh

He referred to the Indian name of "Sassamanesh" and how the Indians ground cranberries to a pulp, mixed them with dried deer meat, patted them into cakes, and cooked them on flat rocks, asserting the Redmen were the first to recognize the health value of cranberries. He told how later Cape Codders in sailing the "Seven Seas" took cranberries on the long voy-

ages to prevent scurvy.

Cranberry of the Heath Family

The cranberry, he said, is of the heath family, a very important botanical group the Ericaceae. "This is the family which includes the blueberry, the huckleberry, the bearberry, the rhododendron and the mountain laurel, as well as our (Massachusetts) state flower,

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Richmond's Automotive Service, Middleboro showed Clinton engines, chain saws and outboard motors. (CRANBERRIES Photo)

our trailing arbutus. The cranberry, in rather loose terminology, is a 'cousin' of the rhododendron and of our mayflower.

"It is even more closely related to the blueberry because it is a member of the same genus within the heath family—the genus *Vaccinium*, the old Latin name is designated as *Vaccinium macrocarpon*, the latter from the Greek meaning 'large fruit.' Inasmuch as it is a member of this same genus as the blueberry, it can be said to be a 'sister' to the blueberry—or a 'brother' depending upon what sex you may wish to bestow upon plant life. For my part, anything which reveals the beauties of nature so delightfully as this delicate cranberry plant deserves feminine connotation."

CAPE BOG WORKERS HIDE UNDER COOKSTOVE BECAUSE OF HAIL—1896

August 19, 1896, there occurred a most violent storm on Cape Cod. Hail scarred buildings, shingles looked as if fired upon with grape

shot, crops were ruined and corn fields laid waste. Bark was beaten from pine trees by huge hail stones. Men at work on cranberry bogs ran to their shanties for shelter. So violent was the deluge of hail, they thrust their heads under the cookstove for protection, expecting the building would be crushed by the force and size of the hailstones.

Atomic Radiation Of Blueberries

By Robert F. Boehm
N. J. Agricultural Experiment Sta.
Department of Horticulture

(Editor's Note) The following is a paper delivered at the New Jersey "Blueberry Open House."

In June of 1953, at which time I came to Rutgers, Dr. Childers had just initiated a cooperative project with the Atomic Energy Commission for the study of the effects of radiation on fruit plants, particularly blueberries, the other plants being irradiated are peaches. The chief beneficial result sought in this project is the mutation of

hereditary characters which might create new and valuable varieties of plants.

The atomic explosion in Japan, which ended World War II, introduced what might be called "The Atomic Age." Since that time, great progress has been made in the use of atomic energy. We now have reached a point where it is possible to produce and partially control rays that are similar to those emitted during an atomic explosion. This is done by taking ordinary metallic cobalt and making it radioactive by the use of atomic energy.

The study of radiation on plants is not new, that is, X-rays have been used previously, and these early studies pointed the way for the use of atomic rays. At the present time Dr. Invar Granhall in Sweden is doing similar work on apple and pear. He has managed to produce a russet pear from a smooth one, and vice versa, and to produce red streaks in ordinary green apples. Dr. Bishop in Nova Scotia has introduced a Red Sport

of the Cortland apple as a variety, which is the product of X-radiation.

Our study is in cooperation with the Brookhaven National Laboratories. Dr. Seymour Shapiro is coordinator of these projects. Other research organizations are also cooperating. The Brookhaven National Laboratories are located at Upton, Long Island, which is 90 miles east of New York City. At Brookhaven there is a 10-acre field which is known as the "gamma field", so named because gamma rays are the main type of rays emitted. You may have seen pictures of this field in a recent Life magazine, or in The Farm Journal. In the center of this field they have placed the source, that is, the radio-active cobalt. The rays are emitted equally in all directions and their power or effectiveness decreases as the distance from the source increases. Therefore, the plants are placed in concentric rings around this source. In other words, each circle is a row of plants so that, for example, each plant in the first circle receives an equal amount of irradiation, the plants in the second ring receive an equal amount of irradiation but less dosage from the first, and so on.

We have 190 blueberry plants in the field, consisting of five varieties; Scammell, Jersey, Burlington, Rancocas, and Concord. The plants occupy a wedge or pie-shaped sector in this huge circle. The plants will have been there two years, come this March.

This type of continuous irradiation is called chronic irradiation, the plants being irradiated 20 hours of the day. During four hours of the day the radio-active source is lowered into a lead chamber so that investigators may enter the field for observations, collection of samples, etc. There are no residual effects from this irradiation, that is, the plants are not charged, therefore, they will not harm you or other plants if they are removed; the fruits may be eaten without harm.

The other type of study is called acute irradiation. This means we irradiate the material for a relatively short period at much higher dosages. For this we will use blueberry cuttings, and later we may

irradiate some pollen. For this acute study we are going to use some of the newer varieties.

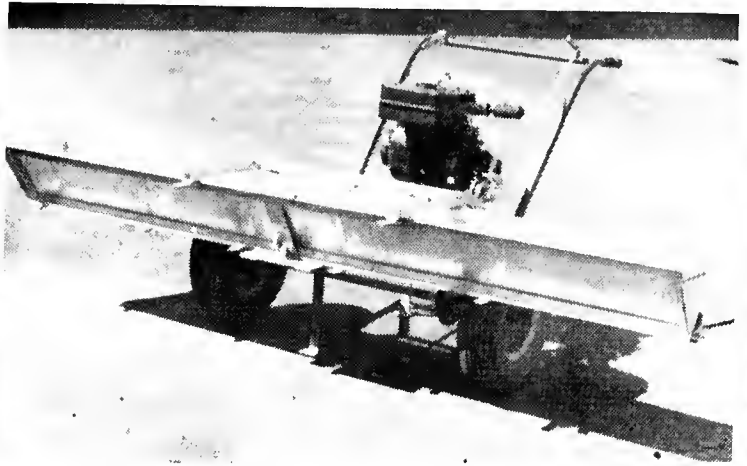
We did have indication this year that the date of ripening may be changed, but we cannot be sure of this until the plants are placed in a normal environment. The rays may cause the appearance of physiological changes. The physiolo-

gical phenomena cannot be perpetuated under normal conditions, therefore, only the mutations will remain in the plants when they are removed from the rays' influence.

Lose time and the chase of a lifetime will not catch it.

People who arrive on time have a lot of waiting to do.

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The box holds a little more than a bag of fertilizer.

The machine can be adjusted to spread 75 lbs. of dieldrin to the acre, up to 400 lbs. of fertilizer to the acre.

All the operator has to do is guide and balance it. Never more than twenty lbs. pressure on the hands.

For large bogs use the C & L large spreader, which is capable of fertilizing 25 acres in seven hours.

If you are planning to fertilize this spring, you will find it to your advantage to contact the C & L Equipment Company.

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Morris April, General manager of Eatmor's Cranberry Sauce Division, reports to the 1955-56 Board of Directors of Eatmor Cranberries. Seated from Morris April's right are: Harold DeLong, and Tony Jonjak of Wisconsin, Miss Edna McPhillip, Treasurer, Lester Haines, General Manager, Clarence Searles, President, Karl Loos, Attorney, Theodore Budd, Sr., of New Jersey, George Briggs of Massachusetts Charles Lewis of Wisconsin, and Rogers Brick of New Jersey. Mr. April, in his report, showed that although Eatmor's processed goods sales far exceeded the anticipated sales for the 1954-55 season, the biggest progress made by Eatmor in its first year of marketing process cranberries was establishing the reputation of an excellent quality sauce and convincing the trade Eatmor was in the market 21 months of the year with its processed goods offsetting the idea that it was just a seasonal gesture by them with processed goods. (CRANCROGRO Photo)

Eatmor Elects Searles, Wisconsin '55 President

Meets in Chicago, May 6th And Chooses All Officers And Plans Fresh and Canning Programs.

Annual meeting of directors, Eatmor Cranberries, Inc., at Chicago, May 6th elected officers, renaming Clarence A. Searles, Wisconsin, president; Lester F. Haines, Chicago, executive vice-president, secretary and general manager.

Harold S. DeLong, Wisconsin, was elected first vice-president; Theodore H. Budd, Sr., New Jersey, second vice-president; George Briggs, Massachusetts, third vice-president; Miss Edna McKillip, Chicago, treasurer.

Directors 1955 season: J. Rogers Brick, Medford, New Jersey; Mr. Briggs, Plymouth, Mass., Mr. Budd, Sr., Pemberton, N. J., Mr. DeLong, Mather, Wis.; Charles L. Lewis,

Shell Lake Wisconsin, and Mr. Searles, Wisconsin Rapids, Wis.

The board of directors selected an executive committee to manage the affairs of the co-operative between meetings, this committee being Messrs. Budd, DeLong, Briggs and president Searles.

Directors were given a complete report of the operations of the company on the canning program and a program was submitted for canning operations in '55 and approved. The annual report of Eatmor was to go to members shortly, Mr. Haines advised.

A new program for advertising fresh fruit was presented by the Eatmor advertising agency with a substantial program for the ensuing season. The report of the agency was approved by the directors and final details submitted to the executive committee.

Leisure time is the finished product of greater efficiency.

Oregon Growers Discuss Quality Fresh Fruit

At a meeting of the Southwestern Oregon Cranberry Club at Bandon the 50 or so growers present found general agreement on a number of points. These points follow:

More fresh quality fruit must be grown in the Oregon cranberry area; present canned fruit market is saturated.

The area is too mild in climate for good fruit producing; it is very probable a cut in production would have to be borne to grow fresh quality.

A good job of pruning is necessary; thin spots where growth is too heavy to provide good ventilation. This helps in disease control as well as harvest.

There must be a better job of water control, both irrigation and drainage. Spots allowed to dry

out during the growing season do not produce good fruit. Bogs should be sprinkled for heat control whenever the temperature goes above 80 degrees. Sprinkling for heat control does no good on tender berries growing in wet spots or in too dense a vine growth. For berries that are sound to start with, sprinkling helps. No agreement was reached on the practice of withholding irrigation water after a certain date to harden off the berries. It seemed undesirable to withhold water at any time. Berries should never be allowed to suffer from a lack of water even at harvest time it was agreed.

The only real agreement in the field of fertilization was that each bog or part of a bog differed and should be handled accordingly. The following points were considered a good starting place in developing a fertilizer program on individual bogs:

(A) A maximum of 20 pounds per acre actual nitrogen per season. (B) The nitrogen should be used in combination with both phosphate and potash. (C) It was felt that a 1-3-3 ratio of nitrogen phosphate and potash was best. A 3-10-10 or 6-20-20 was suggested as a good mixed fertilizer. (D) It was agreed a good starting point would be 200 to 300 pounds per acre of 3-10-10 or 100 to 150 lbs. per acre of 6-20-20.

Picking dates would have to be moved up in most cases so that berries could be harvested before they got dead ripe to get good keeping quality. (A) It was felt that the average date would be around October 10-20 but that it would vary with the season. (B) It was agreed that a scientific test which is available, on the sugar; pectin ratio might be a good tool to use to determine picking date. This would replace the rule of thumb method used some now which says when the seeds are brown or the berries are 60 percent red they are ready to pick. (C) It was recognized that picking early for fresh quality would generally result in some loss in total production. The economics of this move would have to be figured out by each individual, keeping in mind point one above.

It was agreed spraying for fruit rot control is a must for fresh fruit quality to control storage and store breakdown. A good fungicide spray applied twice at $\frac{3}{4}$ hook stage and again at full bloom was considered a minimum program.

Hand picking, dry scooping and Western Picker were considered the only methods of harvesting suitable for fresh fruit, barring the development of a good economical method of drying water-picked berries. (A) Hand picking and dry scooping are both limited because of labor demands. (B) Western Picker must be operated at the extreme best to keep from damaging too much fruit. (C) Bogs must be conditioned and trained before a good job can be done with the Western Picker.

Good care after harvest is just as important as before harvest. (A) Don't store berries in sun. (B) Keep boxes covered in the warehouse to prevent sweat.

Straightened circumstances cause some men to go crooked.



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Our new stripper device, mounted on the redesigned conveyor, practically eliminates plugging, due to humps or whorls left in your bog by handscooping.

There are fifteen other changes over last year's fine model, involving better drive, better clutching, larger shafts and bearings, improved balance and longer life.

Western Pickers, Inc.

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New Civil Anti-Trust Suit Is Filed

A new civil anti-trust suit was filed May 10 in Federal District Court, Boston against National Cranberry Association, Hanson, the A. D. Makepeace Company, Wareham, the United Cape Cod Cranberry Company, Hanson, Marcus L. Urann, former president, NCA, and John C. Makepeace, secretary and treasurer of the association.

Charges were made by anti-trust division of the Department of Justice, and embody accusations practically the same as in the criminal indictment returned against the same defendants by the Federal Grand Jury April 8. It is alleged the defendants conspired to restrain trade in cranberry products and monopolized commerce in such products.

The complaint asserts the defendants have induced and compelled independent cranberry growers, other cooperatives and independent shippers of cranberries to sell solely to the National and have agreed to limit and confine manufacture of cranberry products solely to the association.

Among four alleged co-conspirators are the Hyannis Trust Company and Barish and Michelson,

OUR 21ST YEAR

THIS issue begins our 21st year of service to the cranberry industry. As we said last month, we will do our best to make CRANBERRIES of value to cranberry growers everywhere. We will attempt to put more emphasis upon the cultural side. After all, there can be no fair profit for growers unless good, sound fruit is produced as economically as possible.

Incidentally, we were gratified to learn that our special March fertilizer number was, the entire program for a meeting of the Southwestern Oregon Cranberry Club.

New Bedford (Mass.) produce dealers.

The Government asks the defendants be perpetually enjoined and restrained from continuing to carry out combinations and conspiracies to monopolize. Government also asks United Cape Cod and the A. D. Makepeace companies be enjoined from exercising voting rights on common stock of NCA for five years. A similar demand is made in respect to Mr. Urann and Mr. Makepeace.

Defendants Plead Not Guilty Of Monopoly

**Given 30 Days to
File Special Pleas
In Cranberry Case**

Pleas of innocent were entered by three cranberry companies and two individuals in Federal Court,

Boston, April 22 to charges that they monopolized the cranberry industry. Defendants appeared before Judge Bailey Aldrich.

Defendants were given 30 days by the Justice in which to file special pleas. Bail for the individuals was set at \$1,000 without security.

Defendants are the National Cranberry Association of Hanson, the A. D. Makepeace Co. of Wareham, the United Cape Cod Cranberry Co. of Hanson, Marcus L. Urann of Hanson and John C. Makepeace of Wareham, secretary and treasurer of the NCA. Mr. Urann is past president of the association.

FIRST EASTERN FROSTS

Frosts hit New Jersey May 8 and 9, with temperatures as low as 26 on the first date, and on the second a few as low as 25, but mostly 30. It is feared that there was some damage on some hard-to-flow bogs on the 8th.

First frost of the season occurred in Southeastern Mass. May 9. Low temperatures were in Acushnet with a 24, and a 25 at Maple Springs Bog, there were a few 21s; many other spots were nearer 30. No injury was expected.

FRANK CRANDON'S FATHER PASSES, 96

Philip Howard Crandon, father of Frank P. Crandon, who is a widely known Acushnet, Massachusetts, grower and current president of Cape Cod Cranberry Growers' Association, died May 9. He was 96 and the oldest resident of his native Acushnet.

He was a retired farmer, specializing in fruit and cranberry growing and poultry raising. Besides Frank Crandon, he leaves two other sons, nine grandchildren and 14 great-grandchildren.

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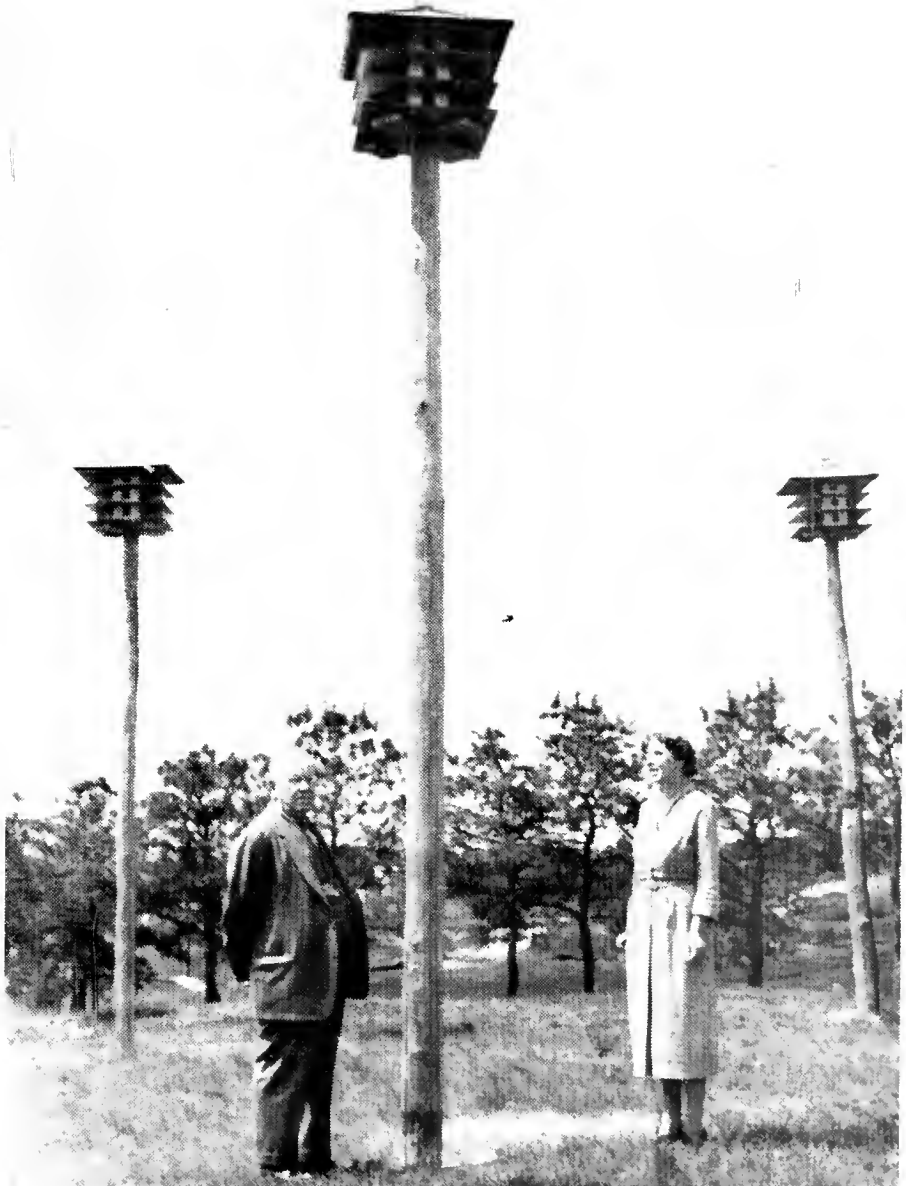
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MR. AND MRS. RICHARD M. SMALLEY at Their Purple Martin Colony, Ste
Page 10. (CRANBERRIES P

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CHICKEN AND CRANBERRIES AGAIN FOR FATHER'S DAY

Official dinner at the Father's Day luncheon, of the National Father's Day Council, Waldorf Astoria, New York, May 26 was again chicken and cranberry sauce. About 1500 were present. Attending from NCA were Miss Ellen Stillman, Miss Betty Buchan and Lawrence E. Proesch. Miss Stillman was among the special guests seated on the dias and was presented an award at the co-chairman meeting following the program.

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Mass. Cranberry Station and Field Notes

by J RICHARD BEATTIE

Extension Cranberry Specialist



State Bog Work Nearly Complete

Except for a few final touches the "face-lifting" project at the State Bog is about completed, and incidentally well within the budget allotted Dr. Cross for this work. We are referring, of course, to the construction of dikes, flumes, canal, and ditches which now subdivide the bog into four sections than can be flooded independently of each other. The dikes and canal have been seeded to "love grass" to prevent erosion, but the prolonged dry weather in May has definitely retarded its germination. The seeded areas have been sprinkled several times and we hope to see some results very soon. Whenever growers are in the area they are welcome as always to inspect the work of the station, including this project.

Fewer Spring Frosts

Fewer frost warnings have been released this spring than for several seasons. Only 9 general warnings have been issued to date (June 7) compared with 11 in 1954,

23 in 1953, 37 in 1952, and a high of 41 in 1949. These include both the afternoon and evening forecasts. The most severe frost occurred May 17 when temperatures dropped to 18 degrees on a few inland bogs. This was nearly the anniversary of the disastrous freeze of May 18, 1944. Some damage has been observed but in general it has been rather light. We have seen a little flooding damage where water was held too long on some bogs during the frosty period in mid-May.

Irrigation Needed

Water supplies have been greatly depleted the last few weeks due to frosts and dry weather. Only 1.31 inches of rain was recorded at the Cranberry Experiment Station during May. The normal for this month is 3.18 inches in the cranberry area according to Dr. Franklin's data. June has started off in the same manner, at least as of June 7, with just .22 inches of rain experienced in the Cape area. Widely scattered showers

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in some sections relieved the situation but conditions are becoming critical on some bogs as we go to press. Ditch irrigation, permanent overhead sprinkler systems, and portable irrigation equipment should be utilized to the fullest to supply this much needed moisture. We should keep in mind that cranberry vines require about one inch of rain per week during the growing season.

Four successful field meetings were held the last of May to acquaint growers with the latest information on the control of insects, diseases, and weeds and how to identify them, plus the proper use of various fertilizers. At the meeting held at the State Bog Dr. Cross introduced a new member of our staff. He is Dr. Bert Zuckerman, a plant pathologist who fills the vacancy left by the retirement of Dr. Bergman. Dr. Zucker-

man is a young man well trained in his special field and has impressed us all by his enthusiasm, new ideas, and aggressive approach to the many problems in the field of cranberry diseases. He has consulted with Dr. Bergman who has been most helpful and is rapidly getting acquainted with our industry. We wish him every success in his work.

Keeping Quality Forecast

The final keeping quality forecast has been prepared and mailed to growers through the county agents offices. It is as follows: "Weather data through June 7 indicates rather poor keeping quality for "early water" cranberries this fall unless proper fungicidal applications are applied very shortly. Proper control measures for fruit rots are carefully outlined in the new charts. The need for good keeping quality fruit is obvious".

We are well aware of the cost of such treatments and are striving to develop less expensive control measures for those bogs that produce weak or tender fruit. However, the fact remains that under present conditions it is either a "late water" program or the wise use of fungicides that will check fruit rots on the bog, in storage, and on the retail counter.

Insects Active

The many bogs checked by Professor "Bill" Tomlinson, "Joe" Kelley, and the writer indicate that early spring insects are active on many bogs. This is particularly true of blackheaded fireworms and weevils. For the first time in several years two so-called minor insects have been causing trouble on a limited acreage. We are referring to blossom worms and the yellowheaded fireworm. Incidentally the only method we know of determining the types of insects present on bogs and whether they are numerous enough to warrant treatment is to "sweep" every four or five days from mid-May until about mid-July. The county agents and the men at the Station are always willing to teach and demonstrate the proper use of the insect net.

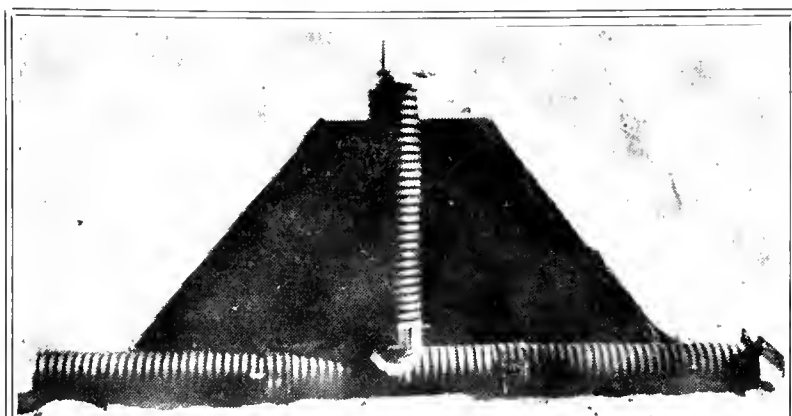
Weed Hints

Dr. Cross has a few timely notes on weed control. He recommends that growers using iron sulfate during this dry weather mix one part of salt with nine parts of iron sulfate and use half as much of the total mixture when treating such weeds as ferns, haircap moss, sand spurrey, toad rush, asters, and pitchforks. This material should not be used on bogs sanded within 18 months.

Spot work using Stoddard Solvent is effective at this time of year if care is used to direct a single stream of this chemical to the base of such weeds as small brambles, loosestrife, and asters. New vine growth will be severely damaged if they come in contact with Stoddard.

This is a good time of year to make use of the 2, 4-D treatment for hardhack, meadow sweet, leather-leaf, chokeberry, bayberry, and loosestrife as recommended on

(Continued on Page 18)



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Issue of June 1955 — Vol. 20 No. 2

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FRESH FROM THE FIELDS

Compiled by C. J. H.

MASSACHUSETTS

May, Warmer—Much Drier

May was a warmer and much drier month than normal. It did nothing to improve quality, which is now indicated, according to Dr. Cross as "fair to poor," although a considerable amount of sunshine added to the prospect of a heavy crop.

Month chalked up a total of 152 degrees plus, or about five above a day, mostly in latter part of month. Total excess temperature since January first is 260 degrees. Precipitation was but 1.13 inches as recorded at Stat Bog, East Wareham, whereas normal for the month is 3.18. Precipitation, however, carried somewhat in areas close together, but everywhere was definitely on the deficient side.

Frosts Not Damaging

There were five nights when frost reports went out to growers from the Cranberry Station. Only really heavy one was the fourth in the five, Tuesday night, May 17th. Several reported lows of 18, mostly including such inland towns as Foxboro and Sharon. There were some 24's and a number of 25's. Forecast sent out was for 24. State Bog was not flooded and there was only a 29½ there.

Percentage of frost injury for the state was slight as a whole, and in fact, Cross believes light touches occurred here and there may have improved crop-size prospects.

Big Crop Probable

Dr. Cross so far is making no barrel prediction as to size of crop, but says prospects "look rosy," and as of June first it appears "no one will go hungry for cranberries next fall."

Insects

As June came in, the most serious threat from insects was from fireworm, which growers were combating. A lot of weevils were around, an insect which has not been unduly troublesome until the past couple of years or so.

June Prospect

Long-range weather forecast for June in Massachusetts was for 30 days of nearly normal rainfall, but very warm temperatures, considerably above normal.

NEW JERSEY

Much Frost Injury

Two severe frosts in May, occurring after an early drought period, have caused considerable damage to the 1955 cranberry crop. With reservoirs extremely low as a result of an unusually protracted spring day period, sufficient H₂O was not on hand properly to protect early drawn bogs from the frosts which occurred on the nights of May 6 and 17. Losses on a few bogs amounted to more than 50 percent of the crop and estimates of the reduction of the potential 1955 cranberry production in N. J. run from 20 to 30 percent.

Rainfall Way Off

The month of May was one of the driest ever recorded at Pemberton, only 1.17 inches of rainfall, which is 2.87 inches below normal. During the first five months in 1955 only 11.55 inches of rain has fallen, a deficiency from normal of 5.50 inches. In regards to temperature, the month averaged out 63.9°F., 1°F. above normal. A very warm spell occurred from May 19 to 30, during which the daily maximum temperature went over 80°F. every day and reached

a high 92° on the 29th.

May 17th Frost Unusual

The frost which occurred on May 17 was unusual. Some unflooded bogs adjacent to flooded bogs suffered frost damage a few feet from the dam separating the bogs. On Francis Sharpless' bogs at Chairville a bog which was irrigated during the frost period by closely spaced sprinklers, the vines not in the immediate circular pattern of the water were frosted. For many days after the frost the circular green irrigated and un-hurt areas and the small intermediate areas of brown unsprinkled and frost-damaged vines could be very clearly seen. Although the temperature was not especially severe, 22 to 24 degrees, the perfect calmness of the air caused the frost damage to be so extensive.

Forest Fires

Forest fires were unusually prevalent in the cranberry area during May. Large ones occurred at Whitings, Lakehurst and Browns Mills.

WASHINGTON

Season Late

In Mid-May the season appeared about three weeks late with little prospect of recovering any of the time lost. Past temperature records are the basis for this belief. Growers spent more than their share of sleepless nights, "riding herd" on sprinkler systems on frost nights.

Fertilizer Experiments

Cranberry Experiment Station is cooperating with Extension Service on the R. J. Bailey and Charles Adams bogs at Grayland with fertilizer plots. Different rates of nitrogen and phosphate and potash

are being tried alone, and in combination with each other. Object: to find out the best rates and materials to use on bogs with weak vine growth and on those that have lost all but a few tip leaves. Both conditions are common at Grayland.

Growers are to be provided with a diagram of treatments. There is to be a tour of growers in July and August when the plots will be examined and records taken. It is planned to carry these test plots for two or three years. The same treatment will be used on each, because it can't be hoped to completely eliminate a fertilizer deficiency in a single year. However, if some of the treatments prove definitely wrong they will not be continued.

Spring Late

Spring has arrived but not in too good a shape. It is at least two weeks late. First spray was applied May 25th. This is a DDT Bordeaux Spray. It was followed one week later with DDT at two-pounds per 100 gallons plus Bordeaux at 10-6-100.

May Very Rainy

With all of the rain and sprinkling for frost control a good sticker should be used. May has been about the rainiest month ever. There have been a few nice days in which cranberries advanced rapidly in growth. The maximum temperature for the month was 65 F. and minimum 28°F. The average respectively were around 54 and 44 degrees F. The percent relative humidity varied from 100 percent down to 44 with an average of approximately 82.

Herbicides

Spring herbicide applications have been finished. It is hoped the moisture will not effect the herbicide action, but it no doubt will. We are still working on the Winter Kill problem. Some results from inoculation will be made soon.

Fertilizer

In connection with fertilizer trials, leaf and soil samples were taken this spring and sent to the State College for analysis. It is hoped to establish a breeding program in cranberry work.

WISCONSIN

Marshes Ahead Normal

The month of May averaged above normal temperatures and normal rainfall. This coupled with an above normal April has put the vines about two weeks ahead of normal. A scattering of bloom was expected by the first week of June. The southern marshes continue to look very good. The northern marshes are spotty and do not look as well as last year.

Little Frost Damage

Frost warnings were sent out for about half of May with the coldest around the middle of May when temperatures dipped to 20° two nights in succession. Frosts were also present on the nights of May 29 and 30th. Very little damage has been reported from frost. Some hail fell in the southern marshes on May 23 but damage was slight.

Insects, Weeds

First control on early fireworm commenced the latter part of May. For the most part fireworm is under very good control. The worms appeared earlier than normal, due to the advance season. It is expected the fruitworm will also be earlier.

The season turned out very poorly for broadcast weed control. The vines were early and the weeds

and grasses late. However, considerable spot weed control work was done. Some late spraying on new planting is also being done.

New Planting Completed

Most of the new planting was completed by the end of May. Growers are reporting a good catch on vines planted in April. The bulk of the new plantings were of the Searles Jumbo variety.

It may be true that time heals all wounds, but it seldom removes the scars.

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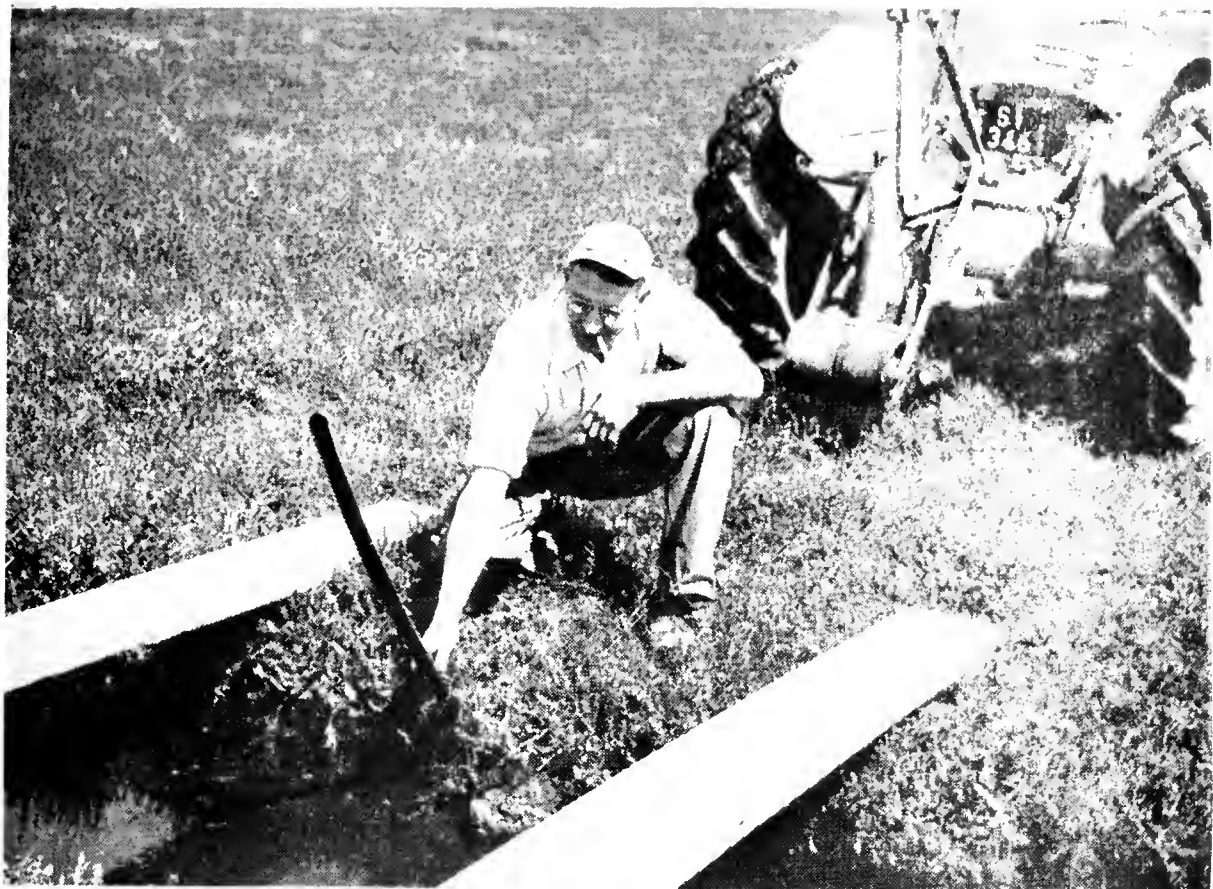
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Drainage tube is shown here after being installed. This installation was about 8 inches below the surface and 25 feet across the bog from ditch to ditch. Tube (left) is projecting from the ditch.

(Photo, Steve Brickman)

Revolutionary New Drainage Method Being Perfected

Joint Efforts by Dr. F. B. Chandler and Others Utilize Perforated Plastic Tubing and Mole Plow, Tractor Attachment for Installation.

A revolutionary new drainage method, marked by its economy and ease of installation, has been perfected through the joint efforts of Dr. Frederick B. Chandler of the East Wareham Cranberry Experiment Station, researchers at the University of Iowa, and Government studies.

While the benefits are now being felt by the cranberry industry, the new method will probably aid all agricultural drainage problems in the immediate future.

Simply, the method of drainage is to insert perforated, pliable plastic tubing in the field to be drained. However, the simple solution to the problem was a long time in coming because of several reasons.

First, a pliable plastic tubing was not developed until recently that could withstand burial in moist ground and could withstand the rigors of installation.

Secondly, cost of making the pipe and perforating it had been, until recently, unfeasible economically.

With the advent of polyethylene plastic, one of the problems was solved. The tough plastic is inert and cannot be hurt by dampness or normal acidity or alkalininity of soil. The plastic is pliable and light, making for easy handling.

The cost factor has also ceased to be a major problem through the cooperation of the Carlton Products Co. This firm recently put on the market several sizes of the perforated plastic tubing.

Depending on the distance the tubes are placed from one another, 1,000 feet may cover several acres of land.

Historically, problem of drainage had always been a major one for the agricultural industry. Briefly, drainage is needed to remove excess water from land to

let air in. The air, or, more specifically, oxygen, is a necessity for plant life. If there is enough water, plants thrive. If there is too much they are smothered because of oxygen lack. The problem then is two-fold: irrigation and drainage.

Dr. Chandler first started studying the drainage problem in 1947. He observed drainage methods being used in the Cape area.

Mainly, he said, growers dug ditches in bogs and laid pipe in the ditches. The water would filter through the soil, through the tile or into separator joints, and then drain into run-off ditches. However, he explained, the tile cost 15 to 17 cents a foot making it an expensive method. Also, he said, digging the ditches required a great deal of labor and bogs were killed where the pipes were laid.

In 1951, Dr. Chandler collected his data and prepared a paper on his studies. Report was submitted and published by the American Society for Horticulture Science.

Report merely explained the problem, but did not make recommendations.

Meanwhile, Dr. Chandler had entered into correspondence with G. O. Schwab and other scientists at the University of Iowa. There, the problem was also being studied. Researchers had conducted a series of tests using perforated plastic tubing of different numbers of perforations, sizes and wall thicknesses. The tube would be inserted in the earth and tests were made to measure water run-off.

In 1953, Dr. Chandler received 1,000 feet of unperforated polythelene tubing from the Carlon Co. The doctor explained that it would have cost several thousand dollars for the company to set up dies to perforate the tubing. The company, he explained, did not wish to spend that money until it was known whether there was a market for the product.

Dr. Chandler said the tube was perforated by hand with leather punches when it arrived here after being ordered two years earlier. In the fall of 1953, pipe was laid in the Carver bog of Currie Beaton, the Carver bog of Currie Beaton, attachment that forced a small tunnel in the ground—the same type tube that is used now, was inserted. That tubing has a 1½ inch inside diameter and a wall thick-

ness of .04 inches. Perforation size is ¼ inch and there are 12 perforations to a foot—six on the underside and six on the top.

Recently, sections of the original installations were removed for study. It was found that the tube had not collapsed nor had it clogged. Dr. Chandler said that mechanically, aside from installation difficulties, the tube had proved its usefulness.

In 1954, several hundred feet of the tube was installed in the Carver bogs, of the A. D. Makepeace Co., with a modified mouse plow. At the time, experimenters and growers could actually see water run out of the bog into ditches as soon as the pipe was installed. Measurements with tensionometers showed that the drainage method was effective.

Since the experiments started, the Carlon Co. has seen that the tube will probably be used on a commercial basis and has started producing the perforated tubing. It is now available to growers.

Method of installing the tube has also been made simple and economical. A special attachment has been perfected by the Ferguson Tractors and Implement Co. of North America. Attachment, will fit either the Ferguson tractor—the one used by the University of Massachusetts in installations in

the Wareham area—or the Ford tractor.

Dr. Chandler described the attachment as a sub-soiler or mole plow used to break up the hard pan to a depth of 8 to 14 inches—and goes down to the required depth of best installation in cranberry bogs, according to Dr. Chandler. Attachment consists of a rolling colter which first cuts vines depth. Colter is followed by a tubing or cable laying attachment which is nothing more than a metal cylinder through which the tubing is fed from the front of the tractor. Attachment also has a blade that widens the groove and a roller which firms down the sod after the tube is laid.

Dr. Chandler said that some 13,000 feet of the tubing has been installed, or will be installed. He explained that growers are paying for the tubing and the Experimental Station is overseeing its installation, and, in some cases, using its equipment, or that of the University of Massachusetts, for installation.

Lengths of the tubing have been sent to the University for study of its application to other than the cranberry industry. Tubing has been installed in Mass. for the Federal Cranberry Co., So. Carver; United Cape Cod Cranberry Co., Hanson; WeWentit River Bog, West Wareham; Herbert E. Dustin, West Wareham; Woburn Cranberry Co., Boston; A. D. Makepeace Co., Wareham; Cranberry Experimental Station, East Wareham; Frank P. Crandon, Acushnet; Ruel S. Gibbs, Wareham and J. J. Beaton Co., Wareham.

Dr. Chandler explained that the new drainage method seems effective. He said, however, that it is difficult to say whether improved drainage is the whole answer to increased yield. He commented that the elimination of any problem would eventually mean better production and, in the cranberry industry, better berries.

CRANBERRIES GREW ON BOSTON ROOF TOP

National Cranberry Association last month transplanted vines to the roof of a big Boston department store (Filene's) to show how cranberries really grow. There was the opportunity to fish for trout, try for a hole in one, to pitch horse shoes, see a fashion show, watch two bear cubs and two young deer and drink cranberry juice.

Group (left) observing tube installation at bog of Homer Gibbs, West Wareham.

(Photo Steve Brickman)





Plow attachment for the installation of polyethelene drainage tubing is shown here. Tube is fed through the pipe near the rear of the attachment and the roller, right, smooths down the turf after the pipe has been inserted. (Photo by F. B. Chandler)

"Trash Pumps" Tried Out on Mass. Bogs

A new experiment being tried out on Massachusetts bogs this spring is a "trash pump" on bogs which have been flooded for frost or insects. This pump was designed by staff members at the Experiment Station and made by Extension Service, University of Massachusetts, Amherst.

The pump is one of 500-gallons a minute capacity and runs under low pressure. The trash, which gathers about the shores of bogs goes through the pump with the water. It was being tried out under the direction of George Rounselle of the Station.

Formerly trash was removed by lipnet, but it is believed the new method will be a saver of time and, therefore, costs.

SEEDLINGS, HYBRIDS NOW TOGETHER, MASS. STATE BOG

Section No. 11 at the Massachusetts State bog has been scalped and leveled down to grade (it was considerably too high). All seedlings, and the new hybrids planted at the bog will be placed in this one section, instead of scattered, as they were previously.

The average man allows many opportunities to slip by while waiting for a better one.

EQUIPMENT FOR SALE

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A-1 Condition

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Jalopys

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General view of the 12-nest dwellings. Birds may be seen darting around after being disturbed.

(CRANBERRIES Photo)

Carver (Mass.) Grower and Wife Have Unusual Martin Colony

That of Mr. and Mrs. Richard M. Smalley Believed Largest In New England—These Big Purple Swallows Strong Fliers and Feed "On the Wing"—Eat Garden and Bog Insect Pests.

By CLARENCE J. HALL

What is probably the largest purple martin colony in Massachusetts and probably all New England is on Tremont Street, South Carver, where Richard M. Smalley operates the 150-acre Federal Cranberry bogs, assisted by Foreman George Paulding.

Mr. and Mrs. Smalley are proud of this colony.

What is a purple martin?

It is the largest of the swallow family in New England, from seven to eight inches in length and a wing-spread up to 16 inches and occasionally more. The martins it is believed, spend their winters as far distant as Central and South America. They arrive at South Carver between April 10th and 15th. This year they were late due to a belated spring. They depart southward about August 20th.

Whether it is the same birds which return each season is not definitely known but for ten years now the Smalleys have had purple martin. Mr. and Mrs. Smalley spend their winters at Stuart, which is not far from Palm Beach on the eastern Florida coast. They

start their return to the Federal bogs the last of March. They note the birds around Stuart before they leave and have found them ahead of them in South Carver most years.

Fame of Colony Has Spread

So far has the fame of this pur-

ple martin colony spread that the Massachusetts Audubon Society has sent members by Greyhound bus load from Boston to visit it and many have made trips in individual autos.

It is not actually a large colony numerically—as many as 126 birds have been counted on telephone and light wires near the colony, but there would have been strays so there are more than that.

When the birds arrive in the early spring they do not come in a body, but apparently a few "scouts" (males) come first, make an "inspection," then fly away and bring in the season's population. Just before departure in late August, the flock seems to make some short "training flights" say the Smalleys, but return. Then, suddenly, between sunrise and sunset there is a mass exodus and every bird is gone until next year.

Mr. and Mrs. Smalley believe one

reason the birds come to the Federal bog each year is because of telephone and light wires close to the colony—they teach their young to fly from the nests to the wires in a short hop.

Beginning with a single pole with its 12 houses, there are now six poles, eighteen feet high, so there are a total of 72 nests. Nests, resembling a Chinese pagoda have, a green-painted roof with gray sides. Each year the nests are all taken apart, thoroughly cleaned and repainted, which requires quite a bit of time.

Feed "In The Air"

The purple martin feeds almost entirely "on the wing." In the air it is swift and graceful, but on the ground awkward and wobbles around, not hopping, like a robin, for instance. The birds fly fast enough to scoop in, on the wing dragon flies, butterflies which are such expert dodgers that few birds can get them, millers, and any kind of flies. They have been noted flying over bogs when dusting operations have been in process. DDT and other cranberry sprays or dusts do not seem to bother them.

What the martins do not like and cannot withstand is continued cold and wet. Cold rainstorms have been known to nearly exterminate the birds from considerable areas. They huddle in their houses and starve, chilled by the cold while the young starve, also. Instances of this have been noted in "Birds of Massachusetts and Other New England States" by Edward Howe Forbush.

This volume says the martins are believed to have originally been a bird of the tropics, which, because of its fecundity and great powers of flight became disseminated widely through the North Temperate Zone. The same book says the martin was formerly an abundant bird in New England, now "uncommon, scarce or wanting, or very local in most of southern and local in northern New England." In early days it must have been confined mostly to open, grassy valleys along the coast where it nested in abandoned locations of woodworkers.

Indians Made Martin Dwellings
The bird has been a favorite of

mankind since time immemorial. The Indians were accustomed to trim up a few saplings about their crude dwellings and hang from the stub of each limb a gourd or calabash, hollowed for the convenience

of the migrants. Where there were no saplings the Indians set up poles, fastened cross-bars to them and hung gourds to them. Later southern negroes followed this example.



Close-up of one of the Abodes atop 18-foot pole. Three Martins are in the air, and one sitting at House-Door entrance.

(CRANBERRIES Photo)

Oddly, the bird is not actually purple, but steel-blue in color with a forked tail. It's glittering feathers furnish reflections which make it appear the purple color. The female is duller than the male with a white breast.

The nest they build is of twigs, grass and feathers, plastered with mud. Breeding time in Massachusetts is from May 30 to June 21, usually 4-5 eggs to a nest; one brood yearly in New England.

Helpful Around Bogs

That the martins are useful about cranberry bogs is the belief of Mr. and Mrs. Smalley and Foreman Pauling. Many growers keep bird houses along bog shores that the birds may help in insect control.

As it is now, several other Carver cranberry men have put up martin boxes. These include H. Clayton McFarlin of Huckleberry Corner, who is noted for his meticulous care of his bogs. He and Mrs. McFarlin feed birds the year around and one morning they saw not only the usual starlings, sparrows, grackles and blue jays, but mourning doves, purple finches, a grosbeak and a red-winged blackbird.

Others are Thomas Kenney who has a box and a martin family set up housekeeping Easter Sunday. Mrs. Helen Griffin has two. All agree the birds are a benefit to bogs and gardens.

What sort of a "voice" have these birds? The same Forbush book has quotes saying, "deep musical 'perro, perro, perro;' a loud, rich chirruping; a harsh squak and some low guttural notes; alarm note, 'kerp, a whistled 'koo-kee-koo;' a low-toned 'kroop;' song, "several throaty notes followed by a spluttering trill."

Whatever their calls may be, they certainly make a lot of chattering in their homes on a knoll near the Smalley house. When alarmed the din becomes worse and they fly away circling high in the sky until the disturbing factor has gone away. The Smalleys find their chirrups cheerful and enjoy the sounds. Because the martin are such good flyers and so seldom on the ground, there has been no easy way found as yet to band any to ascertain if the same individual birds return year after year.

Cat Afraid of Martins

But, at any rate, they are welcome each season, with one very definite exception (except doubtless the insects they devour in flight). The birds will swoop down around a person when greatly fearful their young are going to be disturbed, but the Smalleys are never unduly alarmed.

Not so the Smalley cat. He is scared to death of the martins—they buzz him without mercy. If, when he pokes his head out of the house door, the birds seem unduly thick, he darts back in again to safety. If the coast seems fairly clear he makes a bee line to the barn.

New Bog Costs In Washington

Figures of new bog costs on the West Coast have been compiled by Ralph E. Tidrick, County Extension Service, South Bend, Washington. These estimates were gotten together from figures of a group of Grayland growers working with farm management specialists from Washington State College. Mr. Tidrick says they may be too high or too low, but they are based as much as possible upon average custom rates as of 1955.

The figures:

Clearing and scalping, \$600 an

acre; leveling, \$300 an acre; ditching, \$100 an acre; sanding, \$400 an acre; track inst., \$375, 100 feet rail; planting, \$150 an acre; weed control 1st year, \$250 an acre; weed control 2nd year, \$200 an acre; weed control, 3rd year, \$100 an acre; weed control, 4th year, \$60 an acre; sprinkler inst. \$1100 an acre; resanding, \$200 an acre; insect-disease control, \$60-90 an acre; harvesting costs, \$200 an acre; picking, \$100 an acre; sorting, \$100 an acre; hauling, \$15 an acre.

This brings the cost to a little more than \$4,000 to bring an acre into production, not including cost of land or taxes, but including the important and large item of sprinkler installation.

Figuring a 50-barrel yield on a four-year-old bog, Mr. Tidrick estimates that on the fourth year the bog should just about break even and after that should start showing a profit.

Juvenile delinquency would decrease if parents tried to understand their children, rather than try to remodel them.

History proves that it is never too late to learn, but we sometimes learn that too late.



HELICOPTER PEST CONTROL DUSTING AND SPRAYING

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REVOLUTIONARY STEP IN DRAINAGE

DRAINAGE—proper drainage—has ever been one of the problems of cranberry rowing. Attention is called to the article in this issue upon this subject, this being based upon experiments led by Dr. F. B. Chandler of Massachusetts Cranberry Experiment Station, using perforated pliable plastic tubing and a special mole plow attachment.

Not only is this development described as "revolutionary" for the cranberry industry, but it can be useful in many other forms of agriculture. Dr. Chandler began working on this problem in 1947. He now sees definite promise of great advantages to growers through increased yields and better-quality fruit.

Research does not flower overnight—but it brings steady gains, to cranberry culture, other forms of farming and to most things in general.

AS CROPS INCREASE MORE CRANBERRIES MUST BE SOLD

THE industry, as is recognized, is producing more cranberries than it can sell at adequate prices, or, in fact, than it can sell at all. The bugaboo of carry-over remains. Such a condition is, obviously not at all healthy.

There have been the two largest crops on record within the past two years, second in size, last year, 1,012,000, barrels and in 1953, the largest, 1,230,500.

Production trend is up—a sizeable field is expected for this fall. Sales of fruit do not seem to be keeping pace. The industry is bucking the terrific tide of law of "Supply and Demand." We can't keep a growing more than we sell, or have a loss margin year after year. It is easy to make such a statement, but much, much harder to find a solution.

In the meantime it must be chalked up to the credit of the growers (some of whom do not have a profit margin) that they keep right on improving bogs, or at least not letting too much desirable acreage go back. There is concentration upon good acreage, rebuilding, sanding, ditching, adequate and improved weed and insect control, adoption of new and better equipment.

CRANBERRIES - WAREHAM, MASSACHUSETTS

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Editor and Publisher

CLARENCE J. HALL

EDITH S. HALL—Associate Editor

CORRESPONDENTS—ADVISORS

Wisconsin

LEO A. SORENSON

Wisconsin Rapids

Washington—Oregon

CHARLES C. DOUGHTY

Cranberry Specialist

Long Beach, Wash.

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New Jersey Cranberry and Blueberry Station

Pemberton, New Jersey

NEXT month we hope to begin a series of articles upon cranberry growing in Nova Scotia. The fruit has long been grown in that and other maritime provinces, but we have never yet written up our good neighbors to the north as an industry.



ALL GOOD BOG MEN around this time of the year use the net to determine insect counts, especially fruitworm. Pictured are two possible cranberymen of the future, getting an early training. They are: left to right, Roy, son of Mr. and Mrs. Walt Fort, the former general manager of Growers Company, New Jersey and "Joe," son of Mr. and Mrs. "Tom" Darlington of Whitesbog. (Cran-Gro-Co Photo)



KEROSENE SPRAYING on a heavy and fast scale, New Jersey bog. This boom, 150 feet long, is expensive and was custom-made. It is, obviously rather patterned after the long spraying equipment used in Wisconsin, which covers a large vine area in a single swath. (Cran-Gro-Photo)

stop fruit rots and improve quality with reliable DuPont Fermate

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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 stunting tender flowers, leaves or fruits.

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.

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.

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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"Ammate" Weed and Brush Killer . . . For control of brush, poison ivy and to prevent resprouting of stumps, you can't beat Du Pont "Ammate." It kills both foliage and roots, prevents regrowth. "Ammate" is non-volatile, reduces to a minimum the hazard of damage by spray drift. This is the ideal chemical wherever brush is a problem.

"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 the chemicals in 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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Ferbam Fungicide



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BETTER THINGS FOR BETTER LIVING
... THROUGH CHEMISTRY

Fertilizing In Washington

By Charles C. Doughty

Supt. Cranberry-Blueberry Exp. Station
Long Beach, Washington

Cranberries in the state of Washington vary considerably in their requirement of supplemental applications of fertilizers. Considerable variation in the fertility level of the bogs occurs even within five acre areas. Because of this few growers in this area use mechanical spreaders for applying fertilizers. The condition of the vines can be judged to large extent by their growth and general thriftiness. Areas where a high level of fertility occurs will produce vines with an excess of growth and the number of uprights per square foot increases, under these conditions, beyond the point of optimum fruit production. Under conditions of low fertility the number of uprights per square foot is reduced considerably below the point of maximum fruit production and growth is very limited. The conditions mentioned here are familiar to most growers.

The types of fertilizers used in this area are rather limited. Only applications of nitrogen to date have produced increases in fruit production. Ammonia fertilizers are used almost exclusively as a source of supplemental nitrogen. Of these, ammonia sulfate is the principal one used. However, ammonium phosphate is also used to some extent. Other fertilizers of this group, such as ammonium nitrate and potassium nitrate have been tried but have not proved advantageous. Applications of phosphate or potash have, up to the present time, shown no indication that the bogs, in general, have any deficiency in these two elements.

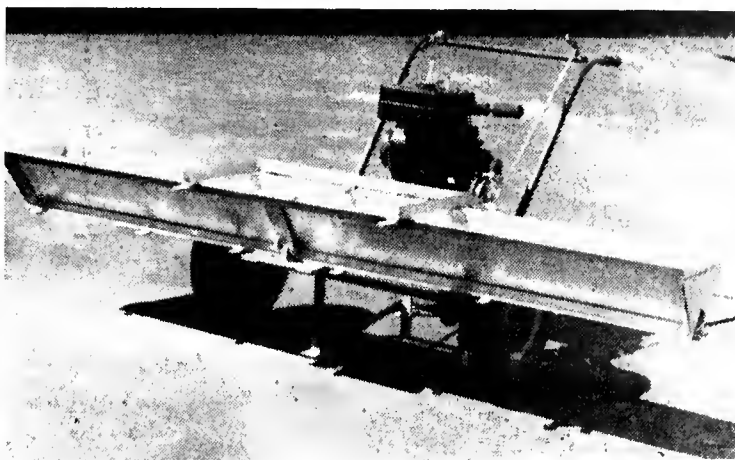
Experimental trials of nitrogen fertilizers, at 10, 20 and 40 pounds of actual nitrogen per acre, have shown 20 pounds of elemental nitrogen per acre to be the optimum rate of application. Forty pounds of nitrogen, in most cases, produces an excess of vine growth and successive applications are applied for several years the growth of vines will very often become so

dense that fruit production is considerably reduced. The amount of nitrogen which can be applied must be determined for each individual case. Recommended rates can only serve as a guide.

Fertilizers in this area is usually applied by hand, using a general broadcast. Varying the quantity of fertilizer applied to a given

area according to the amount of growth is the practice followed as a general rule. Nitrogen is also applied as an aqueous application. When this method is used 100 pounds of ammonium sulfate in 400 or 500 gallons of water is applied per acre. Nitrogen fertilizer can be combined with the first fungicide-insecticide spray thus re-

INTRODUCING THE NEW C & L FERTILIZER SPREADER



This spreader is of the wheelbarrow type completely power driven.

Speed of travel governed by engine adjustment. Amount of fertilizer spread controlled by adjusting two nuts.

The box holds a little more than a bag of fertilizer.

The machine can be adjusted to spread 75 lbs. of dieldrin to the acre, up to 400 lbs. of fertilizer to the acre.

All the operator has to do is guide and balance it. Never more than twenty lbs. pressure on the hands.

For large bogs use the C & L large spreader, which is capable of fertilizing 25 acres in seven hours.

If you are planning to fertilize this spring, you will find it to your advantage to contact the C & L Equipment Company.

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ducing the amount of work required. On large bogs this would be a big saving.

Fertilizer trials as the Cranberry Experiment Station, Long Beach, Washington, were initiated in 1948 by D. J. Crowley, Superintendent Emeritus. Conclusions which have been drawn from these trials indicate, as stated previously, that 20 pounds actual nitrogen per acre is the optimum rate of application. An interesting effect developed in the combination of nitrogen and phosphate. While the application of phosphate fertilizers produced no significant results there was a slight increase in fruit production, resulting from the combination of nitrogen and phosphorous over what was produced by nitrogen alone. This was particularly evident during seasons when the temperature was above the average.

Several new foliar symptoms have appeared during the last year which may perhaps prove to be either phosphate or potash deficiency or both. These symptoms may also prove to be a minor element deficiency.

Station and Field Notes

(Continued from Page 4)
the weed chart.

Finally, Dr. Chandler reminds growers that Urea can be combined with insecticides and fungicides and is non-corrosive to equipment. Vines respond quickly to this chemical and the cost is very reasonable.

Eatmor Reports \$14.43 Its FOB 1954 Average

Eatmor Cranberries, Inc., announces in its annual report to stockholders for crop season of 1954 that combined F. O. B. average per barrel for its members was \$14.43. This is broken down by areas: Massachusetts, \$13.84; Wisconsin Cranberry Sales Co., \$14.49; Midwest Cranberry Co-op, \$14.30; Growers Cranberry Co. (N. J.), \$14.81; A. S. D. Johnson (Long Island), \$15.26; Coos Cranberry Co-op (Oregon), \$15.96; Charles Laroque P. of Q., (Canada), \$16.06.

A total of 154,695 barrels was handled by Eatmor, of this 88,287.1250 being fresh and 66,695.5439 processed. Of these ship-

ments 79.6 percent were in cellophane bags, 19.7 in window boxes and 0.7 in quarter-barrel boxes. Processors, Morris April Brothers, Bridgeton, N. J., advanced \$7 per barrel to all Eatmor members.

Estimated carry-over of all Canners as of January 1, 1955 was estimated by Eatmor as 521,000 barrels, which gave an estimated increase of carry-over of 81,000 barrels from 1954. (This would not include berries sold since that time). Of the U. S. Government estimate of 1,012,000 barrels for '54, second largest production on record from the carry-over Eatmor estimates a total of 931,000 was actually sold in 1954.

Eatmor says that while the marketing season of 1954 did not produce adequate returns to the grower, it is the feeling of president Clarence A. Searles, that favorable returns were received by members in comparison with other sales outlets, and adds "We look forward to 1955 with great optimism, and feel that with one of the toughest years we have ever gone through behind us we can now strike out with confidence for the future."

Friendship is a good deal like credit—the less you use it the better it is.

"EGGPLANT

CRANBERRY STYLE"

The following is a recipe contributed by Mrs. Harry F. Forrester, Chathamport, Mass.

Let the overflowing bowl of cranberry sauce spill some of its tangy flavor, sweet yet tart, onto an eggplant, for a change.

1 medium sized eggplant, 2 eggs, 1 teaspoon salt, 1 cup cracker or bread crumbs, 3 tablespoons butter or your favorite shortening, whole cranberry sauce.

Peel eggplant and cut into ½ inch thick slices, salt each slice on both sides, dip into dry bread or cracker crumbs, then into beater eggs. Dip into bread or cracker crumbs again. Fry slowly in butter or shortening, turning once until both sides are lightly browned.

Remove ½ of the slices onto a platter and spread generously with whole cranberry sauce.

Place remaining slices on top (sandwich style.) Sprinkle with powdered sugar and serve as entree for light lunch or supper. Make 4 servings.

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SPEE-DEE FILLER

R. M. Smalley Retires, Gen. Mgr. Federal

At the annual meeting of the Federal Cranberry Company of So. Carver, May 31st., Richard M. Smalley, after more than thirty years of service, retired as General Manager of the Company, and his successor, George C. Paulding, was appointed.

Readers of "Cranberries" may remember that back in 1943 there was published a long article telling the story of the Federal, of its founding, of the association in the early 1890s, of the Bodfish, White, Smart and Smalley families, and later of the incorporation of the business and its continued growth and operation.

The ownership of the Company has changed little through the years, except as the older stockholders have passed away, and of the some forty stockholders still owning stock, many are descendants of the original founders or owners of the business.

Mr. Smalley's retirement does not mean a discontinuance of his or his family's ownership of stock and interest in the Federal, for he continues as a member of the board of directors and will serve in an advisory capacity as occasion requires.

Paulding, Mr. Smalley's successor, has been associated with the Federal for the last 24 years, having come to it as a young man following his schooling in Everett, Massachusetts, and has been in close association with Mr. Smalley, working in all phases of the cranberry business. Through the years "Bud" Paulding, has been a familiar figure at the many meetings of growers and of those interested in the industry. He is also well known in the Carver community for his interest in local matters, being a member of Kiwanis, having been active in youth programs, served on the Center Carver school building committee and in other affairs. He is a member of the So. Carver Methodist Church.

The many friends of "Dick" Smalley wish him well in his retirement and for his successor, the

continued successful operation of the old Company.

To the board of directors of the Company have been added two new members, Arthur Bottomley of Attleboro and Robert A. McPherson of Roslindale, the other directors being as previously, Mr. and Mrs. Smalley, Frank A. Day, Francis W. Hatch and Charles R. Cabot.

Wood, Fire, Twister In New Jersey Cranberry Area

New Jersey cranberry area had two adverse episodes in May, a forest fire in the Brown's Mill district, May 19, and a short-lived tornado in the Magnolia section of Pemberton Township, May 29th.

The fire was the worst in the history of Brown's Mills, sweeping about 1,000 acres of pine woods, taking eight cottages and wiping out 50 acres of cranberry bog. Three other small buildings were destroyed and several scores of families evacuated from their homes.

Fanned by variable winds, the fire divided and sparks were carried to the William Reeves bogs where a number of acres were burned over in a little more than 30 minutes and also several acres

of blueberries.

The twister was believed to have been caused when two storms converged. Starting suddenly in the afternoon, the storm tore off the roof of a frame building at the Edward Bowker, Sr., blueberry field and moved on to Bush Bros. blueberry field where it demolished a 24 x 24 frame blueberry packing house. Other small buildings were wrecked, trees blown over and the roof of an auto crushed.



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**NCA NAMES NEW
HOME ECONOMICS
DIRECTOR**

NCA announces the appointment of Mrs. Annette D. Robbins as director of home economics in Ocean Spray's cranberry kitchen at Hanson. Previously director of the home economics department at Paris and Peart, New York advertising agency, Mrs. Robbins obtained experience in recipe testing and creating new ideas for the use of products. Her booklets, leaflets and press releases were used by many food editors and program directors.

As director of consumer relations at Rockwood and Company, manufacturers of chocolate and cocoa, a program under her management included consumer correspondence, press release, personal contact with professional groups, conventions and guest appearance on radio and television.

Previously she was consulting dietitian at North Country Community Hospital and there organized employee training, set up cost records and organized a personnel cafeteria.

She holds a B. S. degree in foods and nutrition and institution management from New York University and an M. A. degree from Teachers' College, Columbia. Her basic home economics training was at the Hohere Tochter Schule, Berlin, Germany.

She is a member of the American Home Economics Association, Home Economics in Business, National Science Association, Advertising Women of New York and Women in Radio and Television.

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**CRANBERRIES PROFITABLE
ON CAPE IN 1833**

Cranberries on Cape Cod in 1833: Yields ranged to 90 bbls. a half acre (Emulous Small, Harwichport, one of the greatest of the early growers;) a "meadow" of 16 acres in Marston Mills netted in one year \$8,000; and another of 48 acres at Newtown (Barnstable) yielded in one section 4,200 bbls., netting an 80 percent profit.

It was estimated there were 1,300 acres of cranberry meadows on the Cape from a few rods to 50 acres in size. The crop was from 30,000 to 45,000 barrels, worth \$250,000 to \$300,000 by the pound.

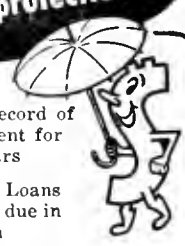
WEST COAST HELICOPTER

Helicopter spraying of bogs was tried for the first time on the West Coast at Cranguyma Farms, near Long Beach, Washington, May 23. About 150 acres were treated by pilot Dean Johnson of McMinnville, Oregon, under direction of Frank Glenn, manager of this biggest cranberry holding on the Pacific.

Ninety acres of the main bog were sprayed with Parathion, while 60 acres of the former Parrish property were given a DDT treatment. Treatment was given from a height of three feet, a highly-concentrated spray being used with 7 gallons to the acre.

A second application was scheduled.




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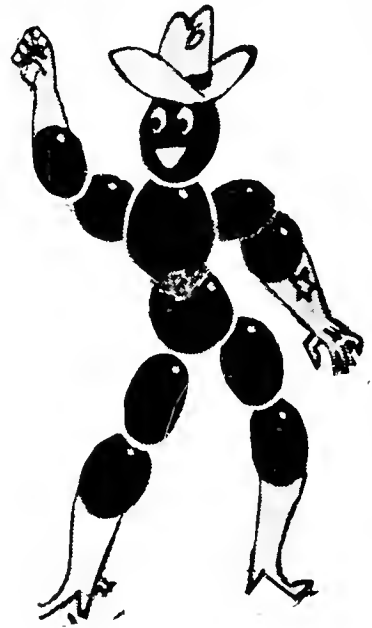
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JUL 28 1955

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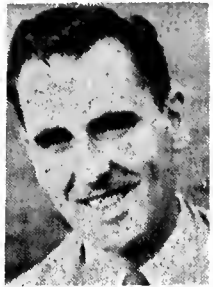
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Mass. Cranberry Station and Field Notes

by J. RICHARD BEATTIE
Extension Cranberry Specialist



Operation "Pest"

The cranberry season is a little advanced compared with most years. Ordinarily "early water" bogs are in full bloom about July 4, but this year many were in full bloom the last of June.

Warm, humid days and nights have definitely favored heavy egg-laying activity on the part of the cranberry fruit worm. Counts of 36 to 44 eggs per hundred berries were made on a number of bogs during the first week in July. Counts of less than 5 eggs per hundred berries have been the exception rather than the rule during this period. We are reminded of the 1944 season when this particular pest destroyed a large percentage of the crop.

In addition to fruit worms, blunt-nosed leafhoppers, second brood of blackheaded fireworms, and the new brood of weevils are very active on many bogs. The first brood of fireworms has certainly been more numerous than for several years and there is every indication that the second brood will give us considerable trouble. We have attempted to keep growers informed of these insect problems and methods of control by means of field meetings, flash cards, newspaper articles, and many bog visits. We want to emphasize again the importance of using the hand lens and the insect net to determine the types and numbers of insects present, so that proper materials can be used to control them if counts warrant treatment.

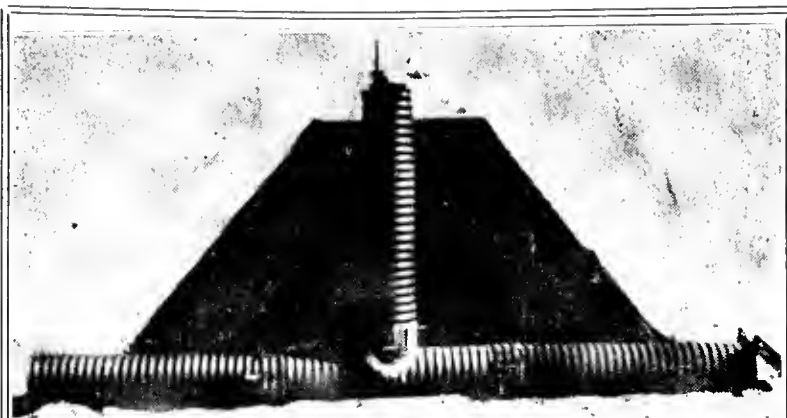
Warning

Just another reminder of the warning outlined at the bottom of the insect chart. It is as follows: "Do Not Dust or Spray materials containing DDT, ROTENONE, MALATHION, DIELDRIN, ALDRIN or HEPTACHLOR near

streams or ponds because they may kill fish. When using any pesticide, follow warnings printed on the label. The fish and wild life people solicit the cooperation of growers in this respect. Their program of stocking streams and ponds with fish is in jeopardy unless extreme caution is exercised. They received very few complaints last year, and we know that growers will want to continue their good record.

Little Frost Damage

The spring frost season had its final fling June 9th. Eleven warnings were released this spring compared to 12 last year and 23 in 1953. Very little frost damage has been observed but we have seen a number of bogs with an "umbrella" bloom, which indicates that temperatures were uncomfortably low on these properties some time during the frost season. George Rounsville, who is responsible for the frost forecasting work, handled his assignment in his usual capable manner. Dr. Franklin assisted as our frost consultant and his counsel was most helpful. We are also indebted to phone distributors, the seven telephone operators, the four radio stations and their announcers for the important part they played in this service.



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Doehlert Visits

Charles Doehlert, who is in charge of the Cranberry and Blueberry Laboratory in Pemberton, New Jersey, was a recent guest at the Cranberry Station. We enjoyed his visit and had an opportunity to show "Charlie" some of the research work being carried on at the Station.

History of Cranberry Industry

The Cape Cod Cranberry Growers' Association is studying the possibility of preparing a history of the cranberry industry in Massachusetts. The directors of the association have asked Dr. Franklin to study the problem and to determine how much interest there might be in such a venture. He has visited a number of the larger growers to learn if they would be willing to furnish a brief historical account of their particular company or organization, and their interest and cooperation have been most encouraging. We wish Dr. Franklin and the men working with him every success.

Marketing Committee

The directors of the Cape Cod Cranberry Growers' Association recently appointed a nine-man marketing committee to study some of our problems and to assist with educational programs directed towards keeping growers properly informed in this particular field. Chester W. Robbins was appointed chairman and his committee is as follows: Kenneth Garside, Charles Savary, Maurice

Makepeace, Nahum Morse, Arthur Handy, Robert Hammond, Gilbert Beaton and Richard Beattie. The first meeting has been held and plans for the coming year are being developed. Chester Robbins, Gilbert Beaton and the writer made a one-day trip to Washington in late June under the sponsorship of the Cape Cod Cranberry Growers' Association to discuss some of our problems with the proper officials in the U. S. D. A. and to explore the possibility of a marketing agreement. These talks were preliminary in nature and considerable work will be required before any program can be developed and presented to the industry for their consideration.

Weed Notes

We have some timely notes from Dr. Cross on the control of ditch weeds. He suggests that growers burn off the weeds growing in the ditches, using one of the weed-killers. Weed-choked ditches are responsible for spreading 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. The ditches should be dry for best results. Sodium arsenite, ammate and fuel oil are recommended materials. Growers should keep in mind that seldom arsenite is a deadly poison and that ammate is extremely corrosive to equipment.

Cooperation in Crop Estimating

August will soon be here, and with it comes the task of estimating the size of our crop. We are all aware of the importance of accurate crop reports, so that our marketing organizations can plan their programs. The growers' cooperation in furnishing Mr. C. D. Stevens' office with this valuable data is extremely important to the welfare of our industry.

Twig Blight Is Serious Threat On West Coast

A special growers' convention was held at Long Beach, Washington, to discuss a possible control for cranberry twig blight, which has become a serious problem on the West Coast. Dr. Folke Johnson and Dr. Maksis Eglitis, both pathologists from Western Washington Experiment Station at Puyallup, have been cooperating with the Cranberry-Blueberry Station and the Pacific Coast Extension Service in a research program.

Investigations show that a very complex problem is being dealt with. Studies are being made from the pathological and nutritional viewpoints. Suggestion is made that growers try applications of wettable sulfur at the rate of 6 pounds in 100 gallons of water. Amount applied per acre may vary, but a good coverage should be obtained. This may be added to Malathion and Parathion for insect controls.

Three applications have been suggested, the first applied during the middle of July, the second two or three weeks later depending upon what rain has fallen, and the third spray around the last week in August. A suitable wetting and sticking agent may be used with the sulphur spray.

CCCGA Appoints Marketing Com.

Directors of Cape Cod Cranberry Growers' Association have set up a marketing committee to carry on the work the Cranberry Growers' Mutual has been performing. The latter organization is now inactive.

This committee consists of Chester W. Robbins, chairman, who was secretary of the Mutual; J. Richard Beattie, Massachusetts Cranberry Specialist, secretary; Gilbert T. Beaton, secretary, CCCGA; Robert C. Hammond, Nahum Morse, former president of Mutual, Charles Savary, Arthur Handy, Kenneth Garside and Maurice Makepeace.

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Beaton's Distributing Agency and Cape Cod Cranberry Cooperative To Combine '55 Sales Activities

Two Major Cape Cod Distributors Unite, While Maintaining Individual Identities, See Advantages to Members and Entire Industry In a Selling and Promotional Consolidation.

An announcement of major importance in marketing is made jointly by the Beaton Distributing Agency of Wareham, Massachusetts, and the Cape Cod Cranberry Cooperative, Inc., with offices at Plymouth. This is, that the two distributors of fresh cranberries are to consolidate sales efforts for the 1955 crop season.

Combined tonnage of these two distributors of cranberries will make this organization the second largest handler of fresh Cape Cod cranberries and the largest distributor of Cape Cod fresh cranberries, exclusively. It is felt by the sponsors of the plan this move will not only be of benefit to the growers served by the two agencies, but will tend to strengthen the whole marketing situation in Cape Cod cranberries and of the cranberry industry as a whole.

While sales headquarters will be at the office of the Beaton Distributing Agency, 367 Main St., Wareham, neither unit is to lose its individuality and the consolidation is in sales only. Headquarters for the Cape Cod Cooperative will continue to be at 36 Main street, Plymouth, and the co-op will function along the same program as in the past.

Orrin G. Colley, president of the Cape Cod; Melville C. Beaton, head of Beaton Distributing Agency, and Ralph Thacher of the Beaton organization, have had the matter under consideration for some time, and have decided the merger will be an advantageous move. Directors and members of the Cape Cod Cooperative act on the understanding that the Cape Cod Cranberry Cooperative, in all other respects (than marketing) will function as it has in the past with the same pooling systems, retains and that the rights and interests of all members shall be recognized and preserved in the same manner as before.

This union of sales effort actually combines abilities and long experiences of three widely-known cranberry men of Massachusetts. All are growers in their own right, and are "old pro's" in the packing, marketing and promotion of cranberries. Having been actively in the cranberry business for so many years, they are familiar with all problems of the grower and of the industry.

"Mel" Beaton has been growing and selling cranberries since 1925, and his father, the late John J. Beaton, was an important distributor since about 1914, although he was engaged in growing, buying and selling before the turn of the century. The Cape Cod Cranberry Cooperative, Inc., this year begins its sixth year of existence, but Orrin Colley, son of George A. Colley, a former important figure in the Massachusetts industry, has likewise been familiar with cranberry growing all his life. He has been active in the business, including processing for the past 25 years. Ralph Thacher of Hyannis has devoted his time to the cranberry industry for the past 15 years, and Thacher is a long-established name in Cape culture.

All three have held various offices and served on numerous important committees in various Massachusetts cranberry organizations. Articles concerning all three as individuals have appeared in CRANBERRIES in previous issues.

In explaining the consolidation, the sponsors point out that today's marketing program and practices in the fresh fruit deal are far different than in the past, and continue to change each year. It is their belief that the two groups can function on an increasingly successful basis with the coordination of the marketing programs. Both units visualize economies as

well as sales advantages accruing to a combined larger volume under a single sales effort, and added prestige will be another of the advantages realized by their grower members.

Modern trends in other industries make it seem clear that by merging the marketing of a substantial volume of berries, organizations attain a larger voice in the market and increased efficiency in their selling activities. Such favorable factors, the sponsors believe, could bring optimum results to cranberry growers.

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Cranberries

THE NATIONAL CRANBERRY MAGAZINE

Issue of July 1955—Vol. 20 No. 3

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FRESH FROM THE FIELDS

Compiled by C. J. H

MASSACHUSETTS

Bad Insect Year

This is being described as an "insect year," on the Massachusetts bogs. That is, there is plenty trouble and some damage has been done, more is possible and probable, and control is costing growers considerable money.

It is described as a "good year" for fruitworm by Entomologist "Bill" Tomlinson at the Experiment Station, and by that he does not mean "good" for the growers. Nights have been warm, and conditions generally "ideal" for egg laying. "Tremendous" egg counts have been obtained on early water bogs, and this condition is quite general everywhere. Rotenone, Cryolite, Malathion and Palathion has been applied, plus experiments with Ryania and DDT mixture.

First brood fireworm was more generally distributed than in years. Second-brood, in first week of July showed every indication of being bad also.

Weevil, which was showing signs earlier of being especially abundant, although ordinarily a minor pest, did not prove to be as bad as last year.

Spartanosis, not usually of much account in this state is plentiful this year.

False—Blossom Worry

Leaf-hoppers are showing up "all over the place," according to Dr. C. E. Cross, and so growers are worried about false-blossom, more so than in a number of seasons.

Growers Fighting Hard

Although insecticides are costly—and there is developing some difficulty in obtaining supplies due to the truck strike, growers are having the work done. It is considered this is an absolutely necessary cost and must be borne in some way in spite of unsatisfactory crop returns the past few years.

There is also a large quantity of Fermate being used to keep quality of the fruit up as much as possible. There is apparently some

necessary slackening off in the use of herbicides, as weed control is not considered as of such immediate vital importance as insect and rot control.

June Rainfall Off

June was off in rainfall, total for the month being 2.15 inches while the normal is 3.21. Sunshine is not an important factor in either size or quality of crop in June, however the ratio was high. In general the month was too dry and average temperature close to normal.

Quality Still Down

There were many foggy nights and mornings during the month and humidity was relative high many times, which was not good for keeping quality. Dr. Cross is unable in early July to add any encouragement in the outlook for crop quality, which has been described as "fair to poor".

But Another Million Bbl. Crop

He still foresees a "big" crop for this year in Massachusetts. The set on Early Blacks has been heavy. Late varieties also show promise. Reports from Wisconsin indicate a good crop there; New Jersey will be down some because of heavy frost losses. "There will be another million barrel production for the United States," in the opinion of Dr. Cross.

Hail

Hail occurred on several occasions during June and a thunderstorm on the evening of the 5th brought another, but while there was slight injury to some bogs, the total is not important in final crop figures.

Early June Cold

The first of June was cold, especially the first week or so, when temperatures were averaging about 7 degrees a day below normal. This was a cloudy, unsettled period, with very little sunshine.

Rainfall continued way off, there only having been 1.43 inches up to the 15th and bogs were becoming dangerously lacking in moisture, but drought did not develop. Some growers were ir-

rigating with sprinklers and otherwise.

The night of the 9th brought an unexpected frost with a sudden brief clearing in the weather. An evening forecast of 29 was sent out from the Station. Some readings as low as 26, 27, 28 were reported, but mostly around 30.

There was some damage done in the opinion of Dr. Cross.

July Bring Heat Wave

July came in with a heat wave. Temperatures as recorded in the shelter at the State bog were; July 1, 86; 2nd, 88; third, 85; fourth, 87; fifth 97. However, in the sun on bogs on Tuesday, the fifth of July, the thermometer reached 112.

July Starts Cool

A thunderstorm on the night of the fifth brought local hail storms and a half-inch of rain. Temperatures continued high, as well as humidity. The 6th brought another thunderstorm and sent down 1.09 inches of good soaking and much-needed rain.

The early heat wave did not diminish until July 11th, and the first ten days brought an excess in temperatures of 85 degrees. Total rainfall for that period was 1.71 inches, July normal being the same as June, 3.21.

NEW JERSEY

Weather Favorable

June was cool and not bad as to rainfall. The average temperature was 67.5° or 4.5° below normal. The rainfall was 4.03 inches or ½ inch below normal. This rain was very well distributed through the month, so that bogs went into July in good condition. However, the first 11 days of July and up to the moment of writing (July 11) have been hot and dry except for some hard local showers that benefitted special areas.

It still looks as if the spring frosts reduced the crop by 20 to 25%. There were conditions leading to oxygen deficiency in January, but that type of damage is very hard to estimate. Hot, dry weather in early July has browned bogs on high ground. Girdler seems to be worse than usual, while the first brood of sparganothis was very small. On some hogs there is a very late long bloom.

Blueberries

In volume shipped up to July 11, the season is about the same as last year. However, late varieties have ripened early, Jerseys being about a week earlier than normal. The season seems similar to 1951, which started with an early rush and finished with a quick wind-up. It is quite possible that the effect of spring frosts is now beginning to show up in a shortened crop.

WISCONSIN

June Varied

June ended up very warm and dry. The early part of June was cool and rainy, with temperatures below normal and precipitation above normal. The latter part of June conditions were reversed. Even with temperatures in the high seventies during the day the night time temperatures reached the freezing stage the latter part of June. Hail damage was reported on several marshes during June, mostly in the Mather-Warrens area. More growers are now taking out hail insurance.

Heavy Bumblebee Population

A very heavy bumble bee population is again evident in the northern marshes. Bloom in the northwest was about full, to fifty per cent in the northeast as of July 1. Most southern marshes were in full bloom by the end of June. Many marshes are again using honey bees although the number has decreased due to the heavy bee losses this spring.

Warm and Dry Forecast

The thirty day forecast from June 15 to July 15 for Wisconsin was to be warm and dry. As of the first of July this forecast was correct. Many growers have irrigated and new plantings are being watched daily.

No '55 "Cranboree"

The National Cranboree is not being held in Wisconsin Rapids this year. Plans call for local celebrations for a new bridge, courthouse and Wood County's centennial. In view of all this, the local chamber of commerce decided not to have a cranboree, this year. Last year the parade alone drew 80,000 people to Wisconsin Rapids.

WASHINGTON

Early June Weather Good

Good weather in early June helped to advance an already late season, and blooms were brought into the hook stage in a very short time. Maximum temperature for the month of June was 92 degrees, and the minimum was 37, with an average of around 54 degrees. Percent humidity varied from 100 down to 13, with an average of approximately 86.

Considerable Late Rain

There was a considerable amount of rain during the latter part of June. The weather was an important factor in insect control, and a good sticker was necessary to spray material for good results. Due to the excessive rains of the spring, the herbicide tests conducted by the Experiment

Station will not be of much value.

Some Heat, Insect Injury

Some growers suffered scald damage during the heats of last month because they failed to start sprinklers in time. Although insect control has been generally good this year, a few of the bogs suffered insect injury, which is attributed to failure in making spray applications on time, heavy infestations calling for good timing and repeated applications.

Personal

Charles (Chuck) Doughty, director of the Experiment Station, has returned from a semester at Washington State, Pullman.

CORRECTION

A caption under photo on page 14 of last month's issue seemed to imply that Walt Fort is no longer with Growers' Cranberry Company of New Jersey. In printing, a comma was omitted between the words, "the former" and "general manager". As Ralph B. Clayberger of Merchantville, N. J., who spotted the omission, wrote, "Fort is still manager of the company, and I might add an excellent manager and doing a fine job." Other photo by-lines should also have been GroCranCo, rather than CranGroCo for Growers' Cranberry Company.

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New Full-Time Plant Pathologist At Massachusetts Cranberry Station

Dr. Bert Merton Zuckerman, Who Has Had Wide Experience in Relatively Few Years Has Assumed Duties.

By CLARENCE J. HALL

With a vacancy on the research staff of Cranberry Experiment Station, East Wareham, Massachusetts, due to the retirement of Dr. H. F. Bergman, senior pathologist, United States Department of Agriculture, Bert Merton Zuckerman has been appointed plant pathologist there and has assumed his duties. Dr. Zuckerman will be in full-time service, as he is state employed, whereas Dr. Bergman divided his time between cranberry work and studies at University of Massachusetts, Amherst.

Dr. Zuckerman was selected and recommended by Station Director C. E. Cross and appointed by the president and trustees of the university. Dr. Bergman, who is continuing investigations "on his own," and is frequently at the Station is giving Zuckerman pointers and suggestions from his long experience to get off on a good start in this new work.

"I like the work here at the Cranberry Station," says the youthful scientist, who is 31, "and both my wife and I like the people and the area."

He has already begun several projects. These include studies of fungicides applications, particularly with reference to cutting down costs of application; use of hormones to increase berry set and investigations into blueberry gall, a disease new to that crop.

Has Had Wide Experience

Dr. Zuckerman has crowded a wide variety of experiences in a number of areas in the country in a relatively few years of active work, giving him a broad base of knowledge from which to begin cranberry research.

He was born in North Carolina, March 26, 1924, and was graduated from grade and high school there. He entered North Carolina State College, Raleigh, attending from September 1941 to March 1943 and

again from March 1946 to March 1948. In March, 1948, he was awarded a B. S. in forestry.

He was at New York State College of Forestry, Syracuse, from September, 1948 to June 1949 and from January 1950 to June 1951. There he obtained his M. S. in plant pathology and started work for his Ph.D. During this period he held a research assistantship and taught Botany.

He entered the University of Illinois, Urbana, in September '51, and remained until August 1954, receiving his Ph.D. in plant pathology with minors in entomology and botany. His thesis title was "Effects of ionizing radiations, ultra sound and several chemicals on the oak wilt fungus. During this period he held appointment

and his studies were on a part-time basis.

Military Service

His studies at North Carolina were interrupted by military service. He was on active duty from April 1943 to March 1946, and in Europe from October 1944 to February 1946. He was in anti-aircraft service, Air Corps (cadets), medical, combat engineers, attaining the rating of 2nd Lt. in the Engineers.

From March to September 1948 he was with the United States Department of Agriculture, Division of Forest Pathology, New Haven, as biological aid; his duties being to assist in wood deterioration studies of fir and spruce killed by spruce budworm, the work being done at several locations in Canada. He left this position to return to school. In the summer of 1949 he was with the Southwest Lumber Company, Maverick, Arizona, working on a road-building crew, surveying and demolition of obstructions. The College of Forestry, Syracuse, from summer of 1950 found him with

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the New York State College of Forestry, his title being research assistant. His duties were to set up experimental plots for the long range study of several wood preservatives, also to make laboratory assays of preservative-treated wood samples which had been subjected to decay tests.

From June, 1951 to July, 1954

he was with the Illinois State Natural History Survey, Urbana, as Assistant Plant Pathologist. His special interests were the development of new techniques of plant disease research through the use of radioisotopes and life cycle studies on plant disease organisms. During this period he reported the results of his studies

in a total of 10 scientific papers, written in collaboration with co-workers or by himself.

Self-employed for a Time

Prior to entering his present position, Dr. Zuckerman had a turn at self-employment with two partners from July, 1954 to March 1 of this year. These ventures were the Twin City Landscape Service, Inc., and the Twin City Pest Control. March 1, 1955 he sold his interest in these ventures in order to return to the research field. During the month of March, 1955 he acted as a special consultant to the Salt Producers Association on a program related to the treatment of an elm disease by salt.

As an undergraduate he was editor of the forestry school newspaper at North Carolina, a feature writer on the college newspaper, program director, college radio station and a member of school wrestling teams prior to his military service. He has been rather interested in journalism. Writing for scientific publications he has found requires an entirely different approach, it must be strictly factual and constrained.

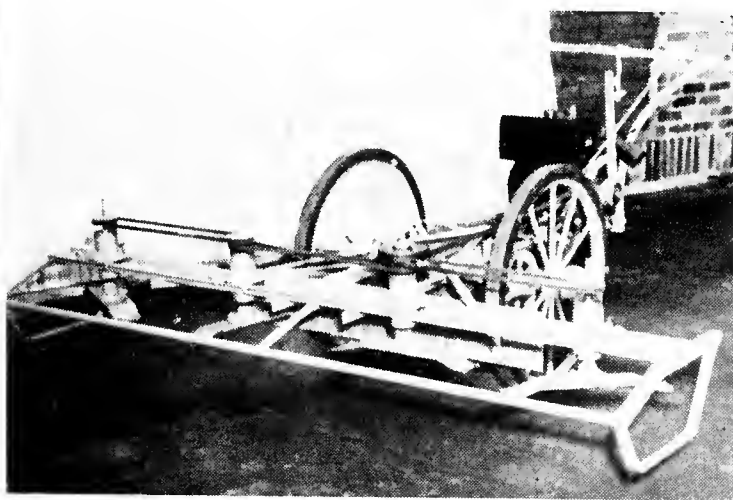
Dr. Zuckerman is a member of American Institute of Biological Sciences, American Phytopathological Society of American Foresters and has an honorary in journalism, North Carolina State and Sigma Xi National Science honorary.

While his work has taken him over considerable of the country and given him a varied background, Zuckerman has done a little traveling for pleasure. One trip, back in the fall of 1949, in fact, got him into more adventure than he bargained on.

Travel Adventure

With a friend he decided to travel the Pan-American highway via motorcycle from the United States to South America. In Southern Mexico the travellers ran into trouble when the road suddenly petered out. The last 35 miles to the border of Guatemala was made by train, after that they pushed their motorcycles over mountain trails, sometimes making only 10 miles a day. Upon arrival at the capital city of Guatemala, they rode through the

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streets without seeing a single person. Rounding a corner they suddenly came upon three soldiers seated in a jeep, dressed in American GI uniforms. The soldier in the rear seat quickly trained a mounted machine gun on the unhappy pair.

Zuckerman, thinking that the United States had declared war on Guatemala, pulled out his draft card and tried to convince his captors that he had already served. A torrent of Spanish greeted his supplications. Upon consulting his dictionary, he discovered that Guatemala was in the throes of a revolution. The uniforms, jeep and machine guns were U. S. Army surplus. The pair were escorted to the American consulate, where the consul informed them that the country had been closed for tourists for three days and that they were not supposed to be there.

After discovering that they had come over the mountain instead of by the usual air or sea routes, the consul relented and provided quarters for Zuckerman and companion at a nearby U. S. Air Force emergency landing strip. They finally reached the Canal Zone via Army cargo plane. Two months and many experiences later the pair returned to the United States.

Hobbies

For relaxation he has a hobby of stamp collecting and likes fishing. So far this has been confined to fresh water effort, but now he plans to extend it to salt water sport.

At present he and his wife, Harriette, and two children, Myra Sue 4, and Linda Sally 2, are making their home at Onset.

Nova Scotian Cranberry Growing Dates From The Last Century

Upwards of 100 Growers in Canadian Maritimes Produce Average 5,000 Barrels a Year on Nearly 300 Acres—Industry "Awaits" Rise in Cape Cod Prices.

By CLARENCE J. HALL

(Editor's Note: The following is the first of a series of articles upon cranberry growing north of the border. This follows a visit to that region being the final area growing cranberries to be written up in this magazine.)

Nova Scotian cranberry growing—an old industry, dating from about 1870 (more concerning the start later)—at the moment appears to be neither accelerating nor declining. It is static, more or less. As in Cape Cod and more especially in New Jersey, over-all acreage is probably decreasing through the abandonment of marginal bogs, which lack frost protection, but at the same time many of the better bogs are receiving better care; more modern methods are coming in and increased production may be looked for in the future.

However, there is a definite "if" in this. Prices for the cultivated cranberries of Nova Scotia, which includes Cape Breton Island and the other Maritime Provinces of Canada, Prince Edward Island and New Brunswick, depend upon what Cape Cod berries are selling for. Every grower in the United States knows full well that cranberry prices have not been exactly satisfactory the past few years—returns are not sufficient to warrant much expansion. The net is not so encouraging to induce too much expenditure, generally, in bog betterment. The more enthusiastic and more able growers will make faster progress. As in every cranberry grower, there is full recognition of the heavy investment which has been put into properties. Bogs cannot be permitted to go backwards; the money must be scraped together somehow.

Blame "Cape Cod" for Prices

There is, in fact, a tendency among growers of Nova Scotia to "blame" those of the States and especially "Cape Cod", for not selling more cranberries at better prices, and for permitting the surpluses in freezers to pile up. They ask, "How come?"

Nova Scotian berries are marketed within the Atlantic Provinces (which include the new Province of Newfoundland), Quebec and Ontario. These largely go as fresh fruit, mostly in window boxes. There is a cannery at Kentville, in the Annapolis Valley, that town being the "center" of the industry, and there was a smaller one on Northumberland Strait on the northern coast of the island or peninsula, whichever you prefer to term Nova Scotia. Some fruit, entirely uncultivated, semi-cultivated, cultivated, is sold to local stores.

Cape Cod can place its fruit in these Canadian markets, including freight rates, as cheaply as can the growers of the Maritimes. It is felt there is an advantage to

the Cape growers in that Cape, or, accurately, Massachusetts bogs are more mechanized, and in the main better kept, producing more berries to the acre. Weeds, when not adequately controlled, as they are not on many of the bogs north of the border, are a real problem with the growers.

For some years, up to 1948, there was an embargo on U. S. cranberries into Canada. The Canadian growers made a satisfactory profit then. Some seem to want a protective tariff. But cranberry growers are a tenacious lot, by and large, anywhere, and I believe the more "dedicated" Canadian growers will persist and the industry in Canada, as a whole, is coming up. There is the large Larocque plant, in the Province of Quebec, the 40-acre holding of H. M. Cockburn in Ontario, and the developments on Lulu Island in British Vancouver.

Size of Industry

The industry is small, comparatively, in the Maritimes. Unfortunately, it is so small in the agricultural scheme of Canada that

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no statistics are kept either as to acreage or as to production. Estimates only are available.

From information furnished by E. L. Eaton, senior horticulturalist, native fruits, stationed at Kentville Experimental Farm, Canadian Department of Agriculture, and from answers to inquiries to growers, the annual "average" crop would seem to be "around 5,000 barrels", although this has gone as high as 10,000. Best estimate of acreage is about 300, which would include marginal and wild, natural berries receiving some attention. Largest individual ownership is approximately 60, with some holdings listed with Mr. Eaton going down to half an acre. Number of growers would be under 100.

Cranberries 5th or 6th in Value

Ranking first in fruit value in Nova Scotia are apples, the island having been credited with growing more of these than any place in the British Commonwealth, the bulk of these in the beautiful Annapolis Valley, with an annual "Apple Festival", selection of "queen" and all at Kentville, in June, similar to cranberry harvest festivals in this country. Second comes blueberries, which are gain-

ing rapidly in importance, mostly low bush but including the high; third, strawberries, also gaining and replacing apples to some extent, which are declining; pears, fourth; and fifth would be either cranberries or plums, with the probability cranberries are ahead of plums.

Blueberries

Statistics are kept upon blueberry production. The crop last year in a Dominion report of June 6th gives a breakdown as follows: Nova Scotia, 5,126,000 pounds, price per pound, 12 cents; value at farm, \$615,000. New Brunswick, pounds, 3,500,000, 11 cents per pound; farm value \$385,000. Prince Edward Island, 442,000; price, 13 cents per pound, farm value \$57,000. Newfoundland, 1,949,000 pounds, 6 cents; farm value \$125,000; Québec, 19,702,000 pounds; price 10 cents; farm value \$1,970,000.

There are a number of blocks of the big cultivated blueberries at the Kentville Experimental Farm, and studies into various aspects of this culture show much promise for the Maritimes. Mr. Eaton has one special cross, of which he has considerable hope. This he has named "Ken-Grape". The

first part of the designation is for Kentville and the second for size of the berry. This is a cross between a native high bush and the Stanley variety originating in New Jersey.

Nova Scotia Is Ancient

Nova Scotia, or originally "New Scotland" has been described as the "Historic Corner of America". Port Royal Habitation in the Annapolis Valley was the first permanent settlement north of the Gulf of Mexico. Nova Scotia has been in turn a French or English possession until the casual reader of history becomes almost confused. John Cabot made a landfall at Cape Breton in 1497, but geographers say the Cape was discovered and named by Basque fishermen who crossed the Atlantic a hundred years before the discovery of Columbus and made the area headquarters for their activities.

Norsemen are thought to have visited Nova Scotia or other points of the Maritimes in about the year 1,000 and may have seen cranberries, referring to them as "grapes", although this is still theory.

Scottish Influence

Cape Breton is known best as the world's repository of Scottish culture. At St. Ann is the only Gaelic-speaking college in America, and there each August is the annual Gaelic "Mod", a week of pageantry. There is strong Scottish influence in this end of Nova Scotia today, and many of the names begin with "Mac".

Historic Grand Pre, about in the center of the Annapolis Valley, is the scene of the deportation of the Acadians, made famous by the poem, "Evangeline", by Longfellow. When the French-speaking people refused to conform to English tradition and were expelled, many of their farms were taken over by New Englanders, and also at the time of the American Revolution Loyalists went north to the Maritimes.

There is something of the air of New England about many of the farms in the Valley, the residents of the United States having set up shade trees around the huge red barns and the white farm houses,

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rather in contrast to placing houses in seemingly haphazard fashion about the countryside by the native Nova Scotians.

Agriculture Old

So old is agriculture in the Valley at Nova Scotia that there was a grist mill operating in 1606, before the Pilgrims landed at Plymouth.

Some, considerable actually, of the valley is thin soil. The thrifty French, more than 200 years ago, and later the English, threw up great earthen dikes along tidal streams of the Bay of Fundy, with its highest tides in the world. At points in July and August, extremes range from 46 to 90 feet in fall.

Behind these dikes along the streams with shiny, clay banks, where boats at low water lay on dry land, silt filled in, making rich pasture land. It is odd to go riding by auto over lands which did not exist until made by man.

This year New Brunswick, Prince Edward Island and Nova Scotia are having a major observance, the Bicentennial Celebration of the Acadians, and P. E. I. also the Centennial of Charlottetown, capital of this small Dominion.

How far back in history goes the use of the cranberry in the Maritimes nobody seems to know. A cursory research in history books failed to reveal any early references to the fruit. Beyond doubt, the first users were the Miamae Indians, now mostly in reservations, who were the aborigines of Nova Scotia, as did the Red Men in every natural cranberry district.

Wild Berries Still Abundant

Wild cranberries were abundant along the streams, meadows, ponds and the seashore as they still are. Mr. Eaton writing in "Cranberry Culture", a publication of the Dominion of Canada Department of Agriculture says:

"To most people the word 'cranberry' suggests two types, the 'high-bush' and the 'low-bush' species. The so-called 'high-bush' cranberry is botanically known as *Viburnum trilobum*. Marsh, of which the well-known snowball, so often used as an ornamental shrub, is a cultivated species. Fruit of the *Viburnum*



Horticulturalist E. L. Eaton shown with seedlings to be set on experimental plot Nova Scotia. (CRANBERRIES phc)

is often used as a substitute for the common cranberry, but the latter commands a more ready market and is the subject of this bulletin.

"The ordinary cranberry, sometimes referred to as the 'lowbush' cranberry, has usually been classed in the genus *Vaccinium*, of which three common species are native to this country.

Vaccinium macrocarpon Ait. is the large cranberry of commerce, sometimes referred to as the bog cranberry. *Vaccinium Oxycocceus* Linn. is the small, often mot-

tled one sometimes called spice-berry or buckberry; the leaves, runners and fruit are all much smaller than those of the first-named.

The other common member of the group *Vitis-Idaea* var *minus* Lodd, known variously as partridge berry, fox berry, mountain cranberry, rock cranberry or lingon berry, is abundant in the more exposed coastal regions, and is also found on moss-covered rocks and in old pastures. This species makes fewer runners, the fruit is highly coloured but is

softer and earlier than the large cranberry, and in favorable places grows with a profusion that appears to carpet the ground in crimson.

Another classification places the group in a separate genus and accepts the name *Oxycoccus macrocapus* (Ait.) Pers. for the large cranberry and *Oxycoccus quadriflorus* Gilib. Lf. Lithuan for the small speckled cranberry.

As in most wild plants, there are many variations and intermediate types appear. It is believed that a study of their genetic background may help to clarify a somewhat confused situation."

The foxberry has long been and still is shipped to market in kegs filled with water. This foxberry or partridge berry in watered kegs still finds a market among people of Scandinavian descent in and around Minneapolis.

Much of the hinterland of Nova Scotia remains rugged and little changed since the Indians roamed the stillnesses. Moose and deer, the latter more plentiful than anywhere else on the continent,

are there, black bear, so numerous it requires no hunting protection, and beaver, muskrats, mink, red fox, raccoons, the black duck, the great blue heron and other wild life. Many cranberrymen are sportsmen, and it might not be amiss to add the island is famous for salmon and trout fishing; and the waters around for blue-fin tuna and broadbill swordfish.

The Nova Scotian law is that private property must be fenced to keep out roaming animals, and a number of bogs are surrounded by wire fencing to keep away deer, bear, cattle and other animals which might do harm.

One earlier reference to cranberries says: "Along the Gaspé Coast and the north shore of the Gulf of St. Lawrence, the fishermen's families gather the fruit in large quantities for their own use and for sale, calling it the 'low-bush' cranberry; and throughout the whole of northern Canada, hundreds of trappers, as well as native Indians, have frequently to depend upon it for food, when game and fish are scarce."

"A Place of Cranberries"

If proof was needed that cranberries are native to Nova Scotia, which it isn't, the word is there in a place name. The Miemac Indians called one spot "Shabencadie" or "place where the wild potatoes grow". Another was known as "Shenacadie", "a place of cranberries". Quite by chance, it happened I was driven past a railroad station with this designation. This was on the St. Andrews Channel of tremendous, beautiful Bras D'Or Lake on Cape Breton.

Incidentally, what the word Acadia means is a mystery. One version is that the French called Nova Scotia "L'Arcadie", "LAcadie", "L-Acadia" and "LaCadie" as early as 1603. Some say it is from the Indian "acadie", meaning "fertile land".

Nova Scotia Not Cold

We are apt to think of Nova Scotia, Prince Edward, and the Maritimes in general as northern and cold. Nova Scotia in the summer is surprisingly green. In

(Continued on Page 18)



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NOVA SCOTIA VISITED

A VISIT to our cranberry-growing neighbors "North of the Border," has now taken us to every producing area, with the exception of the new developments at Lulu Island, Vancouver, British Columbia. And we have learned one thing. Cranberry growers are a fine clan to be a part of.

Our recent trip was to the Maritime Provinces, principally Nova Scotia including Cape Breton Island, where the industry dates from the latter part of the past century and Prince Edward Island and New Brunswick. Everywhere we have always found a friendly reception. "Apologies" for weeds or other bad conditions where they exist and a promise of intention to bring about improvements as soon as possible.

One point stands out. It has gotten us into a bit of hot water, now and then. That is pride in the quality, or more explicitly, "flavor" of the fruit produced in the particular region. From Long Island in New York to Long Beach in Washington, each district feels it grows cranberries of exceptional merit and "taste," superior in some respect, at least to all others. This is good—pride in quality.

A flattering re-action we have found in visiting different areas is that our modest magazine is really read with conscientious interest. Generally the more isolated the grower the keener his reading. Nova Scotia growers are remote from much of the cranberry information so readily available to most others. To E. L. Eaton, senior horticulturalist (native fruits) Canadian Maritime cranberry industry we wish to extend our sincere gratitude. He is a fountain of information. Also we would like to thank Herbert Oyler, Dr. C. S. Bezanson, Miss Jean Bishop and others who answered our endless questions. We regret we could not visit all the growers with the time at our disposal, but we came with, we hope, a fairly comprehensive picture of cranberry culture to the north and hope our report will be of value to readers everywhere.

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the marketing end of the industry. Its efforts have been principally cultural. Now the Cranberry Growers' Mutual which was organized to aid in marketing has voted to merge with the older association and the Cape Cod (directors) has appointed a Marketing Committee, chairman of which is Chester Robbins, formerly secretary of Mutual. There has been opinion that the CCCGA should not concern itself with marketing. Others believe it should. We understand the charter embraces marketing, as well as cultural activities. Current marketing so unsatisfactorily in returns, call for every help possible.



The tourist-famed Evangeline Church at Grand Pre Memorial Park is near the heart of the cranberry industry in the Annapolis Valley. (CRANBERRIES photo)

HAIL

By F. B. Chandler

Hail has occurred at various times in most of our country. These storms have caused damage to crops and property in practically all cases. With crops the damage has ranged from slight to complete loss. To study the damage experimentally on crops, flails and other mechanical types of instruments used to be used. In 1951 the Rain and Hail Insurance Bureau and the Hartford Fire Insurance Company provided funds to initiate a study of the effect of hail damage on potatoes and beans. In 1954, the Hail Adjustment and Research Association of Chicago Illinois, sponsored this project and provided funds to carry on the studies on potatoes and field beans.

Professor Grant B. Snyder, head of the Department of Olericulture at the University of Massachusetts, felt that studies should be made with ice, wind and water which would more closely duplicate a natural hail storm. The University has a machine which is the result of four years' work. The machine is mounted on a two-wheel trailer for ease of transporting from one section of the state to another. This machine was in the cranberry section July 1 and made three very small hail storms to study the effect on early and late drawn bogs. In one case the berries were set, and in the late drawn winter flood there were still some blossoms. This equipment has been very satisfactory for the study of hail injury on row crops and from the test of July 1st it probably will be a valuable research tool in cranberries.

Each year the hail writing insurance companies hold an adjusters' school to not only train new men but also to specify the methods and techniques of adjusting loss caused by hail to various crop plants and tree fruits. During the past three or four years, this school has been held in Amherst, because by using the hail machine we can stimulate varying degrees of hail damage on various crops and thereby provide actual field training during the three-day

school. This year the school will be held July 18-20.

The published records of hail (Mass. Bul. 433) indicate the damage from 1880 through 1944. In that period Massachusetts lost 121,000 barrels New Jersey 21,000 barrels, and Wisconsin 12,500 barrels. The number of hail storms and their location varies from year to year. In the last two years Massachusetts has had four storms each year. In 1954 the estimated crop loss was 6,000 barrels.

NCA Members In Massachusetts Nominate Directors

Members of NCA in regional meetings in Massachusetts have elected candidates for Board of Directors, to be voted upon at the annual National meeting August 16, Onset Canning Plant. This nomination of the board of candidates is announced, as the result of NCA's new management policy of inviting the membership to take part in the selection of representatives. The procedure is set up by James C. Glover, who last spring assumed the presidency, succeeding M. L. Urann.

Mr. Glover, attending all the Massachusetts sessions, reported to members the current standing of the cooperative and spoke of

the program in progress for its future.

Candidates selected were: Walcott R. Ames of Osterville and William E. Crowell of Dennis, representing the Upper and Lower Cape areas; Carroll D. Griffith, South Carver, and Lawrence S. Pink, Middleboro, selected from the Carver area; Kenneth G. Garside of Duxbury and Ameda V. Squarzi, Kingston, from the Plymouth area; John C. Makepeace, Wareham, and Frank Crandon of Acushnet, from the Wareham area; Marcus M. Urann, Halifax, and Ralph Gorham, Bryantville, from Hanson area. Three additional members will be selected from the West Coast, four from Wisconsin, four from New Jersey, and three by the Executive Committee-at-large to make a 24-member Board.

Cranberry Harvest Celebration Set

A Cranberry Harvest Celebration is being planned for the town of Harwich to take place day Saturday, Sept. 17. A special meeting to discuss this event was held in the Recreation building Sunday, June 5.

Fred Baldwin, president Harwich Chamber of Commerce, conducted the meeting at which Theo-

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dore Craft of Brewster offered suggestions for the program.

A tentative program drawn up includes such events as a banquet, cranberry ball, visits to a cranberry bog and screening house; Indian parade and dances; chicken barbecue at Brooks park; Portuguese children dancing, music and "shamrika".

Suggestions were volunteered by Mr. and Mrs. Fernandez, Marshall Siebenmann, Mrs. John Busiere and others. Announcement of the next meeting is to be made by Mr. Baldwin.

New Liquid Fertilizer in Cranberry Tests

Tests have been underway on Massachusetts bogs with a new liquid fertilizer, specially designed for cranberries. The fertilizer is produced by the Virilium Corporation of Medway, Mass., manufacturers of liquid fertilizers, and assisting in the experiments has been Dr. F. B. Chandler of

the Massachusetts Cranberry Experiment Station.

The fertilizer is sprayed on bogs for quick application and is a 9-18-6 formulation. Advantages claimed included labor saving over large areas, the coverage being with a single vehicle and hose.

At present tests are being run by Gilbert T. Beaton, Maurice Makepeace of A. D. Makepeace Company, Raymond Morse and "Red" Lane of NCA.

Nova Scotia

(Continued from Page 14)

appearance, that is the area where cranberries grow, is perhaps more like Wisconsin than either Cape Cod or New Jersey. The valleys, the rolling hills, sometimes abrupt and often referred to as mountains, and the broad farmlands in the valley flats are also suggestive of the areas in the Badger State where cranberries grow. But there is plenty of variety of the topography of bog areas. While the bulk of the bogs may be found within a circle of 20

miles from Auburn and Aylesford (about 20 miles west and south of Kentville) they do extend over an area of 400 to 500 miles in Yarmouth County at the southwestern tip of Nova Scotia to rugged Richmond County at Cape Breton on the northwest end of the peninsula which this summer was joined to the "mainland" of Nova Scotia by a \$6,000,000 causeway across the Strait of Canso.

Warmed by Gulf Stream

Nova Scotia actually is not as far to the north as the northern limits of Wisconsin. In latitude Wisconsin extends from 42 degrees 30 minutes to 47 degrees and three minutes north. Nova Scotia lies between 43 degrees, 25 minutes to an even 47 north. Nova Scotia is surrounded by water, with the exception of the narrow isthmus at the Amherst entrance, and the warming Gulf Stream is but two or three hundred miles to the east.

From statistics at the Experimental Farm, Kentville, it is learned that the year mean for



Vice-President Richard Nixon receives a Wisconsin Cranberry pie, baked by Mrs. Lester Balthis of Oakdale, Wisconsin, under the sponsorship of Preway, Inc., of Wisconsin Rapids. Wisconsin Senator Alexander Wiley is shown looking on at the presentation by Mrs. Balthis, who earned a trip to Washington last month from Preway and Wisconsin Electric Co-op.

(Photo by Associated Press)

the Annapolis Valley is 43.3 degrees. (The mean on the Cape is 47.9, New Jersey, 54.09. The mean in May is 50.1; June 59.3; July 66.4; August 65.1; September 57.0. January is 20.6, February 20.1. The average of frost free days is 128.

It would seem to be agreed that winters bring little heavy prolonged snow in the valley, or extreme cold, at least for very long. It is said there are few days indeed when automobile traffic is not possible in the winter. Winters would seem very similar to those on Cape Cod. There may be a few spells when zero is touched, even 10 below and 24 below has been known, again similar to Cape Cod. In fact the natural flora does not differ much from New England. The Mayflower (trailing arbutus) which is the state flower of Massachusetts is extensive and the provincial emblem, too.

Rainfall Similar to That of Cape

Rainfall is slightly less than that of Cape Cod; an annual 40.92 inches, as compared to the Cape's 44.3 inches. There are relatively few thunderstorms on Nova Scotia and so not much possibility of hail. While hail strikes occasionally it is not a real menace to apples, cranberries or other crops.

Prince Edward Island, which is to the north of Nova Scotia, and is a greater exporter of potatoes than any other Canadian province has a different climate. Outwardly the aspect of P. E. I. which has become known as "The Garden of the Sea," is made up of three colors, the bright red soil, the vivid green of the farms and forests and the white of enormous birches. Conditions for cranberry culture are also different, and offer different problems. For the island are listed two growers at Murray Harbor and Blooming Pt. with 4 acres of "natives" for the former and 1/2 of Howes, 1/4 Early Blacks and 2 of natives for the latter.

At Blooming Pt. there is maintained rather extensive experimental plots, and here Mr. Eaton is doing research, with special plans for the island, which will be considered a little later.

In New Brunswick the Dominion

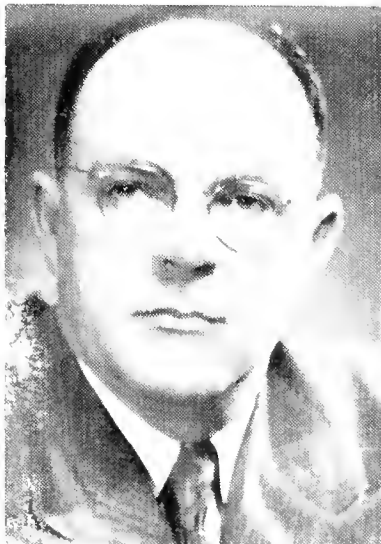
Department of Agriculture has leased land, about an acre for experimental purposes, also under Mr. Eaton. Soil there is more clayey in nature, and land has been plowed and Early Black vines brought in. A bog there is listed as having 1/2 acre of Howes and another half of Early Blacks.

Water Limiting Factor

All of Nova Scotia is acid soil and there is plenty of room for development from that viewpoint according to Mr. Eaton. Some of this peat, is rather shallow, however. Sunshine is more than adequate in the Annapolis Valley sector, especially. Naturally, there is more fog along the coasts, but bogs located near sal water receive a considerable measure of natural frost protection as might be assumed.

(Continued next month)

"Gibby" Beaton Joins Eatmor Cranberries, Inc.



Gilbert T. Beaton, Wareham, one of the most active men in the cranberry business, has ended his connection with the J. J. Beaton Co. and begun service with Eatmor Cranberries, Inc., (former American Cranberry Exchange), with headquarters in Chicago. Lester F. Haines, Eatmor general manager, announces he will be grower relations man for Massachusetts. The addition of Beaton is to enable Stanley D. Benson of Middleboro, Eastern Sales manager, to put in increased time to co-op's sales program.

"Gibby" Beaton has been in charge for many years of the J. J. Beaton Co. bogs. He is succeeded in that capacity by Ralph Thacher of Hyannis, who has been on sales work for the Beaton organization.

Haines said in announcing the appointment that increased interest in Massachusetts in Eatmor's program, now combining both fresh and processed fruit, necessitated a top-rate representative in this state. He declares Eatmor has already doubled its tonnage for this year.

Beaton is a grower in his own right, and with his brothers, Kenneth and Elliott, recently purchased a 60-acre bog from United Cape Cod Cranberry Co. He is secretary of Cape Cod Cranberry Growers' Association, has held office and been active in Southeastern Cranberry Club, and on various cranberry committees and speaking panels. He is a leader in Little League activities in Wareham, and active in other civic affairs.

During the shipping season he will be actively engaged with Morse Brothers, Attleboro, Eatmor's Massachusetts packing agent.

Since his separation from the Beaton company, with Kenneth he is conducting a growers' service business, dusting, spraying and other work not including harvesting, with Kenneth in active charge of this. They are currently handling about 500 acres.



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History of the Cranberry Industry in Wisconsin

(Editor's Note: The following is a second installment from Bulletin 322, published by the Wisconsin State Department of Agriculture and reprinted with permission.)

During the past half century, Massachusetts has been the leading cranberry state, and in the early years this state accounted for two-thirds of the nation's annual crop. While production in Massachusetts has been maintained at a relatively high level in recent years, the western states have expanded their production more rapidly. Until 1938 New Jersey ranked second in cranberry production, but since then Wisconsin has held second place.

The state of Massachusetts has had more than half of the total cranberry acreage for the country as a whole throughout the period, from about 1900 to 1920 New Jersey ranked second with a total of about 40 percent of the acreage. Since the end of World War I the New Jersey acreage has been slowly declining, and in 1953 only 25 percent of the United States total cranberry acreage was in that state. In the meantime Wisconsin's acreage increased slowly, but steadily with a sharper increase in recent years. The states of Washington and Oregon have expanded their acreage since those states were first considered commercial cranberry states in 1924. Like Wisconsin, the Pacific Coast States acreage expansion has been slow but continuous.

Cranberry yields per acre in the five states vary considerably. Each state shows some year-to-year fluctuation, but the long-time trend in yields points to some important developments. In Massachusetts, the leading state, yields have not changed greatly since the turn of the century, although the yield level during the past 25 years has been slightly higher than the years prior to 1920. Yields in New Jersey have continually been lower than in the other states.

Prior to 1934 the Wisconsin cranberry yield per acre was considerably lower, with few exceptions, than that of Massachusetts. During the past 15 years Wisconsin

yields have risen markedly, and the 1948 yield of 85 barrels per acre was an all-time record not only for Wisconsin but for the nation as a whole until 1953. In that year the state of Washington reported a yield of 98.7 barrels per acre.

Wisconsin's yield per acre has not been under 50 barrels since 1945. The yield for 1953 shows nearly 79 barrels per acre and is the second best yield on record. The Wisconsin yield has not been below the United States average since 1933. In that year the state had a low yield of only 19 barrels per acre compared with about 26 barrels for the nation as a whole. During the 10-year period, 1943 through 1952, the cranberry yield in Wisconsin has averaged 55.5 barrels per acre compared with about 30 barrels per acre for the five commercial cranberry states combined.

The states of Wisconsin and Oregon have had good yields per acre since estimates were started in the western states. However, since 1940 Washington and Oregon yields have usually been higher than in previous years. The improved yields in Wisconsin, Washington, and Oregon may well encourage expansion in these states in competition with the eastern states. For the five states combined the over-all trend in yield has been slightly upward since 1900. However, this uptrend has been accentuated in recent years, mainly by expansion in Wisconsin and the West Coast States. Since 1900 cranberry acreage has been expanded only by about 30 percent while production is now nearly four times as great.

A survey of the Massachusetts cranberry industry made during the winter of 1946-47 indicates that less than 13 percent of the muck soil in the important cranberry counties is utilized in production of cranberries. This would suggest that cranberry acreage could be greatly expanded in Massachusetts if economic conditions favored such expansion. No data on undeveloped

land suitable for cranberry growing in the other states are available. Undoubtedly other states, particularly Wisconsin, could expand their cranberry acreage considerably.

June Starts Out Cold In Massachusetts

June has opened for the first nine days with generally overcast, drizzly weather and temperatures lower than normal in Massachusetts. The temperature departure from normal to this morning was 49 degrees, minus, and rainfall as recorded at Cranberry Station .22 inches.

Cranberry frost warning was sent out from the Station Tuesday night, and lows reached were generally around 30, 31, 32, with a few of 28 and 29 degrees. Indications were for a frost which might have been bad, but wind changed around midnight and cloud made up. Damage to cranberries was slight, if any.

A really rather unexpected frost came on the night of the 9th with suddenly clearing weather. An evening warning of 28 was sent out. Temperatures as low as 26, 27, 28 and 29 were reached. Some growers go only 30 and the low 30's.

Dr. Cross of the Station feels sure that some damage was done.

CRANBERRY PIE CONTEST

The Fifth Annual National Summer-time Cranberry Pie Contest will be held August 17th at the Massachusetts State Fair, Weymouth. This is in sponsorship of National Cranberry Association. Miss Ruth Gallagher, State Dept. of Agriculture is in charge.

Panel of judges is Miss Jean Griffin of Cranberry Kitchen, NCA; Mrs. Ruth Wakefield, Toll House, Whitman and Miss Gretchen McMullen, home economist and lecturer, Brookline. Ken Dalton, Brookton columnist will choose a "personal" pie and his choice will be awarded ad special engraver. Entry blanks are available from Mass. State Fair, Weymouth 90, Mass., and NCA.

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August 1955

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							1	2
7	8	9	10	11	12	13	8	9
14	15	16	17	18	19	20	15	16
21	22	23	24	25	26	27	22	23
28	29	30	31					

WHEN IS TURKEY TIME ?

Thanksgiving has been Turkey Day for many years, but turkey growers, like cranberry growers, have been at work making turkey a year round dish rather than just a "Holiday Only" meal.

One of the biggest turkey promotions of the year is Mid-summer Turkey Time — July 28 to August 6 in 1955. The National Turkey Federation puts a barrage of advertising and display material behind this promotion.

Ocean Spray ties in with turkey growers with displays, publicly and tie-in advertising by retailers to stretch even further the ever-lengthening turkey and cranberry season. This is another of National Cranberry Association's promotions to build a stable, year round market for the cranberries of its growers.

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ERNEST L. EATON, Maritime Canada Cranberry "Specialist" with his colt, May, and its mother. Story on Page 6. (CRANBERRIES P

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Hurricanes

Hurricanes Connie and Diane, the third and fourth of these tropical storms of 1955 swung far to the west and south of the Massachusetts cranberry area. But, Connie, in particular, caused several days of anxiety. She brought torrential rains to Cape Cod area, 4.04 inches in New Bedford; 6:06 at Falmouth (heaviest day of rain in 19 years on the Cape) but only 2.35 to Cranberry station, East Wareham. This rain, plus previous precipitation brings the total to Aug. 15 to 6.25, while month's normal is 3.60 inches. Rains added size to berries.

While Connie was threatening, growers called the Experiment Station and were given advice for those near salt water to fill ditches, as it was expected heavy rains, as the storm approached, would cover surface and provide a buffer against salt spray. Some inland, pulled all planks to prevent floods.

Connie also brought heavy rains, two inches plus to five or more to the New Jersey cranberry area, bringing drought conditions to an end there for the time being, at least.

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Mass. Cranberry Station and Field Notes

by J. RICHARD BEATTIE
Extension Cranberry Specialist



July Heat—Drought

Drought and heat experienced the first three weeks in July closely paralleled the conditions suffered the same period in 1952 when the Massachusetts cranberry crop was drastically reduced. The important difference this year, however, was the fact that the drought and heat didn't begin as early or last as long as in 1952, at least as we write this (July 26). We have also been fortunate that water supplies for irrigation purposes were available in larger quantities and the lessons learned were still very fresh in our minds. Just for the record, temperatures of 90 degrees or above were recorded on the low land near the blueberry plantation for twenty of the first twenty-six days in July, and rainfall was only 3/100 of an inch during one period of 17 days. The highest temperature recorded was 108 degrees and occurred on July 5. The drought was broken July 25 when an inch or more of rain fell throughout most of the cranberry area. We have experienced some hail, sun scald, and drought damage.

Good Crop Still Possible

Insect activity has definitely been above normal and reminds us of the 1944 season when pests, particularly fruit worms, were unusually destructive. This year weevil, fireworm, and fruit worm were the principal offenders. They started early and apparently are feeding late. We believe that materials, men and equipment have done a fine job in most instances in controlling these pests. Nevertheless, they have taken a toll of our crop. If we combine the damage from insects, diseases, weeds, sun scald, drought, and hail it would appear at this time that

we have the possibilities of another good crop.

New Dr. Franklin Honor

Growers will be pleased to know that Dr. Franklin has received new honors. The Department of Entomology at the University of Massachusetts and the Fernald Entomological Club have just completed another splendid edition of the Fernald Club Yearbook which tells of the activities of their graduates and the work of the department. This year's edition was dedicated to Drs. Henry J. Franklin and A. W. Morrill, two of their eminent graduates. It is a fine tribute to these men and it is especially appropriate as it marks the 100th anniversary of professional entomology in this country.

Two Foreign Visitors

The staff at the Cranberry Experiment Station was host in July to two agriculturists outside the United States. They were Dr. L. L. Roux of South Africa and David W. Robinson of Ireland. Both men have been in the states for several months and have been studying our agriculture. We had an opportunity to show them something of our industry and in turn learned some of the interesting facts concerning the agriculture in their respective countries. Mr. Robinson is located at the Horticultural Experiment Station in Northern Ireland and Dr. Roux is an agricultural attache for the Union of South Africa. We thoroughly enjoyed their visit.


Cross on Summer Weeds

Dr. Cross has some timely information on summer weed control. He suggests that it's a good practice to drag a hook or potato digger completely around the shore ditches once or twice a year in order 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 on bogs are already producing excellent crops of corn grass, barnyard grass, pitchforks, and fireweed. These weeds should be checked now in order to prevent them from going to seed. Ditch weeds can be controlled effectively this month using the chemicals recommended on the Weed Control Chart.

CCCGA 68th Annual Meeting

The 68th annual meeting of the Cape Cod Cranberry Growers Association will be held Tuesday, August 23, at the Cranberry Experiment Station beginning at 10 a. m. A new feature this year will be guided tours of the State Bog to inspect some of the insect, disease, and weed control work plus experiments in water management now that we have the new dikes and facilities for flooding individual sections of bog. There will be another chicken-cranberry barbecue. The afternoon program will include a featured speaker. President Frank Crandon announces that all cranberry growers and their families are cordially invited to attend this annual meeting of their association.



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Cranberries

THE NATIONAL CRANBERRY MAGAZINE

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FRESH FROM THE FIELDS

Compiled by C. J. H.

MASSACHUSETTS

Record Heat

July, 1955 went into the record as one of the hottest, most humid Julys on record, probably only exceeded in the cranberry district by that of 1952, which was also drier. Boston chalked up an average mean temperature of 77.5 as against 77.2 in 1952. Boston had 14 days above 90, while a thermometer in the open beside the blueberry plantation at the State Bog, East Wareham, had 20 days of 90 or better. There were 24 such days by the same thermometer in 1952. If the heat didn't get you in July, the humidity did. The month was 155 degrees in excess of normal.

Rainfall Delayed

As for rainfall, it finally turned out pretty near average, a total of 3.19 inches, while the average is 3.21. But for a time drought conditions were approaching as for a period of 15 days precipitation was barely a trace .03. On July 21st a flash warning was sent out from State Bog as follows:

"Drought conditions are becoming serious, particularly on 'early water' bogs. Only 3/100 of an inch of rain had been recorded at the Experiment Station in the last 15 days. Bogs require about one inch of rain per week at this time. However, wise use of water is important. Holding water well in the ditches will help. Flash flooding properly done is effective, but it should be done at night, and the berries should not be under more than six hours. Overhead irrigation equipment can be used during the day as well as at night without damage to berries or vines."

Insect Plague

There was a real insect plague

this season. Dr. Cross, director of the East Wareham Station declared fireworm was the worst and the most general in spread he had ever known, and fruit worm "twice as bad as that." There were also more leafhoppers.

Quantities of Insecticides Used

Pesticides were applied in heavy quantities; probably it was the heaviest in the history of the Massachusetts industry. Newer insecticides, including malathion and palathion were gaining in favor, as an immunity had developed to DDT. All this control cost money, but it had to be done. By the first of August the worst seemed to be over.

August Starts Hot

August continued the intense heat of July for the first week, opening day of the month bring 100 degrees in Wareham, and following days of 90's and more or high 80's depending on location.

On the afternoon and night of the 7th came an abrupt change in temperature, almost gale winds and heavy rain. On that night 2.6 inches fell, and this was followed by an additional—the following day. This should tend to increase size of fruit as well as up size of crop possibilities, or rather retard a further sliding down.

As of the second week in August there was no question but that the Massachusetts crop had been cut by three major factors. Early in the season things looked very favorable, there was a beautiful set, bees were at work. But, the picture has changed somewhat, although there will, it is generally believed be plenty of cranberries, but not the record that might have been in the cards earlier.

The factors which have cut are fruitworm and fireworm, which have taken at least 50,000 barrels in the opinion of Dr. Cross, director State Experiment Station and dry weather which has taken more than that. There has been sun scald and in some places berries have wrinkled as have leaves on the vines. Berries now appear to be smaller and are ripening earlier than normal, fruit on some early water bogs being well colored the first week in August. As to quality, Dr. H. F. Bergman, U. S. senior pathologist, retired, although still active in cranberry work, believes there will be a crop of "pretty good quality."

NEW JERSEY

Torrid July

Rolling the coolest June on record, cranberry growers in New Jersey sweltered through the most torrid July in the 27-year history of weather recording at Pemberton. At nearby Philadelphia, the heat was the greatest recorded for any month in 83 years. At Pemberton, twenty-three days of 90° or above temperatures, including 11 of 95° or above, produced a record average daily maximum temperature of 91.9° F. This is 1.7° greater than the previous record, made in 1952, and only the third time that this temperature criterion has exceeded 90°. The average temperature for the month was 79.1°, one full degree warmer than the previous record for July which occurred in 1949.

Driest on Record

It was also the driest July on record at Pemberton. Only 0.18 inch of rain fell during the month, which is a deficiency from normal of 4.29 inches. In the first 7 months of 1955 a total of only 15.76 inches of rain or equivalent in snow has occurred, which is only 62% of normal.

Cranberry Situation

According to Walter Fort, manager of the Growers Cranberry Company, the drought is probably the most severe one ever experienced by cranberry growers in New Jersey. He stated that in the opinion of many growers, more vines have been burnt than in any other previous drought. Sun scald is quite prevalent on many bogs and an abundance of dessicated blossoms are found on late drawn bogs and an abundance of dessicated blossoms are found on late drawn bogs. According to Fort, the size of the berries will be smaller than usual, especially on late drawn bogs, and the State crop will be even less than the low estimate made after the May frosts. All in all, not a very cheery outlook for New Jersey cranberry growers.

Blueberry Market

The blueberry marketing season has not been too good, due mostly to the generally low prices in the market for almost all types of produce. It has been the poorest market in 30 years for most produce. After the middle of July, hot weather reduced consumer demand, there was an abnormal amount of produce from the South, and in some lines there were particularly large crops in several parts of the country. Blueberry prices may run 10% less than last year. The amount of blueberries canned was probably $\frac{1}{2}$ to $\frac{1}{4}$ less than last year. During the protracted very hot weather after mid-July, the demand for fresh blueberries slowed down severely.

WASHINGTON

July Weather

July maximum temperature was 67 and the minimum 42 degrees at Experiment Station, Long Beach. The average for the month was 56. Percent of humidity varied from 100 to 60. On July 26th came the wettest day of the month. Overcast skies with relatively light precipitation dominated the 31-day period.

Some Fireworm

Bogs have advanced rapidly, but on the 28th even a few late blooms persisted. Fireworm was present in considerable quantity, but with good timing a good control can be obtained.

WISCONSIN

July Above Normal

July temperatures averaged ten degrees above normal and rainfall amounts were below normal. Temperatures of over 100 degrees

were recorded in some areas. Considerable irrigation has been done. Reservoirs were beginning to drop following irrigation and excessive evaporation.

Crop Prospects Good

From reports and observation it appears that the set was above average in all areas. Berries have been developing rapidly which should result in above normal size by harvest. Crop prospects continue to look good.

A number of growers are purchasing mechanical dryers and picking machines. Some growers are building their own dryers.

Insect Damage Light

Insect damage appears light in the state this year. Control measures were exceptionally good this year. Following bloom, fungicides were applied to a large acreage. Practically all marshes were out of bloom by July 11 or about a week ahead of normal.

Weather? Try Bandon, Oregon

While most of the country, certainly including the cranberry areas in Massachusetts and New Jersey sweltered and scorched during July, Bandon, Oregon, heart of the Oregon industry re-

ported these figures. They are released by Emmett Anderson, the local cooperater weather observer for the federal government.

Hottest day was July 7th with 65; the coldest night of the 17th when the mercury dropped to 43. High temperatures during the month were between 57 and 65 degrees for an average of 60; while lows ranged between 43 and 54 for an average of 50.

Precipitation for the month was evenly distributed coming to a total of .09 inches.

Hurricanes and Us

Last fall the Wareham Courier plant where CRANBERRIES is printed was swept by Hurricane Carol on August 31st. This month, just a little less than a year New England made preparations, business establishments along Wareham's Main street in some instances had windows boarded up, sand bags piled high. Some businessmen moved out stocks in basements and at floor levels.

The Courier which suffered severely last year, had some equipment dismantled, moved to second story level or moved away to land. Time was lost in this and in moving back. That explains the fact this issue is a little late. Please excuse us.

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E. L. Eaton, Horticulturalist, Fountain Of Maritime Canada Berry Research

Scientist In Field of Native Fruits Has Amazing Knowledge Of Individual Growers, Bogs and Problems Over Far-Flung Field—Operates Home Farm of 160 Acres In Spare Time.

By CLARENCE J. HALL

Ernest L. Eaton Senior Horticulturalist (Native Fruits) of the Canadian Department of Agriculture is the principal source of cranberry research in the Maritime provinces of Canada. Stationed at the big Experimental Farm, Kentville, Nova Scotia, Mr. Eaton's activities take him over that province, which includes Cape Breton and to New Brunswick, Prince Edward Island and Newfoundland, newest of the Canadian provinces.

Cranberries are but one of Mr. Eaton's concerns, among the small fruits, and actually a relatively minor one, at that. Yet he has a most complete understanding of cranberry culture. He is the mainstay of scientific knowledge and of information to the growers. His intimate grasp of his far-flung territory in general and of the problems of individuals is amazing. He knows the properties and the growers intimately. His cranberry "route," or sphere of activities is no easy one to cover—the bogs and the blueberry interests extending over several hundreds of miles, and his modes of travel are by private auto, bus, train and ocean-going ferries.

His work, as the practically only fountain of scientific cranberry culture is of vital importance to the cranberry industry of the Maritimes.

Real "Farmer-Scientist"

He was born on a farm—in 1896—in a farmhouse next door to his present home, which dates from our Civil War times. The home of his late father, Walter E. Eaton is an ancient one.

Ernest is the 6th generation in Nova Scotia, his forebears coming from New England, Haverhill, Mass.

Has Traveled Widely

This ancestral home is in the village of Canard, a few miles from his office at the Experimental Farm at Kentville. This is all prosperous farming community. The fact that Mr. Eaton still lives just across a farmyard driveway from the place of his birth does not mean that he has not done quite a bit of travelling and changing about in position. He has. But now his roots are firmly settled in his research work and in what might be called his "hobby," farming. He is well pleased with his rural situation. Included in his travels are several trips to the Cape Cod cran-

berry area, where he has met the staff of the Massachusetts Experiment Station at East Wareham and not a few of the growers. He has also been to the New Jersey cranberry district. Massachusetts growers, including Dr. H. J. Franklin have visited Nova Scotia and been conducted about by Mr. Eaton.

He has traveled, and more than once to the western provinces of Canada and has been in several of the states of this country. As a young man he spent a summer on a schooner (earning his A. B.) making voyages to South America and other ports in the Carribean.

Mr. Eaton attended the Upper Canard grade and country schools, then going to Nova Scotia Agricultural College at Truro for two years. There followed Ontario Agricultural College at Guelph in Ontario, for third and fourth years courses. He received his Masters Degree in agronomy, or plant breeding, at McGill University in Montreal. He also studied animal husbandry.

He taught for five years at the Agricultural College at Truro, which he had previously attended himself, after several years in

the Extension Service (similar to the same activities in the U. S.) serving as county agent in Lenenburg and Annapolis counties.

Then he went to Prince Edward Island, where from Charlottetown, capital of the province he was in charge of Illustration Stations. This type of work, would be called demonstration in the U. S. He worked in general agriculture on land leased, or otherwise made available by farmers.

Kentville and Cranberries

15 Years Ago

He went to Kentville fifteen years ago, as mentioned, as senior horticulturalist in native fruits. He is under the direct supervision of the chief of horticulture, Canadian Department of Agriculture.

Kentville, an incorporated town of about 5,000, which seems much larger than its population, is an important point in the Annapolis Valley. It is the center of a farming area and as much as any place the center of Nova Scotian cranberry culture, although most of the bogs of the valley are a few miles to the west.

Kentville is on the Cornwallis River and had its origins in a sand bar in the waterway. This first became used as a ford, then later a bridge was put across and a settlement sprang up. It was named for the Duke of Kent. Nearby Kentville is a large military camp and the town is well filled with kilted highlanders of the Black Watch. Brightly-colored pom poms on their tam-o-shanters, as well as their kilts, set these men apart from other soldiers. A major air-base, which is taking some cranberry property in its expansion, is also not far away and the skies are filled with roaring planes. Peace time atmosphere is not unlike that of Cape Cod adjacent to Camp Edwards when it was in use and present Otis Air Field.

Mr. Eaton, himself, served in the Highlanders in the First World War, but an attack of influenza, followed by an onset of tuberculosis, kept him from being sent overseas or from any action.

Experiment Farm Big

The Experimental Farms unit at Kentville is an impressive and

well-kept place; a landscaped entrance leads to about 300 acres. Here there are plantings of many kinds of produce. Most of the research for the Atlantic Provinces in fruits is carried on there. There are blocks of apple trees, blueberries, strawberries, vineyards, plums, cherries and peaches, not to name everything. Cattle are kept there, herdsmen live on the farm as does the superintendent. More than 100 in all are employed at the farm.

There is an extensive greenhouse where Mr. Eaton carries on cross-breeding projects in cranberries and blueberries, while others do work on various types of other experimental work. Imposing is the big brick building holding entomology, chemistry and other laboratory work. The white administration building (where Mr. Eaton has desk space) is the center of a group of other structures. There were many work animals on the farm, but these have been practically supplanted now by modern tractors and modern mech-

anized equipment is in use in place of the older types.

Many hours, or days could be spent to good advantage and enjoyment at the station by anyone deeply interested in horticulture and other forms of agriculture.

Has Own Large Farm

From this strictly place of agriculture, Mr. Eaton sets forth for his tours of visits and inspections to farms, producing small fruits or to his own farm at his home place. The name Canard, on the other hand, is one of the many carry overs from the French occupation, when the nearby tidal stream was known as "Riviere aux Canards" or river of ducks, game which still attract hunters to the region. And his farm is a real one. It consists of no less than 160 acres, devoted to diversified crops. He calls it a "small place," however, and as farms go in the agricultural Maritimes, it probably is relatively so.

Fronting the farm is a typical white frame house with shade trees and a big red barn. He has a herd of cattle, a pair of work horses,

and a colt, Dolly May, (pictured on the cover) sheep, goats, three does, a buck and a yearling, but these are owned by his sons, Roger and George. These are pure-bred Saanen in breed.

He grows garden truck and has thirty acres of apple trees, plus other fruits. He has cultivated blueberries of the high-bush variety and hopes to go into blueberry culture, rather extensively on his own. He has sections of woodland which he cuts for fuel, meadows for grazing and hay. He employs one man the year-around and other helpers when necessity arises.

A feature of his farming and a rather unusual one and a beautiful golden yellow when I saw it in early summer, is a field of rutabaga, a crop he has been specializing in for the past 25 years. He sells the rutabaga seeds in New England, Minnesota, Ontario and Quebec.

Owens Reclaimed Land

Concerning the reclaimed land along certain streams begun by the French 200 years ago and still



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continuing, Mr. Eaton, himself, has 36 acres of this land along the Canard River. Behind the dikes and on the man-made soil he has crops of hay, timothy clover and alfalfa. Showing his interest in this aspect of obtaining more fertile soil for the Valley, is the fact he is chairman of the dike committee for the Canard River.

Mr. Eaton is treasurer of the Nova Scotia Fruit Growers' Association, this being a purely cultural organization. He is a past master of the Canning Lodge of Masons and has been district deputy grand master. American Genetics Association and the Agricultural Institute of Canada are other organizations to which he

belongs. He is a member of the United Church of Canada, a consolidation of denominations, and is active in church work.

Mr. and Mrs. Eaton, the latter being of Pennsylvania Dutch extraction have five children, now all grown and left the farm with the exception of the youngest. They are Ernest Steckle (Mrs. Eaton's maiden name), who is in the Economic Division, Canada Department of Agriculture, at Truro; George Walter, in the horticultural field in Ontario; Roger, who finished high school this year in June and wants to be a farmer with plans to continue (and improve) the Eaton farm; Mrs. Earl Wannacott of Charlottown, P. E. I. and Mrs. William Berry of Thorold, Ontario.

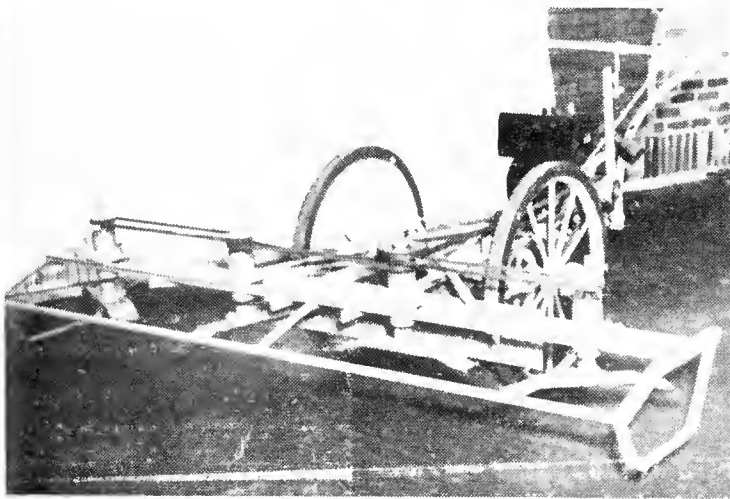
Mr. Eaton, while recognizing present limitations in the general cranberry marketing, can see room for the expansion of the industry in the Maritimes. He foresees possibly some acreage decrease in marginal and abandonment of wild fields, but more fruit to the acre through better management of improved acreage. He does not believe the current prices of Cape Cod fruit in competition with Canadian berries in Canadian markets are too much to worry about, nor that there should be an embargo or protective tariff on the American cranberries. His thought is rather that through the bettering of Maritime bogs and cultural practices, the growers of Nova Scotia and the other provinces can compete successfully in the open market.

He wants to see an expansion of the industry in the provinces.

He is working to bring about an expansion of cranberry growing—and cultivated blueberry culture in Canada. He is very serious about the thought of growing cranberries in the uplands in certain areas, particularly in Prince Edward Island. He believes the fruit can be grown along with potatoes and strawberries out of the peaty muck lowlands. If this angle would not produce large commercial crops, he, at least, feels certain cranberries could be so grown for home and local market consumption.

(Continued on Page 10)

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CONSUMPTION PER CAPITA

A most interesting and valuable booklet "Cranberry Products," Bulletin 481 of the Agricultural Station, University of Massachusetts, written by Dr. Carl B. Fellers, head of the department of food technology and Dr. William B. Esselen, is off the press. This, as its title implies, largely concerns processed uses of cranberries and runs to 58 pages with illustrations.

Dr. Fellers advises us that he believes the Experiment Station at Amherst will mail a copy to any grower or processor who requests it.

In the bulletin is one statement in particular that should call for thought from every grower and others associated with the cranberry industry. This is: "Since the per capita consumption of cranberries for the United States in 1953 was only 0.57 pound, larger quantities could reasonably be absorbed."

That brings up the \$64 question. "Then, why are not more cranberries being absorbed?" Away would go our surpluses, a better, a more stable price should follow the increased demand.

Somehow this question must be answered by cranberry growers—just as that of nuclear weapons by the dipolmats. The per capita use of cranberries can be increased in some way. We are going on and on to grow more cranberries. This seems a certainty—unless the business gets so definitely bad there is no longer a chance on its present scale.

Leaving aside, for the moment the sale of fresh cranberries, the new bulletin refers to cranberry products, such as cranberry sauce, (including dietetic) dehydrated cranberries, cranberry-orange relish, cranberry cider, cranberry wine and vinegar, cranberry cordial, cranberry syrup, candied and maraschino-style cranberries, the "waste" product, ursolic acid. The cranberry sauce pack, all sources has increased from 694,396 cases in 1934 to 4,695,367 in 1953.

With the vast potential fresh fruit outlet and all these there must be a way of increasing cranberry per-capita consumption. And with changes in fresh fruit marketing, new policies in NCA, the principal canner, the new innovation in functions of Cape Cod Cranberry Association in establishing a marketing com-

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mittee, there is reason for hope. With enough brain power in the industry all pulling together, a way out will be found. Things may not change over night, but it may not take too long, either. This is every grower's problem.

AUGUST! The final month of growing the crop, except for the ripening and the month when we get the official U. S. estimate for the 1955 production. Approaching fall is a tense period—how big will the individual crop of the grower be, what will be the size of the national crop, and what will be the quality and what will be the selling price, at opening and for the rest of the season.

Eaton

(Continued from Page 8)

And, finally, if keen interest and untiring effort in assisting growers, and a knowledge of cranberry problems such as Mr. Eaton demonstrated to the writer so generously during his visit to the Maritimes have their natural effect, he should succeed.

Dried Out or Brown Vines

By

F. B. Chandler

This year there have been a few more vines dry out than usual and it has been in a little different part of the cranberry growing region. A very large part of these, perhaps ninety per cent, have been in the high or the low parts of the bog.

Those occurring in the high spots have died from lack of water and these may be problem areas until the water system is changed to get water to these areas. The changes necessary usually consist of stop waters and sometimes a pump to lift the water to the high parts of the bog. Another alternative is to use a sprinkler system on the high edge. With the stop waters it may be desirable to build contour dikes, that is, dikes about six feet wide and three inches high. Dikes of this construction may be built during the regular sanding operation and would not interfere with any of the bog operations. With stop waters it is possible to raise the water and make the roots shallow which should be considered before the damage is done.

The death or browning of the vines in the low areas may be attributed to poor drainage, result-

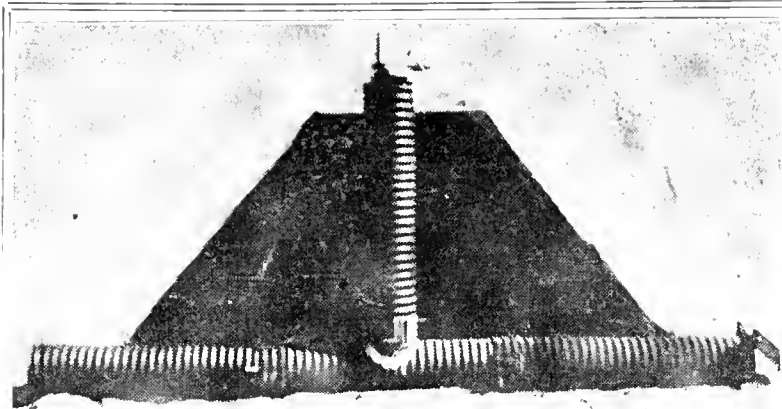
ing in shallow roots and drying out when the water table drops only slightly. This is best overcome by improved drainage, either with ditches or with plastic tubing. Some of these poor draining sections are from old stump holes, others come from a low area which has been filled in and settled. Usually fine peats or fine sand retard the movement of water, and increasing the number of drainage channels (ditches or tubes) removes the water. Probably the greatest damage is done in the latter part of the frost season when some of the new roots are submerged for forty-eight hours or more, a situation which happens frequently.

'What's In A Name?'

As Applied to Cranberries Concerning The New Product "Cransweet" — Much Apparently.

There is an interesting story concerning the value of suitably naming a new product in a recent issue of "Printers' Ink," the noted weekly magazine of advertising, selling and marketing. This article, by H. R. Briggs, director, Economic Research Agency, Madison, Wisconsin tells how consumer research "saved the life" of the new product "Cransweet," manufactured by Cranberry Products, Inc. Eagle River, Wisconsin, Vernon Goldsworthy, president. The story is of interest to cranberry growers because the industry so very much needs every possible new outlet for cranberries, with the ever-increasing crops. This story tells why an analysis is now being made of the potential market for the new cranberry product, instead of an autopsy to learn what happened to a product, if it had been called "Chocolate Cranberries."

Research showed that the "Cransweet" name would overcome positive public distaste for a cranberry-chocolate combination. Since a chocolate-covered cherry is an established product with a substantial market, it seemed practical to market the new cranberry prod-



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duct (which is a whole cranberry in syrup). But the public does not always accept what manufacturers, sales managers and advertising directors think will sell. Trial batches of the chocolate cranberries were made and samples given out. Reactions were favorable, however it turned out that the "idea" of a chocolate covered cranberry did not appeal to a lot of people. Instead many thought such a product would be "terrible," "Horrible," "repulsive," "sickening," and "ugh," were some of the terms used.

Continuing research proved, the article goes on, these negative and almost violent reactions were due entirely to a misconception of the product because of the wrong terms. More than 20 percent of the public had positive aversion to a chocolate-covered cranberry, compared with about 6 percent who thought it would be good. "Since we found an unsuspected negative attitude toward chocolate-covered cranberries, we verified our idea that the public likes a chocolate-covered fruit. We found that 89 percent like chocolate-covered cherries and 62 percent are very fond of them, Mr. Briggs wrote.

"We set out to find out whether the public would like a chocolate covered cranberry as well as those who had tried it. We fed chocolate-covered cranberries to hundreds of persons. Our confidence in the product's intrinsic merit was confirmed. About 30 percent considered the product excellent, 62 percent thought it good and less than 2 percent did not at least consider them superior to chocolate-covered cherries. Only 4 percent rated them inferior to cherries.

"Still the public had an aversion to any item associating chocolate and cranberry."

Psychological techniques were used to eliminate the stigma. It was found emotional reactions were present through word associations. Tests were used to find public reaction toward "cranberries," "cherries," "chocolates" and "candy."

The check disclosed no negative reactions toward these terms in

themselves. Reaction toward "cranberries" was even more favorable than toward "cherries." "Since there was a negative attitude toward "chocolate-covered cranberries," but not toward cranberries, chocolates, sweet' or candy, the job was to combine them so as to win public acceptance."

Various phrases were put together such as "sweetened cranberries," "cranberries in syrup," and "candy made of cranberries," "candied cranberries," "cranberries as a center for chocolate."

A check confirmed the opinion that the public is prejudiced toward an association of cranberries and chocolate, and more than half of people queried rated a cranberry center for chocolates as bad. But, this was found not to be true with "candied cranberries." The next job was to work out a name linking either sweetened or candied with cranberries.

Eight suggested names were submitted to 250 persons who were asked to write down the term that came to mind as applied to a

whole cranberry in syrup. Among the eight names suggested were "Cransweet," "Crandy," "Krans" and "Sweetetrans." "Cransweet" won out.

It was found that specific response showed what meaning would be conveyed to the public, and that dominant negative association with "Cransweet" was that the product would be too sweet. That was considered not too unfavorable because the object was to find a name that would not have the tart or bitter reaction associated with cranberry. More than 30 percent of people interviewed immediately identified the name "Cransweet" with cranberries. It was found the name definitely meant to the public a new type of cranberry—not a berry that is tart but a fruit with the characteristic cranberry flavor but not sweet.

Consumer reaction showed, it was found that the public was struck by the appearance of the berry and thought it would be "fine" in icings, cakes and ice cream, among other items.

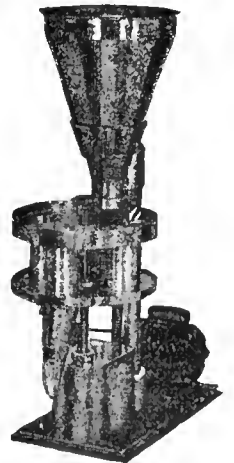
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under the patent held by the Wisconsin Alumni Research Foundation, the manufacture of chocolate-

covered cranberry is the Marron Candy Company of Wisconsin, which first distributed the product through the Shuster stores. Meanwhile the Borden Co. has successfully introduced "Cransweet Sherbet." Experimental chocolate "Cransweet" bars have been made for vending machines and candy counter business.

And, it would appear finding a name which the public would fancy was of much importance.

More Fertilizer Used In Mass.

By F. B. Chandler

In the last few years there has been an increase in the amount of fertilizer applied to cranberry bogs in Massachusetts. In many instances the amount of fertilizer has been doubled or even more. The additional fertilizer has been very beneficial in producing more uprights, better uprights and better vine coverage, giving increased yield. The increase in numbers of uprights appears to have reduced the weeds and increased the number of blossoms per square foot.

At the same time the fertilizer has stimulated the development of runners which have covered the bare spots resulting from drying out, root grub and mechanical or

chemical injury of all kinds. This has been very important as areas without vines often increase in size, probably because bare sand gives up more moisture to the air than an equal area covered with vines. This may give rise to the idea that fertilizer is good for areas subject to drying. Actually, the fertilizer may stimulate a little more root growth, but probably the greatest benefit is from the runners and uprights which cover the bare area. Without question, the best time to apply fertilizer to crowd out weeds is before the weeds begin to grow or after they have completed their annual growth. As the cranberry is an evergreen, it is always growing more or less.


The ratio commonly used for fruit crops is a 1-2-2 but as not much benefit has been observed from potash, a 1-2-1 ratio is suggested for cranberries. An increasing number of growers are using a split application, or applying fertilizer twice a year. This is better than one application but it has not been recommended because it doubles the cost of application.

New President Glover Holds First N C A Meeting

James E. Glover, elected president of National Cranberry Association by the Board of Directors last December, will make his initial speech to the cooperative's stockholders August 16. Presiding for the first time at Annual Meeting to be held at Hanson, Mr. Glover will present a report of policy changes since the change in management.

Teh slate of directors, nominated by members at area meetings, includes: from Massachusetts, Walcott R. Ames, Osterville; William E. Crowell, Dennis; Carroll D. Griffith, South Carver; Lawrence S. Pink, Middleboro; Kenneth G. Garside, Duxbury; Amedo V. Sparzi, Kingston; John C. Makepeace, Wareham; Frank Crandon, Acushnet; Marcus M. Urann, Halifax and Ralph Gorham, Bryantville. From New Jersey, Enoch F. Bills, Bordentown; John E. Cutts, Vincentown; Thomas B. Darlington,

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New Lisbon and Isaac Harrison, Crosswicks. From Wisconsin, Guy N. Potter, Wisconsin Rapids; Fred Lange, Black River Falls; John D. Roberts, Hayward and Robert Rezin, Tomah. From the West Coast, David E. Pryde, Grayland, Washington; Mrs. Mae Randall, Bandon, Oregon and Leonard Morris, Long Beach, Washington. The Executive Committee selected the following as directors-at-large: Mrs. Elthea E. Atwood, South Carver; James E. Glover, Hanson and Russell Makepeace, Wareham, all of Massachusetts.

If elected as nominated, the 24-member board will have 6 new members and 18 incumbents. The new board will organize and elect its officers and Executive Committee following the stockholders' meeting.

The business meeting will open at 10:30 a. m., at the Hanson plant with a lobster salad luncheon at 12:30 p. m.

Annual Meeting August 25th.

American Cranberry Growers' Association is to hold its annual summer meeting at Clayton's Log Cabin State Highway 72, near Cedar Bridge, August 25th, the session opening at 10 a. m. No tour is planned this year, instead there will be a question and answer period in the afternoon. A question box will be available, in which growers may drop their questions during the morning. Questions are to be of any phase of cranberry growing that a grower is interested in; such as preparing new ground, planting, problems with gates and trunks, handling of water, weeds, spray methods, insects, rot, pruning, fertilizers harvesting methods.

Speaking program as scheduled includes: the 1955 crop estimate by the U.S.D.A. given by Clifford Sims; "New Jersey Weather," a paper by Vaughn Havens, Dept. of Meteorology, Rutgers University; "The Future of the Wharton Estate," by Heaton Underhill, assisted by the chairman of the New Jersey Land Use committee and director of New Jersey Fish and game commission, "Oxygen Deficiency," Philip E. Marucci, N. J. Cranberry and Blueberry Research Laboratory.

A luncheon is to be served at 12:30 and members are invited to bring guests.

Wisc. Meetings August 11, 25

The summer meeting of the Wisconsin State Cranberry Growers' Association is to be held at the Habelman Brothers marsh at Millston on August 11. As usual an equipment show will be held. Guest speaker will be Donald N. McDowell, director of the Wisconsin Department of Agriculture. Reports will also be given by people from the University who have been doing weed control experimental work on Wisconsin marshes. An estimated 1955 crop report will also be given.

The Summer meeting of Wisconsin members of Eatmor Cranberries, Inc. will be held in the River Room of the Elk's Club, Wisconsin Rapids on Thursday afternoon, August 25. Reports will be given by Eatmor officials.

150 Attend Field Day At Long Beach, Washington

In spite of inclement weather, approximately 150 attended annual farmers' field day at Cranberry-Blueberry Station, Long Beach, Washington, July 26. The scheduled program was reversed, with a field tour in the afternoon instead of at morning, and the skies did clear.

On the program there was a brief discussion on "The General Effects of Fertilizers," by Walk Hortenson and a talk on the work being done in an endeavor to find a control for cranberry tip-blight by Folk Johnson. Both are from Western Washington Experiment Station, Puyallup. Dwight Peabody of the Northwestern Experiment Station, Mt. Vernon, Wash., spoke on "General Effects of Herbicides." A noon lunch was served by the Long Beach Cranberry Club.

Charles C. Doughty, Long Beach Station superintendent, gave a welcome address and introduced a number of guests. The meeting was well represented by State College and Extension personnel. After the introductions, there followed a question and answer period and then a tour of the experimental plots at the State Bog and a discussion of the work of the staff.

Home Economics and Garden Club programs consisted of talks on "Egg Quality Studies" by John Spencer and "Food Patterns of Washington Teen-Agers," by Nettie Esselbaugh, Woody Kalin on "Flower Arrangement" and Bill Summers on "Landscaping," all speakers from Washington State College, Pullman.

Cape Meeting August 23

Big meeting day of the year for Massachusetts cranberry growers is Tuesday, August 23, which is the annual gathering of Cape Cod Cranberry Growers' Association, 10 a. m., at the Cranberry Experiment Station, East Wareham. Following the welcome address by Dr. C. E. Cross, director of the Station, there will be the business session and then annual election of officers.

A feature of the gathering will be a guided tour of the State Bog, which has been sub-divided into four nearly equal sections for flooding experiments. Plans and purposes of this will be explained by Dr. Cross and other members of the Station staff. At noon there is a chicken and cranberry barbecue and this is followed by the guest speaker L. Roy Parks, Massachusetts Commissioner of Agriculture.

Also on the program is an address by Sylvester Smith, head of fruit and vegetable department, USDA in Washington. Manufacturers will display cranberry equipment, and C. C. Stevens, agricultural statistician Boston, USDA will release the first government forecast for crop of this fall.

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Nova Scotian Growers Making Some Progress In Use of Modern Adaptations

A Few Installing Sprinklers, Trying Mechanical Pickers, Weed and Insect Control Through New Insecticide and Herbicides—Horticulturalist Eaton Experimenting With Hybrids—Hopes of Upland Cranberry.

(This is the second installment of an article on cranberry growing in Nova Scotia and other Canadian Maritime Provinces.)

By CLARENCE J. HALL

A somewhat limiting factor might be adequate water supplies.

This is especially true in the Valley. Another could be the right kind of sand in convenient locations and in quality. Most of the sand, I saw, seemed a little finer than that preferred by growers of Massachusetts, and Nova Scotia bogs are built in the Cape Cod manner—a bed of sand, and then resanding as needed. Not a few growers there still go to the shores for beach sand, which is grayish in color, not white as on the Cape and a trifle fine.

Bogs in general are gravity-flowed and it is estimated about one-quarter have sufficient water for frost protection, but about all have winter coverage. There is usually ice in winter, in sufficient thickness to enable sanding on the ice, which is the general practice.

Sprinklers for Frost

Sprinkler systems are coming in, there being five at present, the first having been put in as an experiment many years ago by Herbert Oyler, who is probably consistently the largest grower of Nova Scotia with about 60 acres. Sprinklers are used entirely for frost protection, not irrigation (or at least often) and not also to reduce "heats" as on the West Coast in the States. As, almost everywhere else, growers hope to install more systems as finances permit. They seem to give complete satisfaction in cold spells. Certain areas of the "flats" in the Annapolis and other valleys are more prone to frost than other bog plantings.

Water Practices

There can be frosts every month in the year, but this is rare. Frosts damaging to cranberries

are mostly late in May, and then for only about a week. Winter flood is not generally withdrawn until May 24th, this being a sort of unofficial date, having begun, it is said as this was the date of the birthday of Queen Victoria when a holiday was observed. Fall frosts would seem to be about the same as on Cape Cod. Winter flood is put on early in December, as soon as the ground begins to freeze hard, again similar to Massachusetts practice. Oxygen deficiency in winter flood is nil, or, at least not given consideration.

Harvesting

Some harvesting is still by hand, but generally scoops of the Cape type are used. There are several Western Pickers, and their success, or popularity, so far, is still in debate. Harvesting begins a little later than on the Cape around September 20th and is over by the 20th of October.

Women are used chiefly in hand picking, and local labor (men for scooping, and snapping) is plentiful. Bog labor is not much of a problem as yet, as it has become in much of the cranberry districts in the States.

Most scooping would be on the hourly basis, the men receiving \$6 a day, which is more than \$5 commonly paid for unskilled farm labor for a day of 10 hours. Some pay \$1 a field crate for scooping, this crate being about the equivalent of a bushel. Hand picking costs 5 or 6 cents a quart and this is obviously expensive.

Some growers sell in the chaff and to local markets. Some still use the old-fashioned method of "winnowing by the wind," that is pouring the berries from one container to another and letting the breeze blow out leaves, etc.

A few of the larger growers have their own screenhouses, and some have Hayden or Bailey equipment from Massachusetts. Other growers sell in the rough to larger growers, who have equipment, such as Mr. Oyler, who both buys and sells and has a cannery.

What the cost of new bog construction today in Nova Scotia is hard to ascertain—as in quite often the case in cranberry growing generally. For one thing there hasn't been much new construction there lately. Perhaps the most informed figure I obtained would be around \$2,500 an acre, but this would not include the sprinkler irrigation, which is being considered more and more essential.

A rather odd feature regarding marketing is that demand for cranberries in the Maritimes is more brisk after Christmas than prior to that date. The use of cranberries would seem to be a little more general than in some cranberry areas in the State, at least in Massachusetts. Cranberry sauce was served invariably with every meal of either chicken or turkey. Local people like the so-called partridge berry or the lingon berry as it is known to Scandinavians. This is tart, but seems to have a milder flavor than the American cranberry of commerce.

Fertilizing

Comparatively little fertilization is done in Nova Scotia, but sometimes straight nitrogen is applied and at other times a complete formula. There have, as yet, been no experiments with the new liquid fertilizers.

Fruitworm Worst Insect

Most troublesome insect pest is considered to be the fruitworm and next in importance is black-headed fireworm. The former pest is worse on bogs without winter flood, of which there are only a few. There is some false blossom spread by leafhopper, perhaps native and perhaps from infected vines imported from Massachusetts.

Pests are combatted with DDT or Cryolite and the two also in combination. The insecticides are applied as either sprays or dusts by ground machines. Air dusting is still a thing of the future there.

Weeds Serious Problem

Weeds appear to be an increasing problem. "Bog Cotton," similar to Cape called "Cotton Top," is prevalent, sedges, rushes, in fact most weeds common to bogs everywhere. Kerosene is used in plenty, as is "Varsol," a herbicide with about the same properties as Stoddard Solvent.

No Frost Warnings—No Meetings

There is no frost warning service for the Canadian growers, although there has been discussion concerning such a project which it is considered would not be too difficult to put in to operation with good weather forecasting facilities easily available to assist in preparing a forecast. There is no association and no cranberry clubs or regular field meetings. Mr. Eaton makes frequent visits to growers and is available upon call, but he has a large working area in the whole Maritime Provinces and cranberries are but a relatively small part of his work. An attempt was made sometime ago to form a group, similar in purpose to Cape Cod Cranberry Growers' Association and one meeting was held. This did not develop further, however, one reason being the fact growers are so widely-scattered.

Experimental Crosses

The best liked variety of the native vines somewhat resembles a Cape Howe and is late. One of Mr. Eaton's ambitions is to produce a berry suitable to Nova Scotian conditions which will ripen early. He is crossing Cape Cod Early Blacks and a so-called "Beaver River," variety which comes from Cumberland county to the southwest of the Valley. This Beaver River is about two weeks earlier than Blacks, is a good keeper, good in bright color and is a round berry.

The objective of this is to obtain a berry with the early character, size, good, red color of the Beaver River and resistant to false blossom.

I saw in the greenhouse at Kentville Experimental Station seedlings grown from the Beaver River parent, crossed with Early Blacks as the pollen plant. These have been planted on leased bog at

the Millville bog of Smith, Nichols and Berzanson at Aylesford in the Valley. There are plantings on experimental plots also at Cumberland Point and on Prince Edward Island at Blooming Point, northeast end of the island and also at the western point. There is also an experimental planting in New Brunswick.

"Upland Cranberries"

With the somewhat limited or unsuitable water supplies in some sections of the valley and the Maritimes as a whole, Mr. Eaton has much interest in "upland" cranberry growing, although it is recognized the traditional "low" bog is preferable. As many growers have tried, in times past (there was a flurry of upland cranberry growing on dryland in Massachusetts about a century ago) an effort to get cranberries out of the bogs is being made. He hopes to spread cranberry cultivation with this method of production.

Even if not for large commercial use, he would like to see farmers of the Maritimes grow cranberries more extensively for their own use, or to sell to local stores. This would be on common garden land—side by side with potatoes, perhaps. He figures these plantings might be near enough to salt water so that frost would not be too serious a hazard. Experiments have included setting vines in a sawdust mulch to hold moisture, and because it is acid. With much pulp wood and other lumber cutting there is plenty of sawdust in the Maritimes.

Prince Edward is called "The Garden of the Sea," and its red soil is fertile. This small dominion mostly level, unlike Nova Scotia in the main, is really a farmer's delight and a colorful study, with the rich, red soil the green of the fields and pastures neatly squared off and tremendous white birch trees.

This is the general outline of cranberry cultivation in Eastern Canada. Articles to follow will take up individual growers and properties, and it is hoped give a reasonably complete picture of the industry to our north.

Spiced Whole Cranberries

Spiced whole cranberries is the processing of the cranberry to obtain a firm, tender, whole pickled cranberry with good color, fine eating quality and retaining its original shape.

Where the maraschino cherries serve the "sweet" products—these pickled whole cranberries would be associated with meats, fish, vegetables and also added to delicatessen products, etc.

The processing of the Spiced Whole Cranberries would not follow the usual methods.

The cranberries would be gathered from the vines before ripening, when full size, just before the red color appears on them. These cranberries would be put into brine (about 1% lime or 10% salt) with added sulphur dioxide (a permitted food bleach and preservative) and left to cure. This takes about a month. They are cured when they turn to translucent off-white.

After curing, the cranberries are punctured, pierced or slit. Then brought to a boil in several changes of water, until tender and sulphur is removed.

Into the last water of cranberries, put about 0.05% of Ponceau Red 3 R (a red food dye to color cranberries). Bring to a boil and let set overnight.

Make up a spicing syrup of about:

40% sugar, 30% Vinegar, 30% Water (red colored), 0.2% Sodium Benzoate, Spice flavors or spices.

Bring to a boil and pour over drained cranberries.

NOTE: The sugar and vinegar content of the spicing syrup may be varied to meet individual requirements. This also applies to colors and shades.

—George Fynn, P. O. Box 1085, Miami 7, Fla.

(Editor's Note: Mr. Fynn was with the Sweet Cranberry Products Co., Plymouth in 1950 and has been engaged in food processing for the past 25 years.)

If things don't come your way go out and head them off.

Unless a friend turns out to be a trump it's time to discard.

Eatmor Explains '55 Advertising Marketing Program

Eatmor Cranberries, Inc., explained its advertising and promotional program for the 1955 season at the meeting of the United Marketing Institute in Chicago, August 1st and 2nd.

Of major importance in the program is Eatmor's tie-in with the national Davy Crockett publicity which has swept the country in the past few months. Eatmor fresh cranberries offered this fall will contain a premium offer entitling anyone who sends in the the premium section of the bag with 50 cents to receive a Davy Crockett Frontier belt "personalized with the owner's name." The belt is of good leather and decorated with various frontier and Indian emblems in color, in addition to having on it the name or nickname of the owner.

Eatmor expects a large amount of tie-in promotion and publicity in connection with this premium offer which is directed principally to boys and girls.

Display material includes a gondola piece for use by supermarkets and stores using aisle displays, done in cranberry red and brilliant blue with a candy striped red and white pole. This point-of-sale piece tells the story of the premium and shows a picture of the belt offered. Wall posters designed similarly and using the same colors will also be available to all retailers.

Eatmor's small recipe booklet done in red and white and containing about a dozen well tried recipes will once more be a part of its promotional material. Hundreds of thousands of this leaflet have already been distributed. Eatmor felt they should be continued without change for this season.

Daglo price cards, used extensively for the last two years, will be again a feature of the promotion available to all retailers.

During the fall Eatmor will carry on a dealer display contest which they describe as simple to enter and simple to win. Retail

store owners or managers will be asked to take pictures of Eatmor Cranberry displays and send them into a committee which will judge them. The 50 displays judged to be best of those received will receive prizes and winners will be given a choice of a movie camera or a still-flash camera. Winners will be announced about Dec. 15.

In addition of point-of-sale material and dealer help, Eatmor expects to have an extensive publicity campaign backed up by newspaper advertising during the last part of September, October, November and December in more than 40 daily newspapers throughout the U. S. Advertising of this character will be concentrated on food Thursdays in the area newspapers used. Trade advertising will be carried on in about half dozen trade newspapers and magazines during the fall.

BULLETIN

As this issue goes to press news is coming in of very extensive flood damage from a backlash of the tail of hurricane Diane, Aug. 18-19. Rain fell in tropical torrents as much as 11.07 inches at Hanson in the center of a large bog concentration, 5.98 at Cranberry Experiment Station, East Wareham.

At least one large bog had as much as six feet of excess flood water; dikes and shoreline had completely vanished. There had been heavy rains from hurricane Connie the week before, reservoirs, ponds and streams were high. The floods varied from "frost flows" to complete submergence. There was no place for the water to drain off.

Water was still standing on many bogs after 60 hours. Dr. H. F. Bergman, retired senior pathologist, U. S. D. A. said berries at that stage of the game could stand not more than 24 hours. As the floods were receding, how much scald will result under abnormally high temperatures is unknown.

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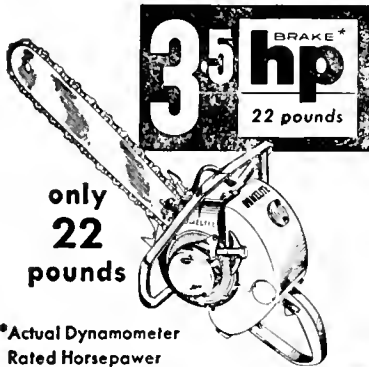
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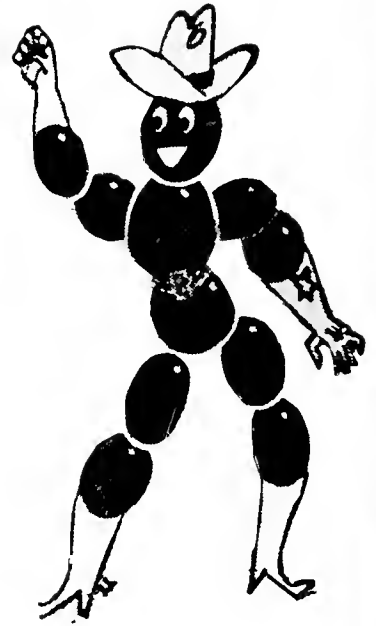
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GARDEN CLUB EXHIBITS AT HARVEST FESTIVAL

Some 15 garden clubs of Massachusetts are planning exhibits of cranberry arrangements at the 8th annual cranberry festival at Edaville, September 24th. Mrs. William P. Suzan of Mattapoisett is in charge of exhibits and the judge chairman is Mrs. Alfred Cole of Hingham. Each exhibit will be a table setting suitable for a buffet meal and may use any combination of fruits, flowers, vegetables and other accessories as long as the main theme is cranberries. Arrangements will be on display at the exhibit tent on festival day from 11 a. m. to 4:30 p. m.

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Wisconsin Growers Hear Favorable Reports

The meeting of the Wisconsin State Cranberry Growers' Association was held August 11th at the Habelman Brothers Cranberry Marsh at Millston, Wisconsin. There were about 200 members and guests present throughout the day. Meeting was unofficially opened at 10 a. m., when growers examined various cranberry equipment located on the marsh proper and brought in for demonstration purposes. The exhibitors also demonstrated packaging equipment.

Donald McDowell, Director of the Department of Agriculture was to be guest speaker, but was unable to be present because of a virus. Mr. Dale Bruhm of the Promotional Department of the Wisconsin Department of Agriculture spoke in his behalf. Mr. Bruhm urged the growers to put out a quality pack and felt that with the grower promotional effort the cranberry industry could solve their members' problems.

William Schereck, Field representative of the Wisconsin State Historical Society outlined a plan for a permanent display of cranberry equipment to be set up at the State Historical buildings at Cassville, Wisconsin.

Under-Vine Booms

Dr. R. H. Roberts, Department of Horticulture University of Wisconsin described the results of the under-vine boom experiments done this year and felt that this type of boom along with solvent could eliminate a large number of weeds from the marshes. On the basis of this past year's work he felt that a large number of these type booms would be built for next year.

Dr. M. E. Dana, Department of Horticulture, University of Wisconsin spoke on the experiments he had been conducting with various selective weed killers on cranberries. He stated that Dalapon seemed to show the most promise as far as vine resistance and weed control. He suggested that the growers in using any of the

selective weed killers only do so on small experimental plots until more was known about them.

Al Joos and Jim Georg who head up the Cranberry Frost Warning Service addressed the group. They pointed out that it appeared that this would be the warmest summer on record for some time and also one of the driest. There were less frost warnings this year sent out to date (Aug. 3) and it appeared that the warm trend was going to continue up through harvest time.

E. L. Chambers, State Entomologist explained the new nursery laws pertaining to the mowing and selling of cranberry vines. He also felt that the cranberry growers were helping to increase the crop through the use of tame honey bees and suggested they continue this program even though the result might not be too apparent. He also pointed out that although the growers seemed to have the cranberry insects under good control they should be on the lookout for new ones.

Big Crop—Good Quality

The preliminary estimated crop report for Wisconsin was given by L. Sorenson, Secretary. Due to a favorable growing season along with above average bud, set and size it appears as if the Wisconsin crop will exceed 300,000 barrels. If the growing season continued good up to harvest, it was felt that the berries would put on additional growth and increase the crop. Due to the dry growing season it was felt that the keeping quality should be above average.

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Mass. Cranberry Station and Field Notes

by J. RICHARD BEATTIE
Extension Cranberry Specialist



How Much Damage?

If Massachusetts growers were polled to determine the most destructive storm in recent years the terrific rains that accompanied Hurricane Diane August 18 and 19 would rate near the top of the list. Certainly growers in the northern half of Plymouth County and those in Norfolk, Bristol, and Middlesex Counties would agree. 11.07 inches of rain was measured in the Hanson area and substantially higher amounts in Metropolitan Boston. The southern half of the cranberry area was more fortunate. For example, 5.94 inches was recorded at the Cranberry Experiment Station and the Cape area was slightly below this figure. All Weather Bureau records were broken for rainfall occurring in a 48-hour period. Rainfall for the month of August shattered all existing records. The normal for August in the cranberry section is 3.60 inches and this year we experienced 11.69 inches. Needless to say flumes, dikes, and reservoirs were not designed to handle the traffic volume of water that fell in such a short time. Over 2500 acres of bog were flooded

ranging from a few hours to 100 hours. This figure does not include the areas of bog that were puddled for a few hours.

The major question among growers and handlers alike is the possible effect of these floods on the Massachusetts crop. Staff members at the Cranberry Experiment Station with the able assistance of Dr. Bergman who has been most helpful have attempted to secure data on this question. Samples of berries have been collected from many of the flooded bogs to determine the amount of breakdown due to water injury and its possible effect on fruit decay. Berries have been placed in incubators to determine the rapidity of this breakdown. It is still too early (September 8) to evaluate the damage in terms of loss to the crop, but there are a few conclusions that can be made at this time. First, heavy crops in thick, lush vines have shown a much larger percentage of water damage to berries than heavy crops in average vines. Blacks have shown more water damage than Howes. Bogs treated with two applications of fungicides have

less damage than untreated bogs. There is no significant difference in damage between "early" and "late-water" bogs. Temperatures in excess of 90 degrees that were experienced the next three days following the floods appear to have aggravated the damage to fruit on bogs that had a shallow flood. Our first observations showed only a small percentage of damage to the fruit on most flooded properties but repeated checks indicate that the damage is increasing and at present varies from one to over fifty percent.

Re-Appraisal of Estimate

C. D. Stevens, of the New England Crop Reporting Service, has requested a re-appraisal of the August estimate of the Massachusetts crop in view of the situation. We sincerely hope that growers have responded to his request so that as accurate an estimate as possible will be available to the marketing agencies in early September. It is the writer's opinion that we will be well into the shipping season before the damage from the storm can be accurately evaluated.

Harvesting is expected to begin about on schedule. Adequate supplies of labor may be a problem. The Massachusetts Division of Employment Security has been recruiting workers and will maintain field offices as usual at the Square Deal Garage in West Wareham, the old Fire House in Middleboro, and at the National Cranberry Association headquarters in Hanson. Their home offices in Hyannis, New Bedford, and

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Brockton will continue to serve growers. Anyone needing labor should keep in close touch with their local employment office.

Frost Warning Service

It is a pleasure to report that we have 210 subscribers to the frost warning service sponsored by the Cape Cod Cranberry Growers' Association. This figure nearly equals the all-time high of recent years. Receipts have exceeded expenditures in a substantial manner for the second consecutive season so that the frost warning department of the association is in a sound financial condition. As chairman of the frost committee the writer would like to thank the growers who have assisted this project by signing up new members and hopes the good work will continue and that even a larger number of subscribers will be enrolled next spring.

The fall radio schedule which supplements the telephone frost warning service is shown below. There is a slight change in the time schedule this fall for Stations WEEI and WBZ.

Fall Management

The following suggestions on fall management are offered to growers for their consideration. We hesitate to mention floods again but growers are reminded that it is an excellent practice to flood bogs as soon after harvesting as possible. 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 float boat driven by the airplane propeller at high speeds over flooded bogs does a fine job of bringing up trash to the surface where it can be collected and disposed of in a suitable manner.

It is well to postpone pruning, raking, and sanding operations on bogs that lack a proper winter flood until next spring. Experience has shown that the mechanical in-

jury to the vines from these operations makes them more subject to winter killing.

The staff at the Cranberry Experiment Station were hosts in August to two agriculturists from outside the United States. They were Edmund W. Lamb of Dublin, Ireland, and Adalbert DeCarolis of Pesaro, Italy. Mr. Lamb is engaged in raising small fruits, particularly strawberries. Incidentally, this crop alone totals some 80 acres on his family's farm. Mr. DeCarolis is engaged in Extension work very similar in nature to that of a county agent. We enjoyed their brief visit.

The interest in quality control programs is most encouraging as we enter a new marketing season. One large organization has recently adopted a set of strict standards for the handling of its crop. Growers are accepting their responsibilities and are cooperating with these programs, realizing the importance of producing and marketing a high quality product, both fresh and processed.

Labor

Labor may be a little tight as harvest gets into full swing, but there seems little comment at the start about this. The Massachusetts Unemployment Bureau, the New Bedford branch which operates a sub-station at West Wareham (Square Deal Garage) during the season reports it has almost nothing to offer in the way of this supplementary source. Rates for harvesting will be about the same as last year; that is \$1 an hour for time scooping and about 40 to 45 cents a box, the latter delivered on the shore, it is expected.

m. on August 25 by the President, Tom Darlington. Following a welcome to the growers, "Tom" talked about costs. He pointed out that there were only two costs which were on a per barrel basis—harvesting and sorting. The other costs, pruning, sanding, fertilizing, frost protection maintenance, and taxes were all on a per acre basis. The president pointed out the importance of working together to increase yields and decrease cost of operations, thus reducing greatly the cost per barrel to produce cranberries.

J. R. Garrett Agricultural Statistician presented the figures for the 1955 cranberry crop which, on a national basis, is 9 percent above the 1954 crop. The percent increase for the different regions was Massachusetts, 3 percent; New Jersey, 10 percent; Wisconsin, 26 percent; and Oregon, 8 percent. Washington 1955 cranberry crop was forecast to be 5 percent below the 1954 crop. Mr. Garrett said out of every eleven barrels that go to market this year 6 will be grown in Massachusetts, 3 in Wisconsin, 1 in New Jersey, and 1 on the Pacific Coast. In commenting on the 1954 census Mr. Garrett thought the acreage might be on the high side as the census would report over 5000 acres in New Jersey.

The weather and climate east of the Rockies was explained by Prof. A. Vaughn Havens of the Dept. of Meteorology of Rutgers University. This was a very instructive and a very inclusive talk. He explained the influence of distant areas on the New Jersey weather such as the high pressure areas in the summer in the vicinity of Bermuda is largely resulting in dry weather in New Jersey. Prof. Haven presented many more relationships which helped cranberry growers to understand the dry and the wet seasons the calm and the hurricanes, and others.

The future of the Wharton Estate a large estate for water rights (about 180,000 A.) was described by A. Heaton Underhill, Director of New Jersey Fish and Game Commission. His talk was of great interest to those who have cranberry bogs adjacent to this

(Continued on Page 6)

New Jersey Summer Meeting

The summer meeting of the American Cranberry Growers' Association was opened at ten a.

STATION	PLACE	A. M.	Dial	F. M.	Afternoon	Evening
WBZ	Boston	1030	K	92.9 mg.	2:30	9:00 9:30 Mon.-Sat.
WEEI	Boston	590	K	103.3 mg.	2:00	9:00 Sunday
WOCB	W. Yarmouth	1240	K	94.3 mg.	3:00	9:30
WBSM	New Bedford	1230	K	97.3 mg.	3:30	9:00

Cranberries

THE NATIONAL CRANBERRY MAGAZINE

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FRESH FROM THE FIELDS

Compiled by C. J. H.

MASSACHUSETTS

August Rains Near Record

August rainfall in Massachusetts, due chiefly to torrential rains caused by hurricanes Connie and particularly Diane totalled 11.69 inches, as recorded at Cranberry Experiment Station, East Wareham, although it was even heavier, as well as somewhat less at other points in the cranberry area. Boston, 17.09, New Bedford, 10.75, Falmouth, 11.85. This is near record for the state, but it was exceeded slightly by 12 inches plus in 1948.

Normal for the month is 3.60. There was precipitation on eleven days with traces on three others. Immediate effect would be on increasing size of fruit, but not good for keeping quality.

Record Class for Heat

The month was also in the record class for heat and humidity. Excess degrees (Boston) totalled 100 over the normal, slightly more than three a day. In spite of the excess of rain the sunshine factor was sufficient. This would have no effect upon the 1955 crop, would be effective on that for 1956. Vines look good and healthy for the crop of a year from hence, but it is a little early to determine 1956 bud.

Plenty of Water

There was certainly no lack of water available for fall frosts anywhere in the area, where there is normally water available, as all sources were well up.

Many, Many Bogs Heavy

Harvesting on a very limited scale got underway the Labor Day holiday weekend, that is, seeping on ditches, margins and high spots. It was very limited, but following

the holiday there was considerable acreage ready, and harvesting really got busy by around the tenth. Fruit is about on time, but there may be a little delay in ripening, depending upon the weather as on many bogs berries are tightly-packed on top. Many bogs are going to bear extremely heavy crops this fall, 150 barrels to many acres not being uncommon. On the other hand there is spottiness of crops perhaps a little more than usual.

WASHINGTON

August, Mild

August temperatures were mild, ranging at Long Beach from 42 to 72, with the relative humidity between 60 and 100 percent. After a relatively cool summer temperatures went up in late August and early September providing some good weather.

Water table has dropped, but with frequent irrigation and continued good weather berries will obtain color. A smaller production than last year is expected (as reported in crop forecasts,) and the State Bog is expected to have about 100 barrels.

Twig Blight Remains Problem

During August the Station advised growers to make two applications of wettable sulfur for control of Cranberry Twig Blight—which had been giving a good deal of trouble and also one in the middle of July. An additional application may have to be made in September. Investigations are continuing as to what fungicide is the most effective, and observations are also underway to learn more about the fungi responsible for the damage and sporulation.

Insects

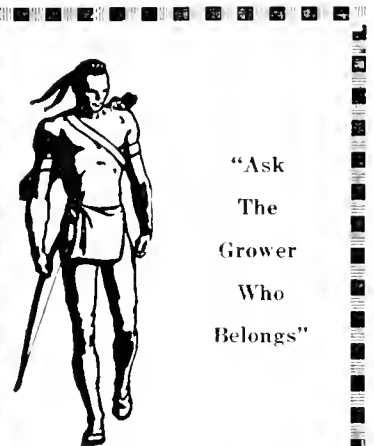
Scale, fireworm and fruitworm have been fairly plentiful this season. Some growers had trouble with controls, most had good results with sprays.

Experiments

Station Staff, during the past two months has been busy collecting data of its experimental plots. However, it has been a bad year for many of the trials, but some information will be gained. A number of the cranberry crosses were lost due to extreme hot weather in June. Crosses will be repeated, and a number of seedlings developed at the Station as well as a number of USDA seedlings will be selected and propagated next Spring.

Blueberries

Blueberries were picked during



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The
Grower
Who
Belongs"

CRANBERRY GROWERS, Inc.

Mead-Witter Bldg.

Wisconsin Rapids, Wisconsin

August but the crop was extremely small and fruit ripened unevenly. A poor pollination period and an infection of Botrytis took most of the crop. The Station has been selling most of the fruit locally. Irrigation equipment has been installed. A virus problem has developed which will be worked on next season.

WISCONSIN

August Cool, Rainy

The month of August was well above normal in temperature and below normal in rainfall. A number of heat records were broken and total heat units for the summer undoubtedly will set a new record. The forecast to September 15 for Wisconsin is continued hot and dry. In comparison August 1954 was one of the most cool and rainy on record.

Reservoirs continued to drop the latter part of August. Water was being pumped from the Wisconsin River to the large reservoirs in Cranmoor. Ample water supplies are expected for harvest, unless the weather pattern changes considerably. A few small marshes have inadequate water supplies.

More Vine Growth

More vine growth than normal has been experienced this year, as a combined result of fertilizing and ideal growing conditions. Some buds are reported growing along ditch edges, but cooler night time temperatures should retard this development. More than normal vine growth has resulted in some upright killing along ditch edges, resulting from a lack of moisture from an inadequate root system.

Season Similar to '48

The 1955 growing season is almost identical to that of 1948 when Wisconsin marshes had an above average set and above normal berry size. Cup counts show very large size and uniform berries and very few pie berries are expected. Quality is expected to be very good due to the type of growing season and with most acreage receiving fungicide treatment.

Additional mechanical pickers and dryers are being constructed for this year's harvest. Estimated

percentages for handling this year's crop mechanically will be given in next month's report.

Harvest operations are expected to start on most marshes September 19. Berries are expected to color slowly due to the heavy crop and rank vine growth.

Fruitworm had generally completed work by mid August, which was one of the earliest dates on record. Some report the crop as the best ever seen, with berries of large and uniform size. Although, of course, the majority of fruit comes from the Searles variety, there will be a good crop of later fruit, such as McFarlins and Howes. While berries were coloring well in September, some of the fruit that is down deep and remained green will probably have to color in the warehouses.

N. J. Summer Meeting

(Continued from Page 4)

estate as the future use will affect water supply or drainage.

After lunch Prof. Philip E. Marucci of the New Jersey Cranberry and Blueberry Research Laboratory presented the results of studies of oxygen content of water and its effect on the vines. The results he presented indicate that New Jersey is losing cranberries when the oxygen content of the water is not known and the water managed accordingly.

This year there was no field trip but questions previously put in the "question box" were answered. Following this Dr. "Fred" Chandler of Massachusetts was asked to make a few comments.

New President

Arthur M. Handy of Pocasset, newly elected president of Cape Cod Cranberry Growers' Association is one of the youngest to head that body in recent years. Born in Cataumet, April 3, 1921. Handy is the son of Mr. and Mrs. Robert S. Handy, the former one of the consistently better growers of Massachusetts, and active in cranberry activities.

Arthur is a fourth generation grower, and he and his father operate a total of about 43 acres

mostly in the Pocasset-Cataumet area, but with some bog in nearby Falmouth. Arthur owns about three acres of his own in Cataumet. Pocasset is in Barnstable County (Cape Cod proper) and he is the first grower from that county where cranberry growing began to head up the Bay State growers' association in some time.

Handy has taken part in many cranberry matters of general importance. He is particularly interested in cranberry cultivation, and believes there is still too much back-breaking labor involved, and tries to do as many bog operations mechanically as can be done.

Extent of Mass. Flood Damage Still Uncertain

The situation as to how much injury was caused to the Massachusetts crop, by flooded bogs following the heavy rains of hurricane Diane, August 18-19, those of rains from hurricane Connie and other rains and abnormally high August temperatures, as this issue goes to press is "clouded," to say the least. There will be considerable damage in rot, and poor quality, it is certain.

It is now determined that at least 2500 acres were under some degree of flood, from water under the vines, to a "frost" flood, to complete submergence even up to water six feet deep, for periods varying from 24 to as long as 96 hours. First estimates were made as high as 30,000 bbls, then a preliminary survey showed possibly 2 percent of the potential crop, or perhaps 12,000 barrels. But checking, still continuing by J. Richard Beattie, "Joe" Kelley and others at the Experiment Station finally be much higher in fruit of poor quality than at first believed. Best information so far is continued in the monthly notes by Beattie on page 3, but he has said, the real story may not be known until picking is half way through.

Herbert Oyler, Largest Grower In Nova Scotia, Also Buys, Sells, Cans

Is Influential Figure In Canadian Industry—English-Born, Apples Brought Him Over—First In Dominion to Install Bog Sprinkler.

By Clarence J. Hall

Largest grower in Nova Scotia, and also a canner of cranberry sauce, is Herbert Oyler of Kentville, with bogs in the Auburn-Aylesford area at Tusket and in Yarmouth County operating about 60 acres in all.

The Oyler interests average about 1500 barrels a year, although Mr. Oyler has grown larger crops. He buys fruit from other growers, both for resale as fresh fruit and for his processing plant. He has built most of his bogs, and is really vitally interested in the marketing end of the Nova Scotian cranberry crop. With his large individual holdings, his buying and selling of berries and his processing of the fruit, Mr. Oyler is definitely a major factor in the Canadian cranberry industry.

As well as being so interested in cranberries, his activities concern the growing and selling of potatoes, apples and other fruits and produce. He was primarily interested in the apple deal, and that was what originally got him into the cranberry picture, and into being a resident of Nova Scotia.

Family Noted In Apples

The growing of apples appears to be in the blood of the Oyler family, and his background in this fruit is most unusual and interesting. Mr. Oyler was born in England, where his father, George Oyler, had 3,000 acres of orchard, apples and other fruit.

His father was a member of the firm of Potter, Oyler, Ltd. in Kent, and Mr. Oyler still holds stock in this leading apple concern of England. His grandfather and great-grandfather were also apple men, making Mr. Oyler the fourth direct generation to be interested

as a livelihood in apples and other fruits.

Herbert Oyler entered the business with his father as a young man, and his angle of the business then was the buying of fruit. This eventually brought him to Nova Scotia. He first bought for the English market in Ontario, later Nova Scotia. He crossed the ocean yearly engaged in this pursuit. Then, he found he liked Nova Scotia and its people and thought it would be simpler to make his permanent home there. He did this as he continued to buy for the English market. He soon acquired orchards of his own in the Canadian Province and now has about 300 acres. He still goes to Europe frequently, and estimates he has made nearly 50 crossings to England.

About 25 years ago he extended his interests to include cranberries. As stated previously, he was the first in Canada to put a sprinkler on a cranberry bog. "I got tired of losing my crop, or part of my crop every year," he says. "So, I decided to do something about it." This is a rather frosty 16-acre piece the Taylor Bog set to

Early Blacks on the flats of the Annapolis Valley.

Installed First Sprinkler

He asserts he finally thought overhead sprinkler irrigation might be the solution to his frost problem. He got in touch with the office of George N. Barrie, Brookline, Mass., a distributor for the Skinner System. Mr. Oyler and engineers of the firm worked out a permanent installation to fit the requirements of the property. This was in the earlier days of his cranberry growing. Since then he has had much better "luck" with this bog and some of his best crops have been produced there, with the frost problem licked.

With his position as a canner, and processing his own fruit from this and other bogs, he says that his net per acre from this particular bog has been very high. One year, in particular, he recalls he achieved a net, which was "unbelievable." He gave this reporter the figure and said it could be verified by his books, but did not wish it to be published.

He has produced 160 barrels to the acre on some pieces of this property. He is one of the few growers who have their own packing houses. This is necessary with the volume he handles annually in

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his fresh fruit business and for processing.

Mr. Oyler is one of the growing number of growers everywhere who believes in the use of honey-bees. He says he would not be without them as an aid to "natural" pollination.

Alert to improvements in growing he was one of the first in Canada to purchase a mechanical picker, a Western. His experience, so far, however, has not been satisfactory with this method on the often times rough bogs of Nova Scotia. He feels there is too much pruning done and he loses too large a percentage of his crops through vine cutting. He handscopes, mainly, using the Cape Cod scoon and local labor.

Main Business Processing

About fifteen years ago he built his cannery at Auburn. When this is in full-swing he employs about 35 people. He packs on an average of 10,000-15,000 cases, all whole sauce, which he markets under the simple designation of "Oyler Brand." Mr. Oyler kindly gave me some of this sauce to try and it proved to be excellent. It is marketed in glass jars. His plant is on a spur of the Dominion Atlantic Railroad, which runs from Halifax to Yarmouth.

Now, the really main business of Mr. Oyler is processing fruit, including cranberries (blueberries in tins for pies) apples and pickles although he still buys and sells in quantity for the fresh market. Mr. Oyler, himself, is a salesman and frequently goes "on the road" although he has brokers and distributors. "I can sell more than my men can," he says as a simple statement of fact and in meeting him there is no doubt that salesmanship is strong within him. He has sold the "Oyler Brand" sauce as far west as Vancouver on the Pacific Coast, but has discontinued that because of increased freight rate and other factors. His markets are now mostly in the Maritimes and in Ontario, Quebec and Manitoba provinces.

Donald, son of Mr. Oyler is in the coal business in Kentville, but also in such market produce as potatoes. He, in conjunction with Mr. F. C. Walker, manager of Herbert Oyler's factory and cran-



HERBERT OYLER

berry bogs, owns possibly the finest equipped bog in the Maritimes, and probably in Canada. Run by thermostatic electric control his sprinkler system cuts in or cuts off at the desired bog temperature, so all frost and irrigation problems are a minor detail on the bog.

a barrel. This is F. O. B. Massachusetts and New Jersey and is effective to Sept. 24th. Last year there was no opening by NCA. President James E. Glover, said he hoped this price, which is lower than early berries sold at last year will stabilize the early market. Price for Ocean Spray canned sauce remains at \$2.00 a case.

National Opens At \$3.35, Quarter

National Cranberry Association on September 7th announced its opening price on early fruit at \$3.35 a quarter bbl. box or \$13.40

ADVERTISE IN
CRANBERRIES

President Glover Pledges New Policies, Industry Cooperation, at NCA Meeting

Says 1,000,000 Crop Marketing Within Possibility of Growers, All Working Together—Is Elected President And General Manager.

Ending of surplus berries in freezers, increased fresh and processed sales, increased utilization of "minor" outlets, particularly cranberry juice and cranberry-orange relish, no immediate plant expansion, and a facing of responsibility to members and to the entire cranberry industry were matters discussed at the annual Nat. Cranberry Assoc. meeting, Hanson, August 16, with about 500 members present. Mr. Glover, in a constrained, concise address, his first at an annual meeting, asked the growers not to expect "miracles," nor too much too soon, but said he believed the selling of a million barrels a year was well within the possibility of the industry.

He pledged the co-operation of NCA to the best interests in the industry in the future. At the annual election he was elected president and general manager. His address, nearly in full, follows:

Glover Address

Much has happened to your cooperative in the past six months. In December of last year, Marcus L. Urann, your only president and general manager, resigned his post. Coincidental with his resignation came the indictment by the Department of Justice of this company and four other defendants. That case is now in the process of being prepared for trial, and whether it is resolved as the result of a hearing or as the result of possible settlement, we have every reason to believe that the outcome will be favorable to the cooperative.

During the past six months, your new management has been exploring and studying all phases of the cooperative and has been attempting to diagnose and to resolve within its mind the major problems that face the cranberry growers and to attempt to best arrive at a solution.

What I have to say to you today is in no way intended to be a criticism of the previous management. Rather, it is my conviction that there is always room for improvement in any organization, and this industry, as all industries, has problems and ills that must constantly be cured. For some years, as you all know, I was Mr. Urann's assistant and during that period of time on many occasions had a chance to discuss with him various methods and theories and policies. And on many occasions, we entertained a radical difference of opinion with regard to the best approach to many of our problems. And that is as it should be, for in the healthy exchange of views and through an honest expression of conflicting ideas comes progress in the form of new policies better fitted to meet the needs of the industry.

We have traveled across the country to meet with you in many various groups, and we have tried to present to you our diagnosis of the problems as they exist and to suggest to you our remedies for their solution. And in all of these conferences, I am very happy to report that every grower that we met, almost without exception, took a sound and constructive view of the entire industry.

New Policies

Now, as I have already stated, with a change in management comes many changes in policy and in administration, and this management is no different.

As we proceed to effect new policies, you should know that we are bound to step on toes. We are bound to move in some direction in contradiction to the opinions of some of you, but I must ask all of you to remember that we are moving in one direction with one thought in mind, and that is for the improvement of the National Cranberry Association and the overall industry.

We have been faced for a number of years with a surplus, and we have found an increasing awareness in all of you to that problem.

In the past five or six months, the major part of our effort has been devoted to the development of new outlets for the sale of cranberries and to improve the current sales picture. This cooperative, now engaged in selling both fresh and canned berries, is interested in only one thing, and that is greater returns to the growers, and that will be resolved by increases in sales and by reductions in costs, and the surplus (250-300,000 bbls.) will be solved by a combination of the development of new outlets and an increase of the old. We have already established there is a great potential for Cranberry Juice. We have a practically unexplored territory in the field of Cranberry-Orange Relish. We have an increasingly greater potential for the use of Cran as a mixer with alcoholic beverages. All these outlets are gradually taking form, and I am more confident than I was some months ago that in the near future one or all of these new outlets will grow to such volume that the surplus will once and for always be removed. Now this doesn't mean that you are going to get \$15 or \$20 a barrel for the berries that you have in the 1954 pool nor, for that matter, in the 1955 pool, but it does mean that the possibility of returning to the grower a dollar amount per barrel which will be profitable to him is forthcoming in the very near future . . . possibly within two or three years. The increase will be gradual, but we feel it will be positive and great enough to persuade you to continue in the cranberry industry for years to come. Mr. Harriott is going to give a report on the financial condition of the company, and I will not touch on that except that I will give you every assurance that we will make every effort possible to maintain our integrity with the Springfield Bank for Cooperatives which bank handles our finances. Their loyal and valuable assistance down through the years has been of

great assistance, and we shall continue to operate this company on a basis that will continue our favorable relations with that organization.

I have heard it stated all across the country that the National and other distributors in the industry were not primarily interested in the growers. I can promise you without any equivocation that the policies of this management shall be established on the basis of one principle, and that principle shall be to get the most dollar return per barrel for the grower. We can do that in more than one way. Not only can we accomplish it by an increase in sales, but we can accomplish it in some measure by effecting savings on expenditures in all directions. We already have a new Purchasing Department which is already saving much in the way of purchasing. We have employed a Producing Manager, Mr. Marcus Havey of our Chicago plant. He will be streamlining our canning factories and correlating production and improving quality, and with these changes will come indirect savings in the cost of operations.

Changes In Management

In the matter of personnel, we have not as yet made any drastic changes, but it is my honest opinion that there are some changes that will have to be made. Unfortunately, people who cannot fit into a constructive part of the organization will have to be removed. Others will receive a realignment of duties to better fit them to carry the burden that they shall be responsible for. It is a very unpleasant thing to have to face the problems of personnel, but I tell you frankly that the personnel of our organization must be reshuffled.

In the cost of departmental operations, there has already been one substantial out. Others are soon to follow. Some departments will have to be enlarged to gain a maximum effort for the cooperative.

Mr. Mann will report to you on canned sales and Miss Stillman will report to you on advertising.

Fresh Fruit Program

Now, I would like to talk with you about our fresh fruit pro-

gram. Last year, as you all know, the National Cranberry Association became interested in the fresh fruit market for the first time in a number of years. The philosophy of the management at that time and the policies that were formulated had in mind the goal that this company should convince the trade that Ocean Spray was in the fresh market to stay. Now there has been a lot of talk pro and con about what happened last year, and I do not propose to go into the details of last year's fresh fruit operations. I can assure you, however, that the policies pertaining to fresh fruit will be established this year with a determination that NCA will do its part to stabilize the fresh fruit market. Just how that will be done has not yet crystalized in my mind, but we will keep one fact constantly before us, that a stabilized fresh fruit market will result in increased sales to us and increased returns to growers. Our policy then will be based on that principal. We should not only look to the immediate future, but we should plan a long-range program that will sell fresh cranberries year in and year out at the best possible price. And so again I come to our major problem of the surplus and repeat for emphasis, an increase in canned sales and an increase in fresh sales and the development of another outlet will result in a prosperous solution with a major increase in returns to growers.

Now, as to capital expenditures, Mr. Havey has done a complete survey of all our properties and finds them to be in good condition. Maintenance should be of a minor nature, and I see no reason in the foreseeable future for any substantial capital expenditure. This being true, we then have every right to expect that the retain will be reduced substantially, if not completely, within the next three years. There again the grower ought to improve his financial position because a part of his returns will no longer be taken out in the form of stock to pay the retain.

Now, I must caution you that this company must face its responsibility in the industry, not

only from the point of view of ourselves, but always remembering that we are the major part of the cranberry industry as a whole and our duty is to the industry as well. We have certain responsibilities to Eatmor and to the other independent distributors, both canned and fresh, to be a constructive part of a component whole. We are a small, compact and mobile industry, and if we operate on a harmonious and sound competitive basis rather than on a destructive basis, the entire industry will benefit. This organization shall proceed from here, on a constructive basis. I am confident that others will follow suit.

A New Course

This company will engage in no collusion with any of its competitors, nor will we knowingly violate any of the laws of the land. Any activities and contradictions to this policy will not be tolerated by this management. I have heard many rumblings about the desire for power, but I can honestly say that since I have become your president, not one grower, from the largest grower in the world to the smallest, has asked a favor. I must caution you again that we must toss personalities out the window and free our time that we have wasted in criticisms and in dissension, with one thing in view . . . to get the most money that we possibly can on a sound economic and legal basis for our growers. Other members of the industry will take this course simply because they have no other course to follow, and I can assure you that if anybody embarks on a campaign to hurt this cooperative, they will not succeed because from here on in, Ladies and Gentlemen, we are strictly legal. I repeat, we have set a new course dedicated to one purpose . . . increased volume of sales, efficient operations, new outlets...all add up to more dollars per barrel for the growers. Please do not be engaged in criticism of other organizations. Competition is a healthy situation, and it is here with us to stay. We must keep our minds on constructive policies, not on the destructive policies of the past. And I say to you once again that with a sound program as I have outlined

to you in the past few minutes, the next two or three years should bring this cooperative to a position in the agricultural field of America where it will merit your respect and support and will return for you a profit on your products.

Price

There was no mention of advances or price on the scheduled program, although it was mentioned a hoped-for \$14.00 a barrel return on the '54 crop had not been achieved. Pressed for an answer as to what grower-members might expect as an advance this fall, \$7.00 so far having been advanced on the '51 crop, Assistant Treasurer-Secretary John M. Harriott said he would give an answer, but this could only be a "guess". He said there were still a number of unknown factors, such as size of crop, for instance, quality, etc., unknown. If the National requested a bank loan of \$12.00 per barrel, the advance would be \$6.00 a barrel would be his "guess." Asked also from the floor what was management's estimate, President Glover said there was none at present and that Mr. Harriott had given them his best "guess." Asked when there would be another payment on the '54 crop, the best answer to that would be as soon as sales reached 8/11 of the total supply, Mr. Harriott said, and he thought that might be in the later part of October.

Harriott further said National had been asked to handle 640,000 barrels and the past two years had brought the two biggest crops on record. Management had hoped to return \$14.00 a barrel on the '54 production but now is hopeful this will earn from \$10 to \$11. "All I can assure you is that we will do our part. We are heading for a \$15.00 a barrel price, even though we do not expect to achieve this this year."

Only other query from the floor came from Lawrence Cole of Carver, who said the way to economize was "from the top down, a cut in salaries, not hard, but enough to show management is suffering along with the growers." He said that when conditions improved these cuts should be restored.

He said he requested that management make some arrangement for more participation in decisions by the small grower and that a few large growers should not have "all the say so." He mentioned a "one-member one vote" type of cooperative or a "compromise arrangement."

Miss Ellen Stillman vice presi-

(Continued on Page 17)



West Coast Delegate Hopeful of Future For Industry

Mrs. Mae Randall, a delegate from the West Coast to National Cranberry Association, who attended the NCA annual meeting at Hanson, Massachusetts last month is one of the many growers who are vitally interested in the activities of that cooperative and hopeful for the future of the cranberry industry. She, with her husband, Arthur Randall, is one of the smaller growers whose sole business is that of cranberry growing, and are dependent upon revenue from their bog.

She feels it her duty, as an NCA delegate to "keep up" with cranberry affairs and to do everything possible to aid in the re-stabilization of the cranberry market. She

feels it a privilege to have the opportunity to serve as a delegate of her marketing agency and to assist in planning its course.

Mr. and Mrs. Randall have a bog of about nine acres about one mile east of the city of Bandon, Oregon and by intensive care of their bogs produce an average of about 100 barrel per acre. They have a sprinkler system, as do many West Coast growers, this being mostly "Randall built and designed," and depend upon it heavily for frost protection and irrigation.

Cranberries Advertising Pays Big Dividends



Six new directors of National Cranberry Association, standing, are left to right; Leonard Morris, Long Beach, Washington; Lawrence S. Pink, Middleboro; Ralph Gorham, Bryantville; Walcott Ames, Osterville; Amedeo Sgarzi, Plymouth; William F. Crowell, Dennis. Seated, President Glover, (center), and (left) Secretary-Treasurer John C. Makepeace, (right) First Vice President, Frank Crandon, Acushnet.

IS THE GREEN LIGHT SHOWING?

THERE would seem to be hope for improvement in the cranberry marketing situation. Growers, and all concerned in the industry feel there better had.

Steps are being taken, which it is, earnestly hoped, will bring about a stabilization of marketing with more adequate price returns to the grower. We are referring specifically to the new marketing committee of the "neutral" Cape Cod Cranberry Growers' Association and to the new policies of National, as outlined by President James Glover. Marketing is by no means keeping pace with production, and the general income to the growers for their year's work has reached such a point that something must be done about it.

There can, apparently, be a consolidation of effort on the part of the industry in legal activities to bring about this betterment of conditions. The industry should be gratified by the appearance of Mr. Smith of Washington, chief of fruits and vegetables division, production marketing administration, United States Department of Agriculture at the recent annual meeting of Cape Cod Cranberry Growers' Association. His presence shows the "government" is not "cool" or hostile toward the cranberry industry.

Mr. Smith offered some mighty good suggestions in his brief talk. Perhaps, first of all, the industry should quit its "wrangling," although he did not use that word, but end the "talking" stage go into "planning" and "action." Quality of all products of the industry should be checked by outside inspectors, also, he said.

The industry cannot progress with continued animosity among its own group and there seems to be a new willingness to all pull together. This pulling together must be done in a manner which is legal and that factor is being given careful consideration through legal advise. The cranberry industry was once widely-noted for the fact it could do things for itself, collectively. It can do this again. If we can't handle our present million-barrel crops, how can we possibly expect to successfully market the even greater crops which appear a certainty?

The marketing season now upon us again cannot reasonably be expected to be

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anything to brag about. It could be a pretty rugged one. If the upswing is to start from the current interest in marketing, patience must be exercised a little longer. No one is promising too much improvement immediately. But if the downswing is at least stopped and a really firm foundation laid it will be a great deal.

We have thought so before. But, perhaps now we are getting a green light, and we will be organized enough to get out onto the main road. It is time we started going somewhere. Maybe marketing will catch up with production. For the sake of the industry it better had.



Retiring president of Cape Cod Cranberry Growers' Association, left, (standing) Frank A. Crandon, Acushnet, shakes hands with his successor, Arthur Handy, Pocasset. Standing, (right) is first vice president Ralph Thacher, Hyannis, while seated are Gilbert T. Beaton, secretary, and his wife, Mrs. Ruth Beaton, treasurer. New second vice president, C. Ferris Waite was not present at the time picture was taken. (Courier photo)

Cranberry Marketing Discussed at Cape Growers' Annual Meeting

New Committee Reports; Washington Official Gives Suggestions—Election of Officers.

Possible ways of stabilizing and improving the depressed cranberry market of the past few years, and first official release of United States Department of Agriculture estimate of the 1955 cranberry crop were highlights of the annual meeting of Cape Cod Cranberry Growers' Association August 23. Last minute switch from the State Bog, East Wareham to Wareham Memorial Town Hall, was the first time a storm has disturbed this session since 1927, it is thought. Reporting on marketing was Chester E. Robbins, chairman of a new association committee on marketing and the guest speaker, Sylvester Smith, chief of fruits and vegetables division, production marketing administration, USDA of Washington.

Preliminary Estimate

For the third season in a row production of more than 1,000,000 for the nation was estimated by

C. D. Stevens, statistician, New England Crop Reporting Service, Boston. Also for the first time, Mr. Stevens said he would probably issue a special bulletin crop estimate about September 10th because Diane-inspired flood damage may have reduced the Massachusetts crop since the original figures were compiled. It is believed the storm may have made a substantial difference. Mr. Stevens asked the association membership if it thought the rains had caused enough injury to make a revised forecast advisable and the growers so voted.

Record crop of cranberries to date was in 1953 with a total of 1,203,300 of which Massachusetts grew 590,000. Estimate for the crop of this fall follows:

Massachusetts, 610,000 bbls. ('54, 590,000); New Jersey, 96,000 ('54, 87,000); Wisconsin, 315,000 ('54, 250,000); Washington, 58,200 ('54,

61,500); Oregon, 32,500 ('54, 30,000); United States total, 1,111,700 ('54, 1,018,500). This will show a record production for Wisconsin.

Of the Massachusetts crop Mr. Stevens said, Early Blacks make up 61 percent, as against 60 last year and 56 for the average, Late Howes, 35 this year, 36 last year and 39 average. Odd varieties make up the remainder of production.

Expectation in Massachusetts started off excellent, he added, there being good to heavy bloom, spring frosts were light in damage, but July was too hot and too dry; fruitworm loss will be unusually heavy, probably the worst since it took 35 percent of the crop potential in 1944. Size of berries was set down as medium, but this may be changed to an increase in size due to the heavy rains. Damage from Sparganothis worm, is also unexpectedly severe in its attack, and is now showing up in very damaging numbers, and the insect is active until October. This pest is ordinarily

a minor one in Massachusetts, but commonly troublesome in New Jersey. This year its outburst is heavy and general throughout the Massachusetts area.

Growers were gratified by the appearance of Mr. Smith of the Department of Agriculture, Washington and his interest in the cranberry industry. He showed the new marketing committee a remarkable grasp of the cranberry industry and its marketing troubles and the weak spots in the successful disposal of its crop now in the million-barrel status.

Mr. Smith, introduced by President Crandon, in response to whose request he made the trip from Washington spoke briefly. He said it was necessary to first outline the cranberry industry over the past 20 years constructively. Acreage had been more or less stabilized at 27,000 for the entire country, although it was noteworthy that Wisconsin and the West Coast had been creeping up, while New Jersey has been going down and Massachusetts not changed much. Notable, he asserted, was the increase in production to the cranberry industry now being a million-barrel-crop industry, that the yield per acre had increased. "How can you dispose of this crop to

advantage?"

He said, if he was to title his talk, he might call it "An Industry Trying to 'Re-Find' Itself."

He said foremost was quality of product, both in fresh fruit and processed. There must be inspection by "outside" sources to verify quality findings of the industry itself. "Don't take your own judgment." Establishments of grades was also vital. He told growers that individual distributors must not "run down" the products of other distributors.

Since processing came largely into the picture, more than half the crop had been sold in this manner and surpluses have been accumulating each year. He said getting rid of the surplus is vital. "Wouldn't it be much better if you did not have this surplus each year?" he asked.

The points he had stressed, he continued could provide a "check list" for the industry. He said the industry must organize itself, that it must put its own house in order before coming to the Government for assistance. The situation is in or has now actually passed the talking stage; it must get into the "planning" stage, and then into the "action" or "production" stage.

In years gone by the cranberry industry had been considered in Washington as having done an outstanding job of organization within itself. He said the Government was not "cool" toward the interests of the growers, but interested, when the industry as a whole takes some steps for itself. He added the industry couldn't expect the other fellow to do its job for it and success could not be reached over night.

A marketing agreement or order for this industry is now permissible by Federal statute as applying to fresh fruit and there was an instrument (an act of Congress) provided by law to stabilizing of the processed end. Cranberry growers can take advantage of these laws, but they should not be used as a crutch, when not really needed but should be wisely utilized as a stimulant.

The report by Chairman Robbins of the marketing committee, which follows led up to this address.

"This committee is the result of a meeting of the Cape Cod Cranberry Growers' Association and the Cranberry Growers' Mutual, making one stronger organization of growers. At the time of the joining of the two organizations, it was agreed that a marketing

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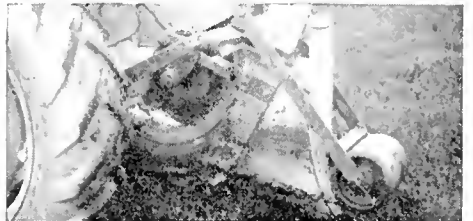
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committee would be appointed, to carry on the purpose for which the Cranberry Growers' Mutual was formed. The members of the committee are as follows: Gilbert Beaton, Maurice Makepeace, Richard Beattie, Sec., Nahum Morse, Robert Hammond, Charles Savary, Arthur Handy, Chester Robbins, Chairman, Kenneth Garside.

"The value of such a committee to the industry is the neutral med-

ium through which we may bring about a more profitable marketing situation for the cranberry industry. I am including in this report, the minutes of our first meeting, June 8, 1955, and I quote: 'The following ideas were discussed as techniques for improving the marketing of our crop:

1. Formulation or recreation of a cranberry institute to promote cranberries, both fresh and pro-

cessed, with all cranberry agencies participating if possible.

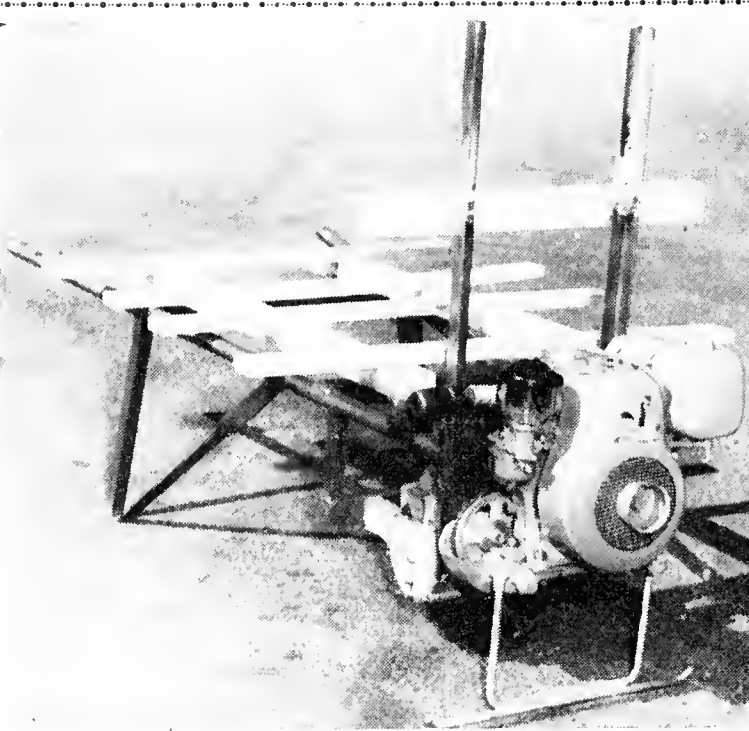
2. Careful study of market conditions so that every possible step could be taken to avoid saturating the early market. The thought was expressed that some type of clearing house might be feasible to avoid as many gluts in the market as possible.

3. It is the belief of this committee that considerably more can be done working through our local Chamber of Commerce in promoting our industry in the Cape area during the summer months.

4. The suggestion box idea was discussed as it pertains to marketing. The idea was expressed that possibly the Cranberries Magazine would be in a position to cooperate with such a venture. Mr. Beattie was asked to outline a new marketing research project that has been submitted by the Cranberry Experiment Station to the proper authorities. The purpose of this project is to learn what happens to our fresh fruit from a quality point to view from the time of shipment until it reaches the retail counters. He also stated that the University of Massachusetts will be carrying on some research work in the field of packaging this fall. They have the staff, equipment, and facilities for doing this type of work.

"It was suggested that the chairman arrange for a meeting with the selling agents as soon as possible."

"After the first meeting of the committee the chairman discussed this year's problems with some of the growers and marketing agencies, and it developed as a result of those conferences, that the most pressing problem facing the industry was the surplus, and the need to remove this surplus this year, or as soon as possible. Your chairman selected Mr. Gilbert Beaton and Mr. Richard Beattie to make a trip with him to Washington, D. C., to interview Mr. Sylvester Smith, Chief of the Agricultural Marketing Service, Fruits and Vegetables Department, with the hope that a portion of the surplus could or would be purchased by the Government. It developed at this conference that one of the problems that made it difficult for Mr. Smith's department to help with the purchase of surplus cranberries, was the Justice Department's recent indictment of portions of the industry and that any help or any purchase would have to be cleared with the Secretary of Agriculture personally. Mr. Smith agreed, however, that the door was not entirely closed on possible future purchases or assistance. It also developed at this conference that



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two other solutions seemed possible. One, a voluntary marketing agreement with industry supervision and government approval, and the other a marketing order which would require an amendment to the marketing act by the congress. Upon returning from this Washington conference, the chairman called a meeting of the committee, together with the marketing agents of Massachusetts to report and further discuss the problems. At this meeting, it was agreed to explore further the matter of a marketing agreement or marketing order, and the chairman was instructed to inform the growers of New Jersey and Wisconsin, and invite them to enter into these discussions with us. This has been done. It was further agreed that the association secure the services of Mr. Karl Loos, to act as our legal advisor.

A meeting has been arranged between the selling agents of the industry, our committee and Mr. Loos, at the New Bedford Hotel, August 29th at 10 a. m. At this meeting we shall discuss marketing agreements, marketing orders and what we may legally do with surpluses or any other problems pertaining to the industry."

L. Roy Hawes, Massachusetts commissioner of agriculture, who has been engaged in federal agricultural surveys and other service in Europe and Brazil said he felt there was room for increased exports of agricultural products and these might include cranberries. He was introduced by the new second vice president of the association, Ferris Waite of Hanson who, it was announced had just been elected to a 7-year term as a member of the Massachusetts Board of Agriculture. He had completed a one-year term on the board.

In the annual election of officers the slate named by the nominating committee headed by Maurice Makepeace was chosen. Mr. Crandon, having served the customary two years was succeeded by Arthur Handy of Pocasset. First vice president is Ralph Thacher, Hyannis; second vice president, Ferris Waite of Hanson; re-elected as secretary and treasurer respectively, Gilbert T. and Ruth Beaton. These and the following make up the board of directors; Frank Crandon, Philip Gibbs, Dr. C. E. Cross, Kenneth Garside, Robert Hammond, presidents of the cranberry clubs, Lloyd Doane, Charles Savery, David Barlow, Chester Robbins and honorary, Dr. H. J. Franklin and Chester A. Vose.

Address of welcome was by Dr. Cross, director of the Station, who said it had been intended, but pre-

vented by the weather from giving the growers a tour of the State Bog, which had been divided into four nearly equal sections by new cross dikes, and a canal system. These, he explained would be utilized in experiments in regard to irrigation and holding of winter flood, and should provide much-needed information. He said water raking as practiced in Wisconsin will be attempted, and Wisconsin-type drying crates tried out, also investigation of mechanical drying. It is estimated that about 20 percent of the crop is left on the bogs by present dry scooping methods.

GLOVER PLEDGES

(Continued from Page 11)

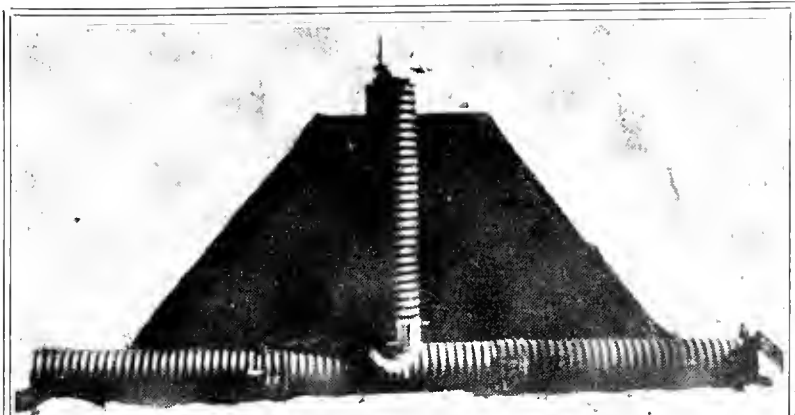
dent in charge of advertising went into more detail as to sales expansion especially "new" or currently minor products. She said that cranberry juice is expensive to make, more so than most other fruit juices. Sales efforts would be directed at the middle class housewife consumer, and what she

called the "sophisticated" housewife, the "carriage trade," or the luxury class. This class, she said made much use of beverages and could be expected to increase use of cranberry juice as a drink by itself, or as a "mixer." She pointed out increased use of orange cranberry relish, fresh relish and frozen, and stressed the continuing trend toward convenience in serving all foods. She also referred to a "Medley" relish, cranberry, apples and bananas.

She referred to a decreased advertising budget, which would be re-aimed in some instances, such as that pertaining to cranberry juice to reach buyers, who do not figure expense in buying products they like.

"Institutional" Sales

H. Gordon Mann, vice president in charge of sales, asserted NCA has one of the outstanding sales forces of the country, and this had been making constant increases in sales year by year. He said he expected Easter sales



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alone would soon reach the million-case mark. A strong bid is to be made this year for increased

trade with institutions, such as hotels, restaurants, hospitals, schools, and it was said this could amount to as much as 25 percent of sales, whereas at present this is only 4 percent. An "institutional" sales department is being organized from the sales force especially for this market.

Lawrence E. Proesch, manager of sales promotion told how sales could be increased by careful, adequate promotion.

Representing the Springfield Bank for co-operatives, J. Roberts Doe, succeeding Charles Lamb who has been at previous meeting, spoke briefly of surpluses in other crops, and how these surpluses held sales prices down.

Directors

Directors elected were: From Massachusetts — Walcott Ames, Osterville; William E. Crowell, Dennis; Carroll D. Griffith, South Carver; Lawrence S. Pink, Middleboro; Kenneth G. Garside, Duxbury; Amedeo Sgarzi, Kingston; John C. Makepeace, Wareham; Frank Crandon, Acushnet; Marcus M. Urann, Halifax and Ralph Gorham, Bryantville. From New Jersey — Enoch F. Bills, Bordentown; John E. Cutts, Vincentown; Thomas B. Darlington, New Lisbon and Isaac Harrison, Crosswicks. From Wisconsin—Guy N. Potter, Wisconsin Rapids; Fred N. Lange, Black River Falls; John D. Roberts, Hayward and Robert Rezin, Tomah. From the West Coast — David E. Pryde, Grayland, Washington; Mrs. Mae Randall, Bandon, Oregon and

Leonard Morris, Long Beach, Washington.

Directors-at-large elected were: Mrs. Elthea E. Atwood, South Carver; James E. Glover, Hanson and Russell Makepeace, Wareham, all of Massachusetts.

Organization Meeting

At an organization meeting of the board of directors, the following officers were elected: James E. Glover, president and general manager; Frank I. Crandon, 1st vice president; John C. Makepeace, secretary-treasurer; and executive committee — Russell Makepeace, Marcus M. Urann, Kenneth G. Garside, Thomas B. Darlington, Isaac Harrison, Fred N. Lange and John Roberts.

Following the meeting growers from Massachusetts, New Jersey, Wisconsin and the West Coast enjoyed a lobster salad lunch with cranberry sauce.


NCA Hopes For 50% Increase In Fresh Sales

National Cranberry Association has begun its pre-selling of the trade on fresh fruit with its salesmen now on the road. This year the goal is a 50 percent increase in volume, an increase, NCA says, by "not taking business away from someone else, but by developing an expanded fresh cranberry market."

A brochure explains the campaign to brokers and sales representatives. It includes color ads in magazines and black and white ads in newspapers in the U.S. and Canada, plus billboard advertising at a number of key points in this country, and also one in Montreal District of Quebec. Arrangements have been made for store displays early in the season. There is a program of sending a 16-page recipe manual to school teachers of home economics. Recipes in Ocean Spray's material include the use of oranges, apples, lemons, banana and lettuce. Editorial material has been sent out to newspapers and magazines.

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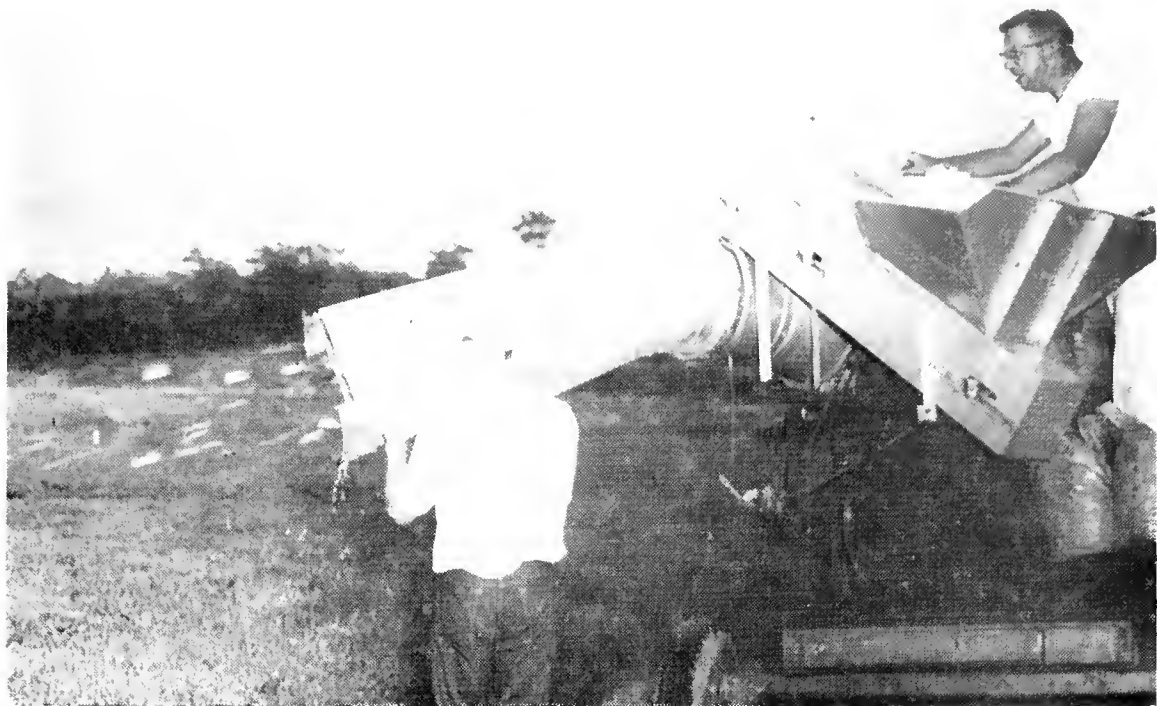
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Man made hail is being showered on berries and vines at the Massachusetts State Cranberry bog East Wareham, by this hail-maker machine, the only one of its kind in the eastern section of the country. The hail was applied in three passes along the bog shore in simulation of a heavy, medium and light hailstorm. Ice, wind and water is thrown out characteristic of a natural hail storm for research purposes. (CRANBERRIES Photo)

Eatmore Moves Mass. Office To South Carver

Eastern sales office of Eatmor Cranberries, Inc., is now located in South Carver, Mass., General Manager Lester F. Haines announces from Chicago headquarters. This will be at a bog property, owned by Gilbert T. Beaton, new growers' relation man, and others. In commenting on the change from Middleboro it is pointed out the new location is in the heart of the Massachusetts growing area, and it is expected better service can be given growers and the trade, alike.

Mr. Beaton will work from this office and will have direct supervision of the screening and sorting operations of Eatmor and will be responsible for assuring top quality berries. Stanley D. Benson, Eastern sales manager will also have his office there.

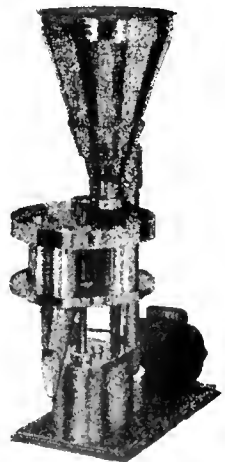
New mail address is P. O. Box 115, South Carver, Mass., and telephone number is Carver, Union 6-4543.

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On a 10 week tour in the United States is Adalbert DeCarolis of the Italian Ministry of Agriculture, (shown right) with Associate County Agent Dominic Marino, Brockton Extension, at Massachusetts State Bog. DeCarolis, who is one of seven Italian provincial extension workers in this country on a mission sponsored by FOA (Foreign Operations Administration) and the Italian Ministry of Agriculture attended meeting of Cape Cod growers, August 23.

The young agriculturalist is from Pesaro, in central Italy on the Adriatic Coast. He is studying U. S. Extension Service, particularly, and hopes to help adapt U. S. teaching methods and techniques to Italian farmers. He was assigned to Plymouth County for one month, spending part of the time on a farm and part at the Extension Service office, Brockton. (CRANBERRIES photo)

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A news release from Morris April Brothers of Bridgeton, New Jersey, who processes Eatmor cranberries, asserts that Mr. April foresees, with constantly increasing crops, new markets for cranberries in food coloring and flavoring. He says this use may soon demand a quarter of a million barrels of cranberries annually.

The use of cranberry concentrate as a coloring for canned lemonade is cited as a potentially big market. Citrus juice canners, aiming to give consumers a pink lemonade find the cranberry concentrate ideal for adding the needed color without conflicting with the lemon taste, he says.

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D4S - RANDOM LENGTH

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D4S - RANDOM LENGTH

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To Fresh Cranberry Selling

Ocean Spray's "NO COOKING THEME"

The enthusiastic response of brokers, customers, and consumers to Ocean Spray's No-Cooking theme for selling fresh cranberries leads us to believe that here is the key to increased FRESH-CRANBERRY volume. It will not be accomplished in a year, but continuous repetition to the consumer that there are many ways to use fresh cranberries WITHOUT COOKING will make cranberries appealing to those women who will not make cranberry sauce from fresh cranberries because they find it more convenient to open a can.

Ocean Spray believes that "No-Cooking" will do for the fresh cranberry market what "Ready-to-Serve" did for the canned cranberry market.

We are dedicated to build an expanded market for BOTH fresh and canned cranberries and invite the cooperation of every grower who believes in our work.

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Seaweed and Frost

Fifty years ago the Old Colony Memorial of Plymouth, Massachusetts was saying, "Down in Yarmouth (on the Cape) it has been discovered that seaweed scattered on cranberry bogs will repel the frost, and growers in that neighborhood are glad to learn of the new wrinkle. But, what will those growers in Carver and similiar inland places do for seaweed?"

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With quality cranberries a primary target in this year's market, to boost sales in the "come-back" trail of cranberry prices, and to eventually improve cranberry quality, a brand new project is underway this month. This is an impartial inspection of fresh fruit as it appears in the general market and in the hands of retailers as cellophane and window boxes (or bulk) cranberries are ready to be purchased by the consumer.

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J. Richard Beattie, Massachusetts State Extension Specialist is now on a tour of five key markets, having left by plane from New Bedford for New York and Kansas October 3. This is a Federal project of which Beattie is leader, conducted with federal funds, the defined purpose of his trip being to ascertain in precise terms the color, size, soundness, general condition and appearance of fresh cranberries in the channels of trade as a basis for more specific research to improve the condition, saleability and consumer acceptance of cranberries."

Beattie is making this observation in Kansas City, Chicago, Cincinnati, Detroit and New York, travelling mostly by plane. Samples which he purchases are sent back to the Cranberry Experiment Station at East Wareham for quality analysis. Through the cooperation of Massachusetts distributors of fresh fruit this is a two-pronged campaign and samples of the pack from the distributors are collected each week, prior to shipment by "Joe" Kelley of the Station staff and given an analysis as to quality. In this way quality of the pack is being determined at time of shipment and at the time the pack is being bought by the consumer.

Beattie expected to be gone until about October 17th on this trip and will make similar visits in November and the final one of these in December.

Venezuela bought more automobiles from this country than any other foreign country last year. This South American republic purchased 39,371 cars. Next in line was Mexico with 36,458.

There was one American built passenger car sold on the island of Mauritius, off the east coast of Africa last year.

Massachusetts ranks tenth in number of passenger car and truck registrations.

YOUR BEES-NESS

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of Bees*

John Van de Poole

WEST ABINGTON, MASS.

Mass. Cranberry Station and Field Notes

by J. RICHARD BEATTIE
Extension Cranberry Specialist



Rapid Harvest

The cranberry harvest began quite generally September 6 and with unusually favorable weather conditions, plus no serious labor problem, picking has progressed at a rapid pace. In fact, it reached a point in late September when growers actually welcomed a rainy day so that they could repair equipment and relax from the picking routine. Only one general frost warning was released during September and that was on the 21st, but light winds continued during most of the night preventing temperatures from dropping to dangerous levels. We have seen very few frosted berries as of October 1.

"Joe" Brown Testimonial

A number of cranberry growers and their wives attended a splendid testimonial given County Agent "Joe" Brown September 28. Joe has recently been appointed director of the Middlesex County Extension Service with headquarters in Concord, Mass. His many accomplishments as county agent-manager of the Plymouth County Extension Service included a key

role in the organizations of the Southeastern and South Shore Cranberry Clubs. These clubs and those in Barnstable County have proven their worth with the fine educational programs they have offered the growers in Massachusetts. The writer was privileged to have been "Joe's" first assistant county agricultural agent and to have worked closely with him for the past 15 years. His loyalty to our industry was shown recently when, as president of the National County Agents Associations he introduced various cranberry products at many of the luncheons and banquets held during this nation-wide conference. We know that growers wish "Joe" every success in his new work.

Quality Study

One of the newest projects at the Cranberry Experiment Station involves a careful study of the general condition of our cranberries at the time of shipment and in the wholesale and retail channels of trade. Samples of fresh fruit are being collected on a weekly basis from each of the Massachusetts shippers. The berries

are brought back to the Station for a careful and detailed examination. The writer, who is project leader, will visit six major markets several times during the season to secure data on the condition of the crop in these markets. The purpose or objective of this study is quoted from the project as submitted to the University of Massachusetts: "To ascertain in precise terms the color, size, soundness, general condition and appearance of fresh cranberries in the channels of trade as a basis for more specific research to improve the condition, saleability and consumer acceptance of cranberries." The Massachusetts shippers have been most cooperative as well as all members of the staff at the Cranberry Experiment Station.

Market Report

The first cranberry market report was released September 22 from the Agricultural Marketing Service in Boston under the direction of John O'Neil. This is the second season that such a report has been prepared and it is a valuable service to the growers and shippers alike. At the present time it is being sent to growers who are members of the Cape Cod Cranberry Growers Association, but other growers may receive a copy by writing to Mr. O'Neil at 408 Atlantic Avenue, Room 722, Boston 10, Mass., requesting that their name be added to his mailing list.

Fruit Rots

Dr. Bert Zuckerman, our new pathologist, has been examining

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Canadian Markets

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the results of his many test plots treated with various fungicides this past summer to control fruit rots. We have asked Dr. Zuckerman to comment briefly on some of his early examinations and he has done so as follows:

"This year has witnessed a marked increase in the occurrence of field rot on many bogs. The losses on late-water Early Blacks are particularly surprising in view of past experience that late-water berries have been relatively free of field rot. Fungicides applied with ground equipment to a 1/4-acre plot on an 80-barrel per acre late-water bog reduced the incidence of field rot from 23.3% to 6.9%. Converted, these percentage figures meant a saving of 13 barrel per acre for the grower. In this case, the deficit incurred by picking and screening these 13 barrels of rotted fruit would have paid for the additional cost of spraying."

Growers will have an opportunity to learn more of his work at the winter club meetings and through articles in the "Cranberries Magazine".

Sparganthis Troubles

Probably the most common question asked of Professor "Bill" Tomlinson this fall is "How do we control Sparganthis fruit worm and is it likely to cause considerable damage next year?" Massachusetts growers have a healthy respect for this small yellow miller with the dark brown cross on its wings after seeing its destructive work this year. It webs up the new terminal growth in the spring like a fireworm and destroys the fruit itself later in the season similar to that of a fruit worm. "Bill" urges growers to be on the alert next spring at the beginning of the fireworm season. Sparganthis can be controlled if treated at the right time with the right materials. Growers will hear more on this troublesome pest at the winter meetings.

Fall Fertilization

We have some timely information prepared by Dr. "Fred" Chandler which is as follows:

"As cranberries are evergreen plants, fertilizer applied to bogs during October and November

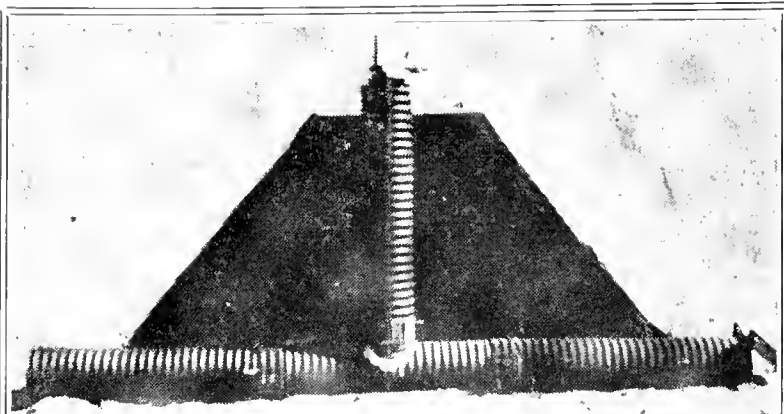
will be taken up by the roots. On the other hand, few, if any, of the weeds in cranberry bogs are evergreen, so they will receive none of the fertilizer. Fall fertilization as for applications at other times, the ratio of nitrogen to phosphorus should be 1 to 2, such as 5-10-5 or 8-16-8. The rate of application should be governed by the condition of the bog and the 1955 crop, and usually will be between 200 and 500 pounds per acre.

The plastic tubing which has been pulled into the soil for drainage purposes has also worked very well for irrigation during the summer of 1955. Some growers are making plans to purchase tubing and will want to make arrangements to install the tubing in the bogs." Dr. Chandler has offered to assist growers to plan for cooperative use of equipment for installation of the tubing.

Fall Weeding

Dr. Cross believes that it is a good practice to pull woody plants, such as **hardhack**, **meadow sweet**, and **bayberry**, after harvest whenever possible. It still isn't too late to pull out beggar ticks before they go to seed. He suggests that it is better to defer sanding the low spots on bogs where cutgrass is a problem until the drainage can be corrected. Spot treatment of grassy areas and tussocks of sedges and rushes with Stoddard Solvent is always helpful. Growers are reminded of the importance of keeping their ditches reasonably clean.

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FRESH FROM THE FIELDS

Compiled by C. J. H.

MASSACHUSETTS

September Ideal Month

September was an almost ideal cranberry harvest month, with practically normal temperatures for the period, mostly warm and sunny days, but not enough to scald berries in boxes; and a month almost free of frost and entirely free of frost damage. This is the first September in Massachusetts without at least a little injury by frost in many years certainly. There was only a single warning sent out on the evening of September 21, although there were several precautions to owners of inland properties. Considerable water was pulled that night, and a low of 20 was reached at Greene, R. I., but a late wind sprang up and lowest reading at State Bog, East Wareham, was 31. A few cool nights, particularly early in the month, helped to color fruit.

Rainfall Exactly Normal

Rainfall, as recorded at the State Bog, was 3.56, which was exactly normal. Temperatures for the month put down (Boston Weather Bureau) was a plus 6, which is close enough to the norm. However, September was still slightly on the warm side, and excess degrees for the year since January first were 512, which means 1955 will be another above normal year, unless there is a tremendous change.

Early Harvest Rapid

September was a month of mostly sunny skies, and the sunshine factor was well above normal, which is a favorable factor toward size of 1956 crop. This good weather rushed harvesting along rapidly—that and the fact a

considerable portion of the crop in Massachusetts is now machine-picked, probably not too far from one-third.

Harvest of Early Blacks was finished up ahead of schedule, and was largely completed by the week-end of September 24. That is, with the exception of such early fruit as was being left on the vine to more fully ripen and take on color for use in cranberry cocktail. There was some delay in coloring, but not too much.

Much Poor Stuff

Picking of late Howes got started almost immediately, and a few had finished those by about October first. Fruit (the early) varied a good deal in size as it came in, from very small to "blimps". There was undoubtedly a good deal of poor quality in the fruit of the first part of the harvest, although at the end of September Dr. Cross of the Experiment Station said it was turning out better than expected, and speaking of the crop as a whole there were "a lot of good cranberries around". There turned out to be surprisingly little loss, relatively, due to the floods caused by Hurricane Diane. Possibly the berries were more advanced and more hardy than at first believed. But there were other causes of rot, and insects took a heavy toll in poor fruit this season. At some screenings the amount of fruit not fit for any use was in altogether too high percentage.

Opening Market Firm

With NCA opening its price on Eastern Early Blacks on September 7, shippers reported the market very receptive at that price, and sales were brisk as first ber-

ries reached the market. According to the first report of the USDA Agricultural Marketing Service, Boston, a total of 21 carlots and 69 truckloads of Massachusetts cranberries had been moved up to September 17 and 21 respectively. Rail shipments at corresponding date last year were 8 and truckloads "undetermined". The survey showed the market was steady with a firm undertone, quality and condition of offerings much improved, with all shippers taking extra precautions that offerings to fresh market represented only good quality and conditions; processors taking best of off-grade volume.

In detail, a scattering of market reports were as follows: New York, dull, supplies light, demand light, Early Blacks \$3.75; Seattle,



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demand fair, market steady, Blacks, few \$5.50; Dallas, steady, Blacks, \$4.50-\$4.75; Kansas City, Blacks \$4.00; Baltimore, steady, Blacks \$4.00.

Wisconsin Opening

Eatmor in opening Wisconsin was shipping, FOB, Wisconsin Searles Jumbo Elk Brand, at \$3.50 a quarter, and Wisconsin Natives at \$3.35, Badger Brand. These were effective between September 21 and October 1.

End of September report of U. S. D. A. Marketing Service, Boston commented that of Massachusetts fruit, "Some bogs showing decay and scald resulting from heavy rains, but quality improving rapidly. No frosted berries in any locality. Graders doing good job culling out bad berries. Blacks practically completed and some Howes being harvested and quality very good. As usual, after the first round or two the demand was reported as slower, but FOB shipping price continued at \$3.35 a quarter."

October 6th report moves Massachusetts car shipments up to 69 (Oct. 1) and truckloads through October 5th to 192. Comment: "Shippers report that many bogs not yielding as well as anticipated and believe yield will be consider-

ably under September estimate. Demand slow, which is normal for this season of the year, shipments rather light. Sales FOB shipping point, cartons or window boxes Early Blacks \$3.35 - \$3.45."

NEW JERSEY

September Helped Quality

A dry, cool September helped maintain the good quality of New Jersey cranberries. It was mild enough to enable berries to continue sizing up; the excessive rainfall of August left soil moisture conditions satisfactory. The average temperature during the month was 66.6 F., one degree cooler than normal, with very few extremes. Only 13 days of temperatures exceeding 80° occurred, with the maximum of 85° on the first. Only 2.14 inches of rain fell, a deficiency of 1.71 from the normal for September. No serious frosts occurred during the month.

Scooping Damage?

Harvest is progressing at better than average pace under very good conditions. However, scooping damage may be greater than normal because of the lack of rain and failure of growers to flood their bogs immediately after harvest.

At this time there is no way of telling what the New Jersey

production will be. The number of growers who think they overestimated their crop is counterbalanced by about an equal number who think they underestimated. Therefore it seems that the U. S. D. A. estimate of 96,000 barrels for New Jersey should not be too far off.

WISCONSIN

Warm, Dry Season

The month of September was above normal in temperatures and below normal in rainfall. The entire growing season followed this pattern weatherwise, which accounted for a warm, dry growing season for 1955.

Frosts

Fewer frost warnings were sent out this season than previous years. However, two consecutive nights in mid September brought low readings of 17 and 18 degrees. Several small marshes in the southern area suffered considerable frost damage due to inadequate water supplies. Forecasts to October 15 were for cool and wet weather. Most marshes had adequate water for frost protection and harvesting, with a considerable amount of pumping back being done.

Half Harvested Oct. 1

Raking was under way in most areas by September 20. By the end of September, with good harvesting weather, about half of the state acreage was estimated as harvested. First raked berries were light colored but by the end of the month the crop was coloring rapidly. Berries are extremely large and uniform in size. Early indications point to good keeping quality as the crop has matured favorably due to the dry, warm growing season.

Up to Estimate

Most growers report coming up to their crop estimates. More marshes are exceeding their estimates than dropping below. On this basis it appears Wisconsin will reach its preliminary estimate of 315,000 bbls. As previously expected the southern marshes are running much heavier than last year with the northern marshes lighter than last year.

(Continued on Page 16)

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Principals in Cranberry Festival scholarship awards at Edaville Sunday afternoon, Miss Ellen Stillman, wearing cranberry headdress, vice-president in charge of advertising for National Cranberry Association, president James C. Glover holding check for \$250 scholarship and winners Diane Hilliard and Kenneth Nye. (CRANBERRIES Photo)

Cranberry Harvest Festival, Edaville, Brings Out Throng

Kenneth Nye, 16, son of Dr. and Mrs. Lucius S. Nye of Wareham, Massachusetts, and Miss Diane Hilliard, 16, daughter of Mr. and Mrs. Walter Hilliard of Sandwich, were announced as "Cranberry Boy and Girl of 1955", at the 8th annual Cranberry Harvest Festival, sponsored by NCA at Edaville, Sunday afternoon, September 25. The event was originally set for the preceding day, but pouring rain moved it to Sunday, which brought brilliant blue skies and beautiful weather.

Nye and Miss Hilliard are seniors at Wareham and Sandwich High Schools, respectively. They will represent the industry in various functions for the next year and appear on radio and TV programs in New York, including the early morning program of Dave Garroway in New York, a "breakfast" show witnessed by millions the east and mid-central states.

There was excellent attendance at the Festival, one of the largest in several years.

Main events of the festival were shown over Boston WBZ-TV at 6:30 Monday afternoon, Sept. 26.

Opening at 11 a. m., with the first sitting at the chicken and cranberry barbecue the program centered at two on a stage, representing "Cranberry Corners, USA," in front of the Atwood screen house.

James E. Glover, president of National Cranberry Association, sponsors of the festival, presenting a brief speech of welcome declaring that a little industry, beginning in New England had now spread to all corners of the country, and he was proud of the achievements of the cranberry growers. He introduced State Senator Hastings Keith, West Bridgewater, who appeared for Governor Herter and read the governor's proclamation which declared October to be "Cranberry Time" in Massachusetts.

Senator Keith sketched in the

history of cranberry growing from the first cultivation on the Cape in 1816, and explained this was the State's leading export crop. He pointed out that Governor Herter is, himself, a cranberry grower.

Stage events were emceed by Ken Dalton, Brockton newspaperman and radio commentator. Mrs. Elthea Atwood, introduced as the hostess of Edaville, was presented with a bouquet of fall flowers. Mrs. Ruth Norton, Plympton, a Toll House, announced winners in the cranberry food contest, which drew a large number of entries, as best cranberry dish; first, \$50; Mrs. Ruth Norton Plympton, a cranberry pie; second, \$25, Mrs. Jean Tassinari, No. Middleboro; third, \$15, Mrs. Fred Wilson, Abington, a winner in previous contests, fourth, Mrs. Reliance Olson, Chatham; fifth, Mrs. Wickham Ames, Harwichport.

Eighteen garden clubs entered in the buffet table setting contest, settings to have a cranberry motif. First award went to the West Newton Garden Club, second to Newton Center Club, third to Holbrook Club. Mrs. William P. Su-



Rodney Barros, hopeful contestant in Christmas tree trimming contest at Cranberry Festival, Edaville. (Cranberries photo)

zan of Mattapoissett was in charge of the exhibit. Miss Marjorie Mills, Boston, food editor and radio commentator spoke briefly.

In the Christmas tree trimming contest, using cranberries for decorations, the first awards went to Judy Wing, Monument Beach in the 5, 6, 7 age group; to Robert Godreau, Pawtucket, R. I., 8, 9, 10 group; to Richard Swartz, Weymouth, 11 and 12 year group.

In addition to making the New York trip for the Garroway show, the Cranberry Bog and Girl will represent the National Cranberry Association at various functions throughout the year.

Kenneth Nye, in his introduction told announcer Dalton he intended to follow his father's footsteps as a general practitioner. He said, "My father hasn't said much about my being a doctor, but I think I

would like it." He hopes to enter Oberlin College in Ohio after graduating from Wareham High to take a pre-med course. Kenneth will be alternate center on the Wareham varsity team this fall and it will be his 3rd year in that sport. He has played some basketball and is an Eagle Boy Scout.

The Cranberry Girl hopes to become a nurse and expects to enter the Boston College Nursing School. She is eventually interested in rehabilitation and juvenile delinquency work. Right now she has time for sports, basketball and cheerleader, is interested in art and school theatricals and hopes for a leading role in the senior play this year.

In making the awards MC Dalton called Nye "kind of a young Jimmy Stewart in appearance." Miss Hilliard is a very attractive brunette.

During the day many took the six-mile ride over the narrow-gauge railway, visited the exhibits, one of the most interesting of which, especially to cranberry growers was a showing of cranberry equipment, old and new set up by State Cranberry Specialist "Dick" Beattie of East Wareham; children and elders visited the cranberry house of, "Cecil, the Cranberry Elf;" listened to hurdy-gurdy music, now rare, and ate the "cranberry medley," consisting of raw cranberries, apples, bananas on ice cream.

Concluding event of the day was a musical "spectacular, "Cranberry Corners, USA," presented by a vocal group from the New England Conservatory of Music led by Director George Guilbault.

General chairman for the affair was Miss Ellen Stillman, vice-president of advertising for NCA, assisted by other members of the cooperative staff.

The winning cranberry essays of Nye and Miss Hilliard are printed in full, following:

THE EXPERIMENTAL STATION

By Kenneth Nye

The cranberry industry would not be what it is today without the help of the conscientious men who have studied and experimented with many new insecticides, studied weather conditions and how they help or hinder the crops, learned how to combat weeds which are a menace to the bogs, and experimented with many kinds of berries and fertilizers in order to produce bigger berries and better crops.

The experimental stations in the cranberry states have experimented with many kinds of insects in order to learn their breeding habits and how to combat these

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pests. At different times during the growing season, spraying, sanding, and dusting are used in control of these insects. The infestation can easily be predicted by the number of insects picked up in the insect net and the amount of sprays or other insecticides needed per acre can be calculated. Using this count along with the bulletins issued annually by the experimental station, insects, blights, and diseases can readily be kept in check.

The experimental station keeps accurate records of weather conditions and warns bog owners about frosts in time to allow for flooding. The temperature is carefully watched to see if it goes below threshold X2. The temperature thresholds differ in different months of the year.

The relation of the annual rainfall of the year before the crop year to the mean is a fair though not infallible index to the size of the crops. The more rain the smaller the crop. By keeping records of the inches of rainfall per acre and the number of hours of sun, in the different months of the year, the amount of infestations and the number of barrels per acre of berries can be estimated.

The susceptibility of cranberry vines to fungus attacks during the growing season is very largely determined by the first of March, the main influence being the amount of infestation and the number of barrels per acre of berries can be estimated.

The susceptibility of cranberry vines to fungus attacks during the growing season is very largely determined by the first of March, the main influence being the amount of sunshine the year before. The sharp differences between the effects of sunshine in February and in March suggests a very fundamental change in the relation of this element from one month to another. It is believed that February sunshine is important mainly as a factor in maintaining oxygen sufficiency in bog waters toward the end of the winter, while the influence of March sunshine is due to its reduction of moisture from rains by increasing evaporation.

Injury by heat, sunshine and drought sometimes does immense damage to the condition of the Massachusetts cranberry crop. Proper bog irrigation in August and September seems to be the best method of prevention, for a reasonable amount of moisture in the surface soil eliminates drought and by evaporation lowers the temperature toward the top of the cranberry vines about 4 degrees Fahrenheit. Irrigation by sprinkling on hot days prevents sun-baking of the berries and definitely

improves their storage qualities.

One of the best and cheapest labor saving devices for control of grasses, rushes, and sedges is spraying bogs with kerosene. The vines can withstand heavy doses of this while the weeds can't.

Much experimentation has been undertaken with different breeds of berries in crossbreeding and bigger and better crops are being produced yearly. The Early Black, Howes, McFarlin, and the Searls are the most common and of the best quality of berries in this area.

The cranberry industry would not be as far along today in production and quality if it wasn't for the conscientious experimentation that has been undertaken by the men who run our experimental stations. These men work with

bog owners in solving problems that have to do with insects and weeds so that bigger and better crops can be produced.

This is the reason why I feel that the experimental stations are a most helpful part of the cranberry industry.

WHAT INTERESTS ME MOST IN THE CRANBERRY INDUSTRY

By Diane Hilliard

Perhaps the most interesting part of the cranberry industry is the history of its growth. From a humble beginning in Dennis it has come to be one of the major industries of Massachusetts.

Strange as it may seem to us now, cranberries were first used



Good tasting was enjoyed by the judges in the best cranberry dish contest at Cranberry Festival, and shown is Chairman Mrs. Annette D. Robbins, National Cranberry Association home economist.

(CRANBERRIES photo)

by the Indians as a poultice to draw poison from wounds caused by poisoned arrows. Gradually other uses were developed until we learn that the squaws discovered the berries were edible and could be made into a delicious jelly. From that time dates the beginning of the products developed by modern industrial firms.

The cranberries were introduced to the Pilgrims by the Indians. Early histories tell us that in 1677 ten barrels of cranberries were sent as a gift to King Charles. For the next one hundred and fifty years, cranberries were more or less neglected while whaling, fishing, and ship building became the main interests and occupations of the people. During the industrial depression which followed the Civil War, the people of Cape Cod, searching for new industries to replace those of the declining whaling and ship building, discovered anew the potentialities of the cranberry. Immediately they began to make use of more and more land for the cultivation of the berries. Mr. Henry Hall of Dennis was a prominent pioneer in this business beginning his work in this field in 1816.

As new methods were developed in using the cranberries, interest and trade in the products developed, and the business became a

major industry on Cape Cod. This industry has done much for those engaged in it; particularly do we notice its effect here in Massachusetts on Cape Cod. It has provided employment for many men and women, not only for those from our own immediate locality, but also during the harvest season for those who come from other states.

Cranberries and their products are now shipped all over the world, helping in many instances to improve relations with others and aiding in the promotion of better understanding.

Interests in the industry, its bogs, its factories, and its products has brought annually to Cape Cod and surrounding areas many visitors who tour the cranberry processing plants and ride the train at Edaville while viewing typical bogs.

Last, but by no means least, the neat, colorful bogs make a distinctive contribution to our picturesque Cape Cod scenery. A minister who lived in Dennis years ago has reflected this thought in a lovely poem:

"I know a Persian carpet
That never saw a loom,
Yet for all its wondrous beauty
It could grace a palace room."
"You cannot tell its color

For it changes every day
From green in early springtime
To rich lavender in May."
"But its highest crown of glory
And unsurpassed I ween
Is when busy harvest fingers
Bring out its silver sheen."

NCA ADVANCE

National Cranberry Association about October first sent out the first advance checks to members on the 1955 crop. This was in the amount of \$5.50 a barrel. This corresponds to \$7.00 at the same time last year.

DATA ON CONSUMPTION OF CRANBERRIES

Recently an editorial (based on Bulletin 481 of University of Massachusetts) stated that, as consumption of cranberries in the United States was only 0.57 pounds per capita (1953), larger quantities could reasonably be absorbed. It has been pointed out by NCA that consumption per capita of canned cranberries has increased greatly in the last 25 years, as shown by U. S. Department of Agriculture in "Consumption of Fresh and Canned Cranberries".

For the first year given, 1909, consumption of fresh cranberries is given as .7 per pound, with fluctuations it was the same in 1914, and after that declined until for the last year given, 1952, (preliminary) it was .2. There is no computation of canned berries until 1924, when the figure of .1 is given; there was an increase to .2 in 1928, reaching .3 in 1936 and thereafter, with fluctuation, going as high as .8 in 1946, again the following year and hitting .8 once more in 1951. For 1952, last year given, it was (preliminary) .7.

These figures show that, while fresh consumption has shown a decline since 1909, processed consumption has, in general, gone up. This marketing season an attempt is being made by all agencies to bring up fresh fruit sales, and, of course, processed consumption, as well.

If you have doubts about anything, give your conscience the benefit of the doubt.

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UP-GRADING CRANBERRIES

THE repetition of "quality, quality, quality" is as tiresome as some of the words shouted over and over again on the radio and TV. But calling attention to this vital factor of cranberry marketing is as necessary to cranberry growing as the constant hammering of the subversive actions of those who would like to over-throw our form of government, is to the nation. It is only by keeping this aspect before the shippers of fresh (and also processed) fruit that the desired results will be obtained.

It should be borne in mind that the advice of the Washington official who spoke at the annual meeting of Cape Cod Cranberry Growers' Association the latter part of August was that quality of product was "foremost" in this day of keen competition of the many agricultural products in the marketplace.

Both the major co-ops NCA and Eatmor and independents are all intent on putting out a pack of top quality this marketing season. It is most encouraging to note the efforts of the marketing committee of CCCGA and researchers at the Massachusetts Experiment Station, where samples are being taken each week to determine shipments as to quality and color. Noteworthy, indeed, is the decision to send "Dick" Beattie, Massachusetts Cranberry Specialist on three 10-day trips this fall to check berries at terminal markets and in the hands of retailers. This analysis of the condition of the fruit as it is ready to go into the hands of consumers will provide an "independent" research against the checks made by the various shippers themselves.

All this effort should lead to upgrading cranberries as a commodity and to bring back any losses market prestige may have suffered. The whole quality program, starting with growers themselves, is entirely a sound procedure.

"ON WISCONSIN" AGAIN

THE report that out of every eleven barrels that go to market this fall six will be grown in Massachusetts and three in Wisconsin is a bit surprising at first in the latter part of that statement. In other words for every two barrels grown in the

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Bay State one is being grown in the Badger State.

This is not to say that Wisconsin will be seriously challenging the crop leadership of Massachusetts in the immediate future, but that state is making very noteworthy gains in quantity of berries grown. There has been a more or less steady increase in acreage in the past fifty years and especially since 1930, in fact, about a 60 percent gain since 1936. Average production is about 56 barrels per acre, generally higher than in any other area.

Remember Wisconsin's state slogan "On Wisconsin."

MASS. REPORTS

The Annual Report of the Experiment Station, Bulletin 482, unfortunately is about a year late in being published and the Report for 1953-54 has just come to the Cranberries Office. Some of the projects listed may not be active now as at least one of the project leaders has resigned. Probably there are some, particularly those outside Massachusetts, who do not know these projects were conducted. The following is taken from p. 15 and 16, 41-44, 68, and 85-86.

Investigation on Merchandizing Cranberry Production. A "flotation" tractor trailer to move sand for bog sanding. A preliminary design for a cranberry picker was developed by H. N. Stapleton, C. E. Cross and F. B. Chandler.

Cranberry Harvesting and Packaging Investigations. Technical assistance in the installation of bulk type storages was given to two growers. Both storages were also equipped with forced air cooling to remove the field heat at a high rate. Removal of field heat improves the quality of the fruit. By H. N. Stapleton and F. B. Chandler.

Weather Observations and Frost Forecasting. This study has been conducted for many years and all Massachusetts growers are familiar with it. By C. E. Cross, G. B. Rounsville, J. R. Beattie and H. J. Franklin, Emeritus.

Cranberry Disease Investigations. The keeping quality forecasts which the Extension Service sends out is figured. By C. E. Cross, J. R. Beattie, G. B. Rounsville and H. J. Franklin, Emeritus.

Weed Control in Cranberries. 1800 and 2000 gallons of kerosene per acre appeared to have killed brambles (*Rubus*). This treatment is expensive and one crop is lost. A spray of 2, 4, 5-T at 250 to 500ppm was very destructive to poison ivy. By C. E. Cross, G. B. Rounsville and J. E. Demoranville.

Soil Water Studies. First report on plastic tubing. By F. B. Chandler.

Salt in Cranberry Soils. A drainage system was used in an

attempt to decrease the salt which accumulated. By F. B. Chandler.

Fertilizer Studies. Reports on the use of Urea with dieldrin. By F. B. Chandler and W. E. Tomlinson, Jr.

Cranberry Breeding. Reports the locations where the new selections are being tested. By F. B. Chandler, H. F. Bergman in cooperation with U. S. D. A.

Injurious and Beneficial Insects of the Cranberry. Aldrin and dieldrin were tried for the control of root grub. Malathion, 50 percent emulsion, at five gallons per acre was used on the first brood of black-headed fireworm. By W. E. Tomlinson, Jr.

Composition and Keeping Quality of Cranberries. A study of the effect of bog location on keeping quality and jelling properties of cranberries. By W. B. Esselen, A. Kotula, and C. R. Fellers in cooperation with The Cranberry Experiment Station, East Wareham.

In addition to the above projects, W. E. Tomlinson, Jr., and John S. Bailey have projects on Blueberries, Beach Plums and Strawberries.

Only people who have nothing to do look upon life as a burden.

Betting is an argument that is convincing only when you win.

CRANBERRY ARTICLE

Dr. F. B. Chandler, research professor Massachusetts Cranberry Experiment Station, has a concise article in the summer issue of American Pomological Society's "Fruit Varieties and Horticultural Digest". This sums up where cranberries are grown, harvest practices and varieties.

The article makes reference to the fact there are nearly one hundred known varieties, but that most of the commercial crop is made up of 10 or 12. About 12 percent of total U. S. acreage is Early Black, the cup count of which is about 95 to 125, these being relatively small berries; Howes make up about 22 percent, and cup count is about 80 to 110; McFarlin, third in importance, represents about 8 percent of production and has a cup count of 50 to 80 berries. Searles, grown almost entirely in Wisconsin, make up about 7 percent, is the most productive berry known, and its cup count is 80 to 100.

Dr. Chandler concludes with mention of the hybrid program, to provide a variety with qualities older named varieties lacked.

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Famed Redmen's Band of Wakefield, Mass. Gives Spirited March and "Fire Dance" at Harwich Festival. (CRANBERRIES Photo)

Cape Town Holds First Berry Festival

Harwich, Where Industry Got a Real Start Plans Annual Event.

The first of what is expected to be an annual "Cranberry Harvest Days" was held at Harwich, September 11th to 18. Climax of the affair was a parade and chicken and cranberry barbecue, the former bringing to the Cape Cod town which was prominent in the pioneer days of the Cape industry, an estimated 5,000 spectators. Theme, of course, was cranberries with emphasis upon Indians and Pilgrims, associated in history with cranberries — and "Indian Summer."

The affair was sponsored by the Harwich Chamber of Commerce, Fred Baldwin, chairman of the committee in charge. Events opened with Provincetown Town Crier Arthur Snader and Harry Kemp, Provincetown "Poet of the Dunes," in a program at Harwich town hall followed by services at the Old First Church. During

the week there were visits to cranberry bogs, including one to the bog railroad of J. Burleigh Atkins at Pleasant Lake in Harwich. Also there was a visit to the Portuguese Men's Club in North Harwich where old-fashioned cranberry tools were on display and an exhibit showing the growth of berries from new-set vines to mature plants.

There were demonstrations by a Coast Guard Unit, special fishing movies, an archery exhibition, badminton exhibit, baseball game and square dancing among other events.

Winners in the float contest were the Harwich Junior Woman's Club with an ancient automobile decked out in household goods and called "Indian Summer Vacation;" second, Town of Provincetown, with Pilgrim women doing the "first wash day in America at Provincetown. A feature of the parade was the band of the Wakefield Red Men, a prize winning unit, which gave a fire dance at Brooks Park later. A cranberry recipe contest was held, a contest in poetry, the theme being cranberries, and a photo contest, also with a theme of cranberries.

Eatmor Has New Recipe Cranberry Movie

To help their brokers and dealers to move cranberries, Eatmor has completed a new five-minute movie. The picture, which is available both in color and black and white, has only a brief introduction concerning cranberries historically. The balance of the film is given over to how to cook cranberries in various ways and how to serve them.

Because the picture is short, the demonstrations of preparation of cranberries are concentrated in those which are the easiest to prepare and the most universally liked. The film is completely non-commercial, and therefore it is expected to be of great interest to TV stations throughout the country, as well as to cooking classes conducted by newspapers, and other institutions in various cities.

Eatmor has circularized its brokers, asking them if they would like a print of the film for their localities, and will start the distribution of the film itself early in October. Brokers who get the

films may arrange themselves with TV stations in their localities, newspapers and other interested sources for a showing of the film.

In addition to use by its brokers, Eatmor will itself contact various TV stations throughout the country for scheduling of appearance of the movie. Showing of the color film will, of course, be reserved for straight motion picture use by cooking and home economics classes and clubs. Eatmor feels that because the movie is short and directly to the point, it will obtain wide usage during the entire cranberry season.

Irrigation With Perforated Plastic Tubing

By

F. B. Chandler

When perforated plastic tubing was planned for drainage studies it appeared that it would be equally good for irrigation. The merits of perforated plastic tubing for drainage has been written and photographed for CRANBERRIES (issue of June 1955, page 7-9) by Steve Brickman. It was an excellent job of photography and the only part of drainage to be reported is data indicating the distances drained. This will vary from bog to bog depending on depth of the tube and size of sand particles. The beneficial effect of drainage was published in the Farm Journal. Drainage between two rows of apple trees was expressed by a crop as great as that on the adjacent five undrained rows. Such increases in yield have not been reported yet for CRANBERRIES but they can be expected. The greatest benefit will probably come from a drier bog surface and better keeping quality of fruit.

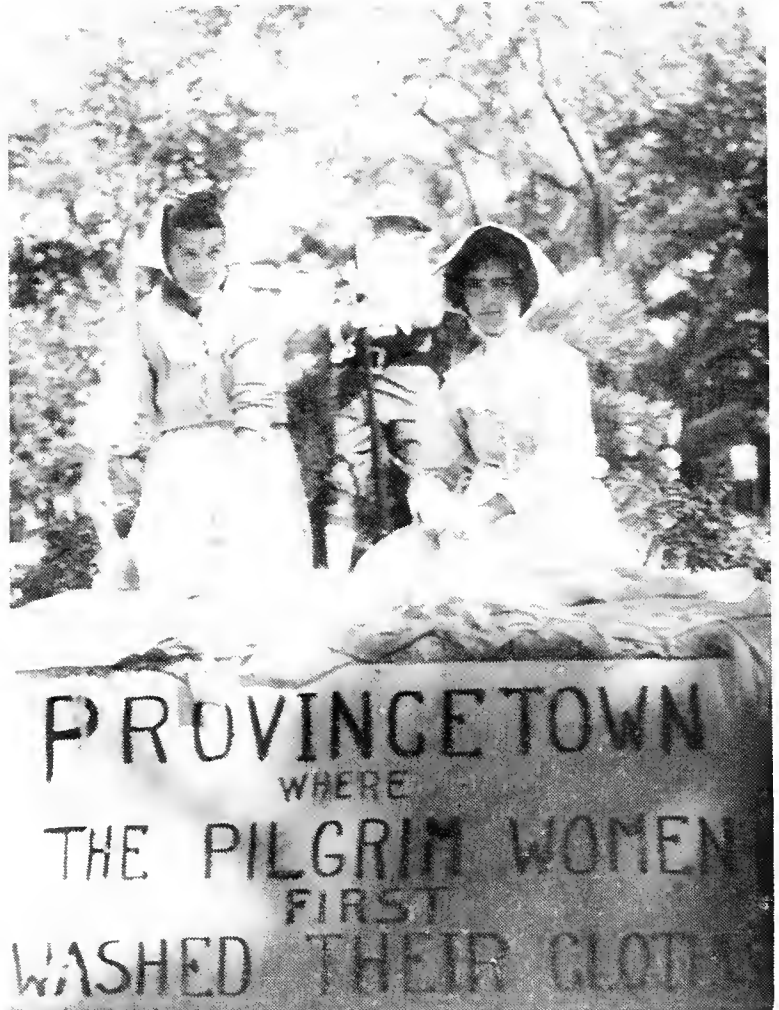
This year studies of the movement of irrigation water and the water table have been made at the State Bog. These experiments show that plastic tubing is very beneficial in getting the water into the bog when growers are using the ditch method for irrigation. When the ditch water is raised above the plastic tubing water moves into the section. Ditch ir-

rigation alone is only effective for a few feet from the edge of the section and plastic tubing gets water all along the tube.

The plastic tubing studies at the State Bog in 1955 were made on section 20. With the type of sand on section 20 and under the conditions of management during the summer of 1955 the movement of water into the soil and out of the soil was at the same rate. Plastic tubing drains and irrigates very well in distances up to five feet. About ten feet away from the tubing the results were good to very good but they were not as consistent. Tubing appeared to remove the water twenty feet away on either side when the ditches were dry and to be beneficial for irrigation when the ditches were full, but the results were

not sufficient to be recommended. From this, it would seem that with fine sand plastic tubing for drainage or irrigation should be placed less than forty feet apart and better results would be obtained with placements thirty feet or less apart.

The June issue of the Farm Journal carried a story on "Drain and Irrigate with the same pipe". This story was about an apple orchard in Massachusetts. The owner had about ten acres which had low yield and the soil was wet. He dug trenches and used "Orangeburg" perforated pipe placing the pipe about three and one half feet below the surface. This orchard had a one percent fall, enough to carry off the water, but the texture of the soil retarded water movement. This situation is much



Pilgrim-garbed Provincetown Women Demonstrate "First Wash Day in America" at Harwich (CRANBERRIES Photo)



Exhibition of equipment, old and new interested growers at Edaville and here is shown looking over a Western (left) and Darlington pickers is M. E. Johnston of the Bahamas, director of a group of 80 laborers from that British possession to assist local help in harvesting. England-born, Mr. Johnston has spent five years in the islands and several in New York. This particular group came to Cape Cod directly from Minnesota, where the men were engaged in the corn harvest. (Cranberries Photo)

like cranberry bogs except many bogs do not have a one percent slope or it is in the wrong direction. In the apple orchard it was necessary to put in some manholes to connect the different lines and for irrigation. The cranberry grower is fortunate in that he does not have the principal cost or maintenance of manholes. "Orangeburg" has been used by some growers for drainage of cranberry bogs and could be used more extensively.

Mr. Fitzgerald, the orchardist mentioned in the Farm Journal story, found the roots in the wet section were very shallow and it was necessary to irrigate that part of the orchard which had been drained. In general this will be true for cranberry growers. However, if the drainage is done early in the season it may be that cranberry roots will grow enough to keep the vines supplied with moisture. All growers who used plastic tubing in the spring of 1955

were able to grow good vines without any "drying up" in the hot season.

It has now been shown that plastic tubing and "Orangeburg" pipes are excellent for drainage and irrigation and cranberry growers should use one or both of these to improve drainage, irrigation, yield of fruit, and quality of fruit.

Cuts Mass. Crop October Estimate

Cranberry production for Massachusetts was cut in the USDA October 13th estimate from preliminary forecast of 610,000 barrels to 560,000. Report stated, "With harvesting about two-thirds completed on October 1 the effects of the flooding rains accompanying hurricanes "Connie" and "Diane" could be more fully appraised than on September 1 and the Massachusetts cranberry crop is now forecast at 560,000. Production last season totalled 590,000 while the

10-year average production is 510,700 barrels. More berries than usual are being culled out because of soft-rot caused by sun-scalding and too much standing water. September weather was generally favorable for harvesting as rains and flooding for frosts did not interfere seriously with harvest operations on most bogs. Berries are only medium in size but, after screening for soft berries, are expected to have good keeping quality."

The New Jersey crop is still estimated at 96,000 barrels, 10 percent above 1951 and 17 percent above average. Wisconsin is estimated the same as preliminary, 315,000, "berries of good quality and expected to keep well." Washington is upped from 58,200 to 65,400, while Oregon remains stationary at 32,500. Report says harvest on the West Coast is at least two weeks later than usual and quality is good but berries are smaller than usual.

Fresh from the fields

(Continued from page 6)
Hand Machine Picked

It is estimated that approximately half of the year's crop is being mechanically harvested and dried. This is a marked increase over last year's estimate of 40 percent mechanically harvested and 20 percent mechanically dried. A number of growers are already planning dryer installations for next year.

OREGON

Harvest Started Late

Harvest in general got underway in Southeastern Oregon on October 3rd, although a few started picking earlier. The season was about ten days late, as weather was anything but favorable. Latest reports are that the crop looks above average in size, and could be one of the largest ever harvested. Quality seems to be better than average, too.

Fruit for the fresh market is largely mechanically picked now, while fruit going into cans is water-raked, mainly.

Receiving station for NCA was opened October 3, and fresh berries for packaging are to be handled at the packing house in South Bandon, while those destined for processing go to the association packing house at Coquille. About 29 are to be employed at the Bandon plant and about 10 at Coquille.

WASHINGTON

September Weather Good

Weather was good during the entire month of September. There were two periods of heavy rain, which helped increase water supplies and provide needed irrigation. During the month almost all growers sprinkled for both frost and heat control, although temperatures were fairly constant except for Sept. 4th when the thermometer reached 90 with the relative humidity dropping to zero. Maximum temperature other than that for the month was 74 and the minimum 31 degrees. Relative humidity varied from 23 percent to 100 with an average of approximately 72.

Picking Starts Oct. 10

A late harvest had previously been expected, but the crop has more or less caught up and many growers started the 10th, although a few had begun earlier. Berries colored well this year, but there will be much small fruit. Yields are expected to be average, with a few of the better bogs above average.

NOVA SCOTIA

Picking is now general throughout Nova Scotia, and the outlook for the Maritimes seems to be for an excellent crop of fruit, particularly on bogs which have frost protection. On some dry bogs, there was a loss of 90 percent from a severe frost the first week in September.

Hurricane Ione, which missed Cape Cod entirely, without either wind or rain, brought winds of 85 miles per hour to Nova Scotia, E. L. Eaton of the Kentville Experimental Station reports. Rain was heavy, although not excessive.

BRITISH COLUMBIA

Messrs. Norman Holmes, Fritz Shaw and James E. Thomas, the three Carver Massachusetts growers who migrated to British Columbia to grow cranberries on the Lulu Island development, are estimating a crop of about 500 barrels on their "old" bog, but were not expecting to start harvest until October 12th. All agree that vines they set out last spring now equal a growth of two years under Massachusetts conditions. About 38 acres had been set and another 25 were scheduled to go in this fall. They set named varieties, and some of the U. S. Department of Agriculture selections were introduced through E. L. Eaton of the Kentville, Nova Scotia, Experimental Station. Acreage in the Lulu district is increasing rapidly.

There were 88 million motor vehicles in the world in 1943. Of this total there were 56,622,547 in the United States.

"THERMOMETER" CARS

Experiments, which have not proven conclusive in the past two years are being tried again on two fresh carloads which have been shipped from the East Coast to the West with thermometers which record a constant record of temperatures during all the trip. One of these cars this year contained a mechanism which released a protax gas, a substance which has colored and kept quality in shipments of strawberries. How it will work with cranberries is the experiment.

These cars were shipped by the A. D. Makepeace company from Wareham to Los Angeles as part of NCA fresh fruit and the experiment will be watched with interest in the better-quality campaign.

A GOOD FEELING UNSOLICITED PRAISE FROM READERS

"You had a grand idea when you started this little journal, and many of us who have been connected with the industry in some way feel that you have made a real contribution to the industry. Keep it up!"

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1. The names and addresses of the publisher, editor, managing editor, and business managers are:

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November Crop Estimate

Reports from growers after harvest indicates a Massachusetts cranberry crop of 560,000 barrels unchanged from the October estimates. This is the November 15th report of USDA Crop Reporting service. Production this year is 5 percent less than last year's crop of 590,000, 19 percent short of the record crop of 1953 of 690,000 barrels, but is 10 percent larger than the 10-year average of 510,700 barrels.

Report continues, October weather-
(Continued on Page 11)

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**Distributors To
Reactivate Market
Organization**

Cranberry Institute to Include
Fresh and Processed Products;
Will Take in 90% of Production

Distributors of the cranberry industry, have been holding meetings, and an organization to be known as the Cranberry Institute has been formed, which will take in an estimated 90 percent of production. This is not actually a new organization, but a re-activation of the Fresh Cranberry Institute with offices in New York which became inactive about three years ago, but with the scope broadened to include processed fruit.

Assisting the group in organization are two experts from the U. S. Department of Agriculture, Fisher Kee of Washington of the department of agricultural standards and Mr. Irish of Boston of market inspection.

Membership is not yet complete but so far includes National Cranberry Association; Eatmor Cranberries, Inc., the two major co-ops with nation-wide activities, Beaton's Distributing Agency, Wareham; Cape Cod Cranberry Co-operative, Inc., Plymouth; Cape Cod Cranberry Company, Plymouth; Morse Brothers, Attleboro; Decas Brothers, Wareham; Anthony DeMarco, New Jersey.

Officers are president, Orrin G. Colley, Duxbury, who was former president, and secretary-treasurer; Alden Brett, president of Colonial Cranberry Company, Greene, R. I., who is a trustee of the University of Massachusetts. Directors are: Mr. Colley, Melvin C. Beaton, G. Howard Morse, William Decas, George A. Crowell of Plymouth, Russell Makepeace of Wareham, Frank P. Crandon of Acushnet, former president of Cape Cod Cranberry Growers and vice resident of NCA.

A. F. Wolf, agricultural economist, formerly of New York and now of Madison, N. J. has been re-

tained for economic advise, and assisting in organization with legal advise was Karl Loos, cooperative attorney of New York and attorney for Eatmor.

Purposes of the organization is to discuss all factors involved in setting up standards for raw fruit, both for the fresh fruit market and for processing, such as studies in marketing, packaging, quality, grading, study of legislative problems.

The group is largely the result of activity of a new marketing committee, Chester Robbins, Onset, chairman of the Cape Cod Cranberry Growers' Association formed last spring to restore orderly cranberry marketing. This committee has held several meetings and delegates, including Mr. Crandon have made trips to Washington to consult with the United States Department of Agriculture, marketing division as to steps which might be taken legally and for advice how to improve cranberry marketing conditions. The CCCGA committee followed dissolution of the Cranberry Growers' Mutual.

Meetings have been held at the office of Beaton's Distributing Agency in Wareham, the last being last Thursday night and another having been called for next Thursday, Nov. 3.

**NCA Opens Howes
At \$3.85 Quarter**

National Cranberry Association on October 24th announced its opening price on Eastern Howes at \$3.85 a quarter of \$15.40 a barrel. At that time Early Blacks were bringing about \$3.45 and Wisconsin Searls, \$3.60.

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WEST ABINGTON, MASS.

Mass. Cranberry Station and Field Notes

by J. RICHARD BEATTIE
Extension Cranberry Specialist



The second of three trips to Kansas City, Chicago, Cincinnati, Detroit, New York and Boston was made in November as a continuance of our study of the handling of fresh cranberries in terminal markets and in the retail channels of trade. Jobbers, brokers, wholesalers, commission men, store and produce managers, merchandisers, and market officials were interviewed. Details involving our sampling technique were improved where necessary over the initial trip so that weekly samples of fresh fruit from carefully selected stores in the above markets have been arriving at the Cranberry Experiment Station in an orderly manner. These stores include small independents, local chains and large super markets, and cover a wide range in clientele.

The store and produce managers have been interviewed by the writer to learn how they handle and display cranberries. It is amazing how wide a variation there is in their methods. For example, some believe that cranberries should be displayed on a refrigerated rack, while others definitely favor the dry rack. Before this project is completed we should have some rather definite ideas of our own on some of these practices. Kodachromes were taken on this trip of various interesting places and people which we hope will add a little color to this particular study when completed.

The splendid cooperation of the extension specialists in consumer food marketing in these cities who are collecting the samples and mailing them to us is truly appre-

ciated. They have also been most helpful by arranging interviews with key people in the trade who are in a position to make constructive suggestions and observations concerning our quality fruit program. They, too, have been extremely helpful.

Once the samples arrive they are carefully examined by Irving M. Demoranville, newly appointed technical assistant at the Station. His examination includes a check as to weight, size, color, decay, mechanical injury, insect damage, scald, frost plus other conditions. Mr. Demoranville is also inspecting the weekly samples collected from our Massachusetts shippers by Joe Kelley and George Rouns-ville in order to determine the general condition of our fresh

fruit pack at the time of shipment. All concerned have been most cooperative. We believe this entire study will provide a basis for specific research to improve the condition, salability, and consumer acceptance of fresh cranberries.

This project is far from completed, but there is one point that is constantly stressed by the trade, which includes the many people who handle fresh fruits and vegetables, and that is the importance of a quality pack. One needs only to visit a few minutes with a broker, jobber, buyer or a produce manager, to be quickly impressed with this fact. It is no idle chatter. Produce is purchased and sold by men who know quality. Unfortunately, our cranberries don't always reach the consumer in the best of condition. However, when we consider the rough treatment that our fruit receives in the harvesting, screening, packing and shipping operations, plus its many handlings in transit to its ultimate destination—the retail store, it is amazing that they reach the consumer in as good condition as they do.

Frost Warning Service
The cranberry harvest was

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about completed by mid to late October. Weather conditions were ideal for most of the season with only a very few threats of frost to plague the growers. Only three general frost warnings were released this fall compared with five last year, nine in 1953, and eighteen in 1952. Water supplies were ample for flooding purposes, including the "fall clean-up flood". Frost damage was a minor item, for which we are thankful. George Rounsville is to be commended for his fine frost forecasting during 1955. We are sure the growers appreciate the many hours of work that are required by Mr. Rounsville to collect the necessary data and prepare his daily forecast during the spring and fall frost season. We are also indebted to Dr. Franklin for his valuable services as our frost consultant this year.

Packaging Study

A new fresh fruit packaging study has been initiated through the cooperation of the National Cranberry Association, Department of Food Technology, at the University of Massachusetts, and the Cranberry Experiment Station. It involves a study of master cartons, ventilation of cellophane bags and window boxes, plus temperature controls. This study could prove to be most valuable to our industry in view of certain weaknesses and limitations

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in present shipping units.

Federal Grades

Another relatively new development is the serious consideration of federal grades for cranberries. Preliminary work has begun and data is being collected from many sources. Two federal produce inspectors have spent approximately two weeks this fall visiting screenhouses and packaging plants. They have been most complimentary concerning the quality of our packs at shipping points. It should be clearly understood that the industry has a definite voice as to what these grades shall be, and all concerned will have an opportunity to discuss them in detail and decide whether they will accept or reject them when they are finally presented to the industry.

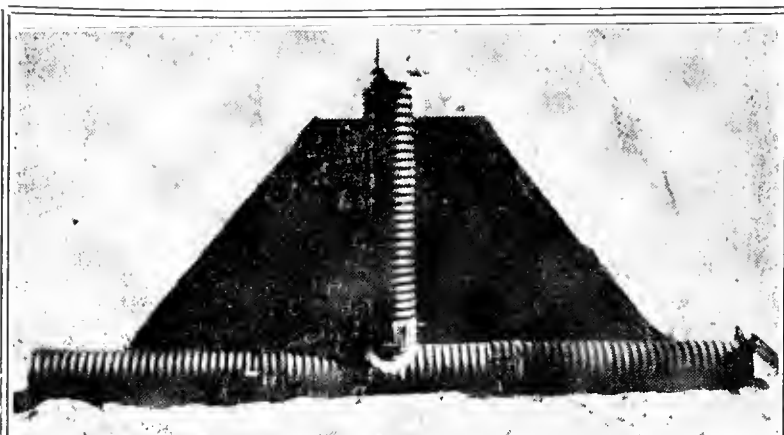
Marketing Agreements

We would like to commend the efforts of Chairman Chester W. Robbins and his marketing committee who have been hard at work attempting to solve some of our problems. Several meetings have been held on an industry-wide basis and more are planned to continue the study of marketing agreements and orders as methods for moving our total crop.

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Cranberries

THE NATIONAL CRANBERRY MAGAZINE

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FRESH FROM THE FIELDS

Compiled by C. J. H.

MASSACHUSETTS

Further Crop Cut Anticipated

Harvesting was still lingering on in a few isolated instances at the end of October, although the bulk of the crop had been harvested as early, and in many cases earlier, because of the two factors of more machine picking and mostly excellent picking weather throughout October and September. U. S. D. A. estimate to be released about November 13th should show a further reduction in production in this state, according to the opinion of most growers. Preliminary August forecast was for 610,000 barrels which was cut to 560,000 in the October release. A considerable further falling off is anticipated, at the practical finish of harvest, while some estimates have gone as low as 488,000 barrels to 500,000.

Although accurate checks on berries harvested are not available yet, it would appear there has been a drop in both Early Blacks and Howes, with perhaps a greater reduction in the lates. Original percentage estimated was Blacks 61 per cent, Howes, 35 and the balance others. Some of the falling off which is already figured, and some of the expected further reduction will be due to the fact some growers simply did not have the fruit anticipated when they began to get into harvest. Another cause for the reduction is in the keeping quality of the fruit. There is much complaint of the shrinkage, especially in Blacks; that Blacks have not stood up in storage this fall, and there has been an extremely undue amount culled out. After all, it is only berries which get to market which count.

Frost Damage About Zero

Just as September was a frost-free damage month (with only one general warning sent out) so was October. The first really killing frost occurred on the night of October 22, with a warning of 17 degrees sent out and 18 being quite generally reached. Probably five percent or less of the crop was still on the vines and there was no loss recorded. There was another freeze on the night of October 27, with a forecast of 19, and 20½ being recorded at State bog and lower at some points.

There was little frost of any consequence, last spring, either, less than one percent if any of any consequence at all, so the frost year record at the Massachusetts Experimental Station will go down as a practically perfect score. Frosts, with milder years most years, and a well-working frost formula program, well carried out and observed on a large majority of acreage have not been much of a cause for crop reduction of late in Massachusetts.

October Shipments Trail

Shipments of fruit starting off fairly well, with good demand, slumped somewhat during October and shipments were behind last year at the end of the month. Carloadings through the 23rd, in the Agricultural Marketing Service release of October 27 were 111 cars as compared to 156 last year, while truckloads were totalling through the 26th as 263, with no comparison given for the same date in 1954.

Comment, Cape Cod points of the 27th was: "Demand, as well as movement, has improved during

the past few days. The first Howes of the season are now being shipped in a limited way, mostly to distant markets. The bulk of shipments, however, consists of Early Blacks with a good demand from most markets due to price differential between Howes and Early Blacks. Both varieties continue to show good quality and condition. Harvesting about complete. Demand moderate. Market steady with firm undertone. Sales f. o. b. shipping point, cartons Early Blacks \$3.35-4.45, Howes \$3.75-3.85.

October Temperature Normal

Weatherwise, October turned out to be a practically normal month in temperatures. First fifteen days were somewhat warmer than the average, but the month, ended with an excess of five degrees, it



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Who
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Mead-Witter Bldg.

Wisconsin Rapids, Wisconsin

having been exactly normal several times, an extremely mild, springlike day of October 31, adding 8 degrees. Total for the year from January first, continued high, 517 in excess.

Rainfall High

Sunshine hours is not a factor in relations to size of the crop for the following year. Rainfall definitely is. This means that the heavier precipitation will be an indication of a large production in 1956. Terminal bud is called "beautiful," a good sign, — if a big crop is wanted next harvest time.

Normal rainfall for October is 3.75 inches and the precipitation for the month as recorded at Cranberry Station was a high 5.98 inches. This wasn't as high as at Boston, and the rainfall varied as always, at different points in the cranberry area, but it was generally up.

WASHINGTON

Some Production Down

Most growers were completed in harvest by November first. The Experiment Station bog harvest was begun the twenty-first and finished the twenty-ninth. Preliminary tally showed only a fifty percent crop for a number of growers, due to an unfavorable growing season. There was no shortage of water for harvesting, instead there being a problem concerning what to do with surplus. Temperatures for October were fairly constant with a few cool nights approaching 34 degrees.

10th of Crop Fresh

Approximately one-tenth of the Washington crop is sold for the fresh market. Out of approximately 44,000 barrels harvest this fall, it is hoped 4,000 will be obtained for this use, remainder going to processing. Extra care was taken in sorting and screening berries for the cannery, many of the green and light fruit being culled aside with the rotten and scarred berries.

WISCONSIN

October Above Normal

October averaged above normal in temperature and below normal in precipitation, a continuation of

the warm, dry summer season. The first snow of the season fell in all areas October 30th, although northern areas had snow showers a week earlier. Two inches fell in the south and three inches in the north. The forecast for the first part of November was for cold and snow.

Trouble Drying Berries

Two marshes were still reported harvesting as of the first of November, although most marshes had completed harvest by mid-October. Many marshes without mechanical dryers had trouble air drying berries during October, which resulted in considerable custom mechanical drying. Custom mechanical harvesting was also done on a number of marshes.

Fresh Shipments Ahead

Fresh shipments from Wisconsin were reported ahead of last year, with a considerable drop in the volume shipped for processing. Early raked berries were reported keeping poorly as of the first of November and some growers were concerned over the quality of late raked berries due to continual flooding and poor drying conditions. Hailed berries from the Manitowish area have all been sent to processors.

'56 Bud Mixed

Most of the fall marsh work was completed by the end of October. Some marshes report a very good bud for next year with the heaviest yielding marshes reporting an average bud. For the most part the vines had become dormant by the middle of October, without any further protection needed until the winter flooding.

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CRANBERRIES MAGAZINE
Wareham, Mass.

Famed Edaville Railroad Sold

Edaville Railroad Corporation of South Carver has been transferred from Ellis D. Atwood, Inc., to F. Nelson Blount, 38, of Warren, R. I., seafoods processor and noted railroad enthusiast. Transfer was November 8. The now nationally-famous narrow gauge operation around a six-mile circuit of the Atwood cranberry bogs was begun as a hobby by the late Mr. Atwood about 15 years ago.

The transaction gives Blount ownership of all rolling stock, tracks, stations and other equipment. The land on which the railroad operates is leased by Blount from the Atwood Corporation.

The unique Christmas-New Year illumination, which for a number of years has brought thousands to South Carver, will be continued this year, with added display, it is announced, starting Dec. 3 and continuing through the New Year season.

Mr. Blount is president of Seafoods Corporation, Warren, R. I., and has been extremely interested in railroads for years and has written several books on railroads. He is to place additional interest in the future upon railroad history in the railroad museum and otherwise. The Atwood interests will continue to use the equipment in harvesting and other cranberry operations.

Officers of the new ownership unit, besides Mr. Blount as president, are: Dalton R. Stratton, treasurer; Frederick H. Richardson, vice-president; David W. Eldredge, who formerly had charge of operation, clerk.

CRANBERRIES

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National Makes 20% Cut in Hanson Personnel

National Cranberry Association, in carrying out the economy policy of a reduction of personnel at headquarters at Hanson, declared necessary by President James E. Glover, has announced a 20 per cent cut, and a "reshuffling" of a number of key workers to new activities, all with the purpose of placing more emphasis upon sales effort.

These cuts have been mainly in secretaries, and other positions in the clerical staff, it has been explained at Hanson.

Growers Relations Department, which has been under Ferris Waite, as vice president in charge of this department has been eliminated. Mr. Waite remains as a vice president and temporarily has charge of sales of Christmas gift boxes, but will be given new assignments.

Dr. Alton Garland, who has been chemist, has resigned from this division, it is announced, and a new man is under consideration for the position. Larry E. Proesch, who for the past five years has been in sales promotion, working closely with sales and advertising has been appointed Ocean Spray director of marketing to coordinate the cooperative's sales, sales promotion and advertising program in the United States and Canada.

Kenneth Garside who temporarily headed the company during a recent vacation of president Glover has been named assistant to the president, which was the position Mr. Glover held until the resignation of Marcus L. Urann upon his retirement nearly a year ago.

Other changes in the program to strengthen cranberry sales are the announcements that David M. Stanley, who was with Stone and Forsythe Company of Cambridge and Everett (manufacturers of containers) as sales representative for the past six years and previously a partner in a New Bedford, Mass., box supply company has joined the fresh cranberry sales department and is working



LARRY E. PROESCH

from the main office at Hanson; and that B. F. Keenan, recently national sales manager for Pure Lemon Juice Corporation is now with Ocean Spray in charge of the frozen food division.

Mr. Proesch, who lives in Belmont, Mass., is expected, NCA officials say, to unify the promotion of all cranberry products for greater sales impact. He obtained his sales and promotion experience at Colgate-Palmolive Peet Company, Homix Products, Inc., and at Lever Brothers before coming to Ocean Spray. He is a graduate of St. John's Military Academy in Wisconsin and of Lake Forest College in Illinois. He has studied selling and marketing at Northwestern University and Newark College. Mr. Stanley is a New Englander by birth, studied at Worcester Academy and New Bedford Textile Institute. During the war he served as captain in the Merchant Marine and Army Transport Service. Mr. Keenan began his experience in frozen foods with Birdseye, where he was in charge of both institutional and retail sales work as Central division sales manager. He was with Beatrice Foods for

more than eight years and was manager of the frozen foods division. NCA is currently testing frozen cranberry-orange relish for both the consumer and the institutional markets in Chicago, Minneapolis and Milwaukee where Mr. Keenan will concentrate his efforts to "spark" sales of the new Ocean Spray products in this particular field.

Mr. Stanley's appointment was announced about October first. In September, Roy E. Watson, formerly New England sales supervisor for Calgon, Inc., joined NCA as institutional sales representative. As part of an expanded sales program, NCA is planning more concentrated effort for the hotel, restaurant and institutional trade. Large quantity products already available through Ocean Spray are: cranberry juice cocktail, 1 gallon size; cranberry jellied sauce and whole sauce, 7 pounds, 4 ounce size; fresh frozen cranberry-orange relish, 2 lbs. 4 ounces; both fresh and frozen cranberries in quarter and eighth barrel boxes.

Mr. Watson lives in Salem and before his sales experience with Calgon he attended Northeastern and served seven years in the Coast Guard. He will concentrate on the New England territory.

While cuts in personnel and increases in staff might seem "inconsistent", it was stated by NCA officials that efforts to sell more cranberry products in all forms must be successful, and were necessary in carrying out new changes in policy. At the annual August meeting President Glover pledged that the new management of NCA was moving in one direction only, and that was for improvement of National Cranberry Association and the overall industry.

Another step toward "streamlining" NCA's operations is the gradual liquidation of Cranberry Credit Corporation. It was stated that because of commitments this cannot be done all at once, but its operations will be eventually eliminated. It was set up to provide short-term credit for growers. NCA will, in the future, help growers to find other lines of credit it is stated.

As to continuing services to growers relations department, all personnel at NCA will be acquainted with company operations, and several persons in particular, to give growers any information desired.

Experiments And Checks on NCA Shipments

Only shipments of quality fruit, both fresh and processed is considered of utmost importance this fall, due particularly to the depressed condition of the cranberry market and distributors, at least in general, seem to be making every effort to get good fruit on the market. NCA reports that rigid tests are made on shipments in both branches.

One effort in fresh fruit is that a number of cars sent out are being equipped with a Botex gas release, which is intended to keep up quality in transit, both window boxes and cellophane. This experiment is being done with the cooperation of the United States Department of Agriculture. Definite results of the whole test will not be determined until later.

Another experiment is that of

shipping up to 10 cars in a new cardboard container, which is ventilated from the bottom and is covered by a cellophane top, this box gives full visibility of the product contained. Still another is shipping the one-pound packs in wire-bound, plywood crates.

As for canned sauce, one can is being removed from the lines every half hour and is analyzed for quality, and no cans are released until the entire batch is proven OK. To start with, it is stated, only quality fruit is accepted for processing, berries are properly cooked and temperature controls are watched rigidly.

Pint or Quart Baskets for Blueberries

(Editor's Note: The following is from "Fruit Notes," published by the Pomologist Department of the University of Massachusetts.)

"Blueberries packaged in quart baskets will sell better than those in pints. Baskets of blueberries without cellophane on them sell better than those that are covered." These statements were made by : blueberry grower at a small fruit twilight meeting held on his farm:

This grower thought the reason for the preference of blueberries not covered with cellophane was because customers on many occasions have been disappointed with farm products packaged in cellophane or polyethylene.

On the other hand, another grower uses pint berry boxes exclusively. The blueberries are sized into three grades with the best grade sold in plastic boxes with a plastic cover. However, all three grades of fruit are sold in baskets either covered with cellophane or a plastic top. The grower commented that with plastic berry boxes, which are latticed, the customer can see berries other than those on top. With these boxes, the customer can be sure of the fruit quality throughout the package.

A third grower puts blueberries in quart baskets for roadside stand sales while those going to stores are put in pints. He felt that in stores the public is accustomed to buying pint boxes of blueberries.

The facts stated above show that no one container for blueberries can be considered best from the standpoint of size or type. Just because a certain type of package is preferred in one locality does not necessarily mean it is to be preferred in others. The grower who operates a roadside stand has an opportunity to determine what is best for his particular situation. In order to sell fruit not only must it be of high quality, but it must be packaged to meet the desires of the purchasing public. (W. J. Lord)

BAILEY ARTICLE

John S. Bailey, associate professor, research, of the East Wareham Cranberry Experiment Station, has contributed an interesting article on "Control of Chickweed in Strawberries" in the most recent issue of "Fruit Notes," Pomology publication of University of Massachusetts.

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THAT the cranberry industry has another year of unsatisfactory returns to get through — somehow — now seems evident beyond a doubt. November is the month which brings Thanksgiving, yet the grower hasn't much to be thankful about so far, in the market place. Cranberry returns for the year's work will again be low. It simply is not in the books that much improvement can be expected.

This is a tough market year, following several other tough years, probably the toughest yet. The grower is, and has been, asking himself how many bad years can he stand? Individual circumstances vary and give an answer in each case.

Certainly, for every dollar spent in growing the crop there must be a dollar in return and a plus; plus enough to give the profit margin which the grower, or anyone engaged in any activity for gain, must have to go on. A grower cannot live by eating his crop and he can't live on promises. But these facts are known, and there is little merit in pointing them out; everyone in the industry knows for himself the hard facts or whether he is making a go of cranberries at present, or is not.

The only object in mentioning the unpleasant situation is to consider if there is hope for real improvement, and improvement in time to save those who are hardest pushed. We believe there is such hope, and so do many we talk to; in fact there is considerable confidence that the industry is about to take the long-hoped for upswing. It isn't enough to quote that when something is down there is nowhere for it to go but up.

There must be reasons for an upward trend to expect one. There are encouraging factors. One is that the turmoil which has existed within the industry itself may be at an end. Every grower today is acutely conscious of the market, and that improvement in the marketing of the crop is of more immediate importance than improvement of size. Growers, hard-driven by the present economies of the situation are thinking more concertedly about how the market can — actually must be bettered.

This combined thinking is one improvement in itself. Something definite and good should come out of it. What seems to be a real effort to get only quality fruit on the market in both fresh and processed form should be effective. The

Editor and Publisher

CLARENCE J. HALL

EDITH S. HALL—Associate Editor

CORRESPONDENTS—ADVISORS

Wisconsin

LEO A. SORENSON

Wisconsin Rapids

Washington—Oregon

CHARLES C. DOUGHTY

Cranberry Specialist
Long Beach, Wash.

ETHEL M. KRANICK

Bandon, Oregon

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Director Mass. Cranberry Experiment Station
East Wareham, Mass.

BERTRAM TOMLINSON

Barnstable County Agricultural Agent
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New Jersey Cranberry and Blueberry Station
Pemberton, New Jersey

target of only good cranberries for the consumer must be hit. If the outlets of cranberries and the consumer get only the best in quality, whatever lost faith in the cranberry market there is, can be regained and market strength should follow.

There is the Cranberry Institute now revived, and this time to include the processed as well as fresh fruit. This includes, it is stated, more than 90 percent of production. That can be a factor. So can the impartial inspection visits, to markets which were instituted this fall for the first time. So can the new policies of NCA as outlined by President Jim Glover. What this largest of the co-ops can do from now on out is of great importance.

Eatmor Mass. Office Really At Bog Side

About as close a contact between bog and cranberry packing by a cooperative as is possible is now being maintained by Eatmor Cranberries, Inc., eastern division. This is with reference to the establishment this fall of headquarters at the Piney Wood screenhouse, with Carver telephone connection on Shoe String road, just over the line in Plymouth. This property with 61 acres in vines was acquired this year by Gilbert T. Beaton, Kenneth Beaton and Elliot Beaton.

On duty there now are "Gibby" Beaton in charge of Eatmor growers' relations and screening and Stanley D. Benson, Eastern Sales representative.

Berries are packed there for Eatmor as a subsidiary screening house for Morse Brothers, Eatmor packers and member growers of the Morse group, from the Beaton bog. All packaging, however, in cellophane or window boxes is at the modern plant of Morse Brothers in Attleboro. Capacity for screening is about 250 barrels or a car a day at Piney Woods.

Eatmor main office is in Chicago, 1144 West 14th place.





Opposite page, top: Massachusetts Eatmor field representative, "Gibby" Beaton and "Stan" Benson, Eatmor eastern sales representatives confer; lower, Eatmor headquarters in Piney Lake sreen-house and above, showing proximity to bog and its location in the heart of Massachusetts cranberry land. (CRANBERRIES Photo)

BEEZY'S NOTES *

A Report on our Company's

New Insecticide

Our new insecticide 2,3 Biethanol-4,5, Reaminol-2, Entsecenol-5, Willkillyouall now is being sold at your local dealers under the simplified trade name of 2, 3-4, 5-2-5 BREW.

Brew has a comparable toxicity to mamallia of two Brenguns fired simultaneously at close range. Mode of action of the insecticide is also apparently quite similar to that of the Brenguns — cell nuclei are immediately stimulated and ejected from the cell with a propulsive force which truly leaves the affected mamallian as but a shell of its former self.

Unfortunately, members of the order Insecta are unaffected by

the primary action of Brew — but reaction to secondary forces apparently stimulates fantastic growth. Recently, Dr. oethe of our research staff was stepped on by one of our test ants, and had to be counted a total loss.

Because of unfavorable public reaction, our company has decided to change the name of BREW to WERB and sell it to insects as a mammalicide aimed at eliminating human pests.

(Editor's Note — The above was submitted by a profound worker in research — no foolin' — and may, or may not be of value to the grower.)

(Continued from Page 1)

er was very favorable for completion of the crop in Massachusetts. Color, size and keeping quality reported near average. Frost dam-

age was unusually light and the harvest was completed about mid-October, somewhat earlier than usual. Losses in screening are reported as heavier than usual as considerable soft rot followed the heavy rains of mid-August.

Production for the entire country is now estimated at 1,019,300 barrels, three percent above the 1954 crop of 1,018,500, 25 percent above the 10-year average of 838,840, but 13 percent below the record of '53 of 1,202,300. New Jersey estimates remain the same, 96,000 barrels; Wisconsin the same as earlier expectations, 315,000 barrels which exceeds all previous records.

Crop in Washington is now estimated at 47,300 barrels, a reduction of 18,100 from estimate of October first. Lateness of the season and the early fall frost resulted in smaller berries than were expected, report declares. Also worm damage was reported. The Oregon estimate is also down by 1,500 from October to 31,000.

Walker Interests Among Best in Nova Scotia

Fred C. Walker of Auburn, Nova Scotia is a grower in his own right, in partnership with Donald, son of Herbert Oyler for whom he is foreman. He is an experienced grower and has visited the Massachusetts cranberry area.

He has two pieces of bog, four and three acres of his own and the Walker-Oyler bog at Auburn is one of ten acres. This is one of the better-kept properties in the Canadian province, and in fact all of the Walker-interest bogs are good, consistent producers. He has produced 100 barrels to the acre on his four-acre bog. The average is 40 to 60 barrels. Vines are natives.

Mr. Walker is a thorough convert to sprinkler systems for bog-frost protection. The Walker-Oyler property, a neat, rectangular piece was equipped with this protection in 1942 at a cost of about \$10,000. Since that time not a berry has been lost by frost, as the system gives wonderful protection, Mr. Walker avers.

There are 27 heads, but another 10 could be added advantageously. The heads are Skinner system and the bog was systematically laid out by blueprint at the time of the installation.

Water supply is from a brook about 700 feet above the bog into a reservoir. There is a 75 gallon a minute pump for winter flowage. On the four-acre bog of Mr. Walker a pump supplies water from the Annapolis river for frost and winter flowage.

Having about the same problems as growers in Massachusetts, Mr. Walker has some fireworm which he controls by straight DDT, and also gets very good control of the fruitworm. He has had some difficulty with false blossom, but is gradually getting rid of this.

The whirling sprinkler heads are set in play automatically. They go on when temperature reaches 32 degrees. The system is all electrically controlled.



FRED C. WALKER

Illustrated Talk By Walt Fort

Walt Fort, general manager of Growers' Cranberry Company, Pemberton, New Jersey, whose fine photographs are well known throughout the industry gave a lecture, illustrated with kodachrome slides and photographs upon "The Romance of the Pine Barrens of New Jersey" at the New Jersey State Museum, Tren-

ton, Sunday evening, October 16. Many of the bogs of New Jersey are in the pines area. The lecture was given as a special feature of the Museum's exhibition of the pines, which continued to November 15th. Mr. Fort has long been interested in state conservation and has served for several years on the Water Policy Committee.

Our nation must have two political parties—or how could people vote when hard times come?



Sprinklers on the Oyler-Walker bog at Auburn in action

(CRANBERRIES Photo)

Per Capita Consumption of All Fruits Has Been Decreasing

Fresh Products Demand Going Down, But Processed Items Increase

"During the past decade, per capita consumption of frozen fruits and fruit juices, fresh equivalent basis, increased more than 10 times. In contrast, consumption of fresh, dried, and canned fruits and fruit juices combined decreased. Per capita consumption of all fruits and fruit juices declined from a high of about 225 pounds in 1946 to 193 pounds in 1954. The 1954 total was made up about as follows: fresh, 53 percent; canned, 24 percent; frozen, 16 percent; and dried, 7 percent."

The above is taken from the October 28th issue of "The Fruit Situation" a publication of the Agricultural Marketing Service of the U. S. Department of Agriculture.

Table 1 of this issue gives the per capita consumption of fresh fruits from 1909 thru 1954 which shows a general decline of fruit consumed fresh from about 140 pounds per capita to about 108 from the early year to the later.

However, during this time the total for all citrus fruits was increased from 16 pounds in 1909 to 41 pounds in 1954 (high 67 pounds in 1944). Apples show a steady decline from over 60 pounds to less than 20 pounds. The per capita consumption of bananas remained about the same — in the vicinity of 20 pounds per person. Peaches fluctuate, the high being a little over 20 and the low less than 10 pounds per capita. Fresh cranberries declined from .6 to .3 while fresh apricots increased from .2 to .9 (1944) and declined to .3, and avocados increased from less than .05 (1924) to .6 in 1954. In general, people are eating less cherries, grapes, pears and strawberries. The fresh fruit consumption has dropped 32 percent from 1909 to 1954 but the fresh cranberry consumption has dropped about 50 percent.

Table 2 of The Fruit Situation presents the per capita consumption of canned fruits. In 1909 there were 2.9 pounds of all canned fruits consumed per capita and in 1954, 19.2 pounds were consumed, or an increase of 662 percent.

Peaches showed the greatest increase of the fruits which were reported in 1909. However, cranberries were not reported until 1919 when there were less than .05 lbs. canned and in 1954 there were .8 pounds. Thus canned cranberries showed the greatest increase, an increase which offsets the decrease in fresh fruit.

Cranberry people might be embarrassed to see the third table, "Canned Fruit Juices (excluding frozen) 1910 - 1954." Grape juice was the only one canned in 1910 and .47 pounds per capita were consumed. Grapefruit juice was the next to be consumed in sufficient quantity to be recorded, .05 per capita in 1929. The total per capita consumption of all juices canned in 1934 was only .51 lbs. During the next twenty years there were a number of new juices canned in measurable quantity, such as other citrus, berries, apples, fruit nectars, pineapple and prune. In 1954 the per capita consumption of all canned fruit juices was 13.40 pounds, or an increase of 2527 percent.

Table 6 sums up all the others, giving the total amount of citrus consumed per capita from fresh, frozen, canned, juice and the same for apples and other fruits. In

1910 the per capita consumption of all fruits was 156.6 and in 1954, 192.7 pounds. The consumption of fruit has increased but the consumption of apples has decreased and citrus increased. "Other fruits" have increased slightly.

This report gives the 1956 outlook as well as the above data and it is best expressed in the words of the report.

"With consumer incomes high and expected to increase further, domestic demand for fruit in 1956 is expected to be as strong as in 1955. Prospects for exports of fruit seem better than in the past year. Total production of deciduous fruits and tree nuts in 1956 probably will be a little larger than in 1955. Citrus production is expected to continue to trend upward.

Cranberries

Outlook for 1956

The 1956 crop of cranberries probably will be about as large as the 1955 crop if average weather prevails. The crop can be expected to be considerably larger than the 1944 - 53 average because of the upward trend in production. Increasing population and the more general use of canned cranberries throughout the year have led to substantially increased consumption.

'55 Crop Second Largest on Record

Production of cranberries in Massachusetts, New Jersey, Wisconsin, Washington and Oregon in 1955 was estimated as of October 1 at 1,068,900 barrels of 100 pounds each. This is 5 percent larger

than the 1954 crop, 11 percent below the record 1953 crop, and 27 percent above the 1944 - 53 average. Production this year is larger than average in all states and larger than last year in all states except Massachusetts.

Season-opening prices for Massachusetts cranberries on the New York wholesale market were \$3.75 per carton of 24 1-pound boxes. This was 50 cents under a year earlier. Prices held steady at this figure during September and early October. Opening prices on the Chicago wholesale market were higher than last year but by early October had declined to the level of a year earlier.

Utilization of 1954 Crop

Fresh use of the 1954 crop of cranberries was 438,700 barrels, about 43 percent of the crop. The remainder, 579,800 barrels, was processed, mostly in canned whole cranberries and cranberry sauce. Utilization of the much larger 1953 crop was 454,650 barrels fresh and 748,650 processed. The 1954-55 pack of canned cranberries was nearly 3 million cases, (basis 24-2½'s), 5 percent above the 1953-54 pack.

Rutgers Gets Land For Cranberry and Blueberry Study

Cranberry and blueberry research facilities of the New Jersey Agricultural Experiment Station will be greatly improved by the

acquisition of a 73-acre tract of land in Ocean County, it was announced.

Richard Switlick, president of the Switlick Parachute Company, 1325 E. State St., Trenton, N. J., and the Ocean Berry Company (Cranberries, Feb. 1954) have arranged for title to the land to be conveyed to Rutgers University.

Located just northwest of Lakehurst in Jackson Township, the tract includes a bearing cranberry bog of 18 acres, and also an area suitable for blueberry culture. It is nearly surrounded by land owned by the State Department of Conservation and Economic Development.

In conveying title to the land to the Experiment Station, Mr. Switlick stipulated that it was to be used for studies of cranberry and blueberry production and related research.

Dr. Ordway Starnes, assistant director of Extension service, Rutgers University, said that Mr. Stanley Switlick, chairman of the board of the Parachute Company, is also considering the gift of a field laboratory to be constructed on the premises.

Up to the present time, Dr. Starnes explained, the Experiment Station has owned no suitable land for cranberry and blueberry research. It has operated a laboratory on private property at Pemberton and conducted various projects on the bogs and plantings of commercial growers.

This has made it impossible for the research scientists to manipulate the water on the bogs or to experiment with certain highly caustic pesticides which might cause losses to commercial growers during the tests.

Acquisition of a state-owned bog will give the Station an opportunity to establish plantings of three new cranberry varieties that were introduced several years ago by the State University in cooperation with the U. S. Department of Agriculture, but which have not yet been planted on a production basis. These are the Wilcox, Stevens and Beckwith varieties.

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Garlene Stone, daughter of Mr. and Mrs. Garland G. Stone of Bandon, Oregon, is shown here with her court at the 1955 annual cranberry festival. Left to right are princesses; Merrilie Hultin, Rosalie Turney, Dian Newman, Miss Margaret Olson, 1954 queen, Queen Garlene, Sandra Fellows, Marlene Dornath and Karin Albertson. Rear, Escorts Eddie McMahon, Willie Leach, Eugene Inks, Jack Yager, Dick Stephens, Wayne Campbell, Johnny Davis and Bobby Asay.

(Photo Courtesy Western World, Bandon)

Bandon Has Ninth Annual Berry Festival

Ninth annual Bandon (Oregon) Cranberry Festival was one of the most successful affairs yet with a big parade, "Cranberry Fair", queen contest and coronation. The queen of the festival was Miss Garlene Stone, daughter of Mr. and Mrs. Garland Stone of Bandon, a junior at Bandon High School. She received gifts of jewelry and other presents as did all the princesses of her court.

The parade was led by veterans' associations, with Mrs. H. C. Messeril's 4-H group, taking first in civic and fraternal float contest with a representation of "Cranberry Court, 1960." First in the commercial section was Dick Terp, Bandon grower with his entry, "Latest on the Bogs -- Terp's Modern Wheelbarrow," a motorized bar-

row which he uses in cranberry operations.

The "Cranberry Fair" exhibit, sponsored by the Bandon Home Extension unit, had 65 junior and 58 adult entries. There were two commercial displays, one of "Ocean Spray", and the other by the "Three J Farms". Grand champions in the adult classes included Mrs. Paul Colgrave, canned fruit; Mrs. T. W. Panter, culinary; Mrs. William Johnson, decorative; and Johany Loshbaugh, fresh fruit.

Fresh fruit awards, Stanley Stankavich variety, Ennis Loshbaugh, blue ribbon; Marion Wilson, red ribbon; Stankavich field run, L. M. Kraniek, blue; McFarlin, Johnny Loshbaugh, blue ribbon and grand champion.

CRANBERRY BOY AND GIRL ON TELEVISION

The Cranberry Boy and Girl of 1955, Kenneth Nye, Wareham

high school senior and Miss Diane Hilliard, Sandwich high school senior, who received National Cranberry Association scholarship of \$250 each at the annual Cranberry Harvest Festival, Edaville in September appeared Nov. 9 on the "Today" Dave Garroway TV show. Appearance on this early morning program viewed by millions in the east and mid-west, was about 8:30. The pair was introduced by Miss Lee Merriwether, former Miss America, and each spoke briefly upon cranberries.

Note: The show seemed very brief on N. E. TV stations, but we are informed Miss Hilliard, Nye and Garroway, himself, were in view for about 15 minutes to mid-West viewers, and cranberries received a good "plug".

Mr. Nye and Miss Hilliard had been flown to New York from Boston the day before and were given a sight-seeing tour of the "big city" before returning.



NCA Open House

More than 3,500 persons, a record attendance, were at the annual Open House of National Cranberry Association, Onset (Mass.) plant on the holiday of October 12th. Groups were represented as from Honolulu, California, Florida, Maryland, Pennsylvania, Wisconsin, Texas, Nebraska, as well as many from Massachusetts, Rhode Island and other New Eng-

land states. Escorted groups saw the entire processes of this plant.

Visitors were welcomed by Miss Betty Buchan, Ocean Spray publicity director and chairman of the committee in charge. At the start of the tours led by guides were samples of Early Blacks and Late Howes, before being processed. Miss Buchan stressed in brief talks that only largest and best quality fruit was selected for fresh

fruit market, but that quality was

At the end of the tour each visitor was given a dish of ice cream topped with cranberry-orange relish. A showing was given of a cranberry movie by "Bob" Henklein, now of NCA sales force.

Top picture shows visitors lined up ready to start the tour, and lower is of distribution of cranberry products.

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This is one more of Ocean Spray's many progressive leads toward broader, more profitable cranberry marketing.

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Giant Illuminated Pomsettia in Illuminated Flower Pot Glows at Dusk at Edaville Christmas Display (CRANBERRIES Photo)

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CAPE GROWERS TO HAVE EXHIBIT

Cape Cod Cranberry Association is to have a demonstration booth, as it has in the past, at the 38th annual Union Agricultural Meeting in Worcester Memorial Auditorium January 4, 5, 6. This is a big event and the industry usually has an outstanding exhibit.

The committee making arrangements and to have charge is: Arthur Handy, chairman, president of the association, Robert Hammand, John Decas, Ralph Thacher, Gilbert Beaton, G. Howard Morse, Jr.

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**Glover More
Cheerful After
Year's Presidency**

A year-end interview with James C. Glover, president of National Cranberry Association, which expects to handle approximately 53 percent of the 1,049,300 1955 production, (or whatever it turns out, with shrinkage running much higher than normal) seemed definitely encouraging for progress in the marketing situation. This year will not be a successful one marketwise. Next year should show marked improvement and more so for near future years.

It was a year ago that Mr. Glover was elected to the presidency of NCA following the resignation of Marcus L. Urann. With a year of experience behind him, CRANBERRIES asked Mr. Glover how he felt about the marketing condition of the industry.

"I feel distinctly encouraged," he replied, "and I mean that literally. Some of the elements which were troubling the industry have been resolved, favorably.

"The general overall picture of the industry is that conditions are stabilizing—there is not the condition of panic or fear of the future there was, say, six months ago. I honestly think we are well on the way, we have a lot more to do, but I know we have made an excellent start.

"Speaking for NCA alone, we have been able to sell more processed fruit this year, in spite of stiff competition and in spite of price differences."

Mr. Glover is a concise talker.

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Getting down to the bugaboo of the surplus he was able to make these statements, which he did not do a few months ago. He said it was hoped and by hope he meant a very good prospect that the surplus will be down to 100,000 or maybe 125,000 barrels in freezers and inventory combined by September 1956. This he considered a reasonable working surplus and one which should not disturb the entire marketing set-up as the surplus has for the past few years.

The amount in freezers and finished goods as of November 30 was 445,000 barrels as compared to 473,000 at current date for 1954. He said another 30,000 barrel reduction may, with reasonable certainty, be expected during December and in the immediate next few weeks. A new marketing campaign starting after Easter and lasting into August is expected to account for the remainder of the burdensome surplus.

NCA fresh fruit sales as of December 1st have been 166,054 which is 4,316 barrels behind '54. There has been, on the other hand, a gain in disposal of processed cranberries. For October in 1954 sales were 827,000 cases, for 1955, 927,000; for November 1954, 1,042,000 and for November 1955, 1,212,000. December sales in '54 were 418,000 cases, while the estimated December disposal this year is 700,000. This brings out the total figures of 2,287,000 last year.

(Continued on page 4)

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Spring Green, Wisconsin

Mass. Cranberry Station and Field Notes

by J. RICHARD BEATTIE
Extension Cranberry Specialist



Advisory Committee

The Massachusetts Cranberry Advisory Committee met at the Cranberry Experiment Station November 30 to assist the Extension Service in the preparation and development of an educational program for 1956. The discussion, as might be expected, focussed on the need for cutting production costs, improvement of handling methods, and continued efforts to improve the quality of our pack both fresh and processed. Definite progress in these fields was noted during the past year. The committee heartily endorsed the quality control programs that have been adopted, the work of the newly organized Cranberry Institute with its tremendous potential, and the constructive work of the marketing committee of the Cape Cod Cranberry Growers' Association. The group had an opportunity to meet Dr. Julian M. Fore, new Head of the Department of Agricultural Engineering at the University. Drs. Fore and Cross announced that the position of agricultural engineer had been established for the Cranberry Experiment Station and that the necessary steps were being taken to fill the post. This action came as a result of a meeting sponsored by the Cape Cod Cranberry Growers' Association a year ago, when a special committee met with President J. Paul Mather and Dean Dale Sieling of the University of Massachusetts to discuss the need for greater mechanization within our industry. These and many other topics received consideration.

There was a fine representation present from the cranberry clubs, Cape Cod Cranberry Growers' Association, county advisory committees, county agricultural

agents, University of Massachusetts and the Cranberry Experiment Station. The suggestions and counsel of this committee were most helpful and sincerely appreciated.

The following members were present: Chester Robbins, Oscar Norton, David Barlow, Louis Sherman, Arthur Handy, Frank Crandon, Gilbert Beaton, Melville C. Beaton, Orrin Colley, Robert Hammond, Raymond Morse, Oscar Johnson, Dominic Marini, Harold Woodward, David Barrow, Frederick E. Cole, Allan Leland, Julian M. Fore, Chester E. Cross and J. Richard Beattie.

"Joe" Kelley III

Growers will be sorry to learn that Joe Kelley was stricken with a heart attack in late November, but pleased to know that he is making satisfactory progress in his recovery. We are sure his many friends will want to send him a card or note wishing him well. The writer has had the privilege of working very closely with Joe for 15 years and has the greatest admiration and respect for Joe's abiding good judgment, common sense, and splendid years of service.

Real "Old N. E. Winter"?

Dr. Franklin has been exam-

ining his weather data and has come to the conclusion that the cranberry area in Massachusetts may experience a real New England winter. November temperatures have averaged approximately two and a half degrees below normal, which is definitely a significant factor in his reckoning. We have every confidence in Dr. Franklin's conclusion, but sincerely hope that it doesn't materialize.

Marketing Reports

After considerable effort by a number of people and their organizations, a weekly fresh fruit market report was made available to Massachusetts cranberry growers last fall, and this service has been continued. Our shippers have been most cooperative by supplying the necessary data for these reports. The information has proved to be most useful to all concerned, including the growers themselves. This data will increase in value with each passing season, as information on prices and movement is accumulated. We believe that many more growers would like to receive these reports. Those interested have only to request that their names be added to the cranberry mailing list of the Agricultural Marketing News Service, 408 Atlantic Avenue, Boston, Mass.

Transportation Studies

Transportation studies of cranberries were continued in November under the supervision of John Kaufman of the U. S. D. A., Kail Rion of the Association of American Railroads, and W. J. Dunn of the Packaging Research Laboratory, New Jersey. These studies involve loading patterns, tempera-

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tures in transit, breakage, and condition of fruit on arrival. This type of work has been carried on for a number of years, and considerable valuable information is available to shippers and handlers of our product. Dr. F. B. Chandler of the Cranberry Experiment Station arranged to have these men address a local Kiwanis Club and invited a number of shippers to hear a most interesting illustrated talk on the transportation problems of cranberries.

GLOVER

(Continued from page 2)

as against the figure of 2,839,000 (with the December sales still of necessity an estimate). To place cases into barrels there is a division by ten which is approximately accurate.

In late November the executive committee voted an advance of \$1.00 a barrel on berries in the '54 pool. Payments were expected to reach most growers shortly. This brought the total advance on the

'54 production to \$8.00. At the meetings of directors and the executive committee on December 7 still another payment of \$1.00 on the '54 crop, subject to approval by the Springfield Bank was voted. Approval was gained and checks were to be sent out December 19th, making \$9.00 to date.

At this same directors' meeting with 24 directors present from all growing areas, several other matters were discussed. Chester W. Robbins, chairman of the national cranberry marketing committee made a report of the work of that committee and directors voted to endorse further study by the committee and specifically that the act of Congress necessary to place processed cranberries within the scope of a government marketing agreement and/or order be sought. The feeling of directors toward the future was noted as more encouraging.

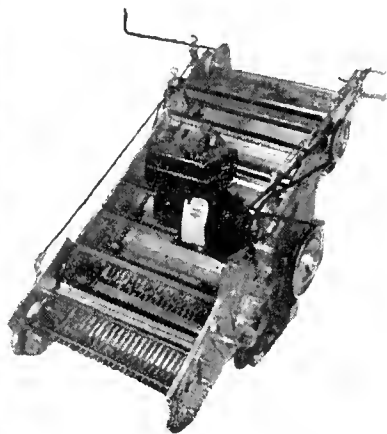
NCA has been holding growers' meetings in Wisconsin and New Jersey and in December four were

held regionally in Massachusetts these being at Wareham, Hyannis, Kingston and at the Hanson plant.

Started in November, Ocean Spray fresh cranberries and Sun-kist oranges were teamed together in a coast-to-coast cranberry-orange campaign aimed to benefit both industries. The two fruits are the main ingredients in the cranberry-orange relish recipe. This product is headlined in NVA's collection of fresh cranberry dishes which require no cooking.

A further good outlet is seen in "Cran" which like cranberry cocktail is made of pure cranberry juice and sugar, but no water is added. It is similar to a juice concentrate of other fruits. "Cran" is being especially promoted as a "drink glorifier." The product is to have a new bottle and a new label. This may become a regular stock item where mixed drinks are served.

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The 1956 WESTERN PICKER shows a greater advance in design than any previous year's design in Western Picker's history.

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- A new "Lever and Cam" action to raise and lower the teeth without sacrificing the forward pulling power of the entire Picker.
- Longer curved-point teeth to pick berries off the ground.
- More positive cutting action by deepening the "vine groove" in the butt end of the teeth over the sickle.
- Revamped and more flexible undercarriage to follow the contours over uneven ground.
- A much better picking angle—it lessens vine pulling.
- Better balance at all stages of bag filling.
- A larger conveyor forward sprocket to eliminate bruising of berries by making initial contact with the berries from the side and not squeezing them from the top.
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Other improvement involve—refining of frame against breakage—easier adjustments—better sack holders—stronger motor mount—larger control rods—and an all around better "feel" to the picker.

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Cranberries

THE NATIONAL CRANBERRY MAGAZINE

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FRESH FROM THE FIELDS

Compiled by C. J. H.

MASSACHUSETTS

November Cold Month

November in Massachusetts went on record as one of the coldest, wettest, (including snow) Novembers. The average temperature was about two and a half degrees a day below normal.

Rainfall, as recorded at State Bog, East Wareham was 5.39 which included 3 inches of snowfall on the 19th. Normal for November is 3.84. The snow which fell on the 19th was not as heavy on the Cape proper as in Plymouth county, at the former, varying from a trace to an inch or two or a fraction of an inch. This sudden cold front which brought the lowest temperature of the month, 19 on the 23rd, caused one of the earliest snowfalls in Southeastern Massachusetts in recent years. It was accompanied by considerable wind.

One of Worst Novembers

The snowfall, Boston, 2.5 inches was the heaviest so early in the month since November of 1894. There was similar cold in 1947.

The first part of November brought most of the rain, 4.74 inches having been recorded at East Wareham by the 17th. But the temperatures for the first two weeks had been slightly above normal, in fact there was a plus of four degrees. But after mid-month the cold continued steadily, and as a whole the month was the third November (Boston) in which the temperature did not exceed 60, since 1871. Although the ground was not frozen the snow in many spots lingered on with the 20 and 30 degree daily temperatures and considerable lack of sunshine.

WISCONSIN

Temperatures Low

November temperatures averaged below normal and precipitation was normal. The coldest weather moved in the latter part of the month with sub zero readings. The northern marshes had ten to twelve inches of snow before Thanksgiving with only one to two inches in the south. New plantings were flooded the middle of November.

According to reports from shipping agencies about 70% of the crop had been shipped by Thanksgiving, mostly fresh.

Expect High Shrinkage

Keeping quality was reported as poor on early raked berries and from those marshes which held water on their vines for long periods. Shrinkage will probably run higher than normal, especially with one third of the crop being held past Thanksgiving.

The Wisconsin crop continues to hold up to estimate even with the anticipated heavy shrinkage. Shipped figures will undoubtedly reach the estimate of 315,000 bbls.

Sympathy is extended to the family of E. Van Wormer, owner of the Bear Bluff Cranberry Company, whose wife passed away November 4th.

Shorter '56 Crop?

It is understood budding in many parts of the state is not as good as could be hoped for, and, in addition, there has been some bud injury. This could indicate a shorter crop next season.

Winter Floods


At the end of November, some of the growers started putting on

winter floods, as there were below zero readings. There were five inches of additional snow in the Rapids area on December first. There were a lot of berries still in the warehouses unshipped and some of the growers were beginning to get "jittery" with the advent of the really cold weather, and winter seemingly definitely closing in.

WASHINGTON

Unprecedented Early and Long Freeze

An along-the-coast freeze without precedent at this time of the year hit the cranberry areas of Washington and Oregon in November, bringing about conditions never before encountered and causing considerable loss in cranber-



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The
Grower
Who
Belongs"

CRANBERRY GROWERS, Inc.
Mead-Witter Bldg.
Wisconsin Rapids, Wisconsin

ries still unharvested and possibly vine injury. Temperatures in Washington reached as low as 7 above, and for a period of from the 11th to the 18th remained in the 20's—a similar cold spell was experienced in Oregon, but of only two or three days' duration.

Fruit froze up in ice which remained on flooded bogs for several days, and growers who could turned on sprinklers, freezing in the berries. Bogs which had no frost protection and had not been harvested were frosted. Many growers have sump holes which do not have unlimited supply, and in these instances the sprinklers were kept on as long as the water was available.

During some of the time there was high wind and azaleas, rhododendrons and other shrubs froze. Uprights were being tested for

bud injury, but, as this goes to press, word of determination had not reached here. On the fourth day of the cold spell at Long Beach, when the temperature dropped to 9 degrees, the humidity also dropped to 10 percent. During a part of the week it was between 28 and 48 percent.

There were an estimated 3,000 barrels left unpicked in Washington, and between 1,000 and 1,500 in Oregon at the time the freeze struck. A considerable portion of this was saved, mostly by sprinkling, and was turned in for canning. One grower said, "Our sprinklers are our salvation." Some individual bogs were cleaned out. While this freeze has reduced the total U. S. crop slightly, West Coast growers who were hit were struck with severe misfortune, as many of them depend entirely up-

on their cranberry crops for the year's income.

On one Bandan, Oregon, bog it was reported the ice froze as it fell from sprinklers, and a blow torch was used to keep the system running. Cranguyma Farms, Long Beach, Washington, largest coast property, which is largely equipped with sprinklers, reportedly had 2,000 barrels of cranberries which were frozen in ice for several days, but apparently survived in good condition. To save the fruit, Frank Glenn, manager of the property, ran his sprinklers continuously over the unharvested acres during the freeze.

The remainder of November brought about normal weather conditions for the month.

Bad Year for Conditions

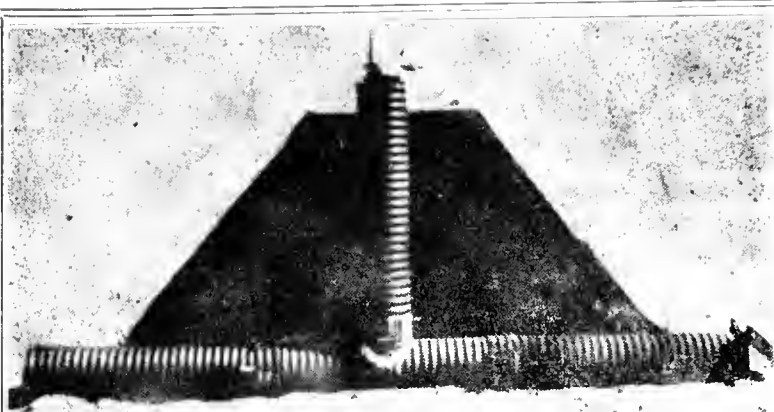
1955 was definitely an off-year cropwise for Washington. The production was considerably below earlier estimates, it now seems certain. Many of the growers got in only 50 percent of what was hoped for, while others obtained 75. The reduction in yield was due largely to poor weather conditions. There was a good bloom but unfavorable conditions for good pollination, there was additional fungi, and insect damage added to the loss. The spring was late and the growing season generally cold and dry. Berries were smaller in size. Harvesting was late in getting underway.

NEW JERSEY

October and November Weather

Rainfall in October was 6.04 inches or 2.58 above normal. For the two months combined the actual soil moisture and stream replenishment conditions were probably as good or better than normal.

Temperatures in October were mild with no severe freeze at all, averaging 58.2 or 2° above normal. November was cool but the first very cold night did not occur until November 28, when the thermometer dropped to 14°. The average temperature was 44.2° or 2.2° below normal.



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The Cranberry Institute Its Objectives

Alden C. Brett, Secretary-Treasurer

The Cranberry Institute has only one objective, "MORE MONEY FOR THE GROWERS". This is a simple statement, but back of it are all the problems of raising and marketing which affect the success of everyone in the cranberry business. The industry is at a low ebb, many growers are not getting a new dollar for an old, the surplus is choking us all, and it is time we did something about it. These are the reasons for reactivating the Cranberry Institute.

The Institute has tackled first the problem of marketing, and you as growers should know that the marketing agencies serving you are cooperating 100 per cent. First we meet the old, old questions: "What about the surplus? How can we get rid of it? How can we prevent its recurrence?" The answers are also the same as before: "Sell it if you can. If you can't sell it, dump it. In any event, do not add to it."

A surplus should be dumped only as a last resort. To do so does not distribute the loss equitably and usually has only a temporary effect. A realistic appraisal of the present situation indicates that it is neither necessary nor desirable to dump the present surplus until other measures have been thoroughly tried. Instead, the Industry has elected to put on an aggressive selling campaign and to adopt stiff quality standards. Present indications are that progress is being made. Whether these measures will be sufficient remains to be seen.

It is obvious that if the cranberry industry is to be a growing, prosperous industry, it must expand its market. This can be done in several ways and it will be the Institute's job to stimulate activity in these fields.

First of all, more fresh cranberries should be sold. It is true that this outlet has been shrinking in relative importance, but in spite of the fact that the young housewife of today has a better acquaintance with the can opener than with the cook book, nevertheless there is still and will continue to be a considerable volume of cranberries sold fresh, and the

industry must cater to and expand this demand.

The most important obstacle to greater fresh fruit sales has been poor quality. Only cranberries of first quality should be put on the retail shelves. To accomplish this, the Institute is sponsoring the establishment of United States standard grades, so that the grower can know what is expected of him and the retailer can know exactly what he is buying. Two U. S. D. A. standardization experts have been working in the packing houses for several weeks as a result of the Institute's request.

A part of the quality problem is the timing of deliveries. It is

possible to push Early Blacks on to the early market in larger quantities than can be quickly absorbed, causing too long layovers on the retailers' shelves during warm weather with consequent deterioration in quality.

To give shippers a more accurate knowledge of the quantities of berries moving into retail channels and the quantities available for shipment, the Institute has inaugurated a system of weekly reporting by wire so that now every shipper knows each Monday morning the total shipments into all markets during the previous week and the quantity available for shipment fresh. This service takes much of the guess work out of pricing and shipping.

Careful investigation has shown that the condition of berries in the retailers' stocks must be improved. The University of Massachusetts Cranberry Experiment Station has been making a survey and sampling cranberries at three stages in the distribution chain: at the shipping points, in the terminal markets and in the retail stores. Important centers such as

"Wisconsin Leads Again"

Sponsoring new uses for cranberries - candy - ice cream - bakery field - foreign markets - frozen dinners - gelatin salads - various fruit preserve combinations - cranberry pickles - filler in meat products in place of pimientos and peppers, and many other new uses.

Our goal - new uses for cranberries that will divert at least 25% of the National crop into new channels.

* * * * *

CRANBERRY PRODUCTS, Inc.

Eagle River, Wisconsin

Boston, Chicago, Cincinnati, Detroit, Kansas City and New York have been covered in this way. The information gained from these inspections will help shippers correct bad practices.

The problem of improving packages and shipping containers so that cranberries will reach the housewife in better condition and make a better display in the stores in competition with other fruits is an important one to which the Institute is giving attention. Receivers, handlers and jobbers must also be educated in the best ways to handle, store and display cranberries.

So much for the fresh sales problem and the Institute's part in solving it.

The second part of the Institute's job is the expansion of the sale of processed cranberries. Up to the present, the only cranberry products which have gained widespread public acceptance are cranberry sauce, both whole and strained, and cranberry cocktail. It is well known that American industry has grown to its position of dominance in the world through the excellence of its research. The cranberry industry must follow this same pattern. The processed product field must be broadened. Other fruits enjoy substantial outlets through a wider variety of products such as jams, relishes, pie fillings, confections, syrups, frozen products,

etc. So should cranberries.

This kind of research must be carried on principally by the processors themselves, but the development of new products can also be aided by public agencies. The State universities in their Experiment Stations, laboratories, and even in their Home Economics departments can do a great deal of work, and the Institute will undertake to stimulate the search for new products by these institutions. Further than this, the U. S. Department of Agriculture in its regional laboratories is well staffed and equipped to carry on a wide variety of research work.

Discussions which the Institute has had with the U. S. D. A. on this subject have also included the development of secondary uses for cranberries and cranberry wastes. Dyes, acids, waxes, vitamin products, oils and products unthought of up to now might provide extra income for cranberry growers by the utilization of pie berries, floats and the residues of processing. This area is to be thoroughly explored.

Another important outlet for cranberry products which has not as yet been developed is the export market. That such a market exists cannot be doubted when viewed from the standpoint of the experience of other fruits and a knowledge of eating habits of the people in foreign countries. The essentials for such a development are the know-how represented by competent personnel and the necessary funds to develop an introductory merchandising campaign. With an export demand developed and steadily expanded, the problem of surplus would be solved for some time to come. The Institute will undertake to stimulate work in this field.

The cranberry industry needs more and better publicity; not brand advertising but publicity of a general nature which will benefit all growers and shippers. This is a big project and a difficult one because of the relatively small size of the cranberry industry as a whole. By intelligent handling, however, much can be accomplished, and this the Institute will

undertake to do.

As stated at the start, the immediate and most pressing problem of the industry is to eliminate the surplus and regain its economic balance. Having done so, it must have the ability to walk the narrow path between supply and demand, compensating at all times for variations in the size of the crops. To do this, a thorough knowledge of current economic conditions and a reliable forecast of future trends is essential. To assist in this field, the Institute has retained the services of a professional economist. He will keep the members informed regarding current conditions, will make economic forecasts and interpret them. Such information is essential, particularly to proper pricing of the crop.

The Institute will suggest the best ways in which the State Experiment Stations can be of service and will constitute a point of contact with the United States Department of Agriculture in regard to all matters in which the Department can properly be of assistance.

These are the objectives of the Cranberry Institute. The cranberry industry must not stand still. It must improve continually. By means of diversified products, broader outlets and better marketing, it can and will solve its surplus problems.

The Institute's sole aim must be, "More Money for the Grower", and as a matter of simple self-interest the grower should support it. A few cents per barrel wisely expended can bring back dollars in return.



Noël

To all our friends and patrons, our wishes for a Christmas season that really rings the bell in every way. May its happiness brighten all the days ahead.

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Cranberry Pests During '55 Season With Notes on Sparganothis Fruitworm

By
William E. Tomlinson, Jr., Mass. Cranberry Station

Without doubt 1955 will go into the record books as one of the more troublesome years pest-wise. Troubles with insects started early and continued right up to harvest of Early Blacks. Flooding injury before harvest and fruit rots before and after harvest took a heavy toll of the crop.

First and second generation black-headed fireworms were more generally abundant and troublesome than for many years. Fruit-worms were also more abundant than usual with extremely high egg counts general in the Wareham, Carver area. As if this weren't enough a new pest to these parts appeared in destructive numbers. This was *Sparganothis sulfureana* or more commonly the *Sparganothis* fruitworm, the false yellowheaded fireworm, blueberry leafroller, or to many just the "Jersey fireworm".

Control of the black-headed fireworm and the fruitworms in general was satisfactory and there is no great concern as to their potential in 1956 except the cost of controlling them in a year of poor prices.

Sparganothis, on the other hand, was an unknown in Massachusetts until this year. True, it has been well known in New Jersey for about 20 years at least, a fact that is not encouraging when one knows of the trouble it has caused there.

Cranberry tipworm remained at a high level of abundance throughout most of the cranberry area. Terminal buds have been substantially reduced in quantity on a good many bogs.

Other cranberry insect pests were at least no more than normally abundant. Cranberry weevil, which caused considerable injury in 1954 was less numerous in 1955. Blunt-nosed leafhoppers, though still too numerous in several instances, were better controlled than in 1954.

Epidemic Proportions

The most startling and disturbing feature during 1955 was the sudden appearance of the *Sparganothis* fruitworm in epidemic proportions on many bogs over a wide area in Wareham, Carver and Plymouth. This pest, though common and destructive in New Jersey for at least 20 years, was never before known to have occurred in such numbers over such a wide area in Massachusetts. True, this insect was first recorded as a

cranberry pest by Dr. Franklin back in 1907 who noticed it feeding on the vines similar to yellowheads. Beckwith, Tomlinson, and Marucci all published on the life history, habits and control in New Jersey.

Sparganothis sulfureana (Clemens) was given the common name of false yellowheaded fireworm by Hardenburg (1908) in Wisconsin, while Tomlinson (1947) suggested *Sparganothis* fruitworm as being more appropriate because its fruit eating injury was much more important than earlier vine feeding. It feeds on a wide range

of plants, having been reported from the following plants: apple, celery, corn, cranberry, blueberry, grape, red and white clover, pitch and white pine, honey locust, strawberry, willow, great burdock, tall buttercup, blue and white vervain, and horseweed.

Eggs are deposited in groups of 25-50 on the upper leaf surfaces. They are flat, disc-shaped, and overlap one another similar to shingles. On the leaf they appear colorless when first laid, but on glass in captivity they are seen to be yellow when first laid. As the eggs incubate the black head and the yellowish body of the caterpillar can be made out.

Newly emerged caterpillars have a shining black head and yellow body, resembling blackheaded fireworms very closely. After the first larval skin is cast the head turns light brownish-yellow and the larva resembles the yellow-headed fireworm, thus the common name of false yellow-headed fireworm. The larva lives within a tubelike web which it extends in order to reach more food supplies. In June this tube often includes blossoms, while later in the summer the developing berries appear to be preferred. At no time is foliage feeding or browning conspicuous with this species.

The pupa is brown in color and is

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formed either in the tubelike web or in a hollowed-out berry.

The moths are golden yellow, the fore wings with purplish spots, each wing with a V-shaped purple band which form an X when the wings are closed. The golden yellow color and the purple X on the forewings readily separate this moth from any others encountered on the bog.

There are two complete generations of this insect a year and a partial third in New Jersey some years. The winter is spent on the vines or in the trash on the bog floor as very small larvae, where there is a very high mortality, but at least enough larvae survive the winter flood some winters to continue the cycle and produce a large second generation. That this occurred this past winter many of you can attest from your crop loss this summer.

The overwintering larvae commence feeding in the spring as the new terminal growth starts or at about the same time as black-headed fireworms. These larvae mature from early June to early July. Pupae of this generation are present from early June till well into July. Moth flight is from about mid-June to late in July. Second generation larvae begin to feed about the first of July and feed until into September. Pupae of the second generation occur from early August until late in September while moths of this summer generation are in flight from mid-August till into October. In New Jersey, and no doubt in Massachu-

setts, the generations after the first get mixed up and probably the individuals toward the end of each period may represent a partial third generation.

Control Measures

In New Jersey, though there may be some migration onto bogs from wild hosts such as blueberries, it appears that most of the larvae on the bog in heavy infestations arose from moths that developed on the bog. Other factors than migration, such as weather or control practices and their effect on the parasite and predator complex, account for the sudden appearance of this pest in epidemic proportions. It will very likely disappear as spectacularly as it appeared but don't ask me how soon.

There are several parasites of *Sparganothis* larvae which no doubt help to keep it under control. *Trichogramma minutum*, the same parasite that attacks fruitworm eggs, destroys a great many *Sparganothis* eggs.

A common practice in New Jersey is to hold the winter water till early July to rest and rejuvenate a bog. This treatment or its nearest approximation in Massachusetts, the grub flow, controls this insect.

Holding the winter flood until late May does not control *Sparganothis*, though it may reduce the population somewhat and certainly delays development until later in the season.

Spring reflows have given inconclusive results in New Jersey, per-

haps because of inadequate attention to timing in relation to development of the larvae. It was shown that nearly mature larvae survived a 48-hour reflow and those that were not floated away matured after they dried. Reflows while the larvae were still small might have been more successful.

Control by sprays or dusts is not easy either. Two and possibly more applications are likely to be necessary to subdue the overwintering larvae early in the season. Control of the second brood has never been very successful as all stages are present most of the summer.

Two materials, 10% DDT dust at 60 lbs/acre or 2% parathion dust at 50 pounds per acre applied when the new growth is $\frac{1}{4}$ to $\frac{1}{2}$ inch long and again just before the blossoms droop or turn downward. Where girdler and tipworms have been troublesome it is felt in New Jersey that a 5% DDT - 1% parathion combination dust applied at 50 pounds per acre controls all three of these pests. This is a very potent mixture and should control most any other insects that might likely be present, such as weevil, black or yellowhead fireworms, false armyworms, and spanworms.

Results with DDT concentrates last spring were not too encouraging, but timing was probably too late for best results.

(Continued on Page 13)

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INTANGIBLE GAINS IN '55

PERHAPS the only Christmas present the year 1955 will bring to the cranberry grower is in the intangible field. This unfortunately won't put any more money in the pocketbook.

In saying the improvement of this year will be intangible, we mean there may finally be laid a basis upon which market conditions will definitely make gains in 1956 and near future years. The '55 cranberries produced will not all be sold by the first of the year. Net returns to individuals may be even lower than last year.

But gains in the intangible can be of importance. Let's list a few which might be considered as such. There is the re-activated Cranberry Institute. This has been broadened to include the processed, as well as the fresh fruit. This now embraces an exceedingly large part of total production, directly or indirectly. It means that those who distribute very nearly all of the crop can now sit down at one table, or accredited representatives can, and discuss things. This is the first time this much unity in the industry has been made possible in a long time.

Maybe you could liken this to a United Nations of cranberry growing. The common purpose can be peace in the industry and promotion of marketing.

Then, there is the current Cranberry Marketing Committee which is national in scope with direct membership of individuals in Massachusetts, New Jersey and Wisconsin, and indirect tie-ins with the West Coast. This is actually an outgrowth of the marketing committee named by the Cape Cod Cranberry Growers' Association last spring. This is working more along the lines of co-operation with the United States Department of Agriculture, marketing division, toward a possible marketing order. Not all distributors are in favor of this order, or even marketing agreement, it must be admitted. The matter appears to be honestly controversial and although there were meetings, which in substance were joint gatherings, each is working along distinct lines, hoping for marketing improvement as a common goal. There is no friction between the two units, but it should be recognized there is a distinction between each.

Editor and Publisher

CLARENCE J. HALL

EDITH S. HALL—Associate Editor

CORRESPONDENTS—ADVISORS

Wisconsin

LEO A. SORENSON

Wisconsin Rapids

Washington—Oregon

CHARLES C. DOUGHTY

Cranberry Specialist
Long Beach, Wash.

ETHEL M. KRANICK

Bandon, Oregon

Massachusetts

DR. CHESTER E. CROSS

Director Mass. Cranberry Experiment Station
East Wareham, Mass.

BERTRAM TOMLINSON

Barnstable County Agricultural Agent
Barnstable, Mass.

New Jersey

CHARLES A. DOEHLERT

P. E. MARUCCI

New Jersey Cranberry and Blueberry Station
Pemberton, New Jersey

There are other portents which indicate a tightening up, reorganizations, concentration of efforts within the industry, which are favorable to the intangibles in future improvement. Recently we have had the opportunity to talk with or correspond with growers in every producing state—and we honestly believe there is a definitely hopeful feeling.

IN SPITE of man's scientific and technical progress, rapid in recent years. Old Man Weather when he chooses still rules agriculture. To wit: the sudden and early freezing weather on the West Coast in November, contrary to all past records. It caught some with berries still unharvested. Loss, industry-wide, was small, but to those hit—it hurt.

New Jersey Cranberry Acreage Showing Marked Decrease

by F. B. CHANDLER

The recent cranberry acreage changes in New Jersey have not been understood by many outside the state. Unquestionably there are others better qualified to explain the trends but the following is my interpretation of the change:

Seventy to a hundred years ago the development of cranberry land was very extensive. Each person entering the cranberry business would plant as many acres as possible and the first full crop commonly paid for all the expense of purchasing, preparing the land, and setting the vines. This philosophy led to the building of large areas of bog in relation to the frost protection. At the turn of the century there were 9,000 acres of cranberry land in New Jersey. The acreage increased to 11,200 in 1920 and then has declined to 5,000 at the present time.

The causes for this decrease in acreage are numerous and the relative importance varies with the

individual. False blossom has been difficult to control and the spread of this disease has caused considerable acreage to be abandoned. The success of the blueberry industry has taken considerable acreage of cranberry land (probably at least one thousand acres). The table which this article gives the acres harvested in both cranberries and blueberries. Figures for the table were taken from New Jersey Agricultural Statistics 1944-54, Circular 397 of New Jersey Department of Agriculture, Trenton. In the 11 years reported there is a 1100 acre increase in cranberries plus blueberries. At the same time there is a 2600 acre decrease in cranberries.

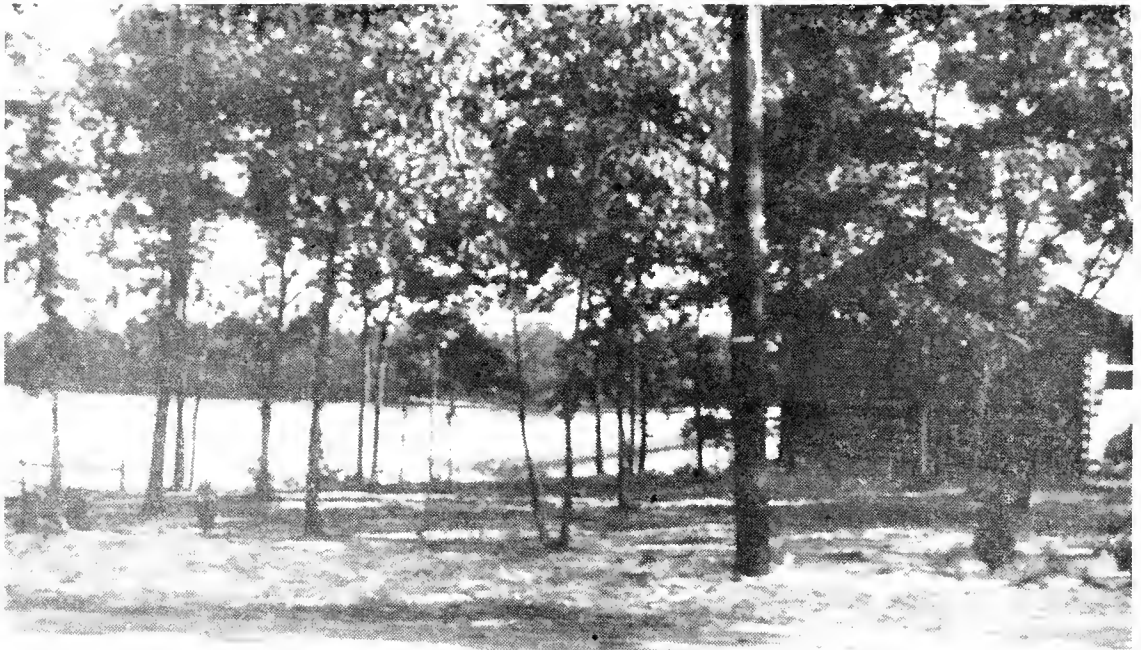
Year	Cranberries
1944	7,600
1945	7,600
1946	7,700
1947	7,800

1948	7,800
1949	7,500
1950	7,000
1951	7,000
1952	7,000
1953	5,600
1954	5,000

Blueberries	Cranberries & Blueberries
1,700	9,300
2,000	9,600
1,800	9,500
2,200	10,000
2,400	10,200
2,700	10,200
3,100	10,100
3,500	10,500
4,600	11,600
5,100	10,700
5,400	10,400

Same Bogs Now House Developments

Some of the cranberry acreage has been taken out of production to make a reservoir to better protect the acreage used for production. A new idea for the removal of cranberry land from production was the conversion of the Reeves bogs to "Presidential Lake", a new housing development with an attractive recreational area. The



Presidential Lake is a new housing development where the Wm. Reeves formerly were.



Method of converting reservoir, swamps and cranberry bog to a lake for housing and recreation.

(Chandler Photo)

bog and shores were cleaned of vines, the shore sloped more gradual, ditches filled, and the water raised to form a large lake. Part of the upland has been converted to a recreational area with tables and chairs for adults. There are swings, slides, and other playground equipment for children. The streets have been laid out and some homes have been built.

Thus the cranberry acreage in New Jersey has been decreasing and in its place we find reservoirs blueberryland, and new housing.

SPARGANOTHIS

(Continued from page 10)

Whatever course is taken to control this pest plan and execute the attack when the larvae are small in the spring. Control later in the season is poor at best. Watch for Sparganothis larvae in the early spring when looking and sweeping for black-headed fireworms. The number necessary to require control measures has never been ascertained, but a few are too many, as the reproductive potential of this pest is tremendous. With only

a few larvae in the spring, literally thousands of moths can result in the late summer.

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Ways to Better Shipping Quality Discussed

A three-way discussion on endeavors of USDA, Marketing division to assist cranberry growers to maintain quality in transit a railroad's interest in the same thing, and efforts toward a new master container was held before Wareham, Mass. Kiwanis Club, with cranberry growers as special guests.

President-elect Fred B. Chandler, noting that three men with ideas on this subject were in the area at the time called the group together.

The three were J. Kaufman of New York, representing the USDA marketing division; Kail E. Rion also of New York eastern area, representative of the Association of American Railroads as concerns shipping containers, and William Dunne of Rockaway, N. J., representing a concern interested in a new type of master container for cranberry growers.

Three phases of the shipping of fresh fruit were taken under consideration. One was the temperatures under which berries were subjected in long railroad hauls,

and a comparison of the quality of fruit when it left the shipping point with its condition when it reached destination, particularly after the long haul to the west coast. These involved checks of sample containers picked at random at each end of the transit, types of refrigerator cars, including the standard, the "fan" car and a newer mechanical refrigeration type as opposed to ice.

Mr. Rion, who said he represented 126 railroads, illustrated his talk with color slides and these presented refrigerator cars which were packed at Wareham and Plymouth and also pictures taken at the destination. He touched on various methods of stacking the boxes, to ascertain the best method to prevent moving of the containers as the trains travelled along and thus sometimes causing partial crushing of some fibreboard boxes and also stacking to give the best ventilation possible for the containers and their contents of one-pound cellophane bags or window boxes. Possibly the best way, he said, was to pack the containers solidly the long way of the car, but with air spaces left between each row, and also to stuff these spaces with a light support so the containers would not shift and to put supports on each tier. He said it was the interest of the railroads to see that perishable commodities reach their destination in the best possible condition.

Mr. Dunne demonstrated a new type of veneer box, which was ventilated on sides, ends, top and bottom and wire-bound. The wire arrangement, he asserted, pre-

vented any crushing of the cranberries in their individual containers, and the vents gave circulation which should prevent condensation or sweating of the fruit in cellophane or window boxes. This is a box, he said, which is light, strong, and is being made by several concerns and is used largely by many fruits other than cranberries. Test cars so packed are being shipped out that week. There was a possibility, which could only be proved by sufficient trial, that the boxes might not be as well for cello bags as the fibreboard, but would be fine for window boxes, and the cost of the containers, at least, made up in limited quantities is higher than the fibreboard, but he said the important thing for the grower is to have the contents arrive at the markets in good quality condition.

Mass. Advisory Committee Maps 1956 Program

About twenty were present at the annual meeting of the Mass. Cranberry Advisory Committee, State Bog, East Wareham, Mass. to assist State Cranberry Specialist, Richard Beattie in laying out a program of work for the coming year. Of much interest to growers is the proposal to have a new research man at the Cranberry Station, East Wareham, this being in the status of an agricultural engineer.

Dr. C. E. Cross, director, introduced Dr. Julian Fore, head of the agricultural engineering department of the University of Massa-

chusetts, succeeding the late Prof. Guinness. Dr. Fore said the appropriation is now available and the new position created, and the next step is to find the man for the situation. It has long been felt in the industry that a mechanical engineer was desirable to make research into further mechanism within the industry and to work with those who are developing new machinery to cut time and costs. His work would probably be chiefly on cranberries, but also blueberries and other small fruits.

A new survey of the Massachusetts cranberry industry has been in prospect, and it now appears this will be begun in 1956, as funds have now been made available. The next step will be to obtain suitable enumerators. This survey would give cranberry acreage as of current date with all other pertinent data. The last State survey is now ten years old. Wisconsin has completed such a survey in the last two years and a new New Jersey survey will be available soon.

Among those present was Orrin G. Colley, president of the recently reactivated Cranberry Institute, who told briefly of the scope of that body which now includes processed fruit as well as fresh. The Institute will be a topic of debate on panel discussion at cranberry club meetings this winter. From interest shown in the meeting Mr. Beattie also plans discussion on fertilizers and the result of fertilization upon quality. More fertilizing is being done in recent years. Another topic discussion will be the proposed marketing order (or agreement) for the industry, which is a step which all dealers or growers do not approve. Also on meeting agenda will be a thorough explanation of how the cranberry frost warnings actually operate, this for the benefit of subscribers and those growers who may subscribe.

Among those present were representatives of the cranberry clubs and of Extension Service in the counties of Plymouth, Barnstable and Bristol. They included, besides Dr. Cross, Beattie and Colley, Chester W. Robbins, chairman of the new marketing committee, Oscar Norton, David Barlow, Arthur Handy, Frank Crandon Melville C. Beaton, Gilbert T. Beaton, Raymond Morse, Oscar Johnson, Dominic Marini, Harold Woodward, Louis Sherman, Robert Hammond, David Barrows, Prof. Fred E. Cole and Allen Leland, the latter two from the University of Massachusetts extension service.



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Merry Christmas

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North Chicago, Illinois

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Markham, Wash.

Cransweet Use Products Gain

Cranberry Products, Inc. of Eagle River, Wisconsin which is producing a number of new cranberry by-products, expects to use about 15,000 to 20,000 barrels at present, according to the president, Vernon Goldsworthy. Because of demand for products the company is building a new warehouse next spring that will double facilities, and is planning a freezer. The plant has been operating on night and day shifts.

One candy company, it is reported, is putting out 3,000,000 candy bars containing "Cransweet." The bar is distributed widely in the middle west; in such cities as Detroit, where they are available in vending machines. "Cransweet" is also going to Europe for use in candy. A puree for cookies is being used also in the middle west, it is being put out by the Zion Baking Company of Zion, Illinois, and this company also plans substantial shipments to the east.

(CRANBERRIES was sent a sample of this cookie, with the cranberry filler. It is rather similar to the cookie popularly known as "fig newton," except that the sharp cranberry taste is noticeable in contrast to the sweetness of the cookie itself.)

Cranberry products by Cranberry Products, Inc., now include new uses for candy, ice cream, in the bakery field, frozen dinners, a gelatin salad, fruit preserve combinations, cranberry pickles, fillers in meat products in place of pimientos and peppers.

Late Mass. Weather Notes

November went out with about 2½ degrees below-normal average, and the first dozen days of December were averaging 3½ on the minus side in Massachusetts. This may mean a cold winter as a whole—it was obviously more wintery than for several years to that date. Ponds were freezing up with two or three inches of ice, as were flooded bogs, and the frost was getting into the ground.

If the winter does prove to be a cold one, this will be on the side

of keeping quality of the '56 crop, asserts Dr. Chester E. Cross. As the sunshine factor in the four vital months, May, August, September and November, was very heavy on the plus side, this is indicative of a heavy crop, but not so good for quality. That leaves the quality situation for the momenton a see-saw.

November, in spite of a good deal of cloud, had about 20 hours of sunshine more than the norm.

With the start of December, some bogs were flooding up, mostly those with slow flowage facilities, but others were starting to be put under. However, a good many had not put on any water by mid-December.

Late Market

Fresh cranberry market, unfortunately, as a whole has been anything but a booming one this season, and prices have remained at much lower levels than hoped for to make any kind of a good market return. Demand for Christmas cranberries had not picked up, at least for eastern fruit, to any extent.

USDA marketing service reported from Boston, Massachusetts, shipments by earlots through Dec. 3 were 288 cars against 406 corresponding date last year. Total last season was 451. Truckloads seemed to continue gains over rails, with 575 reported for

December 7th, no figure given for '53, and 614 for the season last year.

Marketing comment of Dec. 8 was, "Movement in general was a bit disappointing . . . trading continued relatively quiet . . . shrinkage on Howes continues quite variable, with some shippers reporting rather heavy culling-out, while others report shrinkage as light to date. Wisconsin offerings adversely affecting sales of Massachusetts Howes in mid-West and in some markets in the East. Sales f. o. b. shipping point, cartons 24½ lbs. fila. bags or window cartons, \$3.75, \$3.85, mostly \$3.75, few \$3.65.

December 15th report of USDA Marketing Service for December was more encouraging with 317 cars having left Massachusetts shipping points as compared to 432 in 1954 and a total '54 of 541. Truck shipments were approximately the same as the total for last year. Market comment was: "The second heaviest week of shipments for the season was experienced during the past week. Most terminal markets were fairly cleaned up before these shipments. Most terminal operators are now looking for a good holiday demand. Shrinkage in Howes is now a major factor in packing for fresh market with many berries now going to processors because of quality and/or condition. Demand fair, market slightly weaker. Sales f. o. b. 24-lb. film bags or w. boxes. Howes, \$3.65, \$3.75 some shipments rolled unsold.



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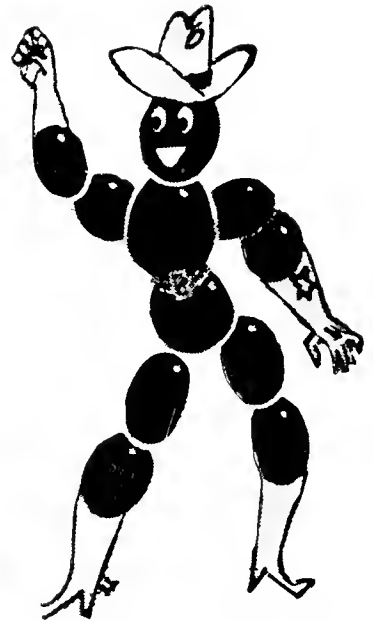
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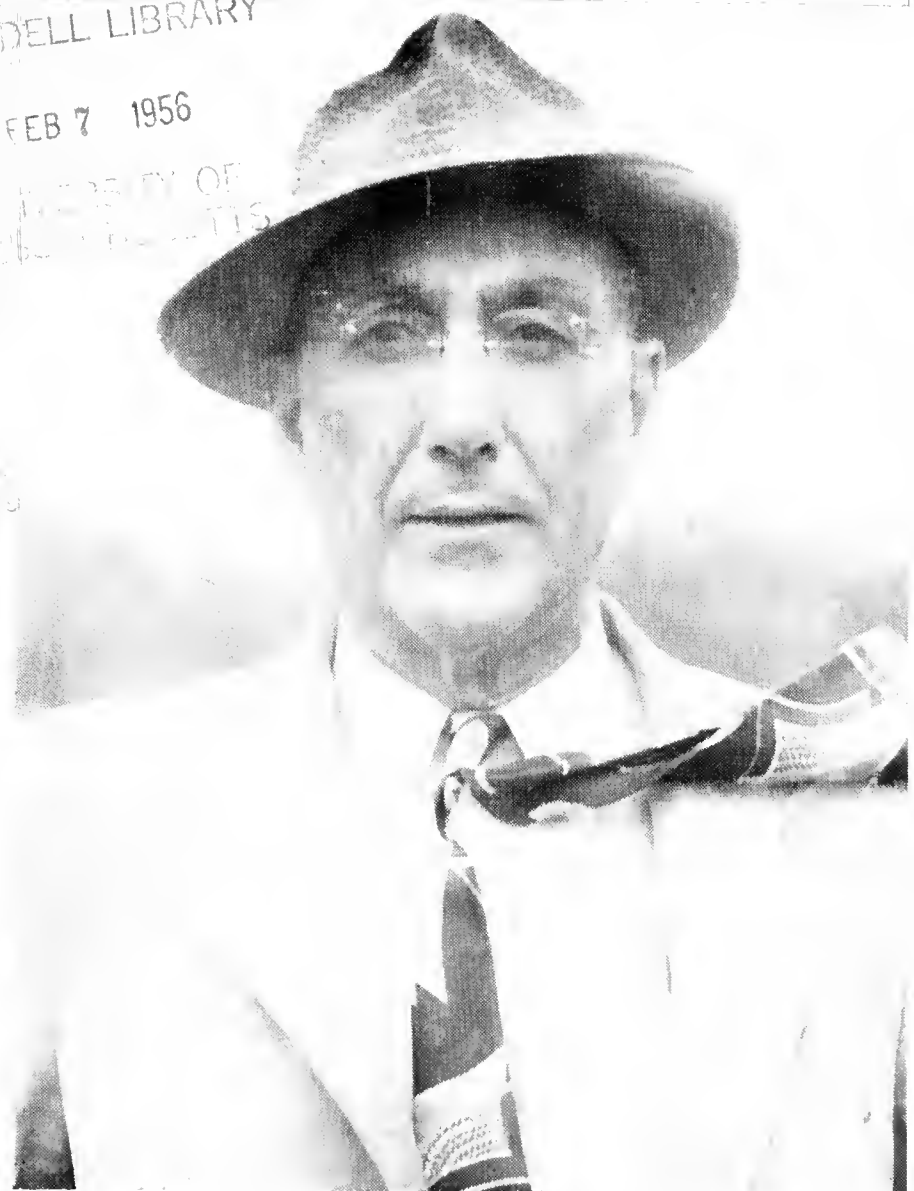
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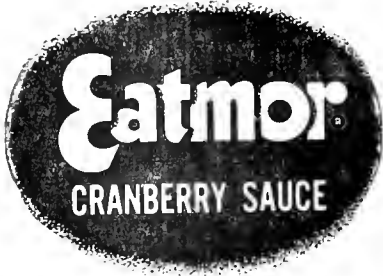
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MASSACHUSETTS WINTER HEAVY

The Cape Cod cranberry area was belted with the worst snow-storm in several years on January 17. The total fall was only 9.2 inches as measured at State Bog, although heavier at other points. It was a heavy, clogging snow which made driving difficult. More snow has fallen to date this winter in Massachusetts than in a number of winters.

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Use of Pickers Much Increased

Cranberry picking by scoop and even by hand will not be a thing of the past in the next few years—but picking machines will be taking about half the crop of the bogs within a year or so, in all probability. Lower cost of picking, less berry loss, scarce and high wage labor are bringing the machine out on top.

This fall approximately half of the Wisconsin crop was machine-harvested, as compared with forty percent last year, a USDA report indicates, and half of the crop of that state was mechanically dried, compared with 20 percent last year. Dr. C. E. Cross, director of Massachusetts Cranberry Experiment Station, estimates about 40 percent was mechanically picked in that state this fall and this will up to 50 percent in 1955. Some of the mechanical harvesting was done with a three percent loss in berries harvested, as compared with an estimated 20 percent, in some cases less and others much more, sustained in hand scooping.

An inquiry among growers in New Jersey brought forth the information that perhaps only 10 percent was machine-picked, and the change-over there is more gradual.

An estimate is made from the Cranberry-Blueberry Station in Washington that approximately two-thirds of the Washington crop is machine harvested. The Grayland area harvests almost entirely by machine. Two machines used are the Western and suction type. A few growers on the Pacific

Coast harvest by the water method, but mostly only on small areas.

In the Grayland area most of the machine picking, about 85 percent, is by the suction method, these machines having been developed to a high degree. The other 15 percent is mostly harvested by Western picker. Hand harvesting has been practically discontinued. In the Long Beach district, where water is plentiful for flooding, the "egg-beater" comes in, by which the fruit is knocked off the vines and gathered by the use of "boomsticks" or scrapers and hand scoops. The booms impound the berries while a worker rakes the fruit back to a point where it is gathered.

More than 500 Westerns have now been sold throughout the industry. Machines can harvest about an acre a day in favorable picking conditions. The other machine most generally used is the new "Jersey" Darlington.

What is perhaps the record crop per acre, harvested with machine picking, is that on a four-acre bog near Great Herring Pond in Massachusetts, owned by Ellsworth Raymond, an athletic instructor in a Boston area school. In 1954 an average of 321 barrels per acre was obtained. However, this bog had been frosted out the year before, so had no crop, and there was relatively little fruit last fall after this heavy cropping of the year before. It is understood Tony Jonjak of Hayward, Wisconsin, has harvested about 300 barrels on some portions of his properties, using machine picking.

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Mass. Cranberry Station and Field Notes

by J. RICHARD BEATTIE
Extension Cranberry Specialist



Cranberry growers throughout the country extend their deepest sympathy to Dr. H. F. Bergman whose wife passed away in early January. Mrs. Bergman was a familiar figure at many cranberry meetings, including those of the Cape Cod Cranberry Growers Association. She was keenly interested in our problems and in her husbands' work, and took considerable pride in his many accomplishments. We at the Station join his many friends and associates in extending our sympathy at this time.

We are happy to report that "Joe" Kelley, who suffered a heart attack in late November is making very satisfactory progress in his recovery. "Joe" is convalescing at his home in East Wareham and we are sure that his friends would like to send him a card or drop in for a brief visit.

Winterkill

Winter killing conditions existed during the latter part of December and with a substantial acreage of bog exposed, it will be surprising if there isn't some damage. Oxygen deficiency problems occurred in early January. However, the flood was withdrawn from a substantial acreage which should have corrected the problem on many bogs. It is too early to place an estimate on the extent of damage resulting from winter killing and oxygen problems but there is no doubt that some injury was experienced.

Prize

The Cape Cod Cranberry Growers Association sponsored another excellent cranberry exhibit at the Union Agricultural Meetings held in Worcester January 4, 5, and 6. In fact, it won a prize in its class. The exhibit featured a display of various cranberry products, both fresh and processed, and with the

aid of an automatic slide projector kodachromes of various bog operations were shown. Those visiting the cranberry booth were served a sample of cranberry juice cocktail and, as usual, this product was well received. Various cranberry products were sold to those interested which helped defray the cost of the three-day show. President Arthur Handy, his committee, and the growers and their wives who tended the booth should be commended for the fine service they performed in bringing our industry a little closer to the public.

Final Inspection Trip

The third and final trip to Kansas City, Chicago, Cincinnati, Detroit, New York, and Boston was made by the writer in early December to study the handling of cranberries in terminal markets and in the retail channels of trade. Interviews were held with jobbers, wholesalers, commission men, brokers, buyers, produce and store managers, and market officials. Samples of berries were collected, checked as to condition, and mailed to the Cranberry Experiment Station for further study.

The weekly sampling of cranberries at shipping points was completed in December. George Rounselle has collected the samples dur-

ing Joe Kelley's illness, and Irving Demoranville has been making the detailed examinations of all samples received. Pictures were taken of various handling methods together with some human interest shots as a part of the project.

The Extension Service personnel in the above cities connected with food marketing programs have been most cooperative in collecting and mailing the weekly samples from their respective cities to this Station. The problem now is to analyze the data and present the results to the industry at the proper time. This is no small task!

Woodlots

This is the time of year when growers are reviewing the past season and are making plans for the year ahead. It is hoped that some thought will be given to their wood lots. We have discussed this subject many times but firmly believe it is well worth repeating. We have discussed this subject many times but firmly believe that it is well worth repeating. Cranberry growers own a substantial percentage of the forest lands in Southeastern Massachusetts and have been paying taxes on them for many years. The value of lumber has increased recently and offers a good source of income to many bog owners. Under present conditions any supplement to the income should be most welcome. The writer would like to suggest again that wood lot owners take advantage of the services offered by trained foresters before cutting any lumber or selling any stumpage. The following services are available to growers by merely contacting their county, district, or extension forester:

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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.

The following men are available to assist growers with their forestry problems: Charles Cherry, District Forester, Kingston and Robert Parmenter, Extension Forester, University of Massachusetts, Amherst.

First Lulu Island Crop Under Estimate

Since the arrival of the three Carver, Mass., men, Norman Holmes, James Thomas and Fritz Shaw at the new cranberry developments at Lulu Island, Vancouver, British Columbia all the weather records have been broken, Mr. Holmes declares.

There was the driest August on record, on the 3rd and 4th of No-

vember the most rain fell in any 24-hour period and mid-November brought four of the coldest days ever reported. "New England is not the only place where the weather does queer things."

Their first crop fell a little short of the 500 barrel estimated, due chiefly to small berries. There was extreme cold and rain in June. July gave the fruit a slow start and the fruit did not develop in size as anticipated. Harvesting was finished on October 21, the entire crop being picked with scoops. ?

About half the crop was to be sold fresh under a new "Big Red" label and this was placed in local market.

"Norm" Holmes further reports that he has made his first big game hunt and bagged a big bull moose. "This entire country is a hunter's and fisherman's paradise, and if the cranberry picture works out as we expect, I know we will be very happy about our move. We went up into the interior about 500 miles on this hunting trip, and I have never seen such wild and beautiful country."

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Issue of January 1956 - Vol. 20 No. 9

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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

December Sunshine Highest Ever

December proved to have the highest number of sunshine hours ever recorded for any December, this being 208. Records have been searched, but no December has been found to equal this. This fact would tend to be on the side favorable to a large crop in 1956. The fact that the month was the coldest in 38 years would also be on the side of favorable quality.

Very Dry Month

Precipitation, including snow, as recorded at State Bog, East Wareham, was only 1.41 inches. The norm is 3.90.

Miserable Northeaster

Beginning January 8th and continuing until the 16th, there was the longest nor'easter on record. There was rain, sleet, a little snow in some parts, and continuous heavy cloud. There was not a ray of sunshine until the latter date. The storm was described as three times as large in area as a hurricane, and, with counter clockwise winds, brought up tropical air. Some parts of Florida were as cold as Cape Cod or Maine.

There was apparently no damage to cranberries because of oxygen deficiency, because there was no ice left on the bogs. Temperatures to the 16th were 37 plus. Rainfall was 3.34, with the January norm 4.12.

NEW JERSEY

December Cold, Dry

The coldest and driest December in Pemberton since 1929 has brought problems to the growers. As of December 31, bogs flooded

in late November or early December were approaching a critical stage in regard to oxygen deficiency as a result of extremely cloudy and cold weather. With ice thicknesses as great as 8½ inches, continuation of cloudy weather or snow could cause the oxygen level to decrease to a level which would be quite damaging to fruit buds. Many growers feel "betwixt and between", not knowing whether to drop the ice and possibly suffer winter damage from inability to reflow, or to forego removing the floodwater and take a chance that oxygen deficiency would be the lesser evil. A few growers have already dropped the ice and are hoping for a quick replenishing of their reservoirs. Some did not even have water enough to completely flood their bogs, to say nothing of reflowing.

Coldest in 27 Years

The average temperature in December at Pemberton was 28.1° F., easily the coldest recorded here in the 27 years the station has been in operation. This is 7.7° colder than normal for this month. To illustrate the magnitude of this abnormally cold weather, it was as much colder than normal for December as February is normally colder than March in New Jersey. It was about as cold this December in Pemberton as it normally gets in Boston in January.

Year's Rain Less

Only 0.30 of an inch of precipitation occurred during the month. This is 2.64 inches less than normal and was the ninth month in 1955 in which the rainfall was less than normal. The year fin-

ished with a total of 34.04 inches, which is 9.55 inches less than the normal amount.

WISCONSIN

December Cold

December averaged 8 to 10 degrees below normal in temperature and below normal in precipitation. The forecast for January was normal temperatures and below normal in precipitation.

Marshes were flooded up and froze down the earliest in a number of years. Some marshes were frozen down the latter part of November and practically all marshes by the end of December. This is about a month to six weeks ahead of normal.

Some sanding operations started

(Continued on Page 11)



"Ask
The
Grower
Who
Belongs"

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Wisconsin Rapids, Wisconsin

Progress Report of The Industry Marketing Committee

BY CHESTER W. ROBBINS, CHAIRMAN

This Progress Report to the cranberry industry has been taken mostly from the actual records of the various meetings that have been held since June 2, 1955, when the Cape Cod Cranberry Growers' Marketing Committee was first formed as a result of the merger of the Cranberry Growers' Mutual and the Cape Cod Cranberry Growers' Association, both growers' organizations.

The members of the Cape Cod Cranberry Growers' Marketing Committee are Chester Robbins, chairman; Richard Beattie, secretary; Gilbert Beaton, Robert Hammond, Arthur Handy, Kenneth Garside, Maurice Makepeace, Nahum Morse and Charles Savery.

1. At the first meeting of the Cape Cod Cranberry Growers' Marketing Committee it was decided to make a careful study of marketing conditions so that every possible step could be taken to improve the industry.

2. To recommend the re-activation of a cranberry institute to promote cranberries, both fresh and processed, with all cranberry agencies participating if possible.

3. It was also suggested that the chairman make arrangements for a meeting of the committee and the selling agents as soon as possible.

After the first meeting of the committee, the chairman discussed this year's problems with some of the growers and marketing agencies, and it developed as a result of those conferences, that the most pressing problem facing the industry was the surplus, and the need to remove the surplus this year, or as soon as possible. On June 28, 1955 the chairman selected Gilbert Beaton and Richard Beattie to make a trip with him to Washington, D. C., to interview Sylvester Smith, Chief of the Agricultural Marketing Service, U. S. D. A., with the hope that a portion of the surplus could, or

would, be purchased by the Government. It developed at this conference that one of the problems that made it difficult for Mr. Smith's department to help with the purchase of surplus cranberries, was the Justice Department's recent indictment of portions of the industry and that any help, or any purchase, would have to be cleared with the Secretary of Agriculture personally. Mr. Smith agreed, however, that the door was not entirely closed on possible future purchases or assistance.

It also developed at this conference that two other solutions were possible (1) the adoption of a marketing agreement and (2) a marketing order, and I quote from the Agricultural Marketing Service, U. S. Department of Agriculture as follows:

"A marketing agreement is a voluntary contract entered into by the Secretary of Agriculture and a handler of a particular agricultural commodity. Such an agreement affects only those who sign it. If every handler in a particular industry signed a marketing agreement, there would be no necessity of a marketing order."

"A marketing order is an order issued by the Secretary of Agriculture which makes the terms of the marketing agreement program effective upon all handlers in the industry, irrespective of whether they sign the agreement. In other words, a marketing order is a method by which the terms of the program can be made effective upon an entire industry."

And I further quote from the Agricultural Marketing Service, U. S. Department of Agriculture: "According to the policy set forth by the Congress, marketing agreements and market-
establish and maintain such orderly marketing conditions as will provide, in the interest of producers and consumers an orderly flow of the supply of a commodity to market throughout its normal marketing season to avoid unreasonable fluctuations in supplies and prices."

It further developed at this conference that in order to bring both fresh and processed cranberries under a marketing order, an amending act would be necessary by the Congress.

Upon returning from the Washington conference a joint meeting of the Marketing Committee and the selling agents of Massachusetts was held, and our marketing problems were further discussed. It was further agreed that the Association secure the services of Karl Loos of Washington, D. C. to act as the Committee's legal advisor.

The next meeting took place at the New Bedford Hotel on August 23, 1955. Present at the meeting were the following:

From the Marketing Committee of the Cape Cod Cranberry Growers' Association: Chester W. Robbins, chairman; Maurice Makepeace, Gilbert Beaton, Kenneth Garside, Arthur Handy, Nahum Morse, Richard Beattie, Secretary. For National Cranberry Association: James Glover, Frank Crandon, Marcus Urann, John Roberts, M. C. Beaton and Ralph Thacher for Beaton's Distributing Agency; Alden Brett, Colonial Cranberry Co.; Orrin Colley, Cape Cod Cranberry Cooperative; Lester Haines

and Stanley Benson of Eatmor Cranberries, Inc.; Howard Morse of Morse Brothers; Karl Loos, Attorney and A. F. Wolf, Agricultural Economist.

Subjects discussed: quality control, both fresh and processed. The possibility of establishment of grades and inspector services for the industry. Whether it is wise or unwise to carry over so many cranberries in our freezers. Marketing agreements and orders. Packaging and marketing survey.

"A marketing order can be terminated at any time by the Secretary upon a determination that the order no longer effectuates the declared policy of the act. The Secretary is required to terminate any marketing order whenever a majority of the growers who produce at least one-half of the product request that the order be terminated". (Quoted from U. S. D. A. handbook.)

The possibility of reactivating the old cranberry institute was discussed. It was the opinion of the group that the institute should be broadened in its scope to include processed cranberries as well as fresh fruit and might well serve as a clearing house for gathering statistical data pertinent to our industry. It was suggested that Orrin Colley, President of the Institute at the time it terminated its functions, arrange for the reactivation of the organization this fall.

The motion was made, seconded, and voted that the chairman appoint a committee to outline the procedure for obtaining a marketing agreement or order with recommendations as to the best means of effectuating marketing regulations that will stabilize the industry and improve grower returns, such committee to submit its report to those represented at this meeting. Such committee may employ such counsel and other technical assistance as it may need.

Acting on the vote at the New Bedford meeting, I appointed to serve with me as an Industry Committee, Gilbert Beaton, Alden

Brett, Maurice Makepeace from Massachusetts; Clarence Searles from Wisconsin, Walter Fort from New Jersey, and Karl Loos as counsel.

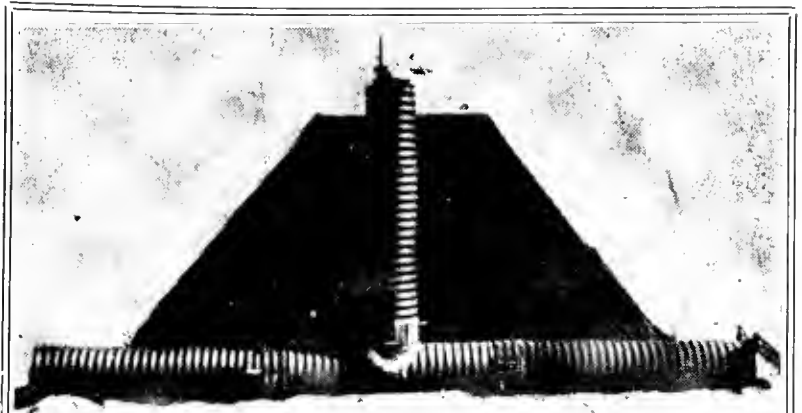
A meeting of this industry committee was held in Boston on November 10th. Those present at the meeting were Gilbert Beaton, Alden Brett, Theodore Budd, Sr., who was acting for Clarence Searles, Maurice Makepeace, Chester Robbins, and Karl Loos as counsel.

It was unanimously agreed to recommend that the industry seek a marketing order for fresh and processed cranberries, to seek an amendment to the necessary act through Congress, and that we proceed without delay. Mr. Loos was requested to send or bring a draft of a proposed bill to amend the Marketing Agreement Act so

as to include cranberries for canning. It was further agreed to recommend the present committee and Mr. Loos continue with whatever arrangements were necessary to secure an order, and to hold meetings with growers from Wisconsin and New Jersey, as well as Massachusetts, to discuss further the proposed action to the end that the Cranberry Industry present a maximum effort toward securing a marketing order.

A joint meeting of the Marketing Committee of the Cape Cod Cranberry Growers' Association and the Cranberry Institute was held at NCA Office, Hanson, November 22, 1955, 7:30 p. m. Over 20 members of the Committee, the Institute and a majority of selling agents were present.

Alden Brett, Secretary-treasurer of the Cranberry Institute,



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was asked to report on his Washington trip. Mr. Brett stated among other observations that Sylvester Smith of the U. S. D. A. favored the idea of marketing orders for the cranberry industry.

After a review of the discussions of the previous meetings, it was voted that the group present go on record as favoring action to amend the present agricultural act to include processed cranberries. The vote was unanimous.

It was further voted that the industry-wide committee appointed by Chester Robbins in September, 1955, take the necessary steps to have the present agricultural marketing act amended to include processed cranberries. It was further voted that this committee prepare a tentative marketing order as it pertains to cranberries and initiate the necessary steps to inform growers in the various producing areas of the functions and purposes of marketing orders.

It was agreed that the Cranberry Institute would allot the sum of \$500 for expenses incurred by the above committee in carrying on this work.

Shortly after the meeting at

Hanson, the Chairman of the Industry Marketing Committee attended a meeting of the Board of Directors of the National Cranberry Association to determine their position in relation to the proposed legislation seeking an amendment to the Agricultural Marketing Agreement Act of 1937 as amended. It was very encouraging to our Committee to have the National Cranberry Association Board of Directors vote unanimously to endorse this proposed amended legislation to include processed cranberries.

As a result of the activity to date, our counsel prepared an amendment which would include processing berries in the existing Marketing Act.

On January 11, 1956, Gilbert Beaton and Chester Robbins of the Industry Committee presented the proposed amendment to the Massachusetts Senators and to the Congressman of the Wareham district. They have agreed to bring the proposed amendment to the Senate and the House of Representatives in the very near future.

The Amended Act would provide the necessary permissive legisla-

tion for developing Marketing Orders for the entire crop. The question of how these programs are administered is carefully outlined in the following statement (quoted from U. S. D. A. Handbook):

"All marketing agreements and orders for fruits and vegetables provide for a committee of growers, handlers, or both, to administer the terms of the agreement and order. The method of selecting the committee members is outlined in the agreement and order. Members of the committee are ordinarily nominated by growers and handlers in the industry and appointed by the Secretary of Agriculture. The terms of office, powers, duties, and obligations of the committee are set forth in the marketing agreement and marketing order."

Growers will have an opportunity to learn more of these programs at winter club meetings, articles in Cranberries, and through news releases.

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THE expression, "coming from the grass roots", is one which is frequently heard, and also reference to a man pulling himself up by his own boot-straps is a hackneyed one. Yet these two things are what the cranberry industry is trying to do and must do—if it is to cease to be a precarious business for the grower, such as it now has become. This must be sorrowfully admitted. But, after all, 1956 presents a brand new page.

We are back on about the same subject we were last month—chiefly what it is hoped may be accomplished through the Cranberry Institute, the Marketing Committee and other helpful members of the industry. What may be accomplished to improve the cranberry market is of vital importance to us now.

To explain our "grass roots" reference: the Institute, while made up of distributors as it is, may not seem at first thought to be a "grass roots" organization. Yet it is. It is designed to help the grower—to help him get more money than he is receiving currently. That was the one objective as stressed in the sound article by Mr. Alden C. Brett in last month's issue—which we hope our readers absorbed.

We hope you noted he said there must be no surplus in the exact meaning of the word, that is, "excess" berries. That he mentioned more fresh cranberries must be sold—in part, an improved quality product when it goes into the hands of the consumer; expansion of sale of processed fruit, and the use of cranberries in by-product forms than the mainstays of whole and jellied sauce and cranberry cocktail and the developing of an export market. That the cranberry business can get and must get help from the USDA and the state universities through their experiment services.

Maybe there is nothing startlingly original in many of these ideas, but they were laid down concisely for readers to consider. We hope growers will be willing to be assessed a small percentage per barrel so that the Institute may accomplish its objectives. As we said, it is designed that the grower may help himself and the entire industry.

This month we have an article prepared by Chester W. Robbins, chairman of the cranberry marketing committee, now nat-

Editor and Publisher
CLARENCE J. HALL

EDITH S. HALL—Associate Editor

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Pemberton, New Jersey

ional in scope. This may seem like a bit of slow reading. But the facts of the situation are there, at least all the important ones.

The immediate activities of this committee—which is a broad one and a good one—are directed toward two purposes. One is an act of the Congress of the U. S. which will permit the inclusion of processed cranberries along with fresh into a USDA marketing act. This at present is prohibited. With this obtained, the other objective is a Marketing Order to be issued by the United States Department of Agriculture.

It is hoped that this Order, plus the broadened Cranberry Institute will go a long way toward solving the marketing problems of the industry, and get the cranberry growing of the average grower back into a comfortable black.

A Survey of Field Rot and Keeping Quality Of Cranberries in Plymouth County, 1955

By Bert M. Zuckerman

Plant Pathologist, Cranberry Experiment Station

The year 1955 witnessed a serious field rot problem on many cranberry bogs in Massachusetts. In cases, bogs with previous records of little field rot were affected. Conversely, bogs which often produced poor berries had firm berries this year. The berries on late water bogs frequently were recorded as being affected with a significant amount of field rot at harvest. This article is the first of a series of papers on current work being carried on at the Cranberry Experiment Station relating to the field and storage rot problem.

A survey was made of 30 bogs, comprising about 740 acres, in the Plymouth County area to obtain an idea on the severity of the keeping quality problem in this area. On each bog an attempt was made to sample representative sections. For the most part, only sections having optimum vine growth were sampled, though in some cases samples were taken from thickly vined areas on each bog. Ten samples were taken with a small hand scoop. Each sample was taken four paces distant from any other. On five of the bogs checked, the samples were taken directly from boxes stored on the shore of the bog. In each

of these cases the samples were made up of small amounts of berries taken from many randomly selected boxes.

A thousand berries from each bog were counted to determine the incidence of field rot. The firm berries were then placed in a paper bag and stored at the Cranberry Experiment Station. Early Blacks were stored for ten weeks, Howes for eleven weeks. After the period of storage the berries were re-examined to determine the amount of shrinkage. Other tests indicate that this method of determining shrinkage results in 1.7% more shrinkage in samples than occurs in commercial storage.

The figures presented in the tables were arranged to present the total shrinkage figures in ascending order. This was done merely for convenience in reading the tables. The total loss column, or loss at screening, represents the cumulated shrinkage and field rot losses added together. Where indicated, the bogs had been sprayed by the grower during the flowering period with fungicides at the recommended dosages.

Within the limits of this survey, the total losses due to shrinkage of Early Blacks on late water and early water bogs were approximately equal. These results indicate that this year the holding of late water did not significantly reduce losses due to rot. The limited observations made on Howes bogs indicate that the late water bogs produced sounder crops than early water bogs.

A survey was also made of 9 bogs which had been flooded by the torrential August rains. The figures given in Table VI indicate that, on the nine bogs sampled, there was no relation between spraying with fungicides and the amount of damage which occurred on each bog.

Table I. Early Black, Early Water.

Bog Code No.	Field Rot	Additional shrinkage after		Total loss
		5 wks. in storage	10 wks. in storage	
1 (Sprayed)	0.5	-	4.4	4.9
2	4.2	-	12.8	17.0
3	12.3	11.5	5.9	29.7
4	10.8	10.8	12.1	33.6
5	19.5	8.6	8.3	36.5
6	15.5	19.3	5.4	40.2
7	25.0	9.6	6.8	41.4
8	23.7	19.2	9.1	52.0
Average of losses	13.9	13.2	8.1	32.4

Table II. Early Black, Late Water.

Bog Code No.	Field Rot	Additional shrinkage after		Total loss
		5 wks. in storage	10 wks. in storage	
9	1.1	-	5.8	6.9
10	4.0	8.6	5.3	17.8
11	7.3	5.7	8.5	21.5
12	9.7	4.0	8.2	21.8
13	10.2	9.2	3.3	22.7
14	15.0	7.7	8.2	30.9
15	12.5	7.5	11.7	31.8
16	17.6	9.3	8.9	35.7
17	23.8	8.7	6.4	38.8
18	28.0	4.7	7.7	40.3
19	33.9	8.9	7.4	50.2
20	27.7	11.7	11.0	50.4
Average of losses	15.9	7.8	7.7	30.7

Table III. Howes, Early water.

Bog Code No.	Field Rot	Additional shrinkage after 11 weeks in storage	Total Loss
21	7.5	9.9	17.4
22	8.2	13.8	22.0
23	5.5	23.6	29.1
Average of losses	7.1	15.8	22.9

Table IV. Howes, Later water.

Bog Code No.	Field Rot	Additional shrinkage after 11 wks. in storage	Total loss
24	0.0	-	0.0
25	0.1	2.7	2.8
26	1.9	1.2	3.1
27	0.9	3.7	4.6
Average of losses	0.7	2.5	3.5

Table V. McFarlins, Mixed Early water.

Bog Code No.	Field Rot	Additional shrinkage after		Total loss
		5 wks. in storage	10 wks. in storage	
28	5.5	-	-	5.5
29	28.9	-	-	28.9
30	47.9	2.3	5.4	55.6
Average of losses	27.4	2.3	5.4	30.0

Table VI. Losses at harvest from rot and water damage on bogs which had been submerged by water in August, 1955.

Bog Code No.	Description	Field losses
1	Howes, Early water, sprayed	14.3
2	Early Blacks, Early water, not sprayed	14.5
3	Early Blacks, Early water, sprayed	14.5
4	Early Blacks, Early water, sprayed	15.7
5	Early Blacks, Early water, sprayed	17.8
6	Early Blacks, Early water, not sprayed	19.8
7	Howes, Early water, not sprayed	34.8
8	Early Blacks, Early water, sprayed	41.0
9	Early Blacks, Late water, not sprayed	67.5
	Average of losses	26.7

FRESH FROM FIELDS

(Continued from page 5)

the last of December in the southern marshes along with dirt hauling on dykes and roads. Little sanding is expected to be done this winter due to low prices received for berries.

As of January 1 it was reported that about ten percent of the Wisconsin 1955 crop was still in growers warehouses mostly in the form of pies and seconds.

Accidents

John Mallowney, cranberry grower of Camp Douglas was instantly killed December 6 in that village as a result of a car-train crash. Sympathy is extended to his family.

Vernon Hopkins (Mather an inspector for Eatmor, was seriously injured in a head-on car accident near City Point on December 31. He is reported recovering satisfac-

torily in the Riverview Hospital at Wisconsin Rapids. The men in the other car were also hospitalized at the Rapids.

WASHINGTON

December Variable

During the month of December the weather has been extremely variable. Excessive rains have flooded many of the bogs, causing severe drainage problems. The over-all temperature has been about average for this time of year. Two periods of low temperatures caused the humidity to drop below 20 deg. F. For the month of December the high was 54 deg. F. and the low was 26 deg. F.

Twig-blight

Continued observation will be

made on the Cranberry twig-blight. Where the recommended sprays were applied, no signs of infection have occurred. On a couple of bogs which were sprayed late, some infection has been detected.

During the coming year, additional research will be done on this problem. The results on the 1955 spray plots will not be available until the late spring of 1956.

1956 Plans

On December 28th an advisory committee was held at the Cranberry-Blueberry Expt. Station to discuss needs of the cranberry industry and methods of helping the growers with their problems. The object of the meeting was to provide suggested types of research and experimental work, to be carried out at the station. During the coming year attention will

be focussed on weed control. The growers felt that this was the main problem at hand.

Those attending were: Leonard Morris, Long Beach; John O'Hagan, Grayland; R. J. Bailey, Grayland; Dave Pryde, Grayland; Ralph Williams, Grayland, T. E. Stearns, North Beach; Wilho Ross, Rep. N. C. A. Cannery, Aberdeen; Ralph Tidrick, Pacific County Extension Agent; Charles C. Doughty, Superintendent Cranberry-Blueberry Expt. Sta.; Donald K. Ourecky, Jr. Horticulturist, Cranberry-Blueberry Expt. Sta.

OREGON

Big Freeze Damage Not Too Heavy

The early freeze along the West Coast took a not too heavy toll in the Bandon area, it is now reported. A number had finished harvest, and those who froze in their berries with sprinklers, or those berries which were under water in raking areas were not harmed. This "Big Freeze" covered a large area. The cold front came straight down from Alaska, according to the Portland airport weather bureau, and so rapidly there wasn't much time to get out warning. There was damage to crops from British Columbia to northern California. There was a loss of an estimated 55,000 tons of sugar beets, and potatoes were lost in storage for lack of proper protection.

Crop About 25,000 Bbls.

The estimated cranberry crop was about 28,000 barrels and the actual crop harvested came to about 25,000. This difference of 3,000 barrels was due directly to

a 1500 barrel loss by the freeze and the remainder to small berries. Quality was called better than for several years, but the weather was such that berries had a short growing season. At harvest time berries were still tough and hard to pull from the vines. Even the egg-beater method failed to make a clean pick because fruit did not fall off readily. It was impossible to get much harvest underway until October, and many did not begin until nearly the middle of the month. Harvest help was scarce until bad weather stopped logging operations.

Better Weather Forecasts

An executive meeting of the Bandon Cranberry Club was called to discuss the need for better weather forecasting, and a vote was taken that Mrs. Leslie Kranick be sent to Corvallis to attend a meeting called to review the need for improved weather forecasting for all Oregon agriculture. The meeting was held at state college in response to a request from the U. S. Department of Agriculture. A report will be made at the January meeting of the Cranberry Club.

Annual Meeting In New Jersey

The annual meeting of the American Cranberry Growers' Association is to be held at Fenwick Hall, Pemberton, New Jersey, February 2nd, with one of the topics to be discussed concerning the newly acquired Switlik property for cranberry-blueberry research as reported in CRANBERRIES, November issue. This was a gift by Richard Switlik of a 73-acre tract of land in Ocean County, upon which may be built a field station. Dr. Ordway Starnes of the University of Rutgers will give a talk.

President Thomas B. Darlington will give the address of welcome; Clifford Sims will report on the 1955 crop; Richard J. Aldrich will talk on controlling Red Root; Eugene H. Varney on Blossom Blast

and Fruit Rot. Charles A. Doehler will review recent N. J. data on growing cranberries and Philip E. Marucci will talk on cranberry insect control.

Lunch will follow and then the business meeting, with the discussion by Dr. Starnes, and Walter Z. Fort will talk on the "Pine Barrens Country", and show colored slides.

Mrs. H. F. Bergman

Mrs. Margaret M. Bergman, 78, wife of Dr. Herbert F. Bergman, who before his retirement as U. S. Senior Pathologist about two years ago left a permanent fine record with the cranberry industry through his studies, died suddenly at Amherst, Mass., January 7th. Dr. and Mrs. Bergman were attending a meeting on the University of Massachusetts campus. She was stricken with a cerebral hemorrhage and passed away shortly after at a Northampton hospital.

Mrs. Bergman was born at Vermont, Michigan. She received her preparatory education there and at Colorado Springs, Colorado, and attended Teachers' College at Columbia.

She taught at Florida State College for Women, Tallahassee, and home economics at North Dakota Agricultural College, Fargo. In 1912 she was married to Dr. Bergman. Their married life was spent in Minneapolis, Washington, D. C., and from 1919 to 1929 they lived in Honolulu. From 1929, they divided their time between East Wareham and Amherst, he engaged in cranberry research.

Mrs. Bergman was a member of the Unity Congregational Church, Amherst, and the University Faculty Women. Besides her husband she leaves two daughters, Miss Constance Bergman and Mrs. Paul Hoffman, and two grandchildren, all of Braintree (Mass.), and a sister, Mrs. William L. Gehman of Vermontville, Mich.

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Al Pappi, Cranberry Grower, Electrician

Wareham Man Has Done More Industry Electrical Work Than Any Man in the State

By CLARENCE J. HALL

Alfred L. Pappi, master electrician and cranberry grower of Wareham, Massachusetts, has done more "cranberry" electrical work in Massachusetts than any other man engaged in the electrical field—possibly as much as all others put together. Comparisons are sometimes a trifle odious, but how else can a fact be stated? In this case to list the jobs he has done by number would be almost impossible.

It can be said they extend from simple electrical pumphouse installations to the most technical and complicated of packing house and freezer lay-outs. Or, it might be expressed by saying that he has installed and maintained between four and five thousand horsepower. His projects have included the newest freezer plant of National Cranberry Association at Onset, and also the freezers at Chatham, Barnstable and Sandwich. He has made installations for the A. D. Makepeace Company and for the United Cape Cod Cranberry Company, besides a great many others.

He is recognized as one of the busiest of electrical contractors in Southeastern Massachusetts, of late years to a large extent in cranberry work, but he is equally interested in growing cranberries, cultivation the past twelve years, since he was sixteen; in cranberry He has been engaged in electricity His cranberry interests today consist of about 80 acres, 60 of these being jointly owned with Edwin Heleen of West Wareham.

Learned in Spare Time

Mr. Pappi was born in West Wareham and when he was sixteen went to work for the Tremont Nail Company, Tremont, West Wareham), and his job was in the electrical department—10 cents an hour for a 10-hour day. He found he liked electricity and decided to take a correspondence course. For seven years, nights, Sundays, and any spare time he could find he studied electrical engineering, design and drafting. He received his license as an electrician when he was 17 which as he recalls was the second year such licenses were issued in Massachusetts. He became a registered master electrician, and his electrical career was on, but at first not definite connection with cranberries. He lived at that time on Carver road in West Wareham, in 1926 moving to the Lincoln Hill section of Wareham.

His jobs began to include cranberry installations, and as he worked he heard his employers and

others talk about cranberry growing. He listened to, and became familiar with problems of cranberry growing. That was how he got into the cranberry game.

The first venture he made into cranberries was to buy a 10-acre dry bog off Mayflower road in Carver, known as the Perkins bog. As soon as he was financially able he enlarged this to about 13 and turned it into a property with full-flowage, not only with winter coverage at it had had, but entirely satisfactory frost coverage. He did this by digging a canal 30 feet wide, 300 feet long and 6 feet deep from the large and beautiful body of water known as Sampson's pond at South Carver to a pump house, and then continuing the canal another 600 feet to the bog.



Mr. Pappi is shown by his pumphouse, with canal to the rear. (CRANBERRIES photo)

His Own Installation

At the pumphouse he naturally turned to electricity for his power, rather than gas. He has two (self-installed) 30 horsepower vertical motors connected directly to the pump shafts of two Hayden Separator Company pumps. He says he wanted nothing to do with belts, pulleys or gears, which visits to other pumphouses, convinced him often became "fouled up". He wanted the compact unit which the vertical motor direct to the pump arrangement gives him, even though he was told it wouldn't be advisable to set up such equipment. But each unit gives him 7,000 gallons a minute, in a 12-foot lift in two stages and he can frost flood his bog in about four hours.

The motors have so little vibration he can balance a nickle on its side while running. One operates by push-button, the other manually by a compensator. The first is so arranged he can install a thermostat at the bog and have automatic pumping when the thermometer falls below a given point (and cut off when it rises) and while not having done this as yet, it is his intention to do so.

Another feature at his pumphouse is a swinging gate on the discharge end of his flume, which rises as the water rushes in and would close by itself if the pumps failed, thus retaining the water in the canal and bog. There are flash boards below this gate and the discharge end of the flume is at exact bog level.

Still another originality at this bog, although a minor one, is that he has a blueberry patch within the bog itself. When he enlarged the ten acres a few years ago, he had become accustomed to picking blueberries for his own family use from an excellent growth of wild berries on what was then the shore. In building the new bog, he merely dug out around this section, so he still picks the fruit each year, while cranberries grow all around this little island.

The Perkins Bog, set about half to Early Blacks and half to Late Howes, is not a new bog, probably 50 or so years old, but kept in good condition produces as average 75-80 barrels a year. The bog has some sand, but as the pits

are not of the best he trucks this in from the other two properties where it is abundant and of excellent quality.

Mr. Pappi stills harvests by scoop, but feels that machine picking is inevitable, and will probably go into this this next fall.

His second bog is the Patterson bog, beautifully built not too many years ago by Brenton C. Patterson, formerly principal of Wareham High School. This is off Route 58 in Wareham. All the bogs in which Pappi is interested are relatively near together, 12 miles distant from each other at the farthest and about 15 miles from his home.

The Patterson Bog is one of six acres, five when he purchased it, but he has added the acre and

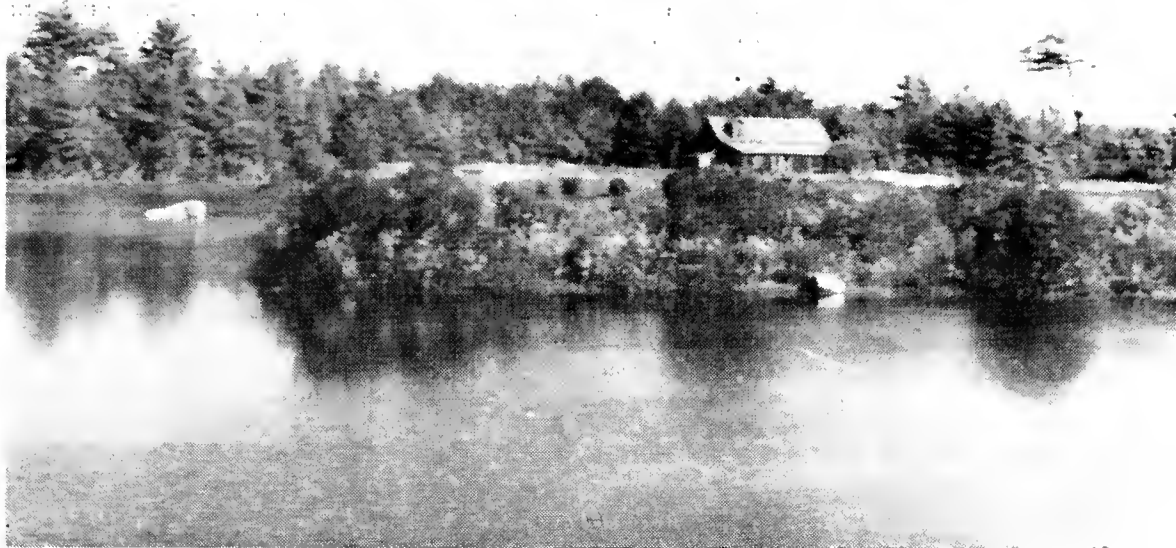
bought about 50 acres of upland around it to insure plenty of sand. This bog, too, is set to approximately half and half Blacks and Howes, and production here averages about the same. This bog is pumped by a Bailey pump, with a 4-6 foot lift from the nearby Weweantic river.

Mr. Heleen comes of a well-known Massachusetts cranberry family, the son of Walter Heleen, for many years a foreman for the Makepeace interests, and "Eddie" himself is general foreman for the United Cape Cod Cranberry Company, which as a large operation is a responsible position. As this is the first year Pappi and Heleen have owned this bog, very few



Partner, Edwin Heleen

(CRANBERRIES Photo)



Showing "Blueberry Island" in the Perkins Bog.

(CRANBERRIES Photo)

changes have been made in its operations as yet. However, with a growing season or two of experience under their belts they plan improvements. Some of the 15 pieces have gravity flow and the other pumps, these being gas. It is probable that new electrical installations will be devised and put into place at strategic points as time goes on. One advantage of the electrical systems, Mr. Pappi says is that there is lower insurance on the pumphouses and equipment.

Production at the Log Swamp property, which is near the Lakenham cemetery, in North Carver is 3,400 barrels a year. Total property there, including upland and woodland is about 150 acres. Some of this property is at present a little weedy, and not as almost spotless as the Perkins and Patterson bogs.

There is a large greenhouse on the bog with boxes and equipment including a sand loader and screens, but the packing house is used only for storage.

The Partnership Property

The third property, that owned with Heleen is now known as the "Log Swamp Bog," and is also located off Route 28, on the line between Carver and Middleboro,

with about half of the 60 acres in each town. It too is divided about evenly between Blacks and Howes. This bog has both gravity flowage and pump and consists of three divisions: the Log Swamp, from which the entire holding takes its name, the Holmes and the Washburn, 15 pieces in all. Operation of this is under the title of the Log Swamp Cranberry Company, Inc., of which Mr. Heleen is president and general manager and Pappi, treasurer and secretary. Heleen attends to frost and other direct problems at the Log Swamp bogs, while Pappi, as sole owner takes complete charge of the other two, doing his own frost flowage and other supervision.

It is customary these days to ask a grower "What do you think of the future of the cranberry industry?" And to this, Mr. Pappi replied, "We only bought the Log Swamp last January, and if I didn't think there still is a future in cranberries I would never have put money into it." And, he is not pessimistic, either, about the outlook, as talk with him reveals. He thinks there may be a good year ahead, again, for the grower, perhaps before too long, and certainly that the industry will recover from the present slump in the long run.

For the grower who possibly can, he suggests that it is important that bogs be kept up during a period of depressed prices, in anticipation of better prices. He asserts that the fellow who looks ahead and anticipates events is the one who will get along, and yet he does not scorn looking into the past either. Not by any means. He says he has carefully studied cranberry history insofar as it concerns production and marketing, particularly, and he finds a guide in trends and cycles. He has learned to make plans for the future from what he has studied of the past.

Much Interested in Marketing

Pappi says he is neither a "fresh fruit man," or a "processed man." Both markets have their full importance and both are necessary to successful disposal of the entire crop. He believes that the market will definitely be better as soon as surpluses are done away with. However, he does think the greater future of cranberry growing must lie in processing — in new processed products. "Your wife nor my wife isn't going back to baking bread as their mothers used to" he says, conforming with the ever-increasing demand for easily-prepared foods.

Much concerned with marketing,

Pappi several years ago was one of those who helped organize and was named a director of Cranberry Growers Mutual, which was dissolved last spring with the formation of the marketing committee of Cape Cod Cranberry Growers' Association.

Mr. Pappi is interested in civic affairs in his home town and for six years served as a member of the Wareham finance committee. This, he says, he enjoyed much and found very educational.

Mr. and Mrs. Pappi have three daughters, the oldest is now a chemist with a large industrial firm in St. Louis. She is a graduate of Smith's College and her two younger sisters, Ann, also studying chemistry, and Jane, are now both attending Smith.

Pappi does not belong to any fraternal or other organizations, but is a member of the Massachusetts Electrical Contractors and of the International Association of Electrical Inspectors. His recreation is hunting and fishing, principally deer hunting, locally, and in Maine, New Brunswick, and Cape Breton Island, and fishing, chiefly local salt water striped bass.

M. C. Beaton New President Of Institute

The Cranberry Institute has reorganized and elected officers. Melville C. Beaton, Wareham, Mass., succeeds Orring G. Colley, who was acting temporary head.

Vice-presidents are: First, Kenneth Garside, Plymouth; 2nd, George Briggs, Plymouth; third, Bernard Brazeau, Wisconsin Rapids, Wisconsin; fourth, William Decas, Wareham. Secretary-treasurer is Alden C. Brett, Belmont, Mass.

The executive committee consists of James C. Glover, president, NCA; Mr. Briggs, Howard Morse, Attleboro, Mass., and the president, ex-officio.

Alternates are Garside for Glover, Theodore H. Budd, Pemberton, New Jersey, for Briggs, Colley for Morse.

Directors are: Mr. Glover, Mr. Briggs, Mr. Morse, Frank Crandon, Acushnet, Mass.; Thomas

Darlington, Whitesbog, New Jersey; John Roberts, Wisconsin; Lester Haines, Gen. Mgr., Eatmor Cranberries, Inc.; Clarence DeLong, Wisconsin, Mr. Colley, Mr. Decas, Mr. Brazeau, Vernon Goldsworthy, Eagle River, Wisconsin; Mr. Beaton, Mr. Garside, Mr. Brazeau.

This makes a board of directors composed of five members of NCA, four from Eatmor, six independents, which give direct membership to the three main cranberry areas, Massachusetts, New Jersey and Wisconsin, with the West Coast having indirect representation through NCA or Eatmor.

First Cape Club Meeting Hears Vital Facts

A very important first winter meeting of Cape Cod Cranberry Clubs was held by the Southeastern Massachusetts group at Rochester Grange Hall, January 18th. About 100 growers attended despite snowy roads.

Dr. Chester E. Cross, director of the Massachusetts Experiment Station, was one of three speakers. He discussed the outlook for the cranberry industry, and was more optimistic as to the future than some growers. Turning to the cultural side of the picture he said that, in his opinion, to that date, oxygen deficiency would have no effect on the 1956 production. He said some bogs which were not put under water early did not get flooded for some time, as the reservoirs were frozen. The amount of injury to these bogs by winterkill, if any, cannot be determined yet. In summarizing all the factors, he felt there is a substantial prospect for a good crop in 1956.

"Mel" Beaton, president of the Cranberry Institute, told of the activities from the fresh food angle and announced the officers as recently elected. Definite plans for the future have not been completed.

Chester W. Robbins, chairman of the Marketing Committee, now national in scope, discussed the plans of this committee. He told

what the committee had accomplished so far (see article on page 6.) He suggested growers give their support to the amendment to the agricultural act now being sought, by writing letters to representatives, senators and congressmen.

The proposed cranberry amendment, prepared by Karl D. Loos, attorney for the Marketing Committee, was passed out to growers. As pertaining specifically to cranberries it read in part:

"Section 8c (2) of the present Act, as amended lists the commodities for which marketing orders may be issued. The list as presently in effect allows marketing orders on most fruits in fresh form, but most fruits for canning make cranberries for processing eligible for the issuance of a marketing order it is necessary to insert the word "cranberries" among the exceptions to the exclusion of fruits for canning or freezing. Olives and grapefruit are now so excepted; the amendment would add cranberries to such exceptions.

"For the past several years the production of cranberries has substantially exceeded the effective market demand. In the past two years competition among handlers, under these surplus conditions, has resulted in a demoralized market with prices so low, both for fresh fruit and canned products, that the growers are receiving considerably less than their cost of production. It is believed that a marketing order would afford a means of restoring some stability to the market, thereby improving grower returns. However, because of the direct competition between fresh cranberries and canned cranberry products, a marketing order on fresh cranberries alone, without similar control over cranberries for processing, would be ineffective."

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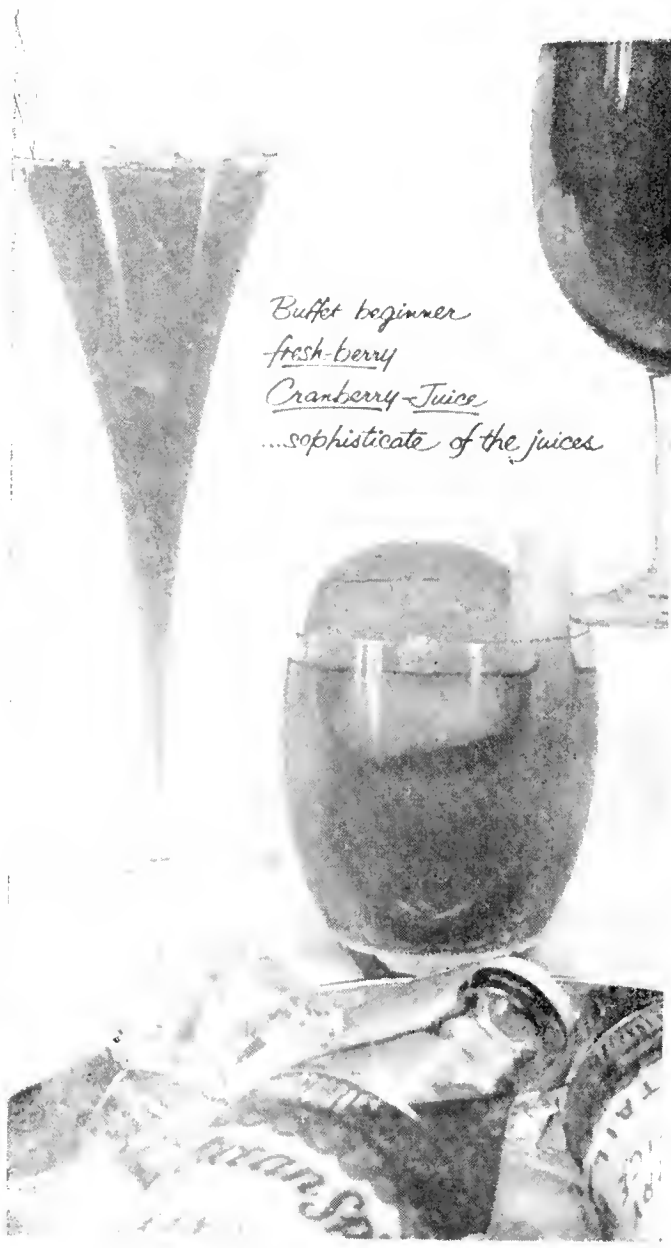
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TRADE JOURNAL
CRANBERRY WRITE-UP

"FMC Progress", trade journal of Food Machinery and Chemical Corporation, in its latest issue has an article, "Who Ate the First Crane Berry?" This is a two-page spread with color and black and white photos.

The article sketches the history of the berry from the time of the Indians to the present date. It refers to the dusting and spraying of cranberries with insecticides produced by FMC's Niagara Chemical Division.

National Cranberry Association Makes Major Personnel Changes

President Glover Makes Progress Report

James E. Glover, completing his first year as president and general manager of National Cranberry Association, reports that Ocean Spray sales (processed) made their highest annual record in 1955, reaching 5,195,179 cases. This is equivalent to 451,755 bbls. An additional 182,229 bbls. were shipped fresh.

"Contributing to the new record," he says, "was the spurt in cranberry juice cocktail sales during the holidays which brought the year's total for juice up to 305,652 cases. Cranberry juice business will be further expanded in 1956 through the promotion of CRAN, the drink glorifier.

Term Loan Reduced

During 1955, NCA's term loan was reduced to \$2,202,821 and strict surveillance of capital expenditures in the future should make it possible to pay off the term loan within 3 or 4 years.

Inventory Lower

"The inventory of cranberries and finished goods as of December 31 was 368,894 equivalent barrels. About 300,000 barrels are in freezers and the balance is in cans ready for shipment. This inventory is 70,181 barrels less than we had in December 31, 1954. We are looking forward to selling 268,894 barrels by August 31st, leaving 100,000 barrels to begin the new season.

Staff Changes

"We are lining up a first string team to do the job. In some departments, such as fresh cranberries, we have greatly reduced our personnel while in others, such as processed sales, we have expanded. Replacements and realignment of duties have been made wherever it seemed beneficial to management's program to bring the demand for cranberries on a par with the supply so that the industry need no longer be badgered by expensive carry-overs.

"In the fresh cranberry department, Perley Merry, sales promotion manager, resigned to accept a position with Botany Brands. He will not be replaced. Fred Bailey has been transferred from fresh sales to processed, working with H. Gordon Mann as chief of retail sales. David Stanley, salesman, has been reassigned to sales of fresh frozen cranberries on a

Ellen Stillman Resigns After 25 Years Service



Miss Ellen Stillman resigned as advertising vice president of National Cranberry Association this month to accept the vice presidency of the Hermon W. Stevens Advertising Agency in Boston.

She first became associated with NCA 25 years ago while still a student, and her duties have covered all phases of the cooperative's advertising and publicity program. She was appointed vice president in charge of advertising in 1952.

A 100% member since 1940, she has blogs in Hanson and Scituate.

After a month's vacation, she will take up her new office April 1st.

year round basis, and Miss Sue Pitman has been transferred from fresh cranberry shipments to office manager of the Hanson headquarters.

"Growers Relations has been eliminated along with the position of purchasing agent. The resignation of Leslie Blake, former general manager of New England Cranberry Sales Co., has been accepted and purchasing will be carried on through a special purchasing committee made up of staff members.

"Lawrence Bailey, company

engineer, has resigned and engineering services required in the future will be done on a contract basis.

"James Sands replaces Kenneth Lamprey in finance and William Filz replaces Alton Garland as director of research. Mrs. Janet Taylor returns to the Cranberry Kitchen as director of home economics, replacing Mrs. Annette Robbins.

"Edward Ekstrom, formerly treasurer of Cranberry Credit, is now internal auditor and Edward Holmes has been transferred from accounting to the position of business analyst.

"During the year, Larry Proesch was moved up from promotion manager to director of marketing; Marcus Havey, manager of the North Chicago plant, became production manager; and Kenneth Garside became assistant to the president. Betty Buchan's job as publicity editor was expanded to director of public relations and John Leitch, retail salesman, was named sales representative for the southeastern territory.

"These changes were made after careful study of NCA's personnel in relation to NCA's primary aims. A diligent and qualified team will better NCA's progressive record in 1956."

A directors' meeting was held on Hanson, February 10th.

MRS. KRANICK IS NAMED BANDON "WOMAN OF YEAR"

Mrs. Leslie Kranick of Bandon, Oregon cranberry grower, our Oregon correspondent, and well known throughout the West Coast for her cranberry activities, has been named "Woman of the Year" by the Bandon Woman's Civic Club. She received a gift from the hand of her predecessor, who presented it to her on behalf of the club.

In 1954 she was a visitor to Wisconsin, New Jersey and Massachusetts, her final destination, as a delegate of NCA. Following this trip, in which she met many of the growers of the country, she wrote an interesting series of articles for CRANBERRIES concerning her experiences.

Mass. Cranberry Station and Field Notes

by J. RICHARD BEATTIE
Extension Cranberry Specialist



The "Surplus"

We hardly need to be reminded that the surplus problem is still with us and that low returns to growers were due primarily to this condition. The major questions facing our industry today are how to dispose of the burdensome carry-over, develop programs to sell our total crop each year and make a reasonable return to growers. These are questions that must be answered very soon if our industry is to weather the present storm.

Those attending the Plymouth County Cranberry Club meetings in January heard these questions discussed in some detail. Dr. C. E. Cross ably presented the current situation as summarized above. M. C. Beaton, president of the newly-organized Cranberry Institute, outlined some of the tentative plans to publicize cranberries in hopes of increasing consumption. Chester Robbins and Gilbert Beaton discussed the purpose and functions of marketing agreements and orders that might be developed for the cranberry industry to correct or alleviate some of our problems including that of surplus. Both of these men are serving on an industry-wide committee charged with the responsibility of preparing a cranberry marketing order and presenting it to growers and handlers for their careful consideration. It is definitely a "self help" type of program aimed at quality and volume controls and does not involve subsidies or acreage controls which have no place in our industry. It will be the growers and shippers responsibility to familiarize themselves with this program so that they can vote intelligently when it is presented to them for suitable action. Those who have not read

Chester Robbin's article in the January issue of CRABERRIES Magazine on this subject are urged to do so.

Federal Grades

This brings up the matter of federal grades for fresh fruit. It is understood that if a marketing order is approved for our industry that federal grades will be required. Considerable work has already been carried on in this particular field and will be given further careful study this winter by the entire industry. It should be made clear that federal grades are not prepared in Washington by government officials but by the agricultural industry involved with whatever technical assistance they may seek. Federal inspectors spent some time this past fall in the various cranberry producing areas and examined many lots of berries in our screening

and packing plants in order to familiarize themselves with our product and problems. They were impressed in most instances with the quality of our pack at shipping point. The condition of fresh fruit in the retail channels of trade is another matter. Federal grades are not the answer to many of our problems, but we believe that their adoption is a progressive step forward and deserves the support of the industry.

Oxygen Deficiency

Oxygen deficiency conditions existed early in January and February, based on tests made by George Rounsville and others in the cranberry area. Since time was an important factor, news releases were prepared and sent to the press and radio to warn growers of the problem. It was suggested that the winter flood be withdrawn from under the ice wherever ample water supplies were available for reflooding. Field reports showed that the flood was withdrawn from a substantial acreage of bogs which should have corrected the oxygen problem. Incidentally, the milder weather experienced in January and early February was a welcome relief to that endured in December.

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Each spring a considerable acreage of bog is plagued by the green scum problem. February is a good month to check bogs for this pest and take the necessary steps to correct it. The past history of the scum problem is a dependable guide as to whether the copper sulfate treatment will be necessary. Certain bogs seem to have a scum condition every year, while others, like the State Bog, seldom require treatment. No doubt 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 scum is still present. 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. It is suggested that a reasonable period of time should elapse before draining off the winter flood into any fish pond or stream after treating for scum.

New Charts

The Cranberry Insect, Disease and Weed Control Charts have been revised and are now being printed. A new Fertilizer Chart has been prepared and will be issued for the first time this spring. It should be considered as a guide or tool and should be used only with judgment. Some bogs have high production without the use of fertilizers, while others have

low production in spite of fairly heavy applications. The suggestions and observations of growers who assisted with the revision and development of these charts were most helpful to the Experiment Station staff.

New Mass. Survey

A Massachusetts cranberry survey, or census, is being conducted this winter under the supervision of the Massachusetts Department of Agriculture and the New England Crop Reporting Service with the full support of the Cape Cod Cranberry Growers' Association. These surveys have been made approximately every ten years since 1924 and have provided growers with considerable valuable data on production phases of the industry. Mr. Henry Plunkett has been hired for the third consecutive time to act as field supervisor for this survey, and will be located at the Cranberry Experiment Station during February. Enumerators, including several cranberry growers, have been hired to interview growers and secure the necessary answers to a detailed questionnaire. Incidentally, Wisconsin completed similar survey in 1954 and has prepared an excellent bulletin on the results of their study. We hope to do the same within the next several months.

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Cranberries

THE NATIONAL CRANBERRY MAGAZINE

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FRESH FROM THE FIELDS

Compiled by C. J. H.

MASSACHUSETTS

Unpleasant January

The month of January was an unpleasant, "ornery" one. Several records were broken. The month was windy, which made it seem much colder than it was, with an average velocity of 18.7 mph, the top gale being 59 (Boston). It brought the longest number of consecutive days with no sun, from the 8th to the 17th. This was the wettest of any January in local records. There was snow on the ground much of the time.

But it was not a cold month, a little more than a degree a day above average. The mean was 30.5 as compared to 29.1 normal. The coldest day as recorded at Massachusetts Cranberry Station was 2 above on the 2nd and the warmest 40 on the 10th. The month ended with a 43 degree plus at Boston.

Middleboro reported a total of 20 inches of snow during January, and precipitation, including snow, was 5.5 inches. Lowest temperature was zero and the highest 46. The mean maximum was 34 and the mean minimum 23.6.

It was also a wet month, with 5.85 inches being recorded at the State Bog, as against the average 4.12.

U. S. Weather Bureau forecast for the northeast section was above normal.

Oxygen Warning

February, starting in about two degrees a day (Feb. 10) warmer than normal, following a warmer than normal January, had melted

some of the thick ice which had formed earlier in January and December and thus was favorable to the oxygen deficiency situation, and there was also no winterkill.

However, on February 4 a warning was issued from the State Experiment Station that tests at the State Bog showed the oxygen content in flood waters to be considerably reduced on some bogs, and that if snow was added or the weather was cloudy, a few days of sunless sky might endanger bogs, particularly those with dark flowage water.

On February 9, Cranberry Specialist Beattie said that ice had been dropped on a very considerable acreage, as a result of the warning, that no more snow had come, and several of the days had been sunny and that the ice and snow-ice had been melting. He felt that there had been no oxygen deficiency loss in that period. This was the second warning sent out by the Station this winter. As to winterkill, there was a possibility that some may have occurred earlier in the winter, but not during January or February to date.

NEW JERSEY

January Colder Than Normal

January averaged out quite a bit colder than normal in the Pemberton area of New Jersey. This, together with 8 inches of snow from Jan. 17 to 20, induced oxygen deficiency conditions, and by January 23 analysis showed a few bogs with a reading below 5 c. c. per liter. Severe conditions pre-

vailed from Jan. 16 through Jan. 28, but they were ameliorated by a mild, rainy period from Jan. 29 to Feb. 2. As of Feb. 3 there was much open water on most bogs.

The average temperature for the month was 31.4° F., which is 3.3° colder than normal. Fourteen nights had temperatures of 20° or below, and below freezing temperatures were recorded on all but four days. The precipitation was 3.23 inches, which is only .16 inch below normal. Both temperature and rainfall were contrary to those in Massachusetts.

Water Short—Winter Injury

The lack of water for winter flooding has caused anxiety to cranberry growers in New Jer-



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Grower
Who
Belongs"

CRANBERRY GROWERS, Inc.

Mead-Witter Bldg.

Wisconsin Rapids, Wisconsin

sey. Some delayed flooding until much later than was desirable and a few did not have enough water to drop ice and reflow when it would have been advisable to do so. A little winter injury is already apparent in a few areas where bogs were not flooded in time.

Water Removal Urged

The last week in January growers were warned from the Laboratory that it would be advisable to remove water from bogs to prevent oxygen deficiency to vines on ice-covered bogs.

Warning noted: "Many bogs are completely covered with snow-ice or snow on ice. This is a condition conducive to oxygen deficiency."

WISCONSIN

Water Levels Down

January averaged slightly below normal in temperature and well below normal in precipitation, following the same pattern as November and December. Deep frost was reported in the southern marsh areas, due to light accumulation of snow and light frost depths in the northern marsh areas, due to heavy accumulation of snow. As of the end of January, snow depths were five to six inches in the south and twenty to thirty inches in the north. Ground water levels were reported down in all areas.

More sanding operation was being done in the southern marshes than expected due to the light snow cover. Operations were expected to carry into February.

Vines in Good Shape

To date, the vines should be coming through the winter in good shape due to an early and quick freeze down of winter floods. There was little, if any, thawing in January.

Berries Hold Late

A few fresh berries and a considerable amount of processing berries were reported left in Wisconsin warehouses as of the end of January. This is the latest holding of berries since the crop season of 1951.

Sympathy is extended to the

family of John Radtke, Nekoosa, Wisconsin, cranberry grower, who passed away January 21, and Mrs. Bert Mitchell, wife of Bert Mitchell, veteran cranberry grower of Mather, who passed way January 26.

OREGON

It now appears that the floods which hit the Pacific coast late last year did no damage to the cranberry growers, even though several lives were taken along the Coquille river, not far from the cranberry area.

The latter part of January brought clear weather, with temperatures down to 20 or lower. No injury to bogs was anticipated.

Growers are reported as being somewhat more cheerful as to the future of the industry. There is much thinking along the line of quality improvement. Iain MacSwan, new pathologist at the Oregon State College, has invited growers to send in samples of vines suspected of disease or injury for identification of such, and possible control procedures.

WASHINGTON

Weather

Last week in January brought a sudden drop in weather with temperatures ranging into the 20's. A few light snow flurries occurred during that period. There was one heavy rain storm, but on the whole the Washington cranberry area has been in the edge of the storms which inundated the southern coasts of Oregon and northern California.

'56 Bud Set Average

An average bud set has taken place, and there was no apparent damage done by recent cold spells.

Mostly clear weather has given a good opportunity to work on a new sump at the Cranberry-Blueberry Station, and the new water supply is planned for irrigation of blueberries and for cranberry harvest.

Charles C. Doughty was expect-

ed to return to the Station during February. He has just completed his course and preliminary work for his doctor's degree. His assistant, Donald K. Ourecky, junior horticulturalist, is going to Pullman, also in February, for additional courses toward his master's degree.

Wisconsin Group Holds Meeting

MIDWEST

The Midwest Cranberry Cooperative, Wisconsin Rapids held its annual meeting Monday, Jan. 23. Officers reelected for 1956 were H. F. Duckart, President; Harvey Ward, Vice President; Roy Potter, Secretary-Treasurer and L. Sorensen, Manager. Besides the first named three, other directors are R. Gottschalk and C. L. Lewis. C. A. Searles and C. L. Lewis were renominated to serve as directors on Eatmor Cranberries, Inc., board of directors.

SALES COMPANY

The Wisconsin Cranberry Sales Company, Wisconsin Rapids held its annual meeting Tuesday, Jan. 24, 1956. Officers elected for 1956 were Newell Jaspersen, President; Keith Bennett, Vice President; and L. Sorensen, Secretary-Treasurer. Besides the first two named, other directors reelected were Jean Nash, E. Van Wormer, Clair Habelman, Wm. Zawistowski and H. Folsom. Harold DeLong and Tony Jonjak were renominated to serve as directors on Eatmor Cranberries, Inc. Board of Directors.

EATMOR MEMBERS

Seventy-five members of Eatmor Cranberries, Inc., in Wisconsin met at the Elks Club, Wisconsin Rapids on January 23, 1956 to hear reports of the past season's operations. Lester Haines, General Manager of Eatmor reviewed the 1955 marketing season. He reported Eatmor had increased its fresh fruit sales over 30 per cent the past year. A report on the closing of the 1954 Eatmor processing pool was given by Roger Brick, Eatmor director from New Jersey. L. Sorensen, State

(Continued on Page 16)

Cape Man Has Bogs On Pure Beach Sand As First Growers

Walcott Ames, Jr., Gets Excellent Production on Property at Ocean-side -- has Sump Hole for Sprinkler Protection, Vehicles Radio-Phone Equipped

Clarence J. Hall

Beach sand! This was what Henry Hall used in growing the first cultivated cranberries in about 1816, at East Dennis, what other earlier growers utilized, believing it had special merits over other sands; many growers, who have had it available have spread it on their bogs since. And today beach sand is doing a first class job for a World War II vet.

He is Walcott R. Ames, Jr., of Osterville on Cape Cod, son of a father who has won considerable acclaim for excellent bog management himself and who is president of the Barnstable County National Bank. Although a new-comer to cranberry growing in his own right, the younger Mr. Ames was one of the six new directors elected to assist in management of National Cranberry Association last August.

Like Henry Hall and most others, who have made use of beach sand, the Ames bogs are, naturally, close to the seashore. (Some, however have carried beach sand considerable distances.) In fact only a "barrier reef" of high dunes is between the sections of his bogs and the waters of Cape Cod Bay in the Spring Hill section of East Sandwich. He has about 15 acres in all, some of it in need of renovation, but on about nine acres he harvested nearly 100 barrels to the acre in 1953, the year he purchased the property, and

had another good year this past fall.

He has fertilized heavily. He put on 200 pounds to the acre last spring on the sand portion of his bogs and 100 on the peat.

For insect control he used airplane exclusively, starting with dieldrin on June 5th, June 17 malathion, July 1st, malathion again, July 12th parathion, and seemed to gain complete control.

Bog at Sea Level

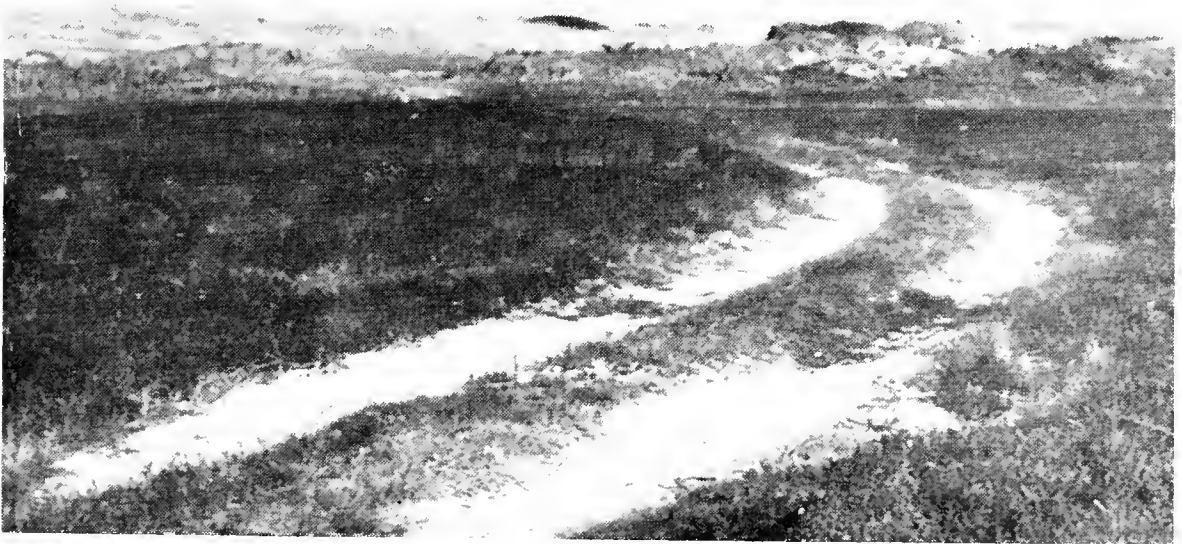
The property, which contains about 25-30 acres in all, was mostly purchased from Emil Wit-

ten of Sandwich, who built about ten acres, and who is now employed by Mr. Ames as foreman. The other pieces were bought from Donald Small. None is new bog, but most has been given good care, or rebuilt in the past ten or dozen years. The whole area is low. Mr. Ames believes it to be at not much more than sea level, possibly half a foot above. The sea, on this north shore of the Cape is not more than 250 yards from where the waves break on the sandy beach beyond the flanking dunes to the bogs. Their crash is rather loud on the bogs on a day when the wind is in the right quarter to cause high waves. This is a typical setting of many of the early Cape bogs, but the management there is by modern method. Not all the vines are on pure beach sand, about half having a peat bottom.

In Ames experience the sand portions of his bogs seem to bear more steady and he can control the weeds better also in the sand.

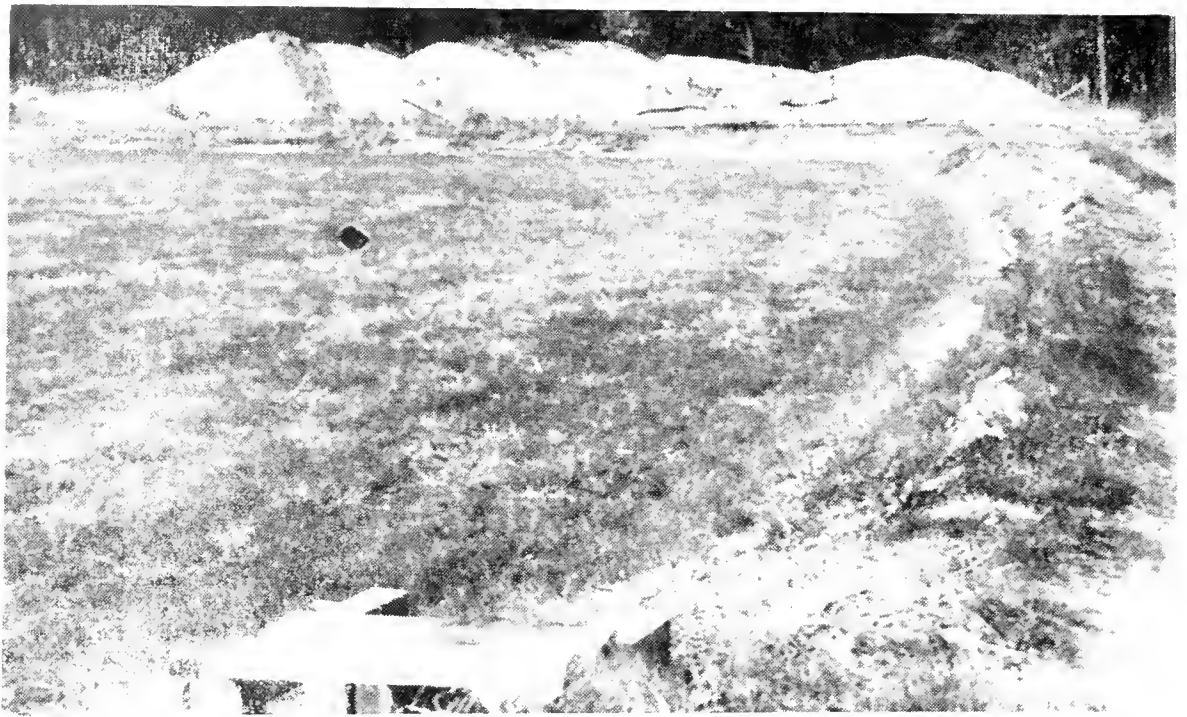
An Interesting Section

Ames has found some definite advantages in this beach sand location, notably in the making of a section, three quarters of an



Bog, even with, or lower than surrounding shore.

(CRANBERRIES Photo)



Stowing Three-Quarter Acre Section Quickly Vined Over. Irrigation Sump Hole in Background.

(CRANBERRIES Photo)

acre in extent in the fall of '54. This has caused quite a bit of interest among other growers because of the method and particularly in the low cost factor. He merely bulldozed a sandy swamp down to level of the sand, then broadcast vines thickly with pitch forks, and using a mechanical vine setting machine obtained from Ralph Thatcher fellow Cape grower, disced these in. The discs, about nine in number, were on the front of a tractor—he now has a machine of his own. This, it should be noted, was done in the fall, not spring, and the small area was then flooded up. Growth of runners has been so rapid that the comment of growers who have seen it, is that it looks like a piece three years old, rather than a single year. Cost of planting, Ames is not averse to telling for the benefit of other prospective builders, was about \$66, and the whole three-quarters acre did not cost more than \$200—which is very economical bog building.

This section was not sanded at the time of building, but will be given a spreading this coming spring. Early Blacks were set out. As sand is taken for use on

the bays he plans to plant additional areas. This, in a way, is accomplishing two operations in one.

A feature of the Ames bogs, besides their seashore location and low level is that most of the vines set here were planted with a machine which does not seem to interfere even with a tractor. Most of the discs, all but about two acres—which were in the small marshes, are Blacks with Late Waves, the variety making up those.

Ames picked about half his crop with machine last year, but this coming season plans on 100% machine. Last fall he ran the picker over all the area after harvest. The vines are short kept so by machine harvest, but this, Ames feels, makes them produce better.

Soak is the location of this property, almost in the sand dunes of the beach, that there is no possibility of fresh water brooks or pond for a water supply, and so Mr. Ames has dug a large water hole about 60 by 10 feet in length and breadth and about 15 feet deep. His father has achieved notably good results with sprink-

ler system on his bog at Osterville, and young Ames eventually plans overhead irrigation at all this property.

Trying Out Sprinkler Irrigation

He has installed a Chrysler pump and placed aluminum tubing and a few Rain Bird sprinkler heads and started irrigation trials. He has used the sprinklers in a minor way, so far, for drought, and has tried out frost protection with the sprinklers on a section. (There was no frost the night he planned to use it). With only two years of experience in operating the bogs, his mind is not yet made up as to just what is the best installation for his particular situation.

He has found out that the beach sand holds water well, but when it does dry up it "really dies up".

"I honestly do think there are real signs of considerable improvement in 1956 from the marketing work that is being done this year," he says. As a director of NCA, he is aware of what is going on in that co-op and he feels that new policies now in operation are laying the groundwork for a better day in cranberry marketing. He feels confi-

dent that the surplus problem, which has held back the entire industry, will be overcome.

Mass. Market Cocktail

He, as others do, looks to new, or increased, outlets of present products. He is confident cranberry cocktail can be a big market. Cocktail, now admittedly costly to manufacture, need not always be a luxury, or semi-luxury item. "I am sure a mass market can be achieved," he declares, "and a mass market, once determined, will bring about cheaper methods in making cocktail."

Mr. Ames was born in Osterville and was graduated from Barnstable High School (Osterville is a part of the Town of Barnstable) in 1941. For approximately four years he was in the

U. S. Navy, getting out in 1945. He was chief machinist mate on mine sweepers, taking part in a number of operations, including Guadalcanal and other Solomons Islands operations.

His father, besides being a banker, also had an electrical business, the Ames Electrical Company, and after the war young Ames took this up, which is still his main occupation. He is a member of the fire department of Osterville village; was a member of the prudential committee for three years; is a member of the Osterville Board of Trade and of the veterans' association.

Mr. Ames is married to the former Rebecca Cahoon of Woods Hole and the couple has four children, Rodney, 8; Jo Ann, 6; Cindy, 4, and Brenda, 4 months. They live on the shore of Neck Pond in Osterville.

Ames' hobbies are hunting, chiefly. He recently made a bear-hunting trip to New Hampshire; his father has a camp near Liverpool in Nova Scotia, where there is good deer hunting. He has a rabbit hound and a bird dog and there is a duck camp on Sandy Neck in Barnstable, which is not far from his bogs.

Is a Radio "Ham"

Moreover, he has another real relaxation, and that is that he has for years been a radio "ham". Several of the cars and trucks which he uses in the electrical or cranberry business are radio-telephone equipped. When he is away from home or office he is never out of touch of communication, which is a source of much satisfaction to him. As a licensed radio operator, his call letters are "WIYEB", and he is known to other "hams", because of this, as "One Young Eager Beaver"; and that is what he now is in the cranberry field.

Atlantic County Board of Agriculture at its annual banquet at Atlantic City, January 30. (Editor's note: the citation which follows was not sent in by Mr. Doehlert, but by one of his association.)

Charles A. Doehlert

The blueberry industry of Atlantic City has grown up under your help. It has prospered and been a good farm business because you and your co-workers have contributed so generously of your energies and abilities.

You have at all times endeavored to advance the cause of the blueberry grower. You have always made every effort to solve the problems which have confronted the industry. It has been your greatest desire to help build blueberry production into a leading agricultural enterprise in New Jersey.

Through repeated emphasis on countless things, you have been able to bring about a recognition as to their importance by the growers. Because of this, you have been responsible for preventing many things from becoming disastrous factors in production, and you have brought about on the part of growers an awareness which is envied by many other branches of agriculture. You have never lost sight of your objectives in cultural practices.

We believe that the blueberry industry of Atlantic County is sound, that the men who are in it are capable, and that they have a good knowledge of the business. To a great extent, we believe that this is true because of your contributions and effort.

The Atlantic County Board of Agriculture takes real pleasure in presenting to you on this thirtieth day of January, nineteen hundred and fifty-six, this citation for meritorious service to our blueberry growers.

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No other saw so light . . . so easy to handle . . . packs as much power. Enough power to zip through an 18 inch tree in 18 seconds. Enough power to cut trees 4 feet or more in diameter and to stand up without costly maintenance under steady production cutting. Try it . . . this mighty mite of chain saws . . . the new Homelite Model 17, today.

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DOEHLERT CITATION

Charles A. Doehlert, in charge of Cranberry and Blueberry Research Laboratory, Penberton, N. J., was awarded a citation by the

ADVERTISE IN CRANBERRIES

Shrinkage Of Cranberries Held In Common Storage

By Bert M. Zuckerman

Plant Pathologist, Cran berry Experiment Station

This paper, the second of a series appearing in this magazine, presents observations of cranberry keeping quality in common storage during the fall of 1955. Storage facilities are referred to as Common Storage A and Common Storage B in this discussion.

Common Storage A

Common Storage A is a very large, unheated room equipped with fans. Temperature checks made during the course of these observations showed that temperatures inside the room approximated those outside the building.

The objectives of this study were (1) to determine the actual shrinkage of machine-picked and scoop-picked Early Blacks when held in common storage, (2) to determine the effect exerted by position of the storage box on the keeping quality of the cranberries. (this portion of the work was of a preliminary nature and was meant to give an indication of the type of results to be expected from more extensive tests) and (3) to compare two methods of sampling berries used to determine actual shrinkage.

Sampling Methods

Boxes containing berries to be sampled were selected from two large storage sections; one of these sections held scooped, late-water Early Blacks and the other machine-picked, late-water Early Blacks. From each section samples were taken from each of five boxes atop the pile and also from the third box below each of the top boxes sampled. In this manner 20 samples were taken from the two sections, randomly and without bias. The berries represented the crops of many bogs, and to the best information available to the writer none had been treated with fungicides. The berries had been in storage only a short period at the time of the first sampling.

Two methods were used to determine shrinkage in storage. In the first, one thousand berry samples were taken in paper bags from each box selected. The berries which had rotted in the field were sorted out, counted, and discarded. The sound berries were counted and then stored in the pa-

per bag at a common storage located at the Cranberry Experiment Station for the duration of the test period. At the conclusion of the test period, the berries in the bag were re-examined; the rotted fruit represented the shrinkage incurred in storage.

The above-mentioned technique had the obvious disadvantage of subjecting the berries to additional handling.

The second method involved the taking of a second sample from each box at the conclusion of the storage period. The percent of rotted berries which had been present in the first sample was subtracted from the percent of rotted fruit in the second sample, the difference giving the actual shrinkage in percent.

Three weeks after the inception of these observations, the scooped berries were removed from storage and screened for the fresh fruit market. Unfortunately, all but two of the test boxes from this section were lost at this time. These two boxes were resampled and a final count was made of all scooped samples which had been stored at the Cranberry Experiment Station and the samples from the two boxes recovered from Common Storage A.

Five weeks following the initial sampling, all ten boxes which contained machine-picked berries were resampled. Machine-picked samples stored in Common Storage A and at the Cranberry Station were examined for the final time the following day.

Calculations of the shrinkage as determined by these two methods are given in Tables 1A and 1B.

Results

Machine-picked berries in Common Storage A incurred an average shrinkage of 9.7% during the five-week period covered by these observations. The machine-picked berries when hand-sorted and held at the Cranberry Station incurred an average shrinkage of 11.4%. Since the scoop-picked berries in Common Storage A were removed before they could be resampled, the only assay of shrinkage available during the three-week period covered by these tests was given by the samples stored at the Cranberry Station. Here an average shrinkage of 10.6 occurred. The obvious point of difference between these tests is that the machine-picked berries were in storage for five weeks, whereas the scooped berries were in storage only three weeks. From these results, the machine-picked berries appear to have held up better in storage than the scooped berries.

In all tests the berries stored in the third box down from the top showed a slightly greater average shrinkage than those stored in the top boxes. This increase in average shrinkage ranged from .9% to 1.9% in the various tests. In interpreting these results it is necessary to keep in mind that the taking of 20 samples from two tiers of boxes in one storage would not support the conclusion that berries in the third tier of boxes from the top will consistently incur more shrinkage than those held in the top tier of boxes.

The machine-picked berries stored at the Cranberry Station incurred an average of 11.4%

(Continued on Page 12)

FOR SALE
CRANBERRY
VINES

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AVAILABLE

STATE INSPECTED

TONY JONJAK

HAYWARD, WISCONSIN

THE U. S. cranberry crop last fall, as we know now, according to department of agriculture figures was 1,035,400 barrels. This is the last government release except for the final "historical" figure given out next August and that will probably not vary much. This production was 14 percent less than the all-time high (to date) of 1,203,300 barrels in 1953, but it is 23 percent above the ten-year average (1944-53).

Massachusetts had 560,000, New Jersey 85,000, Wisconsin the whopping 315,000, Washington 45,400 and Oregon 30,000.

There seems little doubt but that we are in the million-barrel status now, and for keeps—unless the industry goes all to pieces. Of course some bogs have been permitted to deteriorate somewhat under the strain of the low prices of recent years. But we have made an awful lot of gain in the "know-how" of cranberry cultivation. We are steadily learning more. We make progress in controls of various sorts and in the technology of cranberry growing.

It is needless to point out we must make equal progress in marketing. Faster progress, even, much faster. We must recover the ground we have lost. We must keep marketing abreast, or ahead of cultivation.

We really believe a little better feeling is beginning to result among the growers with the re-activating of the Cranberry Institute, now for both fresh and processed fruit, and the possibility of a Federal Marketing Order. Not all approve of the latter — they do not like any suggestion of "regimentation" or getting the government to "meddle" in cranberries. They are undoubtedly honest in their opinion. So are those who feel such a step has now become necessary.

In any event the grower, who is the backbone of the industry, must keep his eye peeled on the marketing situation as it develops — as much as he keeps an alert eye on his bog and his crop.

Reports have been made to growers, at least some of the industry, concerning the proposed U. S. Standard Commercial Grades for fresh cranberries. We sat in on one such and the most notable and encouraging aspect to us was that the shippers (who were also growers) seemed

Editor and Publisher
CLARENCE J. HALL

EDITH S. HALL—Associate Editor

CORRESPONDENTS—ADVISORS

Wisconsin

LEO A. SORENSON
Wisconsin Rapids

Washington—Oregon

CHARLES C. DOUGHTY
Cranberry Specialist
Long Beach, Wash.
ETHEL M. KRANICK
Bandon, Oregon

Massachusetts

DR. CHESTER E. CROSS
Director Mass. Cranberry Experiment Station
East Wareham, Mass.
BERTRAM TOMLINSON
Barnstable County Agricultural Agent
Barnstable, Mass.

New Jersey

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

primarily concerned with one thing. That was grades which would get fruit into the hands of consumers in the best condition possible. They did not want grades too easy to accomplish this fact. It was noteworthy that the cooperation of the representative of the USDA was at a high level. It is, of course evident to everyone that if better quality fruit can be taken home by the ultimate purchaser that's one of the major obstacles to better prices and increased sales has been overcome.

Startling changes have been made in NCA top personnel, as reported in this issue. Many faces will be missed, particularly that of Miss Ellen Stillman, who had been with the industry a quarter century. However, she is still a grower in her own right.

COMMON STORAGE A

Table 1A. Shrinkage of Machine-Picked, Late Water Early Blacks in Common Storage A for 35 days.

Box No.	Field Rot	Storage		Total	
		Rot %	Shrinkage %	Rot %	Shrinkage %
6a‡	27.8	14.4	42.2	12.7	40.5
6b‡	22.9	13.0	35.9	10.6	33.5
7a	10.9	8.0	18.9	5.9	16.8
7b	6.8	6.9	13.7	7.6	14.4
8a	10.0	5.2	15.2	5.8	15.8
8b	8.4	8.6	17.0	8.3	16.7
9a	14.3	14.5	28.9	13.5	25.9
9b	12.4	16.5	28.8	13.7	28.0
10a	17.2	10.0	27.2	7.3	24.5
10b	18.0	16.4	34.4	11.6	29.6
Average Rot	14.9	11.4	26.2	9.7	24.6
Average Rot a	16.0	10.4	26.5	9.1	25.1
Average Rot b	13.7	12.3	26.0	10.3	24.0

shrinkage, or 1.7% more, than those which remained undisturbed in Common Storage A. In view of the additional handling to which these berries were subjected, these results were not surprising. In most instances, the shrinkages as recorded by both techniques correlated well ((note: an exception is Box 5a, Table IB); however, further experiments may indicate the desirability of adding a correction factor in rot studies where berries are to be handled additional times above that of normal practice. From an experimental point of view, this information would be of use in cases where it is difficult or impossible to follow the progress of a lot of berries through storage.

Common Storage B

Common Storage B is a large storage room where temperatures average 55° F. Humidity readings were not taken, but air moisture was considered to be very low in this storage. Air circulation was curtailed, since doors and windows were generally kept closed. Fans or other types of air circulators were not used.

The objectives of this study were (1) to compare the keeping quality of late-water Howes which had been treated with fungicides to that of late-water Howes which had not received fungicide applications, and (2) to obtain a quantitative estimate of the amount of weight loss which occurs in stored berries.

Sampling Methods

Three quarter-barrel boxes of fungicide-treated late-water Howes, and three quarter-barrel boxes of untreated berries were scoop-picked and placed in Common Storage B during the latter part of September, 1955. At that time the total weight of each box was recorded. Ten weeks later the boxes were removed from storage, weighed, and the amount of weight loss, due mainly to desiccation and respiration of the berries, was measured. Smaller samples, which had been stored concurrently with the larger ones, were evaluated to determine the field and storage losses due to the

Table 1B. Shrinkage of Scoop-picked, Later Water Early Blacks in Common Storage A for 21 days.

Box No.	Field Rot	Storage		Total	
		Rot %	Shrinkage %	Rot %	Shrinkage %
1a	6.0	7.1	13.1	—	—
1b	5.0	6.1	11.1	—	—
2a	3.6	6.4	10.0	—	—
2b	5.7	7.0	12.7	—	—
3a	4.4	7.4	11.8	—	—
3b	5.5	8.8	14.3	—	—
4a	8.5	10.0	18.5	—	—
4b	6.9	13.0	19.9	—	—
5a	18.0	19.7	34.7	30.6	48.6
5b	10.0	20.3	30.3	21.0	31.0
Average Rot	7.4	10.6	17.9	—	—
Average Rot a	8.1	10.1	18.2	—	—
Average Rot b	6.7	11.0	17.7	—	—

*. Figures given in percent, each figure representing a 1000-berry sample.

‡. a indicates the top box in the stack, b is the third box from the top.

COMMON STORAGE B

Table 2. Shrinkage due to rot and weight loss of late-water Howes in quarter-barrel boxes in Common Storage B for 10 weeks.

Box No.	Net wt. prior to storage	Net wt. after 10 wks. storage	Wt. shrinkage %	Shrinkage due to field & stor. rot %	
	(lbs.)	(lbs.)			
Sprayed	1	24.7	22.1	10.7	4.2
	2	25.7	22.6	12.1	4.4
	3	23.7	21.6	8.9	4.6
Average		24.7	22.1	10.6	4.4
Not sprayed	4	23.5	20.9	11.1	2.9
	5	25.0	23.2	7.2	2.7
	6	24.5	22.1	9.8	2.8
Average		24.3	22.1	9.4	2.8

activities of rot organisms.

Results

The keeping quality of the berries assayed in this test was very good. The small difference in rot which occurred between sprayed and unsprayed samples was not considered significant. On the basis of the results recorded in Table 2, no conclusion can be drawn concerning the effect of fungicide treatment upon the keeping quality of cranberries.

In Common Storage B considerable breakdown occurred in some lots of berries which were not included in these tests. This breakdown was attributed, in part, to the relatively high temperatures which existed in the storage room.

The interesting opinion brought out in this experiment was the significant amount of weight loss incurred by the berries. The warm, dry conditions existing in this storage were very favorable for dessication of the fruit. The fact that weight losses of approximately 10% can occur in sound berries during a normal storage period is in accord with results published by Shear et al in 1918. Further experiments are planned to indicate the amount of weight loss incurred under cooler and moister storage conditions.

Oregon NCA Members Elect

The annual meeting of NCA members was held January 29 at the Dew Valley Club House near Bandon, with a pot luck dinner at 12:30 and business session at 2. Mrs. Leslie Kranick, chairman of the Advisory Board, presided.

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Mrs. Mae Randall, who has been director and attended Hanson meetings for the past two years, was nominated, as was Jack Dean. Dean was elected by a close margin. Mrs. Randall was elected for a three-year term on the Advisory Board; Jim Olson for a two-year term, the latter succeeding Dean, who resigned to become director.

Mrs. Randall gave a report of the annual meeting of NCA at Hanson, Ed Hughes reported on

cannery improvements and increased output. Bill Dufort gave a report on problems confronting cranberry growers and explanations as to how they could be met. There was a general discussion period.

The dinner was in charge of Mrs. Jack Dean and committee, Mrs. Eunice Loshbaugh, Mrs. Frank Gould, Mrs. Ernest Randall, Mrs. Elmer Gant, Mrs. Jack Windhurst and Mrs. Lloyd Shortridge.

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Tony Jonjak Heads Wisconsin Sales Co.

Tony Jonjak, Hayward, was elected president of the Wisconsin State Cranberry Growers' Assn. January 24 at the organization's 69th annual meeting. Jonjak was named to a one-year term to succeed Ray Habelman, Tunnel City.

Fred Barber, Warrens, was chosen vice-president; and Leo Sorensen, Wisconsin Rapids, secretary-treasurer. Barber replaces Ed Grygleski, Rt. 1, Tomah, and Sorensen succeeds himself.

Nearly 100 growers gathered in Wisconsin Rapids in the Elks Club

for the meeting of the organization, which is the oldest association of growers of any crop in Wisconsin and one of the oldest in the nation.

Sisher Kee, U. S. Department of Agriculture marketing specialist, described new cranberry grade standards worked out by the USDA. The standards go into effect with the next marketing season, Kee said. Descriptions of the grades will serve as guides to quality for growers and buyers throughout the country, but the grades are not compulsory.

Hundreds of samples were studied in major cranberry growing areas last year in order to determine reasonable and a fair level of soundness and color, according

to Kee, who is from Washington, D. C.

Cranberry culture in New Jersey and insects affecting the crop there were described by Walter Fort, manager of Growers Cranberry Co., Pemberton, N. J. Fort, also a well-known photographer, illustrated his talk with colored slides.

George Klingbeil and Dr. R. H. Roberts, University of Wisconsin horticulturists, and Hubert Haldy, assistant state entomologist, were other speakers.

The association voted to continue the Wisconsin cranberry frost warning service in 1956.

Samples of foods showing new uses for cranberries were introduced at the meeting. Cranberries used in the samples were processed in various ways by Cranberry Products, Inc., of Eagle River.

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PROMPT REPLIES TO INQUIRIES

Mass. Group Hear First U.S. Grades Proposal

Representative cranberry growers met at the State Experiment Station Feb. 10th to learn a proposed U. S. Consumer Standard for fresh cranberries, this being the first issue of these standards, and for discussion purposes only. They were presented by M. Fisher Kee of the Standardization and Inspection Branch of the Fruit and Vegetable Division of the U. S. Department of Agriculture. Sitting in also were Gilbert Mason, chief inspector of the Massachusetts Department of Agriculture, and Fred Cole of the University of Massachusetts, division of marketing.

Dr. Chester E. Cross, in charge of the Station, presided, assisted by J. Richard Beattie, State Cranberry Specialist.

The meeting, lasting from 9:30 in the morning until nearly 6 in the afternoon, ended with the request of the group that Mr. Kee take back to Washington what suggestions as to changes had been made during the day, and it was hoped he could consult with his superior officer and come back shortly after March 1st with a revised set of proposals. Mr. Kee had already made investigations in New Jersey and Wisconsin, as well as Massachusetts. The fact that

there are varying conditions in the various growing areas made the project of setting up a fair standard for all more difficult.

It had been hoped that representatives from Wisconsin and New Jersey would be present, as several from those states were in the area, having attended a meeting of the National Cranberry Association at Hanson the day previous.

The proposed standards were three in number, grade A, grade B and off-grade, the latter consisting of all fruit which did not meet requirements of U. S. grades A and B.

There was some discussion as to whether a "consumer grade" might be better than the "commercial" grade which was under consideration. It seemed evident that the main interest of the growers was to have codes rigid enough to get fruit in the hands of the consumer in the best possible condition. There was debate concerning inspection at shipping point and at destination, but some growers felt there might be a lag then in getting fruit onto the store shelves ready for consumer purchase. Mr. Kee and Mr. Irish were extremely cooperative, the growers felt, in hearing all points raised by the growers and agreeing to some changes.

Proposed Consumer Grade A, as in the first draft, with packing "tolerances", was:

"U. S. Grade A. 'U. S. Grade A' consists of fresh cranberries of similar varietal characteristics which are clean, bright, mature, firm, dry, and not soft or decayed and which are free from damage caused by stems, bruises, freezing, smothering, scarring, shriveling, sun-scald, foreign material, disease, insects, or mechanical or other means. Individual cranberries shall be fairly well colored and the cranberries in the container shall be fairly uniform in color. Each cranberry shall be not less than 13/32 of an inch in diameter.

Incident to proper grading and handling, the following tolerances, by count, shall be permitted in any lot: (1) 3 percent for cranberries which fail to meet the size requirements; (2) 5 percent for containers of cranberries which fail to meet the requirement of fairly uniform color.

Also (3) 5 percent for cranberries which fail to meet the remaining requirements of the grade, but not more than three-fifths of this amount, or 3 percent, shall be allowed for cranberries which are soft or decayed at shipping point. Provided, that an additional tolerance of 2 per-

cent, or a total of not more than 5 percent, shall be allowed for soft or decayed berries enroute or at destination."

The "fairly well colored" meant that 75 percent of the surface of the individual berry in the aggregate shows pink or red color characteristic of the variety. Cranberries which show any green color shall be considered immature.

The group which had been assembled on very short notice, hoping to take advantage of the presence of the out-of-state growers, was another reason for hoping for a second hearing when more growers could sit in. It was pointed out by Mr. Kee that once standards were set up it was extremely difficult to make changes. It was hoped these grades might be approved and in effect for the crop of the coming fall. The growers showed not too much interest in grade B or the off-grades but were interested in a possible double A grade for berries of extra quality.

New Jersey Growers Hold Winter Meeting

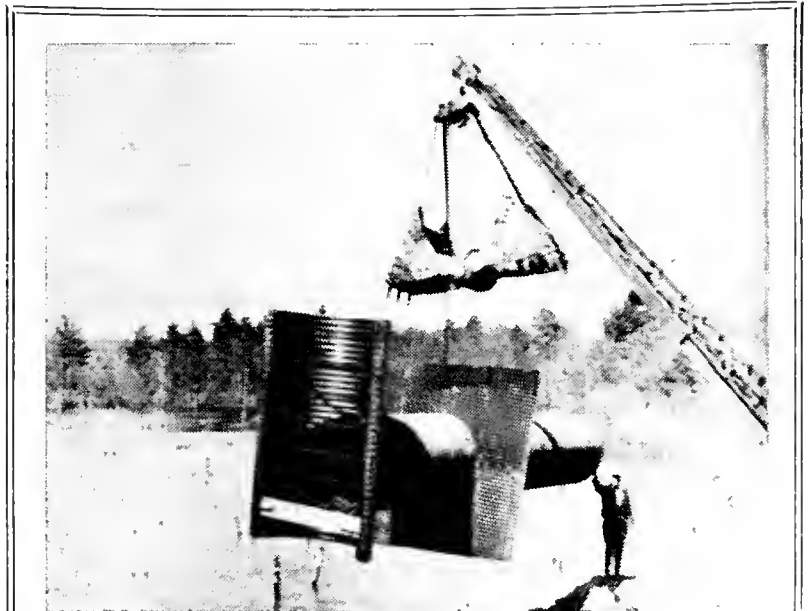
Winter meeting of American Cranberry Growers Association was held at Fenwick Hall, Pemberton, New Jersey, with president Thomas Darlington presiding.

One of the principal addresses was by Philip E. Marucci of the New Jersey Agricultural Station at Pemberton, speaking on "Cranberry Insect Control in New Jersey." This paper presented the results of tests arrived at in developing a practical and economical degree of insect control with a single application of dust. It will be published in full in the proceedings of the Association and probably in CRANBERRIES.

Excerpts from his talk follow:

Marucci

The present cranberry doldrums require the grower to give care-



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ful attention to the cost account, as President Darlington pointed out in his presidential address at the summer meeting of this organization. It is false economy to scrimp on insect control operations since this work brings returns far above the cost they entail.

1. Cranberry fruitworm is often destructive on New Jersey bogs which are drawn early. Heavy infestations sometimes occur, usually because they are noticed too late by the grower for the most effective timing of insecticide applications. The data indicates that on light to moderate infestations, one application of parathion plus DDT, or alathion plus DDT, will more than pay its way. In heavy infestations, two applications are better.

2. Cranberry tipworm is an insidious pest of cranberries because it is very easy to overlook and yet causes a great reduction of fruit buds. We have evidence that both tipworm and leafhopper can be controlled quite well with one good dusting of parathion or parathion plus DDT. This dust, although somewhat late for sparganothis, will give considerable benefit in the reduction of that pest.

Excerpts of an address by Charles A. Doehlert will appear next month.

Other speakers included Richard J. Aldrich on "Controlling Red Rot"; Eugene H. Varney on Blossom Blast; Walter Z. Fort, general manager Growers' Cranberry Company spoke on the "Pine Barrens Country", and Clifford Sims gave a final 1955 crop report. There was lunch and a business meeting. There was also a discussion on the recent Switlik gift of land and funds for a field station to Rutgers to be used for cranberries and blueberries.

(Continued from Page 6)

Manager for Eatmor in Wisconsin, reviewed the past growing harvesting and shipping season and gave a report on the 1955 pool to date. Walter Fort, State Manager for Eatmor in New Jersey was a guest at the meeting.

READ CRANBERRIES ADS

National Cranberry Names Wm. Fitz Director of Research

New director of research for the National Cranberry Association is William F. Fitz of Hood River, Oregon. The research laboratory is located in Hanson, Massachusetts, headquarters for the national cooperative.

A graduate of Oregon State College, Mr. Fitz studied for his Master of Science degree while serving as a teaching fellow in the department of food technology. He became assistant professor after receiving his degree.

For the past four years he has been manager-food technologist at Crangnyma Farms, the 150-acre cranberry property at Long Beach, Washington. There, he was in charge of product development, research, quality control, package design and technical sales.

He is a member of the Society of Sigma Xi and Alpha Zeta and of the Institute of Food Technologists and U. S. Army Quartermaster Corps Industry Associates Advisory Committee.

He is setting up a pilot cranberry plant at National Cranberry and his first objectives will be product development and quality control.

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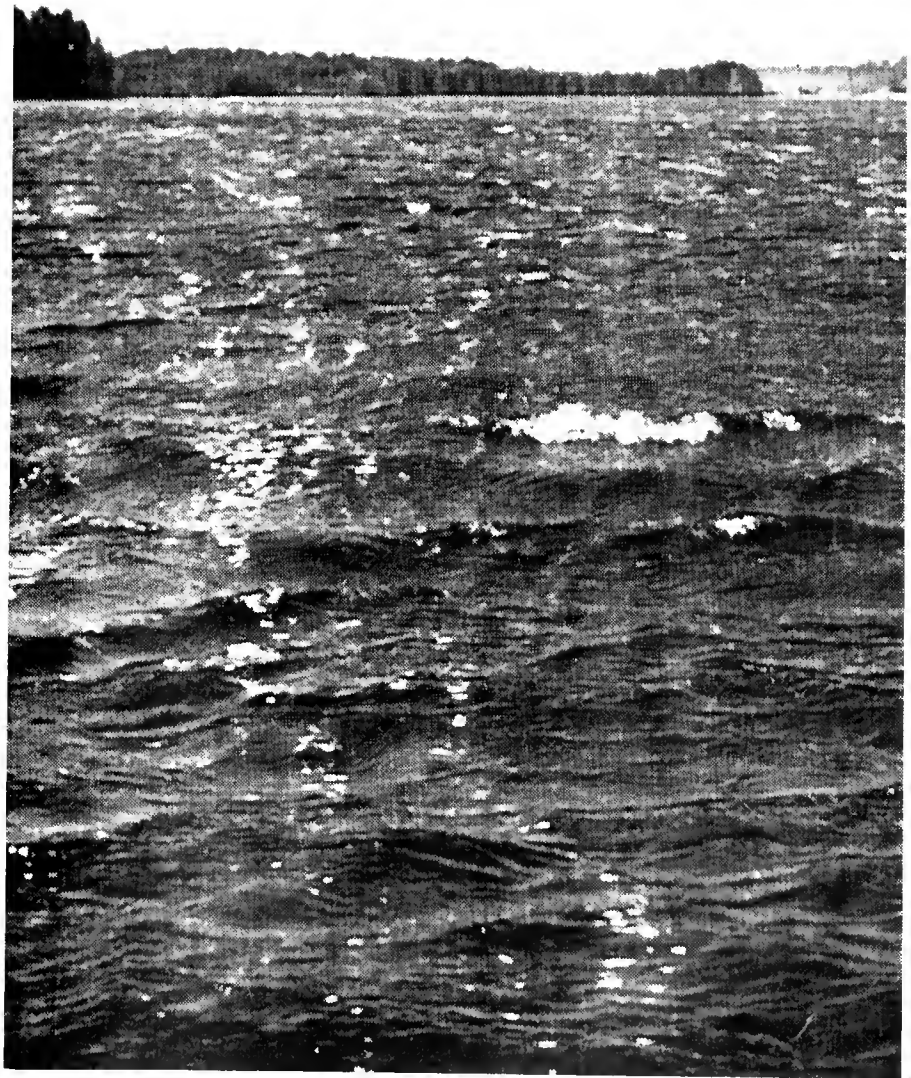
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Mass. Clubs Discuss Berry Marketing

Hear Reports on Beattie's Packing and Market Sampling and of Marketing Order

Marketing problems continued to be a main topic of late February and early March meetings of Massachusetts cranberry clubs, Southeastern, South Shore, Upper Cape Cod and Lower Cape Cod. There was much interest and discussion at the sessions.

At these J. Richard Beattie, state cranberry specialist who made three trips to six eastern and midwestern cities last fall to test conditions of fruit in various stages of transit to the consumer, led discussions. Chester W. Robbins and Gilbert T. Beaton of the Cranberry Marketing Committee have also been appearing in explanations and reports of progress to obtaining the possible USDA marketing order.

Most pertinent findings by Beattie, who was assisted in berry checking by Irving DeMoranville, technical assistant at the East Wareham station in checking samples was the percentage of bruised, unusable berries and underweight pound containers of fresh fruit which arrived at retail level as compared to the conditions in which they left packing houses. These included some Searls from Wisconsin, Blacks and Howes and odd varieties from Massachusetts and two lots from New Jersey.

While packers might do a better job, it appeared by and large they had been extra careful this past season. A total of 468 samples were collected and examined, 258 from packing houses and 206 from retail establishments. The packing house average total of unusable was 3.7 percent, of bruised berries 16. Samples at retail outlets showed an average of 23.2 usable and 59.4 of bruised. A factor involved was what type of refrigeration was used in the stores, of if any was used, and those with proper refrigeration, partial refrigeration showed they reached the point of purchase by

consumer in much better condition than those which were not refrigerated. These were shown in companion tables by Mr. DeMoranville. There were five charts in all.

It was shown that packs somewhat underweight in net contents were mostly those which were not properly refrigerated, while some samples were shown as being underpacked at point of origin, possible due to technical troubles with packing machines at some point during the run. The percent of usable berries advanced percentage-wise as the shipping season advanced and was highest in December shipments.

In the final table of percent unusable in city stores in Boston, New York, Cincinnati, Detroit, Chicago and Kansas City showed in a grand total that usable was 15.3 percent with total refrigeration, partial refrigeration 25.5 and no refrigeration 30.1 percent.

Mr. Beattie said there was much good possibility for field work by the industry, possibly by the Cranberry Institute in "educating" stores in how to properly handle cranberries, as has been done with some other fruits, such as citrus, particularly. He said he had found a disappointing lack of interest in the handling of fresh fresh fruit at the retail level.

Mr. Robbins said the marketing order, if it is adopted is not a "cure-all" for the ills of the marketing of cranberries. But it would be a step toward better marketing. He explained the order would be written by members of the industry, itself. Mr. Beaton said he thought more orderly marketing could be brought about by such an

(Continued on Page 8)

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Mass. Cranberry Station and Field Notes

by J. RICHARD BEATTIE
Extension Cranberry Specialist



Want One Grade Only

The development of quality control programs have continued to highlight the activities of many hard-working cranberry committees. One of the most recent results of industry action in Massachusetts was the recommendation to the United States Department of Agriculture that one federal grade for fresh fruit be established this fall and that it consist of our top quality berries. There was considerable discussion concerning the advisability of adopting two federal grades and some excellent reasons were given to substantiate this viewpoint. However, a definite majority of growers and shippers attending recent meetings felt that two such grades were not necessary in our particular industry and could, if established, further aggravate our marketing problems. One top grade appears to have considerable merit and those present at the well attended planning sessions felt that it was a reasonable grade and one that all packers and shippers could meet. The other producing areas will have an opportunity to discuss this question and make their recommendations.

Our industry received a fine compliment from the federal inspectors of the U.S.D.A. who spent considerable time examining berries in packing houses this past fall in preparation for the possible adoption of federal grades. They stated that they were very much impressed in most instances with the quality of the fruit they inspected at shipping point and were very much pleased with the constructive and helpful attitude of growers and shippers who attended the sessions when the proposed grades were discussed in great detail.

Frost Warning

The Cape Cod Cranberry Growers Association is again sponsoring the telephone frost warning service. Frost warning applications have been mailed to growers who have used this service during 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 have been over 200 subscribers to this service for the past two years. We hope to exceed this figure for the third consecutive season. Growers should keep in mind that promptness in returning their applications will guarantee that their names will be placed high on the telephone distributor's list.

New Charts

The 1956 Insect, Disease and

Weed Control Charts, and the first edition of a Fertilizer Chart, have been printed and mailed to growers through their county agents' offices. Extra copies are available at the County Extension Service 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:

The major change has been in its composition or organization. Shortening the chart was definitely desirable and this was accomplished by grouping pests under a suitable timing schedule. We believe the result will be a more workable chart. It is suggested that growers study the **General Notes** which contain a summary of **Flooding practices**, suggestions on **concentrates**, **solvents**, the use of the **insect net**, and a new **dilution table** for root grub sprays.

Dormant to Delayed Dormant refers to the period from March to mid-May. For **grub control**, **Dieldrin** was reduced to 5 lbs. of actual material per acre. **Aldrin E. C.** (emulsifiable concentrate) remains at 10 lbs., and 20 lbs. of actual **Chlordane E. C.** per acre replaces **Heptachlor** in the new chart. **Dieldrin** may be used to control cutworms that often follow a grub flow. **Kerosene** is recommended for the control of

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mealy bug which appears in the new chart for the first time. This chemical will give partial control of cranberry scale, tip worm, and Sparganothis fruitworm if applied during this period.

Under the New Growth stage ($\frac{1}{4}$ to $\frac{1}{2}$ inch long) a combination of Dieldrin and Malathion is recommended for the control of the blackheaded fireworm, false armyworm, weevil, yellow-headed fireworm, tip worm, cutworm, and Sparganothis fruitworm.

Roughneck to Hook Stage includes the period when the terminal buds have lengthened out an inch or more, giving the new growth a rough or scaly appearance, through to the time when the blossoms have hooked over just prior to the bloom. During this stage the Sparganothis fruitworm must be controlled. A combination dust of DDT and Parathion is recommended for this purpose. The warning found at the bottom of the chart should be carefully observed.

Fungicides to control fruit rots include a new material known as Zincb. Applications to control these diseases should be made when the bog is 5% in bloom and followed by a second treatment in mid-bloom, or about 10-14 days later.

Late Bloom (July 1-10) is the period when fruitworms are active. Malathion and combinations of Ryania and DDT have been added to the list of chemicals that will control this pest. Egg counts are still important in timing treatments. Dieldrin is recommended for the control of the new brood of weevils which appear in late bloom or about the time of the second fruitworm application.

The 1956 Weed Control Chart received considerable attention but only a few control measures were revised. It is suggested that General Notes be carefully reviewed and that growers use the Weed Index to locate specific treatments.

Control measures involving the use of PDB, Sodium Arsenate, Sodium Arsenite, and Ammate have been omitted from the new chart. A caution should be noted under the Copper Sulfate treatment. It states that repeated

spraying with this chemical on the same areas should be avoided.

2, 4, 5-T and 2, 4-D in combination with 2, 4, 5-T have been added to the chart to control weeds on shores and dikes.

Fertilizer Chart

A new Fertilizer Chart has been printed and distributed to growers this year. Considerable time and thought has gone into its preparation and we suggest that growers carefully study the introductory paragraph and general notes before reading the actual re-

commendations. Because of the importance of the initial statement at the top of the chart, it is repeated as follows: "This chart should be considered as a guide or a tool and should be used only with judgement. Some bogs have high production without the use of fertilizer while others have low production in spite of fairly heavy applications of fertilizer. More detailed information may be obtained from the County Extension Service or from the Cranberry Experiment Station, East Wareham, Mass."

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Cranberries

THE NATIONAL CRANBERRY MAGAZINE

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FRESH FROM THE FIELDS

Compiled by C. J. H.

MASSACHUSETTS

Feb., Windy But Warmer

February was a windy month, although temperatures were warmer than normal, averaging 3.5 degrees a day above the average, the normal for the month being 32.6. First half of the month was much warmer than normal, the latter half colder. Nine above was the minimum recorded at the East Wareham Experiment Station on two occasions and the highest was 50.

Wetter

Precipitation, including some snow, totalled 5.43 inches, while the normal for February as recorded at East Wareham is 3.67.

Winter About Average

December was a much colder than normal month, but both January and February were warmer so the meteorological winter ended (as reported at Boston Weather Bureau) one-half a degree a day colder than the normal three months of winter.

Sunshine Up

January had 115 hours of sunshine as against a normal of 144. This could make for a smaller berry. February had 188 hours (Boston) as against a normal 166. This would tend to increase the size of the crop, but would have no effect upon the quality of the fruit.

March Continues Warm

March continued to be warmer than normal, there was no frost left in the ground. The windy February and kept flooded bogs turbulent and there was little ice, so it is still believed there has been little or no oxygen deficiency on flooded bogs, while there is still uncertainty if there was any winter-

kill in the early cold snap of December. There is much ground water this year, seemingly more than normal and thus ample supplies so far, for spring needs.

WISCONSIN

Feb. Cold, Dry

February was below normal in both temperature and precipitation. Temperatures moderated the end of February and early March causing the snow cover on the southern marshes to disappear and drop considerably in the north. Northern marshes still had over a foot of snow and reservoirs had up to thirty inches of ice as of the end of February. The long range forecast for the spring growing season for Wisconsin is cold and rainy. Precipitation will be welcome as ground water levels are way below normal.

80 Bbl. Average

The last of the 1955 crop suitable for market was shipped the first part of February. Some pies and seconds were dumped in most growing areas of the state. Final figures on the 1955 shipped crop remain at 315,000 bbls., an all time record production. The 80 barrel average per acre for the state is the second highest on record comparing to 85 barrels per acre in 1948.

Sanding operations were completed in February. Good weather and lack of snow in the southern marshes combined to increase the amount of sanding done. Some dyke hauling will continue until the spring breakup.

To date the vines should be coming through the winter in good shape.

Vines Should Have Wintered Well

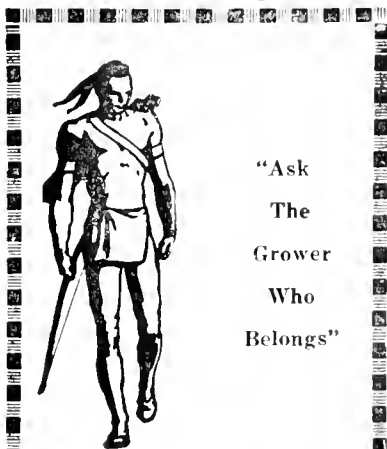
With the early freeze up and continued cold no amount of thawing was experienced until the first part of March. As most marshes put on a deep winter flood, no vine exposure is expected at present temperature levels. Budding was below normal last fall, with many tiny buds.

WASHINGTON

Weather Figures

The total rainfall as measured at Cranguyma Farms Weather Bureau, Long Beach, for the year 1955 was 85 inches. A high percentage of this fall in November and December. February '56 precipitation was 9.38 inches, with rain continuing into March. Temperatures for the month were:

(Continued on Page 8)



"Ask
The
Grower
Who
Belongs"

CRANBERRY GROWERS, Inc.

Mead-Witter Bldg.

Wisconsin Rapids, Wisconsin

Fungicide Trials In Massachusetts, 1955

BY

BURT ZUCKERMAN, PLANT PATHOLOGIST

CRANBERRY EXPERIMENT STATION, EAST WAREHAM

Losses incurred through field and storage rot during the 1955 season have been discussed in two previous articles. This article, the last of the series, is a review of the experimental fungicide program carried on at the Cranberry Experiment Station and on the bogs of cooperating growers. The spray trials were designed to test several fungicides and to investigate the efficiency of different methods of fungicide application. The results of certain of these tests were inconclusive due to the August floods and insect damage, and are not reported here.

Ground Sprays

Several fungicides were applied by ground spray equipment to early water and late water Early Blacks and Howes. The spray program recommended on the 1955 Cranberry Pest Control Chart was closely followed, with some slight modification as deemed necessary, in regard to timing of the sprays and the quantity of spray material used.

on sprayed plots respectively, il-

As indicated in Table 1A, the application of the two spray program to early Blacks generally resulted in considerable reduction in losses to rot fungi. The amount of rot on late water plots was as great as that on early water plots, and the control of rot on each appeared to be equally effective. Experiments 2 and 5, showing 32.9% and 26.1% losses

illustrate that, although rot losses were reduced, better control can be expected through refinements of the present spray program. The results of Experiment 3 indicate that the present spray program can be ineffective if certain conditions prevail. It should be pointed out that Experiments 1, 2, 4, and 5 were each composed of from two to four replicates, while Experiment 3 was replicated seven times. The figures given in Table 1A represent the averaged results of the replicates.

In Table 1B the results of the spray program on Howes are given. The late water Howes which were observed in these experiments incurred such a small amount of rot that spraying would not have paid. Spraying of early water Howes with captan served to reduce rot losses.

Aerial Application of Fungicides

Aerial dust and spray treatments were applied to several early water, Early Black bogs. The results of the straight-wing plane and certain helicopter tests were inconclusive, consequently only the results obtained in four of the helicopter experiments are recorded in Table 2.

At the time of application the spray was judged to give excellent coverage and the dust poor coverage. Analysis of fungicide residues on berries at harvest confirmed this observation, in fact more residue was present on berries which had been sprayed by helicopter than on berries treated by mist blown spray or ground spray. The zineb dust and spray were both fairly effective, the reduction in total loss due to rot organisms ranging from 14% to 19% (Expts. 9 and 10). While these treatments did not give complete control, the results lend encouragement to further study of the use of helicopters in applying fungicidal sprays. It should be mentioned that some difficulty was encountered due to nozzle plugging. Further work is planned in order to find a solution to this problem.

The two aerial ferbam dust treatments (Expts. 10 and 11)

Table 1A. Two applications of fungicide* by ground spray equipment to early water and late water Early Black cranberries.**

Exp. No.	Water Management	Chemical	Stor. rot		Total loss	Reduction in loss	
			Field rot	10 wks.			
1.	early water	zineb	2.8	2.1	5.0	9.9	16.3
		no spray	7.2	12.6	6.4	26.2	
2.	early water	ferbam	12.9	10.4	9.6	32.9	17.3
		no spray	11.1	17.9	8.2	50.2	
3.	early water	ferbam	11.7	9.7	10.1	29.5	3.4
		no spray	11.0	19.1	9.4	32.9	
4.	later water	ferbam	11.0	2.7	1.6	8.7	16.3
		no spray	11.0	6.1	4.1	25.0	
5.	later water	ferbam	11.0	4.2	7.9	26.1	18.6
		no spray	10.9	14.0	11.4	44.7	

Table 1B. Two applications of fungicide by ground spray equipment to early water and late water Howe cranberries.

Exp. No.	Water Management	Chemical	Stor. rot		Total loss	Reduction in loss
			Field rot	10 wks.		
6.	early water	captan	2.5	7.7	10.2	7.2
		no spray	7.5	9.9	17.4	
7.	late water	ferbam	0.5	2.7	3.2	-0.1
		no spray	1.9	1.2	3.1	
8.	late water	ferbam	0.2	4.2	4.4	-1.6
		no spray	0.1	2.7	2.8	

*All sprays were mixed at the rate of 2 lbs. of fungicide/100 gals. H₂O and applied at 400 gals./acre. Sprays were timed 8-10 days apart, the first spray being applied at about 15% bloom.

**All figures in tables expressed as percent.

were totally ineffective in controlling field rot or in improving keeping quality. The higher percentage of rot in the treated sections than in the controls was due to local bog variations.

Mist Blown Sprays

The results of several experiments involving high volume-low velocity mist blown sprays are recorded in Table 3. All sprays were applied prior to 7 A.M. when wind movement was

negligible. Immediately after each application fungicide coverage of the berries was assayed visually.

During application of the sprays some drift was visible up to approximately 80 feet from the blower. Visual assay of coverage of the berries immediately after spraying indicated that 20 feet from the blower berries received good coverage, 60 feet from the blower berries received poor coverage, and 100 feet from the

blower berries received no coverage.

The field results given in Table 3 correlate well with the results of the visual assay. The further away from the blower that the samples were taken, the greater the rot. The large amount of rot in samples taken from 100 feet-110 feet from the blower indicate that practical control of field rot was not attained in these tests. It is possible that practical control could be obtained by using a different type mist blower.

It was noted that the berries close to shore were literally "plastered" with fungicide following the spray treatment. Heavy coverage of these berries accounts for the small amount of rot in samples taken 20 feet from the blower. This observation lends encouragement to the continued search for an efficient rot control program.

Summary

Of the chemicals assayed in these tests, zineb gave the best results with ferbam a close second. Bordeaux mixture was not tested this year, but plans have been made to include it in the spray program for next year. Preliminary tests of captan indicate sufficient promise for this chemical to warrant its being included in future tests.

Zineb has been added to the rot control recommendations on the 1956 Cranberry Pest Control Chart. One word of caution in regard to this fungicide—reports from New Jersey indicate that it may delay the coloring of the fruit.

Time and rate of application recommendations have been slightly modified on the 1956 Pest Control Chart. Next year's spray trials will investigate the need for a third spray application to reduce rot losses, and will test low gallonage-high concentration sprays.

The use of ground spray equipment is recommended for the application of fungicide sprays. Preliminary tests of the effectiveness of sprays applied by helicopter have yielded encouraging results, and further studies along this line

Table 2. Two applications of fungicide* by helicopter to early water, Early Black cranberries.**

Exp. No.	Chemical applied as	Rate of application	Field rot	Storage rot 5 wks.	Storage rot 10 wks.	Total Reduc. loss	Reduc. loss
9.	zineb spray	13 lbs. zineb/ 13 gals. H ₂ O/ acre	4.3	3.2	6.1	13.6	13.8
		not sprayed	11.0	7.6	8.8	27.4	
10.	zineb dust	13 lbs. zineb/ 37 lbs. tale/ acre	7.3	5.8	6.5	19.6	19.1
		not sprayed	21.9	10.2	6.6	38.7	
11.	ferbam dust	13 lbs. ferbam/ 37 lbs. tale/ acre	41.9	13.2	4.1	59.1	-3.6
		not sprayed	33.7	12.0	9.8	55.5	
12.	ferbam dust	13 lbs. ferbam/ 62 lbs. tale/ acre	17.3	16.3	7.3	40.9	-0.7
		not sprayed	15.5	19.3	5.4	40.2	

*Applications were timed 8-10 days apart, the first application being applied at about 15% bloom.

**Figures in able expressed as percent.

Table 3. Two applications of fungicide* by mist blower to early water Early Blacks and Howes.

Exp. No.	Berry variety	Chemical	Sample distance from blower (ft.)	Field Rot (%)
13.	Early Black	ferbam	20	4.5
			46	10.9
			110 (thin vines)	8.4
			no spray	19.5
14.	Early Black	zineb	20	1.1
			46	4.1
			110	18.3
			no spray	19.5
15.	Howes	captan	20	2.1
			100	8.4
			no spray	8.2

*All mist blown sprays were applied at the rate of 13 lbs. of fungicide/13 gallons water/acre. Sprays were timed 9 days apart, the first spray being applied at about 15% bloom.

are planned for 1956.

Generally, results of ground spraying fell into three categories: 1) effective control (rot reduced to a low level), 2) partially effective control (rot reduced considerably, but still with a large amount of rot in treated sections), and 3) poor control. The sections where poor control occurred were very few. Economic gain would have been derived from all spray areas which exhibited either effective or partially effective control.

Estimate formulated on the basis of field and experimental data indicate that an average of 25%-30% of the 1955 Early Black crop in Plymouth County was lost prior to screening. It will be the continued purpose of future experiments to define clearly the relation of fungicide treatments, to keeping quality.

FRESH FROM FIELDS

(Continued from page 5)

min. 16, max. 55.7, with an average minimum of 32; giving a mean temperature of 37. The humidity as recorded on a hydrothermograph varied almost zero toward 100 percent.

Twig Blight Control

The results from fungicide applications to control twig blight continues to look promising. As of March just those bogs which received sulfur applications during the growing season appear to have fewer dead uprights than in previous years. There is still chance of blight to develop yet.

Of the fungicides tried on experimental plots during 1955, namely wettable sulfur, Ortho-Rix California Spray Chemical Company brand of lime and sulfur, Phygon-XL, Captan, Manzate, Fermate, there appears to be some differential effects as far as twig control is concerned. However, the final results will not be determined until the present season is over.

As February, with abnormally wet and cold weather was not fit for much outside work, most was confined to sand pumping, shop work and screenhouse work.

The Parity Price of Cranberries

By

A. F. Wolf

Economist for Cranberry Institute

The term "Parity Price" denotes a concept in the field of Political Economy. It is not a real price, but a legal fiction, instead, the computation of which is determined by law.

Parity Price is that computed but **not** market wise established price which indicates a level of prices which would prevail if the relationship between "Prices Received by Farmers" and "Prices of Things Farmers Buy" (including interest, taxes and wage rates) had remained the same as in the base period. The most common base period used is 1910-14, there are others.

Prices received by farmers and prices of things farmers buy are (legally) used in the form of indexes, 1910-1914 equals 100. The ratio between the two indexes is called the Parity Ratio. It is accepted as an indicator of the financial conditions of agricultural entrepreneurs. The index of prices paid by farmers is also referred to as the Parity Index.

no defined point of sale for this particular price series.) The published parity price is on a "per barrel" basis.

Various methods have been in use to compute the parity price of cranberries, as well as of other fruits. The latest formula was provided by legislation in 1948 and 1949. It is referred to as the "new" formula under which the parity price is computed as follows:

(1) The average of prices received by growers for the 10 preceding years or seasons is calculated. In the case of cranberries during 1955 this was the average of prices received by cranberry growers for 10 seasons, 1945-1954, or \$15.80.

(2) This 10-season average of prices for the individual commodity is then divided by the 120 month average of the Index of Prices Received by Farmers for all commodities during the 10 preceding calen-

	Prices Rec'd by Farmers ¹⁾ For All Com.	Prices Paid by Farmers ¹⁾	Parity Ratio
1910-14	100	100	100
1939	95	123	77
1948	287	260	110
1949	250	251	100
1950	258	256	101
1951	302	282	107
1952	288	287	100
1953	258	279	92

It will be observed that in the above illustration farm prices were below parity in 1939 and after 1952, at parity in 1949 and 1952, above parity in 1948, 1950 and 1951.

1) Indexes are computed on the basis of prices collected by the U.S.D.A. since 1900.

The parity price for cranberries is based on season average prices received by cranberry growers for all uses, i.e. fresh and processing combined, and for all methods of sale. In other words, there is, strictly speaking,

no defined point of sale for this particular price series.) The published parity price is on a "per barrel" basis. Various methods have been in use to compute the parity price of cranberries, as well as of other fruits. The latest formula was provided by legislation in 1948 and 1949. It is referred to as the "new" formula under which the parity price is computed as follows:

ers in 1955 was 261. Therefore, the base period average price \$15.80, as indicated above is divided by 261, resulting in an adjusted base period price of \$6.05.2)

(3) The effective parity price of a commodity is then obtained by multiplying the "adjusted base period price" by the current Parity Index which is the index of prices paid by farmers including interest, taxes and wage rates. The Parity Index, as of October 15, 1955, was 280.3) Therefore, \$6.05 multiplied by 280 results in an effective parity price of \$16.90 for cranberries, as of October 15 last.

Under the "new" formula changes in the parity price for a commodity may occur by virtue of

(1) Annual changes in the base period prices. The latter are 10 year moving averages.

(2) Annual changes in the Index of Prices Received, and

(3) Monthly changes in the Parity Index.

It is difficult to make any general statement regarding the price-parity relationship between cranberries and other fruits primarily because of fluctuations in prices received for a given commodity. In some cases the prevailing parity-price appears to be a very realistic one, but in a few instances the realization of a price equivalent to parity might reflect an unsuccessful marketing year. In other instances such as the current parities for oranges and grapefruit, obtaining parity prices in the market place would encourage the planting of even more citrus fruit for the present prices are less than one-half of the parity price.

FOOTNOTES

1) The computation of this series can scientifically not be defended because it is based on a "horses plus apples" summation.

2) The adjusted base period price is a deflated price which is theoretically, at least, in line with the 1910-1914 level of prices.

3) The Parity Index is published by the U.S.D.A.

Fireworm (Blackhead) Control in Wisconsin

By

Dr. Geo. L. Peltier

Consultant for Cranberry Growers, Inc.

During the past 50 years or more, fireworms have caused considerable loss in Wisconsin cranberry bogs, especially when they reached epidemic proportions and "brown-outs" occurred in sections or at times a whole bog. When "brown-outs" occur it usually results in the loss of the current crop, weak vines, and no fruit buds. If fire worms are not controlled after such "brown-outs" usually staggered broods result, so that millers, eggs, and varying sizes of larvae can be found the same day making effective control difficult.

For many years, attempts to

control fireworms by putting on a flood during their active larval stage yielded indifferent results. With the introduction of DDT, it was felt that with timely applications of this material, fireworms could be effectively controlled. Unfortunately, however, it was observed during the epidemic of 1951 that apparently some fireworms had built up a resistance to DDT. On one bog where numerous applications of DDT were applied, a serious "brown-out" occurred. It was at this time that Parathion was first used with excellent results.

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Continued success was obtained in 1952, and the following year considerable progress was made in cleaning out long standing infestations with staggered broods. On one bog of 100 acres, seven applications of Parathion 2% dust completely eradicated fireworm. None were observed in 1954 and only one larvae on the edge of a section was found in 1955. In fact, during 1955 more than half of the bogs in our group were entirely free of fireworms. Others had only a light infestation. On only two bogs, where control measures were lacking or deficient, did a heavy infestation with local "brown-outs" occur.

In Wisconsin, the appearance of fireworm in the spring depends on the time of removal of the winter flood and the subsequent weather conditions. The first hatch of fireworms occurs either the third or fourth week of May. The second hatch appears about June first, or a few days later, and the third hatch around mid-June. The first brood millers appear during the first two weeks in July and are active for only a few days. Larvae hatch around mid-July. So far as the writer has determined, there is no sequence of hatches, as there is earlier in the season. The larvae when they are present in large numbers are responsible for the so-called "brown-outs." The millers of the second brood can be seen during the first and second weeks of August when they mate, lay their eggs, which overwinter to continue the life cycle in the spring.

Ordinarily, the first application of Parathion is withheld until the

first hatch of fire worms is about half grown, since the second hatch follows fairly soon thereafter, and, thus at times two hatches of worms can be killed with one application. The extent of the third hatch usually depends on the degree of infestation of the bog. Unless a grower is vigilant, this infestation is sometimes missed. By sweeping the first brood millers can be detected and readily killed by an application of Parathion. Usually the growers watch for the second brood larvae, since these are the ones which do extensive damage to the vines. A final application, which has yielded very good results, is applied when the second brood millers are flying during the first two weeks in August.

Thus, through a series of timely applications a 100% control of fireworms can be accomplished through the use of Parathion. The majority of our growers employ a 2% Parathion dust, applied either by a ground machine or plane, at the rate of 20 to 40 pounds per acre, as the occasion requires. Most of the dusting is done in the evening or early morning when the air movement is at a minimum. Dusting at night also holds down the loss of pollinating insects, which are present only during the day time. Due to the toxicity of Parathion and the hazards involved it is not recommended in the form of a spray when booms are used. In this connection a few growers are substituting a 4% Malathion, a less toxic and hazardous material than Parathion. So far the results with Malathion have been satisfactory. After five years of Parathion ap-

plication, although this possibility may show up in the future, no instance has been noted on any bog where fireworms have shown any adaptive resistance to Parathion.

During a full control program for the black headed fireworm, other less destructive insects such as the yellowhead and other types of fireworms, span worms, tipworms, and other are also greatly decreased.

Thus, an alert grower making timely applications of the proper insecticide can at the cost of approximately two barrels of cranberries per acre, over a period of a few years, eliminate fireworm as a destructive insect in Wisconsin cranberry bogs. The grower, however, must be reminded that reinfestation of his bog is possible from wild areas or adjoining bogs which are infested. Preventive applications each spring at the proper time is good insurance of a fireworm free bog.

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IT is interesting in discussing the feeling of optimism or lack of it, among growers. It's sort of a see-saw, one day a grower is up and the next day down. Some feel real progress is being made, others there isn't much to look forward to.

But the picture, it seems to us, is changing, and for the better. We haven't been able to assemble exact figures yet, but it appears as many, or more, cranberries were sold in 1955 as were produced, 1,035,400 barrels, which would certainly be more than a straw in the wind. The "Great Bugaboo," the surplus, we feel is being substantially reduced.

We are apparently in for the million-barrel crop, most years—but there may, at anytime, come the year when Nature can decide to combine her forces against the grower and there will be a short crop in spite of anything. That would solve the demand and price problem for that year. But it would not be a permanent solution. It might bring about high prices and cause a spurt which would not be beneficial. The ten-year survey which is now in progress in Massachusetts, we are informed, seems to be showing that the "great depression" we have been going through is showing deterioration in some properties, quite badly; some acreage is apparently going out. But we venture we will still continue to produce the 1,000,000 barrels as a rule.

An important step was taken in Massachusetts this month (as reported in "Dick" Beattie's department) as concerns a strong opinion among Massachusetts growers and shippers for a single grade of cranberries, U. S. Grade A, fresh fruit, and all others "off grade," as against a Grade A and a Grade B, as was rather anticipated by the USDA would be desired. This matter of grade will now be carried to Wisconsin and New Jersey to see if there is agreement in the other major areas. There may, or may not be. But the establishment of grades is necessary if a marketing order is to be approved by the industry. The final decision by the industry on a single U. S. Grade A is a rather vital one.

Other steps in the "Operation Bootstrap" by which the industry is trying to pull it-

Editor and Publisher
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East Wareham, Mass.

BERTRAM TOMLINSON

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Barnstable, Mass.

New Jersey

CHARLES A. DOEHLERT

P. E. MARUCCI

New Jersey Cranberry and Blueberry Station
Pemberton, New Jersey

self out of the doldrums seem to be the continuing activity and success of the Cranberry Industry Committee, as reported at various meetings, and the studies, as exemplified by Mr. Beattie and his associates in trying to get a better pack of fresh fruit into the hands of the consumer. The idea of a marketing order appears to be growing in favor. It has now been fully explained in Massachusetts. Marketing orders and agreements have the approval of the United Fresh Fruits and Vegetable Association. Some Massachusetts towns and individuals have contacted their representatives in Congress for passing of the bill which would permit processed berries to come under a marketing order. Growers in other areas who approve might do the same.

Nova Scotian Physician-Surgeon A Leading Cranberry Grower

By
Clarence J. Hall

An energetic man and a grower who is willing to experiment, is Dr. C. Seldon Bezanson of Aylesford in the Annapolis Valley, Nova Scotia. He is one of the largest growers with about 25 acres in three pieces, all in Aylesford and is probably the biggest of the modern-day bog builders in the Province. His vines are native Nova Scotian and his top crops have been around 14-1500 barrels.

Born in rugged Lunenburg county of Nova Scotia, in 1897, Dr. Bezanson has resided in Aylesford, a small community on the Yarmouth-Halifax Railway and post road for the past 20 years. He attended school at Mt. Hermon in Massachusetts, then the University of Acadia at Wolfville, in the Valley, and took his final degrees at Dalhousie University in Halifax. He is a general practitioner and surgeon, a member and head of the staff at the 60-bed modern hospital in the neighboring town of Berwick.

While it would not be accurate to say his bogs are exactly his hobby—there is too much involved for that—they are a major interest with him, perhaps a form of relaxation offering a distinct change from his hard work as physician and surgeon. He

first got into cranberry growing about 20 years ago, during the depression. With many in the Annapolis Valley out of a job, he made jobs by his bog building. In starting a bog he looked around for natural cranberry land, where berries grew wild, and which would be possible to flood. Then the work was begun, under his own supervision. His three bogs are on the Millville road, which is jointly owned and known at the Smith, Nichols and Bezanson bog, one of 17 acres; there is a 16 acre piece on the Post road and another six which he calls the South bog.

Has Sprinkler System

It is at the Post Road bog that he has a portable Rain Bird Sprinkler system. There are 30 heads, and like most of the other Nova Scotian growers he uses this only for frost, not for irrigation. He is about a mile from the Annapolis river at that point and a canal brings in water to a reservoir at the head of the bog and then is returned to the Annapolis as a slope in the land permits this.

There are admittedly weeds on these cranberry properties, but they are not permitted to simply grow. Dr. Bezanson is doing something about the situation.

He has tried kerosene, extensively. But with this treatment he is not satisfied. Actually he declares, "I've 'squandered' \$4,000 in four years with kerosene, and I don't keep the weeds down. He is currently trying the treatment of 300 pounds of salt to the acre, which he feels is giving him effective control. That and lowering ditches, keep them clean, in general keeping his properties in better drainage

"I hope, and expect," he says, "that given two years, with the salt and the drainage my bogs will be much more free of weeds. His bogs are set to native vines, and he is one of those who asserts emphatically that Nova Scotia berries are the best in flavor and the brightest in color in the world.

He puts the salt on in a spray and this year will apply two, one early and the second after the berries have formed.

Dr. Bezanson scoops his crop in Cape Cod fashion, but has also bought a Western Picker. Of his production he sells from 50 to 90 percent to a commercial canner at Hantsport, in the Valley, while the rest goes as fresh fruit.

Hobby Is Pure-Bred Dogs

Although cranberries, it was said, might be by way of an out-of-door hobby—relaxation for Dr. Bezanson from his rigid medical duties, his real hobby is the raising and owning of Samoyed dogs. This is a rare breed of pure-bred, all-white animals. The Samoyed, Dr. Bezanson describes as the "oldest, kindest, most intelligent as well as the least-known dog in the world." Originating, he says, in Iran and Iraq, they were lost tract of for centuries, and were "re-discovered" in the Arctic regions. They are a big animal, weighing up to 90 pounds or more and resemble the popular conception of a "huskie" or dog of the North.

Dr. Bezanson at present has seven of these purebreds and has exhibited his animals at Madison Square Garden in New York and elsewhere, winning innumerable trophies, including prizes for finest dog in the show.

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DR. C. SELDON BEZANSON

Recent N. J. Notes, Culture Of Berries

By

Charles A. Doehlert
N. J. Agricultural Exp. Sta.

At various times growers have pointed out that much information on cranberry culture is available and that they need to be reminded from time to time of what is known. With this suggestion in mind, an attempt is here made to review recent findings on cultural operations, exclusive of insect and disease control. This review is being published with fuller detail in the pro-

ceedings of the American Cranberry Growers' Association for February 2.

1. With the aircraft commonly used on N. J. bogs (usually a Stearman biplane), a plane flying 20 feet high with trips spaced 25 feet apart will, in ordinary favorable weather, lay down a uniform coat of fertilizer.

2. High yields are not necessarily the results of the greatest number of uprights to the square foot.

3. The number of uprights per square foot that go into the winter season with a good, fat fruit bud is one of the most important factors toward obtaining a crop

of good size.

4. Fertilizing during the first week in August with 150 pounds pre acre of 7-7-7 or 5-10-5 will usually result in a profitable increase in the set and quality of fruit buds.

5. Normally the above application of fertilizer in early June and again in early August will take good care of a bog.

6. If the bog tends to be vegetative, i.e., tends to run to vines, it is wise to cut down on each application or to omit the June application entirely.

7. If a bog has made only a short growth on the uprights and in September has small leaves or lacks a good, normal color, it is helpful to supply 100 or 150 pounds of 7-7-7 or 5-10-5 per acre in October. This will strengthen fruit buds so more flowers set fruit the next spring and the berries develop into larger size.

8. The June application of fertilizer is the best help for increasing the size of the berries.

9. During a four year test of fertilizing in May within a week or two after drawing the winter flood, fertilizing with 3-12-6 or 7-7-7 at that early date has not shown any important benefit.

10. As reported for the last three years previous, there was no relation between fertilizing and the amount of fruit rot. This statement refers to all of the above named formulas used annually at the rate of 300 pounds per acre or less.

11. An application of fertilizer about June 1, after the spring use of kerosene or Stoddard Solvent for weed control, is a good means for helping the vines recover from their shock, to invigorate their growth and thereby fill in the spaces left by the dying grass and weeds.

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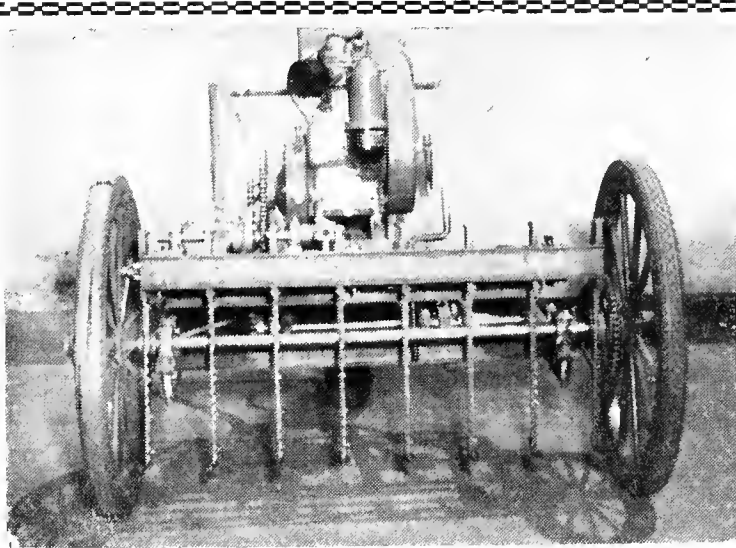
12. Marucci's and Moulter's records show that oxygen deficiency in N. J. bogs can severely reduce blossoming and fruiting. Particularly they show that certain bogs are much more troubled than others. It should pay a grower to know the differences between his bogs.

13. H. F. Bergman studied N. J. bogs and concluded that the loss of fruiting terminals by frost, tipworm and oxygen deficiency was serious. He pointed out that the beginnings of individual flower buds can be so injured that they may develop into flowers which fail to attract bees

or other pollinating insects and thus have no capacity to set berries. This, he said, was often a more important cause of a poor set of fruit than the actual killing of flower buds.

14. Dr. Bergman further pointed out that a drop of 30° during late fall, or any time in the winter when the vines or not flooded, can cause injury to fruit buds. This would be illustrated by the temperature drop from 40° at noon to 10° the following night.

15. Marucci showed that tipworm definitely reduces fruit bud production. The attack is concentrated on the stouter, more vigorous uprights, which are the important crop producers. This debunks a prevalent idea that tipworm is a beneficial pruner.



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NCA Honors Miss Stillman At Dinner

National Cranberry Association tendered a dinner in honor Miss Ellen Stillman March 12th at the Sheraton Plaza hotel in Boston, commemorating her 25 years with the cooperative and marking the beginning of her new position as vice president of the Hermon W. Stevens advertising agency.

The guest list included cranberry growers, brokers, food editors, representatives of the commonwealth, the department of agriculture, business concerns, clubs and organizations.

National's president, James E. Glover, presented a gift on behalf of the organization and Mrs. Elthea Atwood, representing growers and the cooperative's board of directors, presented a "This Is Your Life" charm bracelet.

Marjorie Mills was the first speaker, representing press and radio, and Frank Kearney of Pennsylvania represented the brokers. Master of ceremonies was Ken Dalton, Brockton columnist and radio commentator.

Individual gifts included a pair of turkey earrings from the National Turkey Federation along with a souvenir from Batten, Barton, Derstine and Osborn, (NCA ad agency).

Congratulatory messages were read from Marcus L. Urann, former president of NCA; John C. Makepeace, secretary-treasurer; Dr. Chester Cross, Cranberry Experiment Station and M. C. Small, executive secretary-treasurer of the National Turkey Federation.

Greetings were brought from Senator Edward C. Stone of Plymouth and Cape Senatorial District; Louis Webster, Department of Agriculture; Ruth Wakefield, National Restaurant Association; Connie Stackpole, president of New England Chapter, American Women in Radio and Television; Heloise Broeg, national director, American Women in Radio and Television; Mrs. Lisette F. Henderson, president of Business and Professional Woman's Club; Charles W. E. Morris, president of Advertising Club; Freddie Seymour, Altrusa Club; Robert Price, National Association of Manufacturers; Jack Drummey, Associated Industries of Massachusetts.

Seated at the head table were the guest of honor, her parents, Mr. and Mrs. William Stillman of Hanson; Frank Kearney, James E. Glover, Marjorie Mills, Ken Dalton, Mrs. Elthea Atwood and Isaac Harrison, New Jersey cranberry grower.

The testimonial concluded with the guest singing the Cranberry Doxology, written by Frank Hatch with Wright Briggs at the piano. A second verse had been added to the original lyrics paying tribute to the former cranberry executive's success in extending cranberries from a Thanksgiving treat to a year 'round product.

Mrs. Stillman began working

for NCA cooperative 25 years ago, later becoming director of advertising, and was elected a vice president in 1952. She will begin her new position with Hermon W. Stevens April 1.

NEW JERSEY GROWERS ASSOCIATION ELECTS

At the annual meeting of the American Cranberry Growers Association held Feb. 2, the following officers were elected for the year of 1956: Earle W. Hill, Egg Harbor, President; Milton V. Reeves, New Lisbon, 1st Vice Pres.; Albert T. Andrews, Jr., Medford, 2d Vice Pres.; Charles A. Doehlert, Pemberton, Secretary-Treasurer.

Philip Marucci's talk on insect control was reviewed in the February issue of CRANBERRIES (page 15). Reviews of a talk by C. A. Doehlert on important recent research progress for New Jersey cranberry growers will be

found on pages 13 and 14 of this issue, with a resume of a talk by Richard J. Aldrich, on a new control for "Red Itot" appearing in the next number.

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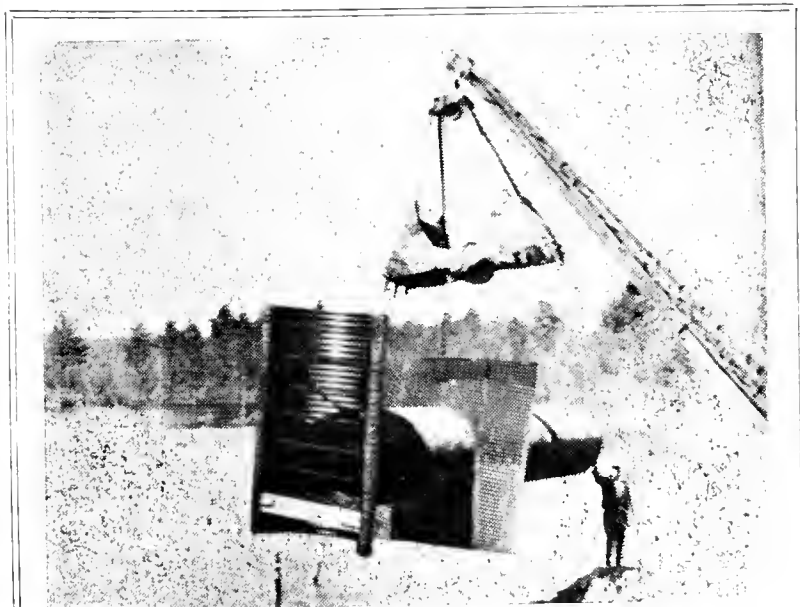
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MID-MARCH SNOWS

As this goes to press the Massachusetts cranberry area was digging out from two of the most violent late successive mid-March blizzards within memory. Nine and a half inches, as recorded at East Wareham Cranberry Station on March 16th and another 11 inches piled on top of that three days later, March 19th. Winds up to 60 miles an hour made tremendous drifts, shoulder high and more. Plowed and shoveled snow towered above car roofs. Trains were derailed and all traffic snarled and virtually blocked.

New Jersey was hit by the same storm, moving from the south, and Pemberton, head of the cranberry area had ten inches of snow by noon on the 19th.

With much water in the ground, reservoirs, ponds and streams high, Massachusetts growers were worrying as to how bogs might be reached through the drifts to pull planks and avoid flood damage.

A tremendous volume of melted snow and water would have to be released. Massachusetts cranberry meetings were cancelled. The storms were designated as the worst and most crippling in modern history.

MASS. CLUBS

(Continued from page 2)

order, and if the industry showed it was truly trying to help itself, the USDA might take over a portion of a surplus for use in school lunches and such. To obtain a marketing order it would be necessary to have two-thirds of the industry, either by number or volume, approve. He said he hoped a marketing order under which each distributor would "port" his selling prices would end the "vicious circle" of undercutting each other and that each distributor would know what quantity he would have to sell. An order would be an aid in eliminating poor quality fruit.

He said the United Fresh Fruit and Vegetable Growers' Association had approved marketing agreements or orders in general. A letter was read from Wisconsin indicating that the majority of dealers there were ready to go along with a marketing order.

Both agreed that the industry needed the Institute to put improved practices into effect.

Carleton Pickett and or John McMaster of the Massachusetts Farm Bureau after declaring that Massachusetts farmers were unjustly taxed in comparison with other states, stated that the body was in favor of and would assist in obtaining a marketing order.

CAPE ASSOCIATION SPRING MEETING

Spring meeting of Cape Cod Cranberry Growers' Association is to be held at Wareham Memorial town hall, April 17th. Plans are not complete as this goes to press. There will be an equipment exhibition open from 3 p.m. to 5; a business meeting, a supper by the ladies of the East Wareham Methodist church.

The speaking program will include a talk by William E. Tomlinson, entomologist of the Massachusetts Station on "Sparganothis Worm" which caused so much unexpected harm on Massachusetts bogs last season, songs by the "Cranberry Quartet," and probably a talk by Everett Smith of the Christian Science Monitor staff, whose hobby is circuses and who will speak, with illustrated slides, on experiences with Ringling Bros.

Committee in general charge is Ralph Thacher, Ferris Waite and ex-officio association president, Arthur Handy. Equipment show is in charge of Raymond Morse and John Decas.

NEW JERSEY NOTES

February was almost 3° warmer on the average than normal at the Research Lab. The normal average temperature for February has been 33.6° while this year the February figure was 36.5°. It was a decidedly wet month with a total precipitation of 5.79 inches, or 3.34 inches more than normal. There were no periods of danger due to oxygen deficiency.

Fresh cranberries in the hands of the Growers Cranberry Company were completely sold out by February 29th.

BANDON FESTIVAL OCTOBER 5 AND 6

Dates for the Bandon (Oregon) Cranberry Festival have already been set, these being October 5 and 6. This was announced at a recent meeting of the Bandon Lion's club, which will sponsor the festival.

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Marketing Order Bill

The bill in the Congress which would permit processed berries to enter into the proposed USDA marketing Order for the industry was entered in the Senate by Massachusetts senators, John Kennedy and Leverett Saltonstall and in the House by Representative D. W. Nicholson of Wareham, Mass. It has been stated at Massachusetts meetings that a similar bill is being entered by the lemon and lime industries, and so there might be some support from growers in California and Florida respectively.

The Senate bill is No. S.2933, now referred to the Committee on Agriculture and Forestry reads:

"A Bill to amend section 8c (2) of the Agricultural Marketing

Agreement Act of 1937, as amended.

Be it enacted by the Senate and House of Representatives of the United States of America in Congress assembled, That section 8c (2) of the Agricultural Marketing Agreement Act of 1937 (7 U. S. C. 608e (2)), as amended, is further amended by inserting the word 'cranberries' between the words, 'and not including fruits, other than olives,' and the words 'and grapefruit, for canning or freezing' where they appear in said section."

The House bill is No. HR 8384.

Selectmen of some of the towns of Massachusetts, including Wareham, where cranberries are an important part of the economy have written to their members of Congress urging support of the bill. The Upper Cape club voted to request the Selectmen of that town to write favoring this bill. Massachusetts growers favoring a Marketing Order have been requested at various meetings to write to their representatives.

The facts of the Marketing Order have been well explained to Massachusetts growers and Ches-

ter W. Ribbins, chairman and Gilbert T. Beaton of the committee are considering visits to New Jersey and Wisconsin for explanation to growers of those states.

NCA NAMES NEW S. E. SALESMAN

John Leitch of Pembroke, Massachusetts, has been named South-eastern Sales Representative for National Cranberry Association, where he has been associated with the sales department since 1946. His early food experience was gained in Braintree, where he managed a large food chain store for 18 years. As area sales manager for the cranberry cooperative, he will make his new headquarters in Atlanta, Georgia.

Mr. Leitch is married to the former Ruby M. Goody of Randolph, and the couple have a daughter, Mrs. John W. Taylor of Denver, Colorado.

Treasurer of the South Braintree Congregational Church for 12 years, Mr. Leitch is a member of the Methodist Church in Bryantville. He belongs to the Hanson Kiwanis and the Corner Stone Lodge of AF & AM in Duxbury.

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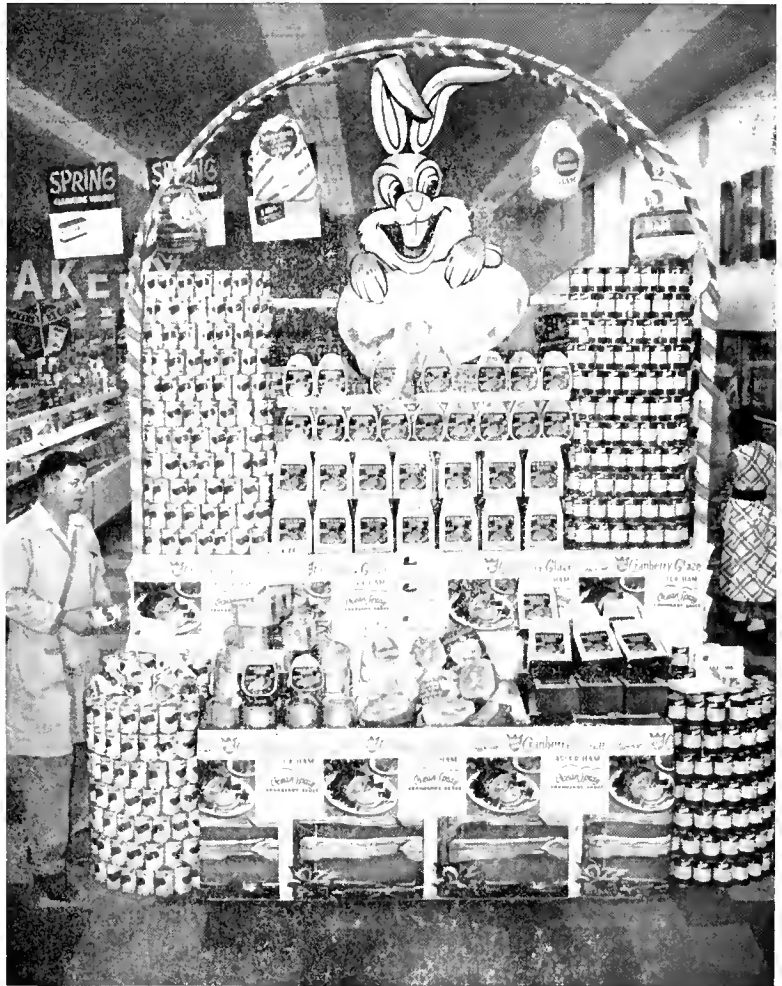
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GEORGE W. MASON, Nova Scotian Grower in Typical Bogman Pose
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Mass. Cranberry Station and Field Notes

by J. RICHARD BEATTIE
Extension Cranberry Specialist



Unusual Injury

March, 1956, will be long remembered for its extremes in weather. Four major blizzards left 24 inches of snow at the Cranberry Experiment Station within a 9-day period beginning March 16. Considerably greater depths were reported inland. Temperatures averaged 4° per day below normal and precipitation in the form of rain and melted snow was 9.64 inches compared with a normal of 4.39 inches. While these figures are interesting, there may be a more significant factor involved. High winds that accompanied the blizzard on March 16 have apparently caused some winter killing on a few exposed bogs. The extent of this injury appears to be rather limited but the fact that it occurred without low temperatures is most interesting. Winter killing is usually associated with high winds and low temperatures over a two or three-day period. We intend to study this situation further.

Frost Plans

Arrangements have been completed to send out frost reports over the telephone and radio. The Cape Cod Cranberry Association is again sponsoring the telephone frost warning service. This is a splendid service and one that deserves the growers support. The radio schedule below supplements the telephone relay system:

If growers would like to have their thermometers checked, we

would be glad to perform this service for them here at the Cranberry Experiment Station.

Preliminary Keeping Forecast

The preliminary keeping quality forecast was prepared April 6 and has been mailed to growers through the county agents' offices. It reads as follows: **PRELIMINARY KEEPING QUALITY FORECAST:** Examination of weather elements through March shows only two points of a possible ten which favor good keeping quality fruit next fall. This poor prospect could change completely if April, May, and June are colder and drier than normal. However, present data indicates that "late-holding" or fungicide treatment will be required on many bogs if the 1956 Massachusetts cranberry crop is to be one of good keeping quality." The **Final Keeping Quality Forecast** will be released early in June and we sincerely hope that it will be more encouraging. It should be clearly understood that these forecasts are intended only as guides and to that extent they have been most helpful to the growers who have used them.

Key Points For Growers

A brief summary of the key points presented by members of our staff at the recent cranberry club meetings on the proper use of pesticides and fertilizers is as follows:

Dr. Cross stated that chemical weed control measures are expensive and emphasized the impor-

ance of providing good drainage before undertaking extensive chemical treatments. He recommended greater use of weed clippers during these times when bog operations have been curtailed because of low returns.

Irving Demoranville pointed out that **Amino Triazole** and **Weedizol**, as it is commonly called, looks very promising for the control of a number of noxious weeds such as **poison ivy**, **cutgrass**, and **pitchforks**. The Pure Food and Drug officials have not established a tolerance for its use on cranberries so that it cannot be used commercially on bogs this year. Extensive tests have been planned for this season at the Cranberry Station.

Bill Tomlinson said that April to mid-May is the time to control root grubs with **Dieldrin**, **Aldrin**, or **Chlordane** and suggested that growers use the dilution table found at the top of the new charts. He stated that **Sparganothis fruitworm** is expected to make its appearance about mid-May which coincides closely with the first generation of the **blackheaded fireworm**.

Bert Zuckerman found that two applications of fungicides have not controlled fruit rots as well as he had hoped under existing timing schedules. He will be studying this particular problem in great detail this season and is considering the possibility of three applications. Low gallonage treatments by aircraft offers some promise. Late-water did not solve the keeping quality problem on many bogs this past season.

Fred Chandler stated that there is no best time to apply fertilizers. Each bog has its own fertilizer requirements. The 1-2-1 ratio gives the best results based on his studies. The new chart serves as a guide and should be used only with good sound judgment.

Station	Place	Dial		Afternoon	Evening
		A. M.	P. M.		
WEEI	Boston	590 K.	103.3 mg.	2:00	9:00
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

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Eatmor Working On Frozen Fruit Program

Eatmor announced at the end of March that all fresh berries had been sold, and as soon as returns on one or two open lots had been received it would be already to close all the fresh fruit polls. An advance on about 75% of berries sent to processors has been sent out to growers, it was declared, and it was expected to receive the additional 25 percent in the near future.

A meeting of directors was called for April 10th at Bridgeton, New Jersey to further discuss the Eatmor processing program. The annual Eatmor meeting is to be at Chicago, April 25th.

Eatmor also reported on its frozen fruit program, stating it was cooperating with the Marketing Division of U. S. Department of Agriculture, Washington, on a consumer and retail survey dealing with fresh frozen cranberries. General Manager Lester F. Haines said the Dept. of Agriculture is supplying a well-trained, experienced staff to help the industry in making such a survey. Eatmor is trying to determine by the survey the acceptance of such cranberry products by the consumer—the acceptance of cranberry packaging of these products by the retailer, and to obtain any information as to how products might be better promoted and sales placed on a national basis.

Eatmor expected to have the results of this survey sometime in the latter part of August.

NCA Progresses In Reduction Of Surplus

National Cranberry Association had on hand a total of 328,966 barrels of cranberries in freezers and in cans on March 31, this represents a deduction of 93,591 over last year at the corresponding date. On February 28th, 1955 there were 360,989 barrels in freezers, whereas of the same date this year there were 273,911 or a reduction of 87,078 barrels.

ELLIS D. ATWOOD, INC.
South Carver, Massachusetts

February 27, 1956

Mr. R. J. Hillstrom,
1172 Hemlock Ave.,
Coos Bay Oregon.

Dear Mr. Hillstrom:

Enclosed you will find the data that you requested in your letter of January 12.

I don't think it would be fair to our pickers that work by the hour to draw a comparison between them and machine picking. They are called on during the harvesting season to take the off-scourings of our picking, such as briar patches, thin picking damp and wet spots and ditches left by the machines and box pickers. However I am sending you the data on our box picking as there is such a striking comparison between them and the picking machines. Also the bogs harvested by the box pickers had an average of about fifty barrels per acre, where the bogs harvested by machines had an average of thirty eight and five tenth per acre.

You are welcome to publish the enclosed data if you wish too as I have talked this matter over with two of our directors before sending it to you.

We expect to train about fifty acres of bog this spring to have them in condition for efficient harvesting this fall as we expect to purchase three more machines for the coming season.

Very truly yours,
John W. Morse

Cost per crate by box pickers on piece work.

For scooping	.45
For landing full crates on the shore of the bog, moving picking equipment and etc.	.05
For foreman, tally keepers and checkers.	.05
Total cost per crate	.55

Cost per crate by picking machines.

Labor	2637.44
Gasoline	26.25
Oil	2.05
Parts	27.02
Depreciation on machines	225.99
Depreciation on bags	24.00
	<hr/>
	2942.75

Number of crates picked	9,240
Number of acres picked	80

As the machines pick the berries, prune and rake the vines in one operation, they should have a credit of \$16.86 for each acre picked in comparison with the box pickers.

80 x 16.86—1348.80

2942.75 - 1348.80—1593.95 cost of picking 9,240 crates of berries or 17c plus per crate.

Our actual cost of raking per acre this year 16.86.

The above cost includes running them through a blower to remove most of the vines and chaff and storing in the screen house. It does not include trucking them from the bogs to the screenhouse.

Cranberries

THE NATIONAL CRANBERRY MAGAZINE

Issue of April 1956 - Vol. 20 No. 12

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FRESH FROM THE FIELDS

Compiled by C. J. H

MASSACHUSETTS

Most Snowy Month

March 1956 in Southeastern Massachusetts was a March nobody wants to see repeated. It possibly wasn't the snowiest month ever, but a whopping 25.5 inches was the recording at the Cranberry Experiment. Most of this was from the middle portion of the month. Total precipitation of rain and melted snow was 9.64 inches, while the normal for March is 4.39.

Bogs Snowed In

Three late March blizzards brought problems to growers that they had not had in years. It was all but impossible to get into many bogs because of drifts waist-high and more. Growers wanted to let water off and many a man was forced to use shank's mare to get to the flumes.

Much Water Drawn

The heaviest fall was on the 19th. A large number of growers decided that in releasing surplus water they might as well take off the winter flood entirely. By April first probably more acreage had been pulled than in most ordinary years. All sources of supply were full up, ready for spring frosts.

Very Cold Month

The coldness of March was near record proportions, the coldest since 1941. Degree total (Boston weather Bureau) recorded a minus of 128, or about four degrees per day below average. The coldest day at the East Wareham Station was 8 on the 19th and the warmest recording was 50 on the 3rd.

NEW JERSEY

Heavy Rains, Snow

Nature's equalizing effects seem to be in operation in the New Jersey cranberry area. Excessive rains are replenishing the reduced water supply, which resulted from the drought of 1955. March was abnormally cold to counteract the abnormally warm February.

An unusually heavy snowfall of 9 inches occurred on March 18 and 19. This was the largest March snow in southern New Jersey since the famous blizzard of 1888. A total of 12.4 inches of snow fell during the month on five separate days. This amounted to 4.92 inches of rain, which is 1.33 inches above normal. During the first three months of 1956 the total accumulated rainfall was 4.31 inches above normal.

March Cold

The average temperature during March was 38°F., which is 4.2° colder than normal for this month and only 1.5° warmer than last month's mild February. Several extremely cold nights occurred, seven of which were below 20°F. Several cranberry and blueberry growers registered temperatures close to zero on March 20.

A few days above 60°F. in early March caused some breaking of dormancy of cultivated blueberries. This, followed by the extremely cold weather from the 20th to the 25th of March, caused considerable damage to blossom buds of early varieties. In some localities as much as 25% of the buds of the early varieties (Weymouth and Cabot) were killed.

Season Appears Late

A few cranberry growers, believers in the early drawing method, were beginning to remove flood waters on April 2. Seem conditions on these bogs do not appear to be as bad as normal.

Heavy flights of yellow-headed fireworm moths were observed on an abandoned unflushed bog in early March.

As of April 3, the season appeared to be ten days to two weeks behind normal. Apples and peaches were just beginning to break dormancy, while blueberry buds were still not showing green. Skunk cabbage was about the only plant which was vouchsafing spring.



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WASHINGTON

March Cold, Wet

March was rather cold and wet, although there was one week of very nice weather. Bogs at the end of the month had not started growth, at all, whereas at that time last year the buds were generally quite enlarged. The prospects for a good year as far as weather is concerned did not look too good at that time.

Minimum temperature for the month was 25 degrees with a maximum of 64, providing an average of 44½. Humidity varied considerably from 98 to 100, maximum reached, while the minimum was 28 on the 11th with a relative humidity of 7 percent. These periods of low humidity are always accompanied by a drying east wind.

Some Bud Injury

It was noted that an average bud set had taken place. Bogs as a whole have a set which appears above average. Some, however, including the State Bog at Long Beach appear to be weak as far as the number of blossom buds are concerned. There appeared during March damage from the big November freeze. This had killed some of the buds. It was said to be difficult at this time to tell just how serious the injury is. Ralph Tidrick, county agent on an inspection trip, both in Long Beach and Grayland areas has estimated the damage to be between 10 and 15 percent. Some foliage damage is also appearing, mainly on runner tips. No wood appears to have been injured.

Twig Blight Again

Twig blight is now showing up again, but the number dead from this disease is still considerably lower than in 1955. Station Superintendent Doughty feels that the timing of fungicide applications have not yet been determined right, and he plans to plant a small block of variety trials this spring in an effort to determine which varieties, if any, are resistant to the disease.

Bogs Pruned

Most of the bogs were being, or had been pruned by the first

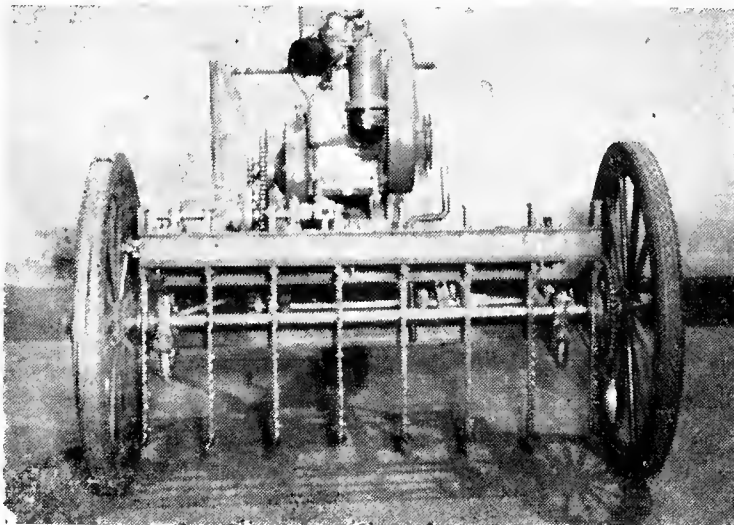
of April and some growers were getting ready to plant new acres.

NCA Makes Final Payment 1954

Final cash payment to member-growers of NCA has been made for 1954 cranberries. Final cash payment was 88 cents per barrel. This makes a total payment in cash, dividends on stock and re-

tain (issued in stock) of \$11.22. There were 644,451.07 barrels of cranberries in the pool.

Cost of carrying the large volume of berries in freezers from the fall of 1954 through December 1955 was high. Gross sales were \$22,580,312.05; selling costs \$1,144,942.48, operating expenses \$7,236,133.31, leaving for growers \$7,236,033.31.



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NOVA SCOTIAN GROWER WAS CANNER OF OWN CRANBERRIES

George W. Mason, Located on North Shore Also Lobsterman

(This is another in the series of articles on the Nova Scotia Industry)

By

Clarence J. Hall

There are several bogs, quite a development in fact, away from the main sector of the Annapolis Valley, along the northerne side of Nova Scotia in Pictou County, facing the Northumberland Strait, looking towards Prince Edward Island. Two of these I visited. This is fishing and farming country. Pictou village asserts itself to be the "lobster center of the world," and has an annual lobster carnival. There is a definite Scottish influence here, even in the names of the towns such as Glasgow and Antigonish.

One of the growers is George W. Mason of Merigomish with seven acres of bog at Merigomish. Mr. Mason has been a fisherman, including lobstering, as well as a cranberry grower. His fishing has been "off shore," but he is now retired from that occupation. His bogs, in two pieces are 15 to 20 years old, planted to Early Blacks, the Massachusetts variety and to Natives. In 1954 he produced 420 barrels or about 60 to the acre, but had 70 on some sections. In 1955 his crop was 150 barrels.

These he markets under the brand, "North Shore Cranberries," mainly in Newfoundland, and first pre-packages them in window boxes.

His bogs are fenced to keep cattle out. Sand he obtains from nearby beaches. Since he is close to salt water he has comparatively little trouble from frosts. At his smaller bog he has piped wells, with an alectric pump and hopes to produce sufficient water for worm flows when needed. He has a screenhouse with a Hayden separator. He uses the Cape Cod scoop for harvesting.

For a time he canned a small quantity of his fruit each fall, but he eventually figured that the

price of berry supply went too high and ceased to do this. He also canned salmon and quohogs.

Mr. Mason, affable and alert, is much interested in cranberries, and growing the fruit will occupy considerable of his time from now on. Three years ago he made a visit to Massachusetts and got some pointers on how cranberries are grown in the state which produces about two-thirds of the total. He visited Edaville, at South Carver and found the narrow-gauge railroad and other features there of much interest and information.

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May Be Frosty Spring In Mass.

So Growers Are Told At Final Club Meetings — Officers Elected

March was a cold month in Massachusetts, and if April turns out to be below normal (as is the forecast) there is a good chance of a frosty spring in that state, George Rounsville of the Cranberry Experiment Station told the members of the Southeastern and South Shore cranberry clubs at final meetings of the winter, at the Rochester Grange Hall and Reed Hall, Kingston on April 4th and 5th respectively. This was based upon the weather bulletins prepared by Dr. Franklin several years ago, he explained.

He also said the worst frosts come when the soil is really dry. At that moment there was a super abundance of water in Massachusetts. Dr. Cross, Station director, elaborating, said, however, that with a cold April or cold spring as a whole, the vines on bogs stay dormant longer and can stand more frost. He added, "I personally like a cold March for cranberries. I don't like warm springs."

Miller Bill

Another feature of these meet-

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ings was an explanation of the Miller Bill which pertained to the amount of poisonous residue which was acceptable by the Government to be left on any fruit or vegetable product when it reaches market. This was purely an attempt under the Food and Drugs act to make certain no one is poisoned from harmful residues. This bill was referred to by Dr. Cross, Prof. William E. Tomlinson and Bert Zuckerman all of the Station staff.

Provisions of this act are being rigidly enforced, it was pointed out and tolerances are often extremely limited such as 7 parts in a million of residue for DDT or 10 parts for Dieldrin and aldrin. It was explained that all Massachusetts control charts had been made with the Miller Bill in mind, and if the recommended timing of applications by growers is strictly observed there should be no trouble from harmful residues. Dr. Cross pointed out that already, he understood some shipments of vegetables from the West Coast into New York had been condemned and that, under the bill it was possible for a grower's entire produce to be ordered not harvested and shipped if residues of more

than the allowable tolerance were found in a shipment.

Norton S. E. President

At the Rochester meeting, which was attended by about 85, Oscar L. Norton of Rochester, who is a foreman for the Cape Cod Cranberry Company was named president to succeed Chester W. Robbins, Onset, who had served two years. Howard Hiller, Marion, was elected vice-president; Stanley D. Benson, Lakeville, reelected secretary-treasurer; executive committee, Mr. Robbins and Emile St. Jacques, Wareham.

Treasurer Benson reported the club had a balance of \$42.18 as of date. It was voted the club make a donation of \$1.0 for the general treasury of the Plymouth County 4-H clubs to be held at Bridgewater in late July. Cape Cod Cranberry Association has already a donation to a cranberry cooking project for the occasion. It was voted the club write to representatives in Congress to urge passage of the bills now entered to allow processed fruit in a Marketing Order.

About the same number met at Kingston and re-elected David Barlow, Plymouth, president; Louis

Sherman, Plymouth, vice-president; secretary-treasurer, Wilfred Gallitti, North Plymouth.

The programs were timely ones, and centered around control practices for the coming season. Tomlinson's talk (illustrated with color slides by Walter Fort of New Jersey) was on Sparganthis, that pest which caused such unexpected trouble in Massachusetts last season. An article upon this by Tomlinson appeared in the December issue of CRANBERRIES, to which he referred, and the talk covered the same phases as the article. Dr. Bert Zuckerman spoke on "Control of Fruit Rot" his talk being illustrated with charts. He announced he had three articles published in CRANBERRIES in January, February and March, which further explained his subject. It was perhaps primarily that growers do not realize how large percentages of their crops were being lost before harvest. This was his first appearance before a cranberry group, as he had joined the Station staff last year. He said his studies were preliminary and he intended to continue them. Dr. F. B. Chandler discussed "Fertilizers and Fruit Quality", referring to the new fertilizer chart which has been issued for the first time.

Frost Tips

In his talk on "Cranberry Frost Warning System", Rounselle gave some intriguing tips to Bay State growers, some of which he said might be worked out when time was dull during a frost night.

They follow: items listed below as Nos. 1, 2, 3, 4, can be used as indicators towards ensuing minimum temperatures on bogs:

1. one half the 8 a. m., E. S. T. Shelter dry, indicator as to the ensuing bog minimum temperature the next morning
2. Boston Weather Bureau forecast Min. temperature, minus 20°.
3. Temperature on frost nights drop 1° per hour, two hours after the wind dies out.
4. While the wind is still an influence on bog temperature on a "frost night"-subtract 10° from the current bog minimum, then de-



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duct 1° per hour until sunrise minus two. This figure should be very close to actual minimum temperature reached.

5. A strong wind starting early in the day with the barometer strong is quite likely to become calm during the night.

6. A strong wind starting late in the day is quite likely to remain during the night.

7. Winds blow "easily" during the month of April. The foliage that comes later in season having a "braking" effect on the wind.

NCA Sparks Plan To Cut Down Surplus

National Association of Food Chains Accepts Appeal And Starts Promotion

James C. Glover, president of National Cranberry Association is working on a program designed to reduce the industry surplus. This is with the National Association of Food Chains, 726 Jackson Place, N. W. Washington, an organization which includes nearly all the major chain markets of the country. Project will be done through the Industry Marketing Committee of which Chester W. Robbins of Massachusetts is chairman.

Lawrence E. Proesch, NCA director of Marketing, who is handling the details, points out the NAFC, as one of its functions, tries to help distressed industries which have surpluses. It is reported to have removed surpluses of tomatoes and beef. The association does this by "pushing" sales of certain commodities across the nation.

A Canned Cranberry Products promotion has been approved by the NAFC agricultural committee "as necessary and desirable to help cranberry growers—to help correct a serious problem of marketing which threatens the financial structure of the industry. Growers are asking NAFC members for extra merchandising help during the next few months to

reduce an abnormal and dangerous inventory situation."

Such a notice has gone out to member chains from John A. Logan, president. Notice states the objective and goal of the cranberry growers is to move into consumption 1,500,000 cases of cranberry products above normal sales during spring and summer of 1956; to double 1955 volume.

The notice to members further states this is a mutual interest promotion with two gains to be obtained, first to increase returns to growers on cranberries from the 1955 crop and second, a more stable market for oncoming 1956 crop.

"Food chains and other retailers will benefit from an expansion of current volume and from helping to develop another item (cranberries) into the 'big volume staple' class."

Information submitted to NAFC stated that as of January 1, of this year the industry had 427,000 barrels in inventory. Current marketing programs give evidence, it is further pointed out, that the consumer demand for cranberries can be expanded and in time will take care of annual crops of 1,000,000 barrels and more, but before the industry's promotional program can successfully market

the current large crops the present surplus must be removed.

It concludes "If the cranberry industry can have the support of the National Association of Food Chains during the spring and summer of 1956, growers are confident they can handle future surpluses."

NCA "ASK THE EXPERTS" MEETING

National Cranberry Association is holding two important meetings April 25, the first, for members below Cape Cod Canal in a get-together lunch at 1 p.m. at Mayflower Cafe, Hyannis and the other for Plymouth County members and others at Wareham Memorial town hall at 6:30 the same day with a supper.

This is described as an "Ask the Experts" session, to obtain an unbiased picture of the current marketing situation and to ask questions. Speaking panel will be made up of top speakers in the food field. Views of these speakers will be impartial since they are interested in selling food, and cranberries are only one of many products they handle.

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Prompt Action On Cranberry Bill Urged

Senator Allen J. Ellender, chairman of Committee on Agriculture on April 9th sent a letter to Senator John F. Kennedy, Massachusetts, that his committee will make a determination within the near future as to whether there is sufficient opposition to warrant hearings on S. 2933, which was introduced by Kennedy and Sen. Leverett Saltonstall, authorizing

the marketing order for processed cranberries. Sen. Ellender wrote he, like Sen. Kennedy was inclined to believe that hearings will be unnecessary.

Kennedy has been advised that the Department of Agriculture has indicated its approval of the bill; and stated in a letter to Sen. Ellender that "the cranberry growers are anxious to solve their own surplus problems without resort to price support program," and he believed "Congress should make it possible for them to do so by passing the bill.

stalk. But at the top there is merely a cluster of small yellow flowers on fuzzy little stems. The bees are strongly attracted to these flowers.

In 1953, a study of chemical control for this weed was begun. Amino triazole was the material which, in 1954 gave most promise. It was used in the form of a water spray. The cranberry plant has some tolerance to this chemical but yields were reduced considerably when 4 pounds of the material were used per acre. The leaves and stems of the vines appear to tolerate more amino triazole than the flowers and berries. When applied June 6 at the rate of 2 pounds per acre on small plots, good control of the weed was secured. The red root plants should preferably be about 2 inches tall at the time of treatment. Further experimental work is planned.

At the present time, the Government has not yet cleared the labeling of this material for agricultural use.

HIGHER YIELDS IN WASHINGTON STATE

The following is from the annual report of Cranberry Experiment Station, Long Beach, Washington:

Cranberry Improvement Through Breeding and Introduction, Project 927: Field data from 130 seedling crosses have been recorded for two years now. During this time, eleven of these crosses have maintained a high yield, a few of them being considerably above the average yield of the main bog. The highest yields for 1955 were at the rate of 147, 167, 190, 176 and 124 barrels per acre, while the average of the main bog was 53 per acre.

During 1956 new crosses will be started and the program to obtain better varieties of cranberries will be continued.

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A New Control For Red Root

Richard J. Aldrich
N. J. Agricultural Exp. Sta.
Reviewed by C. A. Doehlert

The chemical discussed here has been shown to control red root rather well. It also promises to be useful on a number of other cranberry weeds for which we do not yet have exact data.

Red root is a common and destructive weed on New Jersey cranberry bogs. So far as we know it is not of any importance in Massachusetts. It looks like a miniature iris plant until the flower heads appear. Like iris, the flower is borne on a tall rod-like

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THIS is going to be a crucial year for the cranberry industry. Growers, almost without exception were hitting bottom, speaking income-wise last year, and conditions have been unsatisfactory for several. Not much, if any more of the business of producing cranberries at a non-profit, or entirely inadequate or reasonable profit, can be borne by many growers.

It is alright to say that from the bottom there is no place to go but 'up'. But this doesn't always happen in a private business or even an industry. There must be reasons why there should be a movement upwards. The business of cranberry growing is not going to vanish this year. But the present desperate condition cannot be permitted to linger on.

This fact is all too well realized by everyone connected with the cranberry industry. Everybody, finally, is trying to think of a way to bring about this "up" in prices. Many at least in Massachusetts are pinning much hope on the Marketing Order, and also in other growing areas. This is the hope of what the Cranberry Institute (at present in a state of status quo) may accomplish, and the new policies of NCA, our largest group by membership of growers and by volume of fruit handled.

There seems to be doubt in the minds of some as to what this Order may impose upon growers in the way of restrictions. The Order was explained by Chairman Chester Robbins of Massachusetts in our January issue and it has been explained at grower's meetings in Massachusetts; it should be known to most in other areas.

As this is being written there is a wait for the Congress to act upon the House and Senate Bills which would include processed fruit in such an Order. Quoting the USDA Handbook: "All marketing agreements and orders for fruits and vegetables provide for a committee of growers, handlers, or both, to administer the terms of the

Editor and Publisher

CLARENCE J. HALL

EDITH S. HALL—Associate Editor

CORRESPONDENTS—ADVISORS

Wisconsin

LEO A. SORENSON

Wisconsin Rapids

Washington—Oregon

CHARLES C. DOUGHTY

Cranberry Specialist
Long Beach, Wash.

ETHEL M. KRANICK

Bandon, Oregon

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BERTRAM TOMLINSON

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New Jersey

CHARLES A. DOEHLERT

P. E. MARUCCI

New Jersey Cranberry and Blueberry Station
Pemberton, New Jersey

agreement and order . . . Members of the committee are ordinarily nominated by growers and handlers in the industry and appointed by the Secretary of Agriculture."

That will be the next step, when, or if, the amendments to the Agricultural Marketing Agreement Act of 1937, as concerns cranberries become law — to write up the Order itself. This is where, as we understand, the present plans, the best brains of the industry will get together to write such an Order, one designed to bring out an orderly market from the present situation and to reduce the surplus. Members of the industry will write the provisions of the Order, subject to approval of the USDA. It will be what the industry itself, decides is the best for the industry.

DALAPON (Growers' Tests)

By

Dr. George L. Peltier
Consultant Cranberry
Growers Inc., Wisconsin

During 1954, Dr. M. N. Dana of the Department of Horticulture, University of Wisconsin, started a series of test plots with a number of herbicides on cranberry bogs, with the intention of determining their action, at different rates and times and applications, on cranberry vines and on the prevailing weeds. One of the selective herbicides which showed little injury to the vines and promising control of grasses in these tests was Dalapon.

As Dalapon was made available to the trade in 1955, some growers signified their interest in testing this material on small areas of their unproductive, weedy beds. As a result, a number of growers in 3 cranberry areas tested Dalapon at different rates and times of applications under a

variety of conditions on vines of different ages.

The following procedures were employed. The compound was applied in 3 different forms, i. e. as a dust, spray, and in the form of a concentrated solution by means of a swab. The rates of application varied from 1½ to as high as 12 pounds of active material per acre.

DUST: A 12% dust (6 lbs. of active salt in 44 lbs. of inert material) was formulated and applied at the rate of 50 pounds per acre. If 3 or 12 pounds of active material was desired, 25 or 100 pounds of dust was used. The dust was applied to measured areas by hand, duster, or blower. However, it was difficult to lay a uniform amount evenly over an area.

SPRAY: The active salt of Dalapon was added at the rate of 1, 2, or 3 pounds per 100 gallons of water. Three Hundred gallons

gave a good coverage on a per acre basis. The boom put a more uniform coverage than the gun.

For spot spraying of small areas of heavy grass populations, ½ pound of the salt to 3 gallons of water appeared to do a good job with a minimum injury to the vines.

SWAB: Mr. Kingsley Colton built a 10 foot swab consisting of a cylindrical reservoir made of aluminum with handles for carrying it. By means of a suitable layer of toweling, the solution is carried by capillary action to the underside of the cylinder, which when swabbed across the tops of the weeds, wetted them uniformly without dripping onto the vines. Tests revealed that 2 or 3 pounds of the Dalapon salt in 5 gallons of water would cover approximately an acre.

Results

On new plantings, all three methods of applying the chemical were tested with good results, especially on dense stands of grasses with some injury and killing of a few broad-leaved weeds such as smart weeds. No apparent differences in action of the material could be noted as a result of the methods of application. The extent of the injury to the vine was in direct ratio to the amount of Dalapon used. Where 3 pounds of salt was used per acre, slight injury to the new growth occurred, which disappeared after a period of about 60 days. At higher rates injury was more pronounced and growth inhibited. Observations made in early September of the treated areas showed very few grasses remaining. The vines, either due to the lack of weed competition or to stimulation, stood out in color, vigor, and bud set from the untreated areas in the same sections.

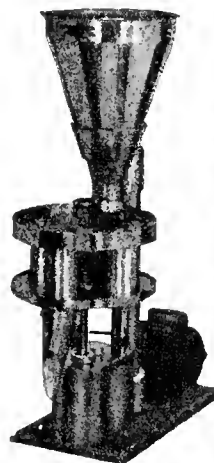
On older, well established beds that were unproductive due mostly to weed competition, applications of Dalapon both in the form of dusts and sprays were applied early (white bud stage), after the fruit had set, and in the fall immediately after harvest at rates of 3, 6, and 12 pounds per acre.

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Spring applications, while quite effective against grasses, resulted in vine injury, i. e. a characteristic chlorosis of the leaves, curling and stunting of the young growing tips, as well as a malformation of the blossoms, which prevented pollination and the setting of fruit, resulting in the loss of the crop. Applications after the fruit had set appeared to affect the vines and not the fruit. With fall applications, the characteristic leaf and flower symptoms appeared with the growth of the vines in the spring. By late summer, however, the vines had recovered and appeared vigorous and healthy with a good fruit bud development.

On a heavily wiregrass-infested bog, swabbing was attempted at 10 day intervals, since the wiregrass was so dense that only a partial wetting of the grass was accomplished at any one time. By fall the wiregrass leaf tips were brown, some plants were killed outright, and the majority visibly weakened.

During the season it was noted that where Dalapon was applied to the grasses, their flowering and seed production were inhibited, making it unnecessary to clip. These tests will be continued next season to determine more accurately the best method of application, the optimum amount causing the least injury to the vines, and the most opportune

time to apply the material. In connection with the dosage, there is some evidence from the tests that perhaps smaller amounts applied at intervals may be more effective than a single application of a larger amount.

A tentative list of grasses, rushes, and sedge susceptible in varying degrees to Dalapon follows:

Wide Leaf, wire, star, bunch, and cotton grasses, as well as other species of *Carex* and *Juncus*. Of the true grasses, sickle, blue points, and tickle grass are quite susceptible with others showing more tolerance to Dalapon. Dalapon apparently has no effect on mosses, ferns, horsetails, and with a few exceptions, the broad leaf weeds.

Dalapon, while not a "miracle" herbicide, does offer promise as a grass killer in new plantings with no permanent injury to the vines and in old weedy unproductive beds, where the current crop is sacrificed, in return for the elimination of the grasses.

More than 25% of the fires in the country are caused by careless smokers.

Mass. Cranberry Group Attends Weather Confab

With the aim of making ever better, cranberry weather forecasting, J. Richard Beattie and George Rounsville of the East Wareham Experiment Station and Robert Hammond, grower, sat in on Massachusetts Agricultural Forecast Conference at Logan International Airport, March 28th. The meeting was in charge of Charles Piercece, meteorologist, acting in charge.

It was asserted the forecasting system is "good now," but such conferences help those interested to keep in touch, and discussions may bring out suggested improvements.

There is at present a twice-a-week five-day forecast issued on Tuesdays and Fridays and it is hoped to increase this to three a week, to be given out on Monday, Wednesday and Friday.

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Dr. Cross Flies To England On "Busman's Trip"

Head of Massachusetts Station Will Plant a Few Cranberries in Ireland, But Insists Visit is Also a "Pleasure Jaunt"

Dr. Chester E. Cross, director of Massachusetts Cranberry Experiment Station plans to leave April 19th on a combined pleasure and "busman's trip," to England. Dr. Cross will spend some time at experiment stations in Great Britain, and plans to direct the planting of a few experimental cranberry vines in Ireland, which he hopes will conclude all of the "busman's trip," and the remainder of the time he will devote to sight-seeing and to meeting the English people.

He intends to leave by B.O.A.C. plane from Logan airport, East Boston at 7:55 p.m. and to land at Prestwick, near Glasgow 13 hours later. From the Scottish city he will fly to Belfast. There he will meet David Robinson, a member of the Northern Ireland Experimental station, visiting with him at Portadown, nearby. His plans are to carry over a small quantity of vines of the American Cranberry, these being Early Blacks and McFarlins. About two rods will be planted experimentally. Northern Europe has a native cranberry, but a different and smaller specie than the American cranberry of commerce.

While in Ireland Dr. Cross plans to climb some of the Mountains of Mourne, which rise to about 4,000 feet. A mild type of mountain climbing is a hobby of his, and on these trips he makes studies of various flora.

From Glasgow he will fly to Edinburgh, where he hopes to see Castle Rock and the King Arthur Stone. His next point is Oxford where he will visit a famous library.

He hopes to visit Salisbury and see the noted cathedral, and will then go to Maidstone in Kent, where he will visit the East Malling Experiment as guest of a member of the staff. He plans to

visit other points in the shire of Kent, including Canterbury and to stay with Alexander Harrison, at Ashford, the latter being one the group of European scientists who visited the United States including the Massachusetts state bog, several years ago.

Ashford was a famous railroad center, so much so, that a steam engine is a part of the town coat-of-arms. Mrs. Cross has painted two or three of these on kites which he intends to leave there. He may visit Sandwich, also in Kent, as he is a resident of Sandwich on Cape Cod.

He expects to get to London and to spend some time in one of the world's most noted museums, the British National Museum and may visit the former Maxine Urann, of Wareham, now Mrs. John M. Baldry of St. Leonards-on-Sea near Hastings.

He will return via the same airline about May 16th direct to

Boston. While in England he hopes to learn how a thatch roof is made. He says it was accidentally found out sometime ago that cranberry vines thrown on a screenhouse helped to keep cranberries better, as they offered good insulation and kept up humidity. He believes a thatch roof may have about the same effect, and he may build a small thatch roof building at Sandwich later.

As Dr. Cross's special research has been mainly on weeds and their control he will probably learn how some of these problems are combatted in England, plus other agricultural information. Although he is travelling entirely unofficially and paying his own expenses, and insists the trip is really a "pleasure jaunt," he will probably bring back some information and new ideas which will be of benefit in his work and the cranberry industry.



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New Confectionery Ingredient

Special Process Permits Use of Cranberries in Candies

(Editor's Note: The following is reprinted from "Candy Industry," New York and Chicago, publication of the candy trade. An introductory paragraph asserts that although there are constant innovations in candy production, the basic ingredients remain fairly constant, but now a new one has been found in cranberries.)

BY MARVIN WOERPEL

Wis. Alumni Research Foun.
Madison, Wis.

Taking its place as an entirely new gift item for special occasions is Cransweets, a cordial candy made with whole, sweetened, preserved cranberries which retains the natural color and characteristic tangy flavor.

A special process invented by Kenneth G. Weckel, Professor of Dairy and Food Industries at the University of Wisconsin, has made the new ingredient possible. All previous processes caused cranberries to rupture, making them available only as sauce, relish or jelly.

In the new process, each berry is pierced to provide a path for the sugar syrup which is used to cut the cranberry's natural tartness. Other variables, including acidity, are adjusted, and under proper conditions of temperature and sugar concentration, the berries are impregnated with the processing syrup in a vacuum chamber. The new process not only prevents bursting, but eliminates shriveling.

The wide range of sizes in which Cransweets are available makes them highly adaptable to special uses. They retain the same fine texture and quality regardless of size. The pH of the syrup in the final product is about 3.5 and may contain from 35 to 50 per cent sugar solids as required. Cransweets are normally supplied at a standard six pounds of drained fruit per gallon at a price comparable to other fruit ingredients. They are available in gallon con-

tainers and will soon be marketed in No. 10 tins.

The merchandising of Cransweet candy has thus far been highly successful. Consumer interest has been very active and sales since the introduction have exceeded expectations. Not only have the customers liked the candy; many have volunteered their reasons for liking it. They observe that "it is refreshingly tart—not sickeningly sweet."

The Maronn Candy Co. of Milwaukee, pioneer manufacturer of Cransweets, has given the candy a permanent place in its line and expects it to be a dominant factor in future business.

Ralph Schewe of Merrill Candy Co., Merrill, Wis., reports that "we're noting very fine customer reaction to our Cransweet candy products. Our first 10,000 boxes went out much faster than we anticipated, and we're getting repeat business from both jobbers and venders."

The Merrill firm is marketing box candy as well as a three-piece "bar" of Cransweets. Like other manufacturers, it is working on

the development of other Cransweet items, and looks forward to an expansion of the line.

Foreign interest has been shown in Cransweets, too. Canadian, Australian, and Belgian firms have placed orders, and other orders are anticipated.

The rights to the invention of the Cransweet processing method have been assigned by Professor Weckel to the Wisconsin Alumni Research Foundation (WARF), Madison, Wis. The Foundation is a corporation not for private profit, organized in 1925 separate from the University of Wisconsin. Its chief function is to develop, patent and promote useful ideas and at the same time prevent their misuse. Income from the licensing of inventions goes into a fund from which grants are made to the University of Wisconsin for research in the natural sciences. Since its formation the Foundation has produced for and granted to the University many millions of dollars.

Cransweets are being produced under license from the Foundation by Cranberry Products incorporated, located at Eagle River, Wisconsin. Its modern plant is



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capable of processing millions of pounds of cranberries per year.

Tested formulas for large and small amounts of Cransweets are now available. Several are presented in detail here.

Chocolate Coated Cream Cordial Cransweets

QUANTITY PRODUCTION

Prepare a basic fondant, then add a boiled syrup (bob syrup) to a portion of the fondant which is mixed together. Add invertase and mix well. Add flavoring materials and salt. Temper the batch and deposit in starch impressions.

SINGLE CASTING

Drain the Cransweets for a minimum of 10 minutes. Drop Cransweets into starch impressions, then deposit a shot of the properly tempered cream center batch on top of the Cransweets. Under certain conditions the Cransweets may float into the fondant, thus producing a more completely coated Cransweet. When the drained Cransweets are dropped in the molding starch with drained syrup there may be a tendency to mess the molding starch with the drained syrup. This may be prevented by dusting or rolling the drained Cransweets in pulverized sugar.

DOUBLE CASTING

Deposit a very small amount of the cream center batch into the tip of base of the starch impression—just enough to cover the bottom of the mold. The drained Cransweets (no sugar) are immediately dropped on top of the fondant tip and the starch mold is later cooled to approximately 130-135° F., then beaten into fondant.

The above formula will produce fondant on any type fondant-making equipment. The fondant may be made and used without pre-storing or made in advance and stored for a week or longer before using if necessary.

Part II—Single Cast Cordial Cream Cransweets—Standard

100 pounds of the basic fondant
(See Part I)

5 ounces of concentrated
invertase

4 ounces of salt

Vanilla or other flavor

Place the basic fondant into a fondant melting kettle. Do not apply heat or pre-melt the fondant. Prepare the following bob syrup.

Part III—Bob Syrup

60 pounds granulated sugar

10 pounds corn syrup

15 pounds water

Cook the sugar, corn syrup and water to 242° F. Pour this gradually into 100 pounds of basic fondant, mixing rapidly. Add flavor and color as desired, mix well, then check the temperature of the batch. If necessary apply heat to obtain a minimum casting temperature of 165-170° F. Deposit the cream center over the Cran-

sweets, which have been drained for 10 minutes or longer, or previously drained and rolled in pulverized sugar.

(Editor's Note) Cranberry Products, Inc., last year handled about 12,000 barrels of cranberries. Next season's program is expected to take care of approximately 20,000 bbls.

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FERRIS WAITE, NCA, Man of Many Activities (CRANBERRIES Photo)

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Oregon Pioneer Dies

Eugene Atkinson pioneer cranberry grower of Sand Lake Oregon died April 1st. Mr. Atkinson claimed the distinction of being Oregon's oldest cranberry grower.

He was born in Oberlin, Kansas in 1880 and was brought to Monmouth, Oregon in 1882. After four years the family trekked to the coast via the old toll road out of Dallas through Sheriden and Wilhemina to Hebo, thence up the beach by sled to Sand Lake.

Eugene's father purchased land from W. C. King, the keeper of the general store. Mr. King had brought vines from Cape Cod and helped prove that cranberries would grow in Oregon. These vines were chiefly Cape Beauty, Bugles and Bells, none of which kept well after harvesting.

The Atkinsons learned of the McFarlin marsh near Coos Bay and from there secured enough vines to set out three acres. As a young boy Eugene got his first experience in cranberry growing by helping his father sort out vines and plant them by hand 12 inches by 12 inches apart.

Eugene was married to Elva Baker in 1912. (It was in this year that John Langlois came to Sand Lake to secure vines for the first Bandon bog.) To this union were born four daughters all of whom are living.

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Mass. Cranberry Station and Field Notes

by J. RICHARD BEATTIE
Extension Cranberry Specialist



Season Delayed

April temperatures averaged nearly 2° per day below normal and was slightly below normal for rainfall. The unseasonably cold weather experienced this month and last has greatly retarded bud development with the result that our season, as of May 15, is approximately ten days behind schedule. There may be certain advantages that accompany such a cold spring. For example, the keeping quality forecast has tended to improve a bit as a result of April temperatures and rainfall being below normal. Frost activity has been limited to only one warning up to May 15 due largely to the slow development of the buds. Incidentally, temperatures dropped to 12° on some bogs the night of May 8 with temperatures of 16-18° being rather common. If the season has been more advanced there could have been rather extensive damage from such low temperatures on unflooded bogs. Careful examination of the buds exposed to these temperatures have shown very little injury. Water supplies are well above normal as a result of little frost activity and should be sufficient to carry us through a normal spring season.

Alert For Sparganothis

A new insect season has arrived and with it the threat of a relatively new pest for Massachusetts growers. We refer, of course, to the *Sparganothis* fruitworm which has received considerable attention in recent months. Growers who have suffered damage from this pest last season need little urging to be on the watch for this pest this spring. According to Professor "Bill" Tomlinson *Sparganothis* fruitworm could be

making its appearance as a tiny blackheaded worm very closely resembling the blackheaded fireworm about the 3rd or 4th week in May. Careful examination of the new growth for webbing of the new tips is in order during this period. The insect net will also be of great assistance in locating this pest. We have not established a count similar to other cranberry pests that require treatment. In other words, one *Sparganothis* fruitworm to 50 sweeps or if found in a cranberry tip is too many and treatment is recommended as outlined in the new insect and disease control chart.

Suggestions

We should not overlook the other early spring pests such as weevils, false armyworms, blossom worms, spanworms, leaf hoppers, and fireworms. If these insects are carefully controlled in

May and June, particularly those that have a new or second brood such as weevils and fireworms, they seldom become a serious problem. It is suggested again that growers choose a warm day (temperatures over 70°F) when sweeping for weevils in order to obtain as accurate a count of this pest as possible.

May is a good month to treat brush around the uplands using one of the brush killers. Low volatile esters of brush killers are reasonably safe for use on shores and uplands for poison ivy, brambles, and woody weeds if greatly diluted—one part in 250 parts of water. Irving Demoranville is putting out many plots to determine the effectiveness of a number of new weed chemicals on a wide variety of weed pests. Dr. Cross emphasizes again the importance of providing good drainage before undertaking extensive chemical weed treatments. He suggests greater use of weed clippers during this time when a number of bog practices have been curtailed.

Dr. Bert Zuckerman plans to initiate a series of tests to determine proper timing and the effectiveness of several fungicides for the control of fruit rots. He brings a new approach to this particular

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problem with the use of radio-active materials to facilitate his studies.

Dr. Fred Chandler and Irving Demoranville have nearly completed the setting out of new seedlings, plus a large number of the older varieties of cranberries on a brand new section of the State Bog prepared for this project. With a section given over entirely to this work our visitors in the future will have a much better opportunity to study the growth and fruiting habits of the seedlings and the new and established varieties.

Dr. Chandler points out that this is a good time of year to apply fertilizers to bogs that require it. Urea may be combined with insect sprays which will reduce the cost of application. If this is done, however, plans should be made to balance the fertilizer by applying phosphorous and potash later on in the season. The use of nitrogen alone tends to produce runner growth and also weak fruit.

**JAMES C. GLOVER
MAIN CONVENTION SPEAKER**

James C. Glover, president of NCA was the principal speaker May 18th at the annual convention of the National Food Whole-

salers convention, New Orleans. His topic was "The New American Revolution," in which he outlined the tremendous changes in business.

**Mr. Cook Of
Western Pickers
Passes On**

Frank W. Cook, who has been Massachusetts agent for Western Pickers, Inc. died at his shop Friday night, May 4th. Mr. Cook had come from Oregon in 1948, married a Massachusetts girl, Minna Hutchinson Thurston of Duxbury a few years later and became an integral part of the Massachusetts cranberry industry.

He was born in Elizabeth, New Jersey and grew up in Amsterdam, N. Y. and later operated a six horse freight on the "Caribou Trail" in British Columbia as a young man. He spent some years in Okanogau County on the Upper Columbia River in Washington State and then became a general contractor in Coos Bay, Oregon.

The trouble with patience is that the more you have the more some people use it.

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THE NATIONAL CRANBERRY MAGAZINE

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FRESH FROM THE FIELDS

Compiled by C. J. H.

MASSACHUSETTS

April Cold

April in the Massachusetts cranberry area was a cold month, the average being about three degrees a day below normal. Rain-fall was practically normal, the average being 3.85 inches while precipitation measured at the State Bog was 3.71.

Chill May Improve Quality

May came in with the same kind of weather, the first ten days averaging a little more than two degrees a day minus. Dr. Cross has reported that a cold spring would be favorable toward a higher grade in keeping quality than the preliminary keeping quality forecast indicated. The chilly spring will prove a blessing, if it is possible to have issued in the June and final forecast that the quality prospects have bettered. So unusual, however, is the cold, that what influence it may have on the size of fruit is undecided as yet.

First Frost

In spite of the generally cold and disagreeable spring so far, the first general frost warning did not go out until May 8th. That night there was a real frost, lows reported to the Station ranging from 12 to 25 degrees. There were ample water supplies, everybody who could, flowed. A rather comprehensive survey of bogs after by Dick Beattie and George Rounsville has shown surprisingly little injury—even though ice was formed and apple buds were reported touched.

Not much bog work is being done, as might be expected under

the present conditions. There is the usual spring work on a modified scale and new bog building is at a minimum, only a few small pieces going in here and there.

WISCONSIN

April Continues Cold

The month of April averaged below normal in temperature and precipitation. This type of weather has prevailed in Wisconsin since last October with only January averaging normal in temperature. The forecast for the first half of May is for continued below normal temperatures and precipitation.

Water Withdrawn Late

Water was withdrawn from marshes about a week to ten days later than normal. There was very little high water this year. Vines appear to have come through the winter in good shape. Nighttime freezing temperatures and cool days have kept the vines dormant. Very little frost is left in the beds. Although the 1956 frost warning service was scheduled to begin operations May 1. Southern marshes were blanketed with a five inch snowfall April 29 and minimum of nine degrees were recorded.

Spring Work

Most marshes were busy pruning and combing vines the last of April even though the weather was inclement. Some marshes were also apply fertilizer. A number of growers are building under vine booms to use in applying solvent after new growth starts. It appears limited amounts of solvent will be used in view of

lower berry returns.

Little New Planting

About seventy five new acres are expected to be planted this spring and vines are now being cut for this planting. This is the fewest new acres to be planted in Wisconsin since the end of the war.

Some northern bogs still had winter flood at end of April, and snow remained in the woods. There was thought the late spring might hurt size of berries.

NEW JERSEY

A view from the air by Walter Z. Fort has revealed that about 80 to 90 per cent of New Jersey's bogs were still under water during the first week in May. Most of these were to be drawn on the traditional May 10 which corresponds to Massachusetts "late water" bogs. Some will be held until the first week in July to rest the bog, to kill insects, and to kill or retard weed growth.

Weather For April

At the Pemberton Laboratory the average temperature for April was 48.2°, which was 3.5° below normal. Rainfall was 3.17 inches, only .06 of an inch below normal.

Since most bogs were kept flooded and the weather remained cool, there was little or no hazard to cranberries. The weather induced the maturing of spores of mummy berry in the blueberry fields early in the month. Fortunately, the development of blueberry buds was 2 to 3 weeks late and it appears that there was little infection of the fruit and flower buds.

The first frost warning of the season was sent out the evening of May 4. Bog temperatures were 24 to 27 degrees.

WASHINGTON

Buds Up to Date

The month of April has been one of the warmest recorded, also the driest, according to the Weather Bureau records taken for Long Beach area. The low for the month was 30°F. with a high of 85°F. with a mean temperature of about 52°. There were nineteen consecutive days without a measurable trace of rain. That is a record for this area. Along with this there was a high percentage of sunshine consequently, the bogs at the present time are developing normally despite the cold previous to this time.

That November Freeze

The results of the November freeze have become apparent as a result of this warm, dry weather. Approximately 20 to 25% of the uprights have turned brown. The uprights have been killed down much further than those uprights killed by twig blight. Some uprights appear to have the cambial tissue injured in varying degrees. On some uprights which appear alive as yet the cambium is completely brown and probably will not function during the coming season. On others it is somewhat discolored but does not appear to be completely killed. Because of this variation the final analysis of the injury from this freeze can not be determined until later on during the growing season. This does afford an excellent opportunity to study the facts of cold injury. There does not at this time appear to be sufficient kill of the buds to reduce the crop to any large degree as most bogs had a rather heavy fruit bud set in the fall of 1955.

Fertilizer Increases Development

Spring fertilizer applications have appeared to increase the rate of development of the buds this year. It appears now that a second application of nitrogen fertilizer later in the season will be of value as far as fruit development is concerned.

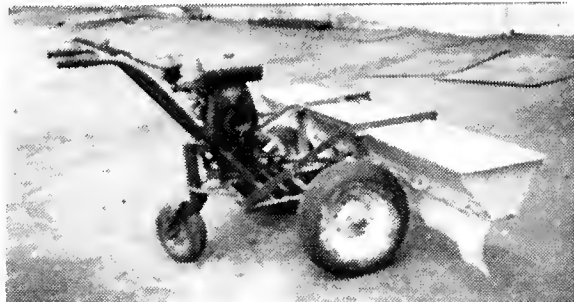
Twig Blight

Recent surveys taken during the month of the twig blight fungicide trials, have shown a good control from wettable sulfur, ferimate, captan and manzate. Those bogs on which the recommended application of wettable sulfur were applied have a greatly reduced amount of twig blight this spring. A number of bogs in the Grayland area have the twig

blight this year although it was not apparent last year. The fungicide trials will be repeated this year as well as further investigation as to the time of infection of this disease.

Fireworm Variable

The fire worm population is quite variable among the bogs in this area. Some bogs had a heavy infestation of fire worm egg while others are relatively clear



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Supply Should Not Exceed Demand, Is Straight Talk From Food Experts at Meeting Sponsored by NCA

General concensus of two five-man panel meetings sponsored by National Cranberry Association for Massachusetts growers April 18th, discussing marketing, appeared to be; "advertise cranberries more, push cranberries to the fullest extent, and in some way, limit the berries going into the market" to relieve the present depressed condition. These sessions were at Hyannis at a noon luncheon and at Wareham Memorial town hall in the evening (dinner) with more than 300 present.

A panel of three food experts pulled no punches in telling that food distributors were in business to make money and had found it difficult to do so in selling cranberry products, which were higher priced than the most important competitive product—apple sauce—and that Ocean Spray was higher-priced than some "independent" brands.

Panel consisted of Ernest H. Lang, president of the Kennedy Menke Company, New York, one of the largest food brokerage firms in the country; Raymond Laurans, president of Roger Williams Grocers, Providence, and member of Independent Grocers Association and Harold Slamp, head buyer and merchandiser of the American Stores of Philadelphia fourth largest chain grocers in the country, plus Larry E. Proesch, who coordinates sales for NCA and Gordon Mann, NCA sales manager. Mr. Lang served as moderator.

While none of the panelists directly advocated the Federal Marketing Order for cranberries, at least two of the men, indirectly pointed out that it might be just the thing the industry needed at the moment to relieve it of the current severe trouble.

Mr. Slamp, in answer to one of about a dozen prepared questions, started the discussion about marketing agreement, or an order, as is now being sought in Washington. He had been asked "Do you think that a government marketing agreement would be of advantage to the Cranberry Industry as regards a U. S. Standard grade for both fresh and processed berries? In other words, do you think that a U. S. Standard grade for berries would help and sell more cranberries?" He did not attack the answer directly, but spoke instead of the success enjoyed by the Cling Peach growers who "got

together with the government some time ago with the result that smaller peaches did not reach the market."

Cling Peaches An Example

First, he said the California growers had ascertained how many peaches the public needed and now each year about that amount, with slight fluctuations, is produced. Since the agreement was reached, peach prices on the retail market vary very little. There, peaches which at a certain period of growth had not reached two inches in diameter did not reach market. Admittedly there was a 20 percent loss from potential production the prices which the peach growers got, more than made up for the loss.

Further, he explained a marketing agreement made certain that only number one fruit reaches market (as number one) and the buyer gets the benefit. The arrangement also results in a more or less uniform cost to the consumer, an almost guaranteed price to the grower and little fluctuation in any part of the industry under marketing agreements.

Also Maine Potato Growers

He advised representatives of the cranberry industry to "talk to the potato growers of Maine because they have invested money in a similar agreement and have gained valuable experience."

Mr. Laurant was the only panelist to urge caution in relation to the marketing agreement. He said: "It sounds good, but all

angles should be investigated thoroughly. Such an agreement sounds like Utopia, but remember there is a year that you might have a bad crop and the the price would have to go up.

Among other questions that held interest were those concerning advertising. In fact, first question was asked, was "Why doesn't Cranberry Juice Cocktail sell in greater volume?" Panelists appeared to be in agreement that constant advertising would do the trick. Mr. Slamp asserted, "Assuming you have a good product, you must have good promotion. But, remember, no product can sell overnight." He added there is also a cost factor involved in the cocktail problem. He suggested, that if cranberry juice, if worked in with another juice in a larger can (46 ounces) might turn consumer trend toward greater consumption. Mr. Laurans voiced the opinion growers might lose more than they make by raising the price of cranberry sauce to 20 cents or more a can. His stand supported that of Mr. Slamp who said he thought a 20-cent price would bring seasonal slumps.

"There is only one person who dictates prices. Not you growers, not buyers, not wholesalers, but Mrs. Public."



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The
Grower
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Belongs"

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Advertise Wisely

Turning to the question of cranberry surplus, the only answer Mr. Lang said he could see is to "keep advertising, keep pounding away to get your surplus into cans and out to the consumers." Asked if there should be a television campaign, Mr. Slamp warned that a TV program is very expensive, and "I don't think your association (NCA) could support such a campaign. He added that food products simply did not have the high-profit margin of beer and soap products. Therefore every one of your advertising dollars must be spent wisely."

Independent Competition

The competition of smaller independent, or so-called "private" firms producing canned sauce at lower prices was considered an important factor in the marketing picture, and the entire industry could be hurt by inferior products. It was pointed out that when the frozen food industry was in its infancy, one major firm spent \$19,000,000 to teach its competitors its methods, "the reason for the firm doing this Mr. Laurans explained, that it feared some of its smaller competitors might cripple the infant business if they sold inferior quality.

Mr. Proesch, in one of the final questions, said it was his hope in the next few months to move 1,500,000 cans of cranberry products. He said he has great hopes in the advertising of the combination pack and promotions promised by chain groceries to move cranberry sauce. He was referring by the promise of the National Association of Food Chains in answer to an appeal made by the industry (as reported in the last issue) to help the industry through an organized campaign to move more cranberry sauce in the immediate future. NAFC, as one of its functions tries to help industries in trouble because of surpluses.

Applause followed his statement, "Come August 31 we have every hope that we won't have to look at too big a surplus of berries."

FERRIS C. WAITE OF NATIONAL IS MAN OF MANY SIDES

A Vice President of that Co-op, Now Secretary of Mass. State Board of Agriculture, Vice President Cape Growers' Association — Has Been Interested in Farming Since Boyhood — He "Likes People"

by
Clarence J. Hall

Ferris C. Waite, cranberry grower in his own right and a vice president of National Cranberry Association, is a familiar figure to Massachusetts growers and, in fact, rather well known throughout the industry. He has been very active, in one capacity or another within the cranberry field for the past twelve years. This has largely been in regard to the multitude of duties involving the position of vice president in charge of growers' relations of the cooperative. Recently that department of NCA was abolished as such, but Mr. Waite has been assigned new work.

Ferris, since boyhood has been interested in agriculture, the growing, and particularly the marketing end. He likes people. Likes to make new acquaintances. This, of course, is an asset in most any endeavor, especially in public relations, which he enjoys.

Recognizing his abilities, his

"yen" to get along with people and his promotional and co-operative spirit, Cape Cod Cranberry Growers' association last August named him first vice president of that organization, and presumably he will head that group two years from now, as it is customary for a president to hold office for that period. At about the same time he was appointed a member of a group having greater scope in agriculture. He is now one of the seven members of the Massachusetts State Board of Agriculture, serving a term of seven years. He has been chosen secretary of the board and is the only member, who has a full-time affiliation with fruit growing. Appointment was by Governor Christian A. Herter. He was, before that, a member of the governor's advisory agricultural council for one year. This is an unpaid position and meetings are held at the state agricultural department, 41 Tre-

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mont Street, Boston.

Waite was born in Cleveland, but his boyhood and youth were spent in Philadelphia. His father was an oil man, specializing in lubrication and was called upon to put in the first lubricating department for the Atlantic Refining Company. Ferris was graduated from grade and high school in "the City of Brotherly Love," and summers he spent in the countryside of Pennsylvania. It was through this that he became interested in farming. His father first wanted him to study biology, which he did at the University of Pennsylvania.

He found this study giving a broad foundation, useful later, when he went to Cornell, where he specialized in agriculture, majoring in fruits and vegetables, finishing there in 1913.

From 1913, or in fact, from the summer previously, he was head over heels in agriculture in the farming business with his father-in-law, Walter C. Black in New Jersey, continuing this for 22 years.

He was engaged in both the growing and selling of fruits and vegetables: cabbages, potatoes, tomatoes, beans, peppers, and apples from a 65 acre apple orchard. This was at Hightstown, which is adjacent to the Jersey cranberry area. Many times he drove by cranberry bogs, but was not interested in the fruit at this period. He began work in the days when produce was mostly carried to market by horses and wagons, but was one of the first to take over bringing produce to market by automobile, as trucks came into the picture. His firm trucked apples, peaches and cherries into the markets at Asbury Park, Newark and New York.

It was at Hightstown that he first became fascinated by the possibilities of co-operatives for the grower. He organized an auction market there, with the principal purpose of bringing the city buyers to the country to buy produce, instead of the farmer taking it to the city to sell. He became president of the Tri-County Cooperative Auction Market, an

association of growers. It began very modestly, but in its second year became the largest auction in the state. He developed the market to include eggs, as well as vegetables.

Seeking broader fields he moved from New Jersey to upstate New York, taking over the management of the Capital District Co-operative, which occupied 25 acres on the outskirts of Albany. This was what is known as a regional market, handling carload lots of vegetables, fruit, poultry and eggs, acting as receivers, jobbers and brokers.

When he first came, there was trackage for 12 cars; when he left, for 105. Trucks were handled from Boston to Buffalo and to the Canadian border, produce coming in from the Mohawk and Hudson river valleys. While he was there this became known as the fastest selling market in the United States.

Mr. Waite became aware that the longer a market remained open with selling going on, the

lower prices received by the farmers were apt to become. A slow market meant low prices, the producers of these perishables were "worn down" by the buyers. He had the market opened at two o'clock each market afternoon. Buyers were first allowed to go up and down inspecting the produce in the stalls, but not after the signal for the start of selling had been sounded. With this system in operation there was fast buying, and at increased figures. About 80 percent of all produce available would be sold in the first three-quarters of an hour and the market closed up about five.

After his work as manager there from 1935 to 1943 Waite saw a bigger opportunity when he was asked to become affiliated with the cranberry cooperative. He assumed the post of growers' relations man, which consists really of supplying information on all phases of cranberry growing from NCA management to the growers, including at that time, having charge of insecticide, fungicide

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and herbicide supplies for growers. He was contact man between the co-op and the grower.

In 1946 he bought a bog of nearly ten acres on Main St., Plympton, an old bog growing about half Howes and half Blacks. One of his first steps was to install a sprinkler. Since then he has averaged about 60 barrels to the acre. This bog is located on both sides of the road, but most of it on one side and here there was a small reservoir fed by streams and springs, but only good for one or two frost flows. He put in a Chrysler pump, two giant Buckner sprinkler heads and several Rain Birds, which is sufficient to cover the entire larger (8 acres) bog, while the smaller, lower piece takes care of itself. As this is a peat bottom bog, with the peat as deep as 30 feet in spots, it does not have much moisture trouble. Sprinklers were installed primarily for frost control. He has found the system has saved him from frost losses, and one major advantage for other growers with light water supplies, is that the system does not need to be turned on until just before frost is about to strike. Not only does he save water, but he saves time in harvesting. There are the times a grower flows unnecessarily, not daring to take chances, and can't pick the following morning because of a wet bog, but the long delay possible with sprinklers avoids this, and less water is applied to the bog, in any event. He has also found a part of his increase in production due to the irrigation use of the sprinklers.

He makes his home at Plymouth and he and Mrs. Waite have two daughters, Barbara, now, Mrs. Donald E. Tieknor of East Greenbush, N. Y., and Ruth, Mrs. Ruth W. Hendrick of Plymouth and three grandchildren. He is a member of the Old Colony Club of Plymouth, the Round Table, a discussion group which meets monthly, a Mason, still retaining membership in the lodge at Hightstown, of which he is a past mas-

ter, the fraternity Alpha Tau Omega, "ATO," from his college days. He is a director of the Plymouth Federal Savings and Loan Bank. He is, obviously a member of the Cape growers' association and of the cranberry clubs. He has served on various committees within the industry. He has served as a scheduled and also "pinch-hitter" speaker at meetings innumerable times and was chairman of the labor committee of the Cape Cod association, instrumental in obtaining harvest and other labor when local supply was not sufficient.

Hobbies? Mr. Waite says he has none—unless it is cranberries and most everything pertaining thereto.

Mr. Waite from his long contact with agricultural marketing and his work at NCA is in excellent position to have some pertinent ideas concerning future cranberry marketing, and, also as a grower knows the problems which are besetting him.

At the present time Ferris is making a thorough study of the export market. This is one more

progressive step in the thinking of the N.C.A. management.

Although no commitments can be made at the present time it is obvious that with N. C. A. domestic sales increasing each year the added impetus of export sales would be most welcome to all cranberry growers.

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SOME straight talk from experts in food marketing at the NCA sponsored meetings in Massachusetts as reported in this issue re-affirms what we already knew — if we have been thinking right. Which is: that those who distribute our cranberries to the consuming public are not in business for the fun of it, but to make a profit; that it is actually the public which sets the price of food commodities, as to how much it will pay; that an over-supply of anything is bound to result in unsatisfactory prices.

Cranberries, have unfortunately, become within the category in which the distributor finds it difficult to venture. There has become too much uncertainty that he can make a penny on his dealings in cranberries — and may lose money on the deal.

It was told how other farmers had "tailored" their crops so that there was a more or less stable supply and a more or less stable price—not the wild fluctuations which have made the distribution of cranberries a gamble on the part of trade. There is the pledge of the National Association of Food chains to come to the rescue of cranberry growers. Not through philanthropy, but for the protection of its own members, primarily. Enough time has not yet elapsed since the introduction of the program by the association to report any definite progress. But, we hope to have some favorable news next month.

While not specifically advocating Marketing Agreements, the speakers, or at least two of the three seemed to present one more argument in favor of this form of help for the industry. At least in its present acute situation. Then

HOW ABOUT CRANBERRY PIE?

From the mid-west, where during "Cranboree" time a tremendous number of fresh cranberry pies are made and served to the public, has come a suggestion. It is now several months until harvest giving ample time to give the idea some thought — and action.

Editor and Publisher
CLARENCE J. HALL

EDITH S. HALL—Associate Editor

CORRESPONDENTS—ADVISORS

Wisconsin

LEO A. SORENSON
Wisconsin Rapids

Washington—Oregon

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Cranberry Specialist
Long Beach, Wash.
ETHEL M. KRANICK
Bandon, Oregon

Massachusetts

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East Wareham, Mass.
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New Jersey Cranberry and Blueberry Station
Pemberton, New Jersey

The idea is pushing fresh cranberry pie. The public has considerable demand for cherry pie, cranberry pie is rather similiar — if it is not spoiled by too much sweetening. We have fresh strawberry and rhubarb (pie plant to you folks in Wisconsin) in season, and of course blueberry pie.

Suppose through a publicity campaign, well-planned, fresh cranberry pie in season could be made a specialty in all the cranberry-growing regions? In restaurants, hotels, in homes. On a trip once through the Florida keyes we were told we must eat fresh lime pies, or we would be "missing something." We did, and speaking with others since, it seems they all, too, ate lime pie (and turtle steaks.) Couldn't sufficient demand be built up to make a sufficient inroad into these million-barrel plus crops to be of at least some value?

TIMELY FACTS ON FERTILIZATION

(Editor's Note: The following was prepared by Dr. Chandler to aid Massachusetts growers in interpreting and making effective use of the Cranberry Fertilizer Chart, issued this year for the first time.)

This chart should be considered as a guide or a tool and should be used only with judgment. Some bogs have high production without the use of fertilizer while others have low production in spite of fairly heavy applications of fertilizer, the difference depending upon age of bog, kind of peat, drainage and management. Some bogs do best with 3 to 4 times the regular recommendation on the chart. The general notes should be read if growers are to get the most out of the fertilizer applications. The first refers to drainage—

1. The best response from fertilizer is obtained when good drainage and irrigation are provided.

2. Insect or disease injury may cause off-color similar to nitrogen deficiency.

3. Best quality of fruit will be obtained with a 1-2-1 ratio. A 1-1-1 ratio, such as 10-10-10, may be made into a 1-2-1 by applying 50 pounds of superphosphate for every 100 pounds of 10-10-10 used. Where vine growth is desired a 1-1-1 ratio may be used.

4. Apply dry fertilizer only on dry vines. Airplane and mechanical spreaders give an even, economical distribution but careful hand spreading of fertilizer gives a more selective application. Split applications usually give better results but the benefit may not justify the added cost.

5. Urea and liquid fertilizers may be applied with insecticides. Urea supplies only nitrogen, therefore phosphorus and potash should be applied dry to provide a 1-2-1 ratio. For example, applying 200 pounds of superphosphate and 40 pounds of muriate of potash for every 40 pounds of Urea gives a 1-2-1 ratio.

6. Fertilizer applied before the last of April or after mid-July has little effect on annual weed growth.

7. Fertilizers applied early in spring or in the fall do not increase susceptibility to spring frost injury.

8. Excessive use of nitrogen is likely to impair the keeping quality of the fruit.

The March issue of the Potash News Letter has just arrived and it reports a 10% drop in farm income for 1955, indicating cranberry growers are not alone. In view of this situation William M. Myers, Dean of the College of Agriculture at Cornell University, makes these suggestions—all aimed at efficient production—for maintaining farm income:

(1) Have enough livestock and crops to keep labor forces fully employed, using established labor-saving machinery and methods.

(2) Increase yields per acre by using improved varieties and fertilizers and up-to-date production methods. Similarly, increase production per animal by better breeding, feeding and disease control.

(3) Increase labor efficiency by careful planning of work and by effective use of proven labor-saving machinery.

C. J. Chapman, Soil Specialist at the University of Wisconsin, recently emphasized the importance of using adequate fertilizer and lime during periods of declining farm prices. Chapman indicated that with high living and production costs hovering over farmers today, it is necessary to get every crop acre to produce to the limit of its capacity. Chapman further emphasized the fact that lime and fertilizers are helping farmers to cut unit costs of production.

S. R. Aldrich, Extension Agronomist at Cornell University, further emphasizes the fact that fertilizers are a good buy. Aldrich says: "Fertilizers and lime are the most favorably priced items in farmers' costs. This means the farmer should spend relatively more money for these low cost items. . ."

The following paragraph is also in the March issue of Potash News Letter. "Some have found it difficult to reconcile the emphasis



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on increased production with the existing surpluses of farm commodities. There is plenty of evidence, however, that through adequate fertilization leading to higher yields, the unit cost of production may be appreciably lowered. Therefore, it would be very much to the advantage of the farmer to aim for high yields on fewer acres, using the very best production practices available."

Now let us go to the subject of Fertilizer and Quality. I have been over a great deal of literature on the subject and selected some to review here and then present the information on cranberries. I have said before that I believed that cranberries would respond to fertilizers the same as other crops and that is the reason for presenting information on apples and strawberries. The first article I would like to review is titled "The Effect of Different Nitrogen Fertilizers on some of the Physical and Chemical Factors Affecting the Quality of Baldwin Apples." This and other articles have expressed the relationship of nitrogen to total yield, for example, the dollar value of Baldwin apples was as follows with half the regular nitrogen, the regular nitrogen, one and a half times the regular nitrogen and twice the regular nitrogen.

DOLLAR VALUE

Year	½N	N	1½N	2N
1948	4	6	9	32
1949	74	68	95	86
1950	1	2	17	74
1951	55	70	74	98

Total 114 145 195 289

The dollar value is chosen to express the effect of nitrogen because of the quality difference. The quantity of fancy fruit was the same for all treatments—seven to eight bushels per tree. But the seconds varied from less than two bushels to about fourteen per tree. Therefore, when the two qualities are converted to dollars they may be added and we see that high nitrogen produces the greatest value. The total dollar value with high nitrogen was nearly twice the dollar value of the normal fertilizer. Heavy applications of nitrogen gave heavy

annual crops while light applications were associated with biennial crops. The percentage of well colored fruit decreased as the nitrogen supply increased. However, more bushels of well colored fruit were produced by trees receiving twice normal application in the light crop years.

In a study on the effect of fertilizer on the firmness and flavor of strawberries it was found that nitrogen alone swelled the berries. Pressure tests on berries showed those from plots receiving a 1-2-2 fertilizer were firmer than berries from unfertilized plots. Fertilizer had no effect on storage or carrying quality. It was also reported that in some seasons, fertilizer may have an indirect effect on shipping quality in that nitrogen may increase leaf size and number and in turn the larger and greater number of leaves tend to increase rot in the field and in transit.

Fertilizer experiments on cranberries were started in 1885 in New Jersey, therefore we now have the benefit of sixty years of research. The results from these experiments and later ones have shown an increase in yield, some as much as 116 percent, from the use of fertilizer. The size of fruit has been increased and the rot decreased. These are general statements—now let us look at results in specific cranberry regions. Crowley has stated that in Washington the response was only from nitrogen and he recommended from 100 to 200 pounds of sulfate of ammonia. In Wisconsin the chart suggests a complete fertilizer with ratios from 1-1-1 to 1-6-3. New Jersey has recommended a 1-1-1 and 1-4-2 (see the last issue of Cranberries). Massachusetts recommends a 1-2-1. Beckwith published the quality and size of berries was improved with fertilizer. There are no pub-



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lished results of quality being impaired because of fertilizer applications unless growth was unusually stimulated. Growers should see that the annual growth of new uprights does not exceed one and one-half inches (in Massachusetts.)

Wisconsin Picker At Cape Meeting

Some 300 attended annual Spring meeting of Cape Cod Cranberry Growers' Association, Wareham Memorial town hall April 17th with its equipment and supply exhibition, an entertainment program for "the family," and to hear a timely talk by Prof. "Bill" Tomlinson on Sparganosis worm. There was a special dinner.

The "Cranberry Quartette" could not be assembled as anticipated and the audience was entertained by Nahum Morse singing solos. There was a most interesting talk (illustrated) on circus life by Ernest Smith, Christian Science Monitor, whose hobby is circuses. A highlight was a fine colored movie of water

raking in Wisconsin by E. L. Dana of Wisconsin Rapids, manufacturer of the Wisconsin (Get-singer) picker shown below. Mr. Dana stands at the left, with his son Joe next, while Massachusetts

growers examine the machine, this being the first time it has been on display in the East. It picks a swath 36 inches wide and Mr. Dana says may be used for either water or dry raking.

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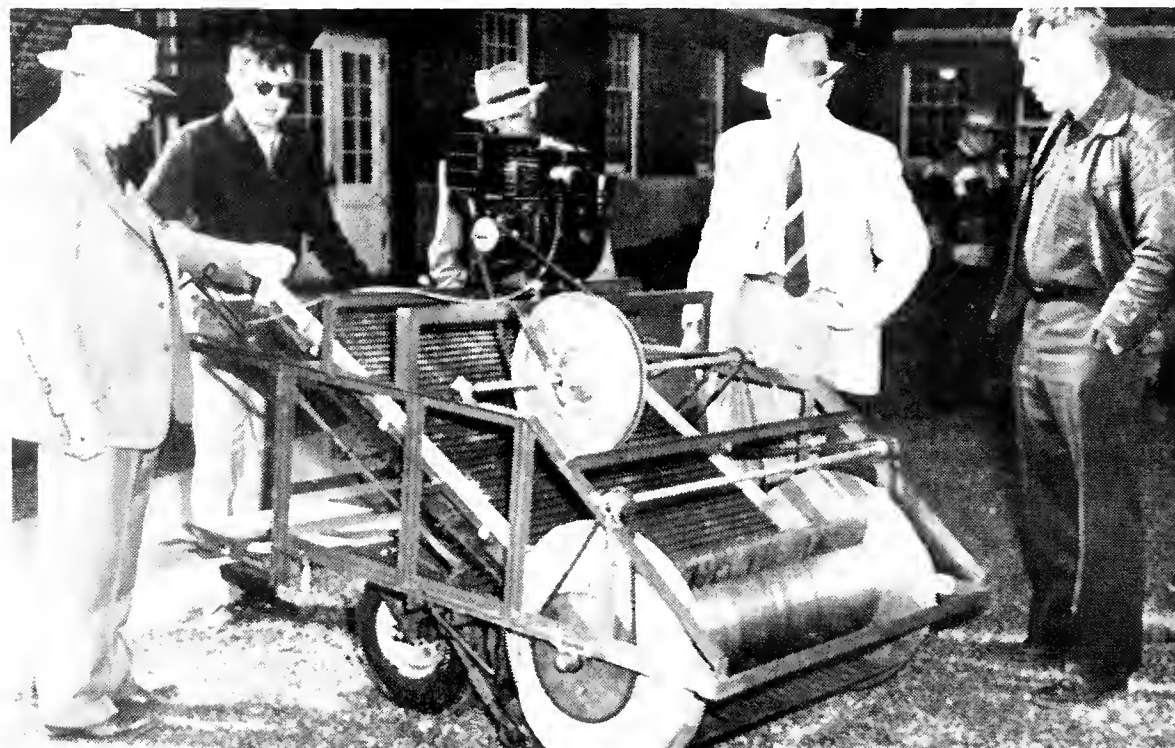
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C. A. Searles Re-elected Head Of Eatmor

Annual members' meeting of Eatmor Cranberries, Inc., was held at the company's principal office in Chicago on April 24th, and was followed by a meeting of both the old and new Board of Directors. Lester Haines, Executive Vice President and Secretary made a report to the 1955 Board of Directors covering the season's business and Mr. Morris April of April Bros., Bridgeton N. J., made a report on the handling of processed berries for Eatmor. Mr. April stated that Eatmor was now well established in the processing field and with aggressive sales push would continue its progress. A report was also made by Bozell & Jacobs, Eatmor's advertising agency, covering the 1955 campaign.

Clarence A. Searles, of Wisconsin Rapids, was re-elected President at a meeting of the new Board of Directors and Harold S. DeLong of Mather, Wis., 1st Vice President. Theodore H. Budd, Sr., of Pemberton, N. J. and George Briggs of Plymouth, Mass., were also elected Vice Presidents. Mr. Haines was re-elected as Executive Vice President and Secretary, and Miss Edna McKillip was elected treasurer. Messrs. DeLong, Budd and Briggs were elected to serve on the Executive Committee with the President.

In addition J. Rogers Brick of Medford, N. J., Charles L. Lewis of Shell Lake, Wis., and Anthony Jonjak of Hayward, Wis. were nominated and elected to serve as directors for the coming year.

Eatmor Sales Up

Fresh fruit sales of Eatmor cranberries increased by 39% in 1955 it was reported by General Manager to the Board of Directors at this meeting. In addition to the increased fresh fruit sales, sales of Eatmor cranberry sauce are 5% head of the corresponding period of one year ago.

In his report to the Directors, Haines estimated that there were 457,000 barrels carried over from plan on a real short crop to bail the industry out," he s. id. "Eatmor is exploring the frozen field

and the carbonated beverage field in addition to its processing and fresh fruit actions."

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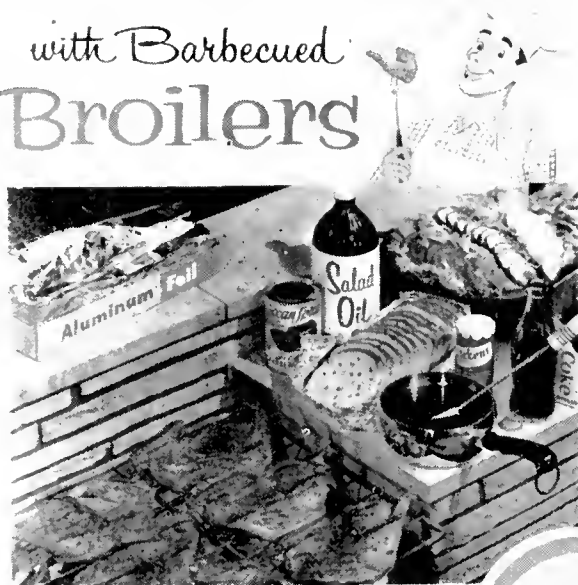
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BEATON RESIGNS AS PRESIDENT OF INSTITUTE

**Executive Committee
Sets Up Proposed Agenda,
Suggests Assessment of
2 Cents a Barrell**

Resignation of Melville C. Beaton, Beaton's Distributing Agency, Wareham, Mass., was received and accepted at a meeting of the executive committee of the Cranberry Institute June 4th at Hanson. Full executive committee was present consisting of Mr. Beaton, Kenneth Garside, vice-president, George E. Briggs, G. Howard Morse, James E. Glover.

In his letter Mr. Beaton said that because of business reasons he felt it necessary to resign as president of the Cranberry Institute, and that it was his desire this be accepted immediately and not later than 15 days from date. The resignation was accepted in behalf of the Board of Directors and formal action will be taken at the next meeting of that Board.

At a meeting of the Board of Directors held at the office of Mr. Beaton on May 18th it had been voted that the Executive Committee draw up a program, or agenda and recommend a budget.

In compliance with this the Executive Committee at its June 4th meeting unanimously agreed upon the following objectives of the Cranberry Institute:

It was unanimously agreed upon that the following constitute the objectives of the Cranberry Institute:

A. That it be an industry group set up, first, to correlate, combine and collect statistics of a marketing, selling, and merchandising nature from all the participating companies in the cranberry industry, and that it correlate those figures and recapitulate them into valuable periodic and sensible reports.

B. We would further propose that the Cranberry Institute function as the official industry representative with regard to all matters of Federal Government and

(Continued on Page 20)

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Mass. Cranberry Station and Field Notes

by J RICHARD BEATTIE
Extension Cranberry Specialist



Two Questions—Sparganothis and Frost Damage

Two questions arise whenever cranberry growers meet this spring. First, how do we control **Sparganothis fruitworm**; and second, what are the crop losses resulting from spring frosts? Almost without exception these are the questions that open the conversation when growers visit the Station or we inspect their bogs. Briefly, they might be answered as follows based on observations and the work of the men at the Station. The control of **Sparganothis fruitworm** with 5% DDT plus 1% Parathion, applied as a dust at the rate of 50 lbs. per acre, has not been as effective as we had hoped. Recent field work has demonstrated that good control of this pest can be obtained by increasing the dosage to 10% DDT plus 1% Parathion and apply it as a dust at not less than 60 lbs. per acre. Growers will be informed as to developments in the control of this pest during the season.

Frost Loss

The question on frost damage is a difficult one to appraise. Careful checking of many bogs exposed to the low temperatures of May 7 and 24 seems to indicate the possibility of a 7-8% loss to our crop, or somewhere between 40,000-50,000 barrels. We may find the damage is greater by the time bogs come into bloom.

The unseasonably cold weather experienced in April continued through most of May with the result that our season is still ten days or more behind schedule. Frost activity has been limited to only 6 general warnings up to June 12 due largely to the retarded development of the buds. Nine

warnings were released during this period in 1955, 11 in 1954, 23 in 1953, 37 in 1952, and a high of 41 in 1949. These include both the afternoon and the evening forecasts. The most severe frost this season occurred May 7 and 24 as indicated above. Temperatures dropped to 12° on some bogs May 7 and to 14° on May 24. Water supplies have been ample in most instances but there is still a substantial acreage of dry bogs.

Cold Spring—Brighter Side

Our cold spring has a brighter side, however, when we consider its effect on keeping quality. The **final keeping quality forecast** was released early in June and is as follows: "Weather conditions since April 1, 1956, have been very favorable for the keeping quality of the Massachusetts cranberry crop. It now appears likely that

the crop this year will be of good keeping quality. However, there are some bogs that often produce weak fruit and these should receive fungicidal treatment as recommended on the Insect and Disease Control Chart, especially if they had the winter flood removed early this year. For those who wish the figures, there are now 8 points favoring good quality out of a possible 16."

Four successful field meetings were held the last of May and early June to acquaint growers with the latest information on the control of insects, diseases, and weeds, and how to identify them, plus the proper use of fertilizers. These meetings were arranged by the county agents in Plymouth, Barnstable and Bristol Counties and were well attended.

Insects Active

While insects made a delayed appearance because of our unusual spring, they are now active on many bogs. This is particularly true of the **Sparganothis fruitworm** referred to above, the **black-headed fireworm**, and weevils. We repeat again that the only method we have of determining the types of insects present and whether they are numerous enough to warrant treatment is to "sweep"

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every 4 or 5 days from mid-May to about mid-July. The county agents and the men at the Station are always willing to teach or demonstrate the proper use of the insect net. Incidentally, Joe Kelley is back on the job for which we are most grateful and happy. He certainly has been missed these past six months and his return is good news to the cranberry industry and his host of friends.

Weed Notes

We have a few timely notes from the weed department as offered by Dr. Cross and Irving Demoranville. They remind us that spot work using **Stoddard Solvent** is effective at this time of year if care is used to direct a single stream of this chemical to the base of such weeds as **small brambles, looestrife, and asters**. New vine growth will be severely damaged if it comes in contact with Stoddard.

This is an excellent time to treat **hardhack, meadow sweet, leather-leaf, chokeberry, bayberry, and looestrife** with 2,4-D as recommended on the new weed chart. Greater use of weed clippers this season is suggested where **grasses, sedges, and rushes** are a problem and chemical weed treatment has had to be postponed.

Dr. Chandler reminds growers that **Urea** can be combined with insecticides and fungicides and is non-corrosive to equipment. If this is done, plans should be made to balance this high nitrogen fertilizer with phosphorus and potash later this season. Proper amounts are suggested in the new fertilizer chart.

DR. CHANDLER ON SIX-MONTH CRANBERRY STUDY

Dr. F. B. Chandler of the Massachusetts Cranberry Experiment Station has been granted a six-month sabbatical, starting about July first. During this time he will make a study of drainage irrigation in relation to root growth and production. This will take him to all the principal cranberry areas, including New Jersey, Wisconsin, Oregon and Washington.



READ THIS!

Here is the Western Picker's new plan for financing a new picker over a three year period.

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JOHN O'HAGAN, Grayland

Or Contact WESTERN PICKERS, Coos Bay, Oregon

Cranberries

THE NATIONAL CRANBERRY MAGAZINE

Issue of June 1956 - Vol. 21 No. 2

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FRESH FROM THE FIELDS

Compiled by C. J. H.

MASSACHUSETTS

May Probably Cut Crop Prospects

A cold May, ranking up a total of about 83 degrees below normal, plus two frost periods has cut down crop prospects to an extent undetermined as yet. Most severe freeze of the year occurred on the night of the 24th, when temperatures as low as 16 and an average of 20 were reported, the latter figure exactly coinciding with the Station forecast. This frost came early and stayed late, until after sunrise.

After a survey by George Rounsville, Oscar Demoranville and "Dick" Beattie, Station Chief Cross estimated the injury from that night and the frosts of May 8 and 9 as at probably 7-8 percent. Growers had ample warning of the 24th freeze (inland growers were warned for the earlier one) and had plenty of water available for the bogs ordinarily flooded. Not all damage was confined to dry bogs, or those with only one spring flood, as there was some hurt to those properties on which late water had been planned, as the water had been withdrawn for a breather and not replaced.

Late Season Helped Frosts

Crop injury was not confined to cranberries on the 24th, as cultivated blues were damaged to an undetermined degree, branches were turned red and the centers of flowers were blackened. Cape strawberries were also hit, and there was an immense loss in garden truck all through New England, with a toll of fruit trees, apples and peaches, the latter the

worst effected. Only saving factor in that severe cold night was that the season was at least two weeks later than normal, and this included cranberries.

Spring In Sharp Contrast

Result of the cold besides cutting crop has probably been an improvement in quality. This spring with a total deficiency in degrees of about 130 since January first has been in sharp contrast to last spring and the trend of most recent years. Then the variance in degrees has been heavily on the plus side. As of June first, 1955, the total excess was 260 degrees. As of issue a year ago we were saying, "No one will go hungry for cranberries next fall."

Rainfall Normal

Rainfall for May was a little light, there being 2.93 inches up to the 30th when an unwelcome Memorial Day storm brought the total to 3.18 which was nearly normal for State Bog recording. Normal is 3.21.

Farmers in Bristol County, where there is considerable cranberry acreage, on the night of the 24th burned more than 50,000 automobile tires to protect plants and fruits, said Walter E. Piper, chief marketing investigator for Mass. Dept. of Agriculture. Piper termed this spring, "one of the most exasperating seasons I've seen in 40 years."

LATE NOTES: As this goes to press there has been no reported action from the sub-committee of the U. S. House Agricultural committee in Washington. (Story p. 14) on the Marketing Order bill. First heat wave of the season June 13, 14, 15 was giving the Massachusetts crop a "lift" of sunlight. More than 2500 acres of bog had been air-treated to that date, about three times normal, due mainly to Sparganothis.

Mass. Quality Forecast Is Now For Good keeping

Final keeping quality forecast of the Massachusetts crop, prepared by Cranberry Specialist J. Richard Beattie of the East Wareham Station, issued June 6th is:

"Weather conditions since April 1, have been very favorable for the keeping quality of the Massachusetts Cranberry crop. It now appears likely that the crop this year will be of good keeping quality."

The caution is added "However, there are some bogs that often produce weak fruit and these should receive fungicidal treatment as recommended on the Insect and Disease Control Chart, especially if they had the winter flood removed early this year. For those who wish the figure there are now 8 points favoring good quality out of a possible 16."

It may be remembered the April forecast, which was for a poor prospect was qualified by the state that indications could change completely if April, May and June turned out to be drier than normal. April and May were also much cooler, and June is continuing on the cool side.

Severe Frost Damage in N. J.

Severe late frosts in May have caused considerable damage to the cranberry crop in New Jersey. Temperatures were critically low on twelve nights during the month; reading below 20°F. were recorded on the nights of May 7 and 24. This latter freeze, which was one of the most extreme observed by many old cranberry veterans for so late in the season, caused extensive killing of fruit buds. The effects were quite startling. Oak trees had their foliage completely killed as high as 30 feet from the ground and, as a result, large tracts of oak present the appearance of having been subjected to forest fire.

Some sections of bogs flooded with 2 or 3 inches of water which did not completely cover the up-rights were damaged, despite the fact that they were covered with dense fog all night. Even bogs drawn as late as May 10 suffered some loss. Fruit buds, which were still tight or only slightly swelled and considered "hardened" by previous cold nights, were destroyed in unflooded areas.

Estimates of the loss to the New Jersey cranberry crop entailed in all of the frosts in May run as high as 40 to 50 per cent. The prospects are for a very short crop and for quite a late one.

Blueberries Hit Also

Blueberry losses were also severe. In many fields over 50 per cent of the early varieties were destroyed. The late varieties, especially Jersey and Rubel which account for most of the acreage in New Jersey, came through without excessive loss in most fields. Losses were heavy in the Sheep Pen Hill and Chatsworth areas, moderate in the Magnolia and Weymouth area, and slight around Hammonton. Plantings referred to as "woods" fields, located in low sandy-peat regions of the Pine Barrens, were generally more affected than those planted to sandy loam soils. In a few cases irrigation set-ups almost completely saved the crop.

Coldest May

The month averaged 58.7°F., the coldest May ever recorded at Pemberton. The average minimum was 14.5°F., colder by 1.7° than the previous low for this month recorded in 1952. Rainfall amounted to only 2.62 inches, which is 1.42 inches below the normal for May.

WISCONSIN

May Cold

May averaged below normal in temperature and above normal in precipitation, which was the advance forecast for that month. The forecast for the first half of June is for continued below normal temperatures and normal precipitation.

Frost May 23

Lowest temperatures on marshes during May occurred the night of May 23 when the mercury fell to 16 degrees. There was plenty of advance warning and with am-

pl water supplies no loss was reported. Reservoir supplies were adequate at the end of May.

150 New Acres

New planting was almost completed by the end of the month and a revised total of about 150 acres was planted in Wisconsin this year. This represents an increase of about 4% in acreage.

Stoddard solvent and kerosene was being applied the latter part of May over the vines and weed control work was being planned by a number of growers using the under-vine boom into June.

The first brood of black headed fireworm were found hatching the last week of May, in the extreme southern marshes. This is about a week later than normal. Control measures were expected to begin the end of the week of June 3 in the south and the week of June 10 in the north. Fireworm appears to be in excellent control

(Continued on Page 18)



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PRODUCTION OF CRANBERRIES

By A. F. Wolf — Economist for the Cranberry Institute

Production of cranberries will be discussed

1. as total U.S. production, and
2. as production by states.

(1) Total U. S. Production

This will be considered under three periods. The first period extends from 1867, the first year with an officially recorded production, to 1899. During this 32 year period reported production increased from 62,500 bbls. to slightly over 300,000 bbls. This increase in production was steady, interrupted only by the usual fluctuations assignable to variations in annual yields and occasional crop failures.

The second period, 1900-1920, was characterized by further growth. Production doubled during this period by jumping from 300,000 to approximately 600,000 barrels. Substantial fluctuations in production were observed during this period. There are two years, 1909 and 1914 when crops of over 600,000 bbls. were recorded. About one-half of that production was achieved in 1905 and 1917 when weather conditions were least favorable.

Production continued to increase after 1920 until in 1948 it came close to the one million barrel level. It continued at about that level until 1953 when it jumped to 1,200,000 bbls. and has remained at slightly above 1,000,000 bbls. since.

Data of U.S. Production of cranberries by decades are given in Table 1 below:

The ten year averages in Table 1 are of interest because in terms of the growth-rate they indicate a declining rate of growth with the exception of the last two periods. The rate of increase in 1940-49, instead of being insignificant is of substantial size. This trend reversal is quite significant. It is the result of high returns per acre, new acreage and favorable growing conditions. The rate of increase in the 1950-55 period is still more pronounced, it is over 60 per cent higher than that of the previous period.

Annual data on U. S. production covering only the last 36 years are presented in Table 2.

Annual data since 1920 indicates a range in production of over 800,000 bbls. varying from 375,500 bbls. in 1944 to 1,203,000 bbls. in 1953 (1b) Two production trends are discernable. There has been a downward trend, between 1922 and 1936 and an upward trend beginning with 1936 (or 1934, according to computer's taste).

The annual fluctuations in production reflect principally the variation in size of the Massachusetts and Wisconsin crops and are primarily a result of weather factors. The long period trends in production are associated with

the same forces, but they are also reflective of economic conditions, i. e. the forces which increase the yield per acre. To a small degree the trends are correlated with the small changes of total U. S. cranberry acreage.

The underscored figures in Table 2 suggest the existence of severe marketing problems in the years 1923, 1926, 1933, 1937, 1939, 1946-1949 and again in 1953, 1954 and 1955. These are roughly the years when production of cranberries is above the average of the period.

(2) Cranberry Production by States

Data on cranberry production by States are presented in Table 3 for the period 1920-1955. Production in Massachusetts at the beginning of the 'twenties was in the vicinity of 300,000 bbls. By the end of the 1920-1955 period it had exceeded one-half million barrel mark. This represents an increase of about 80 percent. Large crops were in evidence by the mid-1930's. The 500,000 barrel mark was surpassed for the first time in 1933 and again in 1937. Since 1941 all crops with the exception of 1944 were in the vicinity of, or slightly under, 500,000 barrels but also above, almost 700,000 bbls. in 1953.

New Jersey production generally declined throughout the period. In the early years, particularly 1922, 1923, 1924 and 1926 production remained near the 200,000 barrel level. After 1926, a decline set in and production decreased from 120,000 to roughly 70,000 barrels. In recent years production in New Jersey has increased again to the 100,000 bbls. mark, more or less.

The declining trend of production in New Jersey till 1949 found its counterpart in an upward trend in Wisconsin. In the early 1920s Wisconsin produced about 30,000 barrels annually. Until the outbreak of War II annual production increased gradually to over 100,000 barrels. It remained at this level for a number of years and after 1945 increased quickly to over 200,000 barrels and to 300,000 barrels recently. The in-

TABLE 1

Average U. S. Production of Cranberries by Decades

1870 - 1955, Incl.

Decade	Barrels	Rate of Increase
1870-79	94,066	
1880-89	161,033	71.1 Percent
1890-99	250,000	55.5 "
1900-09	393,300	57.0 "
1910-19	502,100	27.7 "
1920-29	577,340	15.0 "
1930-39	603,680	4.6 "
1940-49	729,840	20.9 "
1950-55 1a)	977,933	34.6 "

Source of data: Stevens, Piper, Franklin and Chandler, The Cranberry Industry in Massachusetts, Mass. Dept. Agr. Bulletin No. 139, pp. 29 and 30, computed.

TABLE 2
Total U. S. Production of Cranberries

1920 - 1955, Incl.					
Year	Barrels	Year	Barrels	Year	Barrels
1920	472,000	1930	583,500	1940	570,500
1921	397,000	1931	604,000	1941	725,200
1922	597,000	1932	579,800	1942	812,200
1923	686,000	1933	698,700	1943	687,300
1924	610,000	1934	445,300	1944	375,500
1925	609,000	1935	515,500	1945	656,100
1926	761,600	1936	504,300	1946	856,100
1927	512,000	1937	877,300	1947	790,200
1928	559,000	1938	474,200	1948	967,700
1929	569,800	1939	704,200	1949	856,800

Source of data: U. S. D. A. publications, 1954 and 1955 preliminary.

TABLE 3
Cranberry Production by States

Season	1920 - 1955, Incl.					U.S.Ttl.
	Mass.	N. J.	Wis.	Wash.	Oreg.	
1920	306,000	130,000	33,000			472,000
1921	208,000	165,000	24,000			397,000
1922	337,000	205,000	55,000			597,000
1923	451,000	200,000	35,000			686,000
1924	339,000	215,000	42,000	9,800	4,200	610,000
1925	447,000	115,000	25,000	15,400	6,600	609,000
1926	438,000	215,000	85,000	16,600	7,000	761,600
1927	385,000	75,000	25,000	21,000	6,000	512,000
1928	348,000	138,000	45,000	22,000	6,000	559,000
1929	421,000	90,000	42,000	11,000	5,800	569,800
1930	395,000	146,000	36,000	3,500	3,000	583,500
1931	410,000	132,000	48,000	9,000	5,000	604,000
1932	415,000	80,000	75,000	7,500	2,300	579,800
1933	508,000	142,000	42,000	4,800	3,900	698,700
1934	290,000	72,000	59,000	18,300	6,000	445,300
1935	332,000	85,000	77,000	17,000	4,500	515,500
1936	346,000	75,000	62,000	16,700	4,600	504,300
1937	565,000	175,000	115,000	18,500	3,800	877,300
1938	325,000	62,000	64,000	15,700	7,500	474,200
1939	490,000	88,000	108,000	12,300	5,900	704,200
1940	322,000	90,000	121,000	25,200	12,300	570,500
1941	500,000	80,000	99,000	36,000	10,200	725,200
1942	572,000	95,000	107,000	27,000	11,200	812,200
1943	492,000	62,000	102,000	24,000	7,900	687,900
1944	158,800	59,000	115,000	30,000	12,700	375,500
1945	478,000	49,000	82,000	36,400	10,700	656,100
1946	553,000	101,000	145,000	42,000	15,100	856,100
1947	485,000	82,000	161,000	48,000	14,200	790,200
1948	605,000	69,000	238,000	42,400	13,300	967,700
1949	530,000	63,000	210,000	40,000	13,800	856,800
1950	610,000	103,000	222,000	33,000	14,700	982,700
1951	560,000	76,000	196,000	57,500	20,800	910,300
1952	445,000	104,000	203,000	30,000	21,500	803,500
1953	690,000	112,000	295,000	74,000	32,300	1,203,300
1954	590,000	87,000	250,000	61,500	30,000	1,018,500
1955	560,000	96,000	315,000	47,300	31,000	1,049,300

Source of data: U. S. D. A. publications.

crease resulted from increased acreage as well as increased yields per acre.

Production of cranberries in Washington and Oregon is of smaller volume than that in either of the three states just discussed. It has been reported officially only since 1924 when Washington produced close to 10,000 barrels. Production in Washington rose quickly to 22,000 barrels but dropped to 3,500 barrels in 1930 as a result of a fire which destroyed a considerable percentage of the bogs. After 1933 production slowly increased and reached a peak of over 70,000 barrels in 1953. For the two years 1950 and 1952, production averaged roughly 31,500 barrels.

Cranberry production in Oregon was insignificant until 1940 when it exceeded 10,000 barrels. A slight upward trend is indicated since that year until about 1950, but a steeper trend since 1951.

This brief discussion indicates that

- (a) Upward trends of production are evidenced in varying degrees for all cranberry producing areas. A downward trend was indicated for New Jersey until about 1949 after which year a higher level of production was reached again.
- (b) The upward trends are primarily functions of the upward trend in yield per acre and only to a small degree a result of increased acreage.

The relative positions of the trends in cranberry production by areas have not remained constant in the 30 year period 1925-1954. If the data are arranged in six 5-year periods beginning with 1925, the following picture is obtained.

The two sets of production data, actual and relative, do not show the same tendencies for all states. In terms of number of barrels, production in Massachusetts is still growing at a substantial rate but as a percent of total production, it is declining in importance. Massachusetts provided nearly 70 per cent of U. S. production in the period 1930-34 but only 58.9 per cent in the 1950-54 period.

TABLE 4
Production of Cranberries
and Percent of U. S. Total Production by States
Five-Year Averages, 1925-1954, Incl.

Period	Mass.		N. J.		Wisc.		Wash.		Oregon		U. S. Ave.	
	bbls.	Pct.	bbls.	Pct.	bbls.	Pct.	bbls.	Pct.	bbls.	Pct.	bbls.	Pct.
1925-29	497.8	67.7	126.6	21.0	44.4	7.4	17.2	2.9	6.3	1.0	602.3	
1930-34	413.2	69.8	114.4	19.3	52.0	8.8	8.6	1.5	4.0	.7	592.2	
1935-39	411.6	66.9	97.0	15.8	85.2	13.8	16.0	8.6	5.3	.9	615.1	
1940-44	409.0	64.5	77.2	12.2	108.8	17.2	28.4	4.5	10.9	1.7	634.3	
1945-49	530.2	64.2	72.8	8.8	167.2	20.3	41.8	5.1	13.4	1.6	825.4	
1950-54	579.0	58.9	96.4	9.8	233.2	23.7	51.2	5.2	23.9	2.4	983.7	1c)

Source of data: U. S. D. A. publications, computed.

The combined percentages of New Jersey and Wisconsin provide an interesting illustration of the shifts in relative production. Combined they represent about 28 per cent of total U. S. production until 1945-49, and about 33 per cent in 1950-54. However, while New Jersey declined from 21.0 per cent in 1925-29 to 8.8 per cent in 1945-49, Wisconsin increased from 7.4 per cent to 20.5 per cent. This trend is not apparent in the last period because New Jersey increased again by one percentage point and Wisconsin by over three. Both Pacific states show minor increases in actual as well as relative productions.

1a) Preliminary, six years only.

1b) The writer does not know of another fruit crop which fluctuated as highly as did cranberries within such a short period of time.

1c) The season 1955 represents a continuation of the major trends. Massachusetts dropped to 53.4%, Wisconsin rose to 30.0% of U. S. production.

(Editor's Note: We believe the above article very informative with careful study, and the suggestion is made that the tables, if saved, might be useful for future reference.)

All three are hard at physical work in the starting of their joint project, running bulldozers, driving trucks etc., saving much expense in the preliminary stage. From their holdings in the middle of Lulu Island, which is thickly-settled at either end, but agricultural in the center they can look across the north branch of the Frazer River into the City of Vancouver.

The three young men and their families like their homes in British Columbia, like the people and particularly the prospects. The land they are operating has been previously mined for peat—that is cut over and dug down to fairly level bog land, cutting building costs materially. On the way East, about 3500 miles as he came, Holmes stopped for a couple of days, visiting Vernon Goldsworthy in Northern Wisconsin and finding prospects good in this fairly-recent development, but “very cold after Lulu Island.” Lulu Island has a much more even and temperate climate than Southeastern Massachusetts.

He made the trip by station wagon in about five days and returned June 2.

Holmes Still Pepped Up By Lulu Island

“I’m never coming East again to grow cranberries,” Norman Holmes told us the other day on a visit to his former home in Carver, Massachusetts, from Lulu Island, British Columbia. That goes for his two partners in the new venture in the recently-opened cranberry development, “Fritz” Shaw and Jimmie Thomas, all of Carver, he says. They pulled up stakes in the East and staked their futures on cranberry growing in the Pacific northwest.

Holmes, who came East to take his mother back to British Columbia for the summer, says developments are more than living up to their hopes in the newest of cranberry areas. Operating as “Big

Red Cranberry Company,” a corporation, the trio have 40 acres set to vines, have 25 ready to go into vines and expect to have 75 to 100 planted by the end of this year. They will process as well as selling fresh under their own brand name, the canning being done by a local cannery.

FIRST NCA SALES CAMPAIGNS UP

First checks in NCA’s “Buy 2—Save 5 Cents” campaign in two key cities in the mid-West show impressive results. In ten-day sales efforts 120 percent more sauce was sold in each city than in the entire month of May last year.

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John T. Grey, Retired Grower of Stafford Springs, N. J.

By

Charles A. Doehlert
N. J. Cran. & Blue. Research Lab.

(Ed. Note. At the time of the retirement of John Grey in the autumn of 1954, the author of this account and Mr. P. E. Marucci of the New Jersey laboratory were dinner guests of Mr. and Mrs. Grey. They got into the mood of reminiscing. The accounts which Mr. Grey related and the biography of Mr. Grey's great-grandfather were so interesting that Mr. Doehlert took some notes which are the basis of this article.)

John Grey and his grandfather, James Grey, were both born at No. 30 Varick Street, Manhattan; the grandfather in 1821 and the grandson on Oct. 12, 1884. The grandparents had one child, Tracy. James Grey and his family moved to New Jersey to make their home at the North American Phalanx, which was a co-operative agricultural colony supported vigorously by Horace Greely. A photograph of the central building and members of the Phalanx is shown in the May, 1952, issue of the Farm Service News of the New Jersey Department of Agriculture.

Grandfather Grey was an architect in Elizabeth. His wife's parents were Rev. John and Mary Ellen French. Great-grandfather French was a Universalist minister. He wrote an extremely interesting autobiography. It is a well written journal full of human interest. He was probably the leading minister in the Phalanx Colony. John Grey's father, Tracy, was born on Jan. 31, 1856, at the Phalanx Colony.

John's father in later years became a partner with French & Company, who were commission men and produce speculators in New York City, and he made his home in Brooklyn, for most of his life. French & Company handled Massachusetts' cranberries on commission and also bought cranberries in New Jersey. They cleaned the berries and packed

them for market.

John Grey often worked for French & Company as a boy. Later on he was in charge of the bouncing machines and the packing of the berries. The berries which were received from Ryder & Wilkinson (now Clayberger & Goodrich) at Atsion, N. J., had the reputation of being the finest New Jersey berries. In the market these were topped only by the Blue Diamond brand packed by George W. Davis at Manorville, Long Island. John also represented the firm on buying trips. He also went to the west for the purpose of purchasing eggs. This took him as far as Texas. He relates that the Texas' cowboys tried to get him to show his riding skill on one of their "hand-picked" ponies. According to the local vernacular, John "smelled a mice" and declined to try out the "gentle" horse. At another time he did feel he was in a little hot water



when one of his farmer clients misunderstood some instructions and shipped several crates of eggs to New York City by Rail-

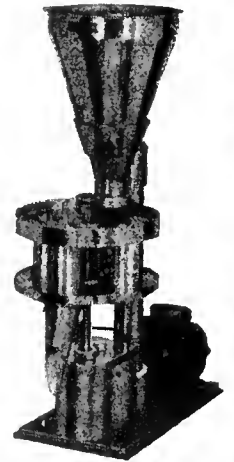
(Continued on Page 12)

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WHAT SIZE CROP THIS FALL?

IT is hazardous to say at this stage of the year, that the coming crop will be large, small or average. Even "average" is big these days, as the average, or now-to-be expected production has upped so much. But, it does begin to look as if there would not be a "bumper" in 1956.

We have had an unpleasant and backward spring. This has been true in most of the cranberry areas. The crop at end of May was late. With a shorter growing season berries may be smaller and the size of the crop effected. Jersey took a beating in May frosts. Should we get a smaller harvest this year,—with the shrinkage evenly proportioned, there would not be too many tears. Fewer berries to dispose of would ease the burdens of distributors, but shouldn't lessen their efforts.

It would give growers a little chance to draw a less-worried breath, if there should be a little profit coming in because cranberries were not in such surplus supply. But, any relief of a smaller crop now and then is only transient relief. These occasional "off-years" will not permanently improve the price structure. In fact, they may harm it. The grocery outlets and the consumer don't like sudden fluctuations—not if they are higher. You don't yourself, in your own shopping.

There is nothing to indicate that we are not going to have big crops consistently—unless the industry does go bust—we are becoming better growers every year. We will have some increased and better acreage as soon as price improves. Note that Wisconsin is making about a 4 percent increase in total even this year. We must figure out ways to profitably move these bigger crops, and it can be done.

EVEN little things are important. We are speaking at the moment of the plan of Wareham (Mass.) Chamber of Commerce to tie in more with cranberries. Wareham is the unofficial "Cranberry Capital," (Wisconsin Rapids not having caught up—yet), so why shouldn't that town make hay of the fact? Your traveling vacationist isn't interested in just a few things. He and she are not as dumb as they often appear to be.

Editor and Publisher
CLARENCE J. HALL

EDITH S. HALL—Associate Editor

CORRESPONDENTS—ADVISORS

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Barnstable, Mass.

New Jersey

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

Wareham's Chamber is to feature cranberry displays and information as its new information center on the main road to the Cape. There will be a products display, scoops and maybe a very miniature bog. NCA's Ocean Spray plant in that town is open weekends this summer for tours. Wareham feels it can derive some benefit from promoting cranberry interest among its visitors and this will work both ways. Cranberry sales may be stimulated a little.

There are really a lot of straws in the wind toward increasing cranberry buying and consumption and eliminating the undesired surplus for keeps. We expect to have something to say next month, about what seems a big, not little idea, of a brand new outlet for cranberries, if it can be worked out and put into effect.

GREY CONT FROM PAGE 10

way Express instead of the customary freight. There was a little excitement in that Texas town when the farmer received a bill from the commission man for expressage instead of a needed check in payment for the eggs!

When the American Cranberry Exchange was being organized, the founders first turned to French & Company as possible managers for the exchange. French & Company did not accept the offer, however, because Tracy Grey had lost his wife and wanted to get out of the business. It was then that Arthur U. Chaney was approached and chosen as the Exchange's sales manager. Other companies handling cranberries in New York at that time were the Banks Brothers and the Titus Brothers.

John decided to get some new experience by working for the newly formed cranberry exchange. Accordingly during the winter of 1912 he traveled a good deal for them. For the Exchange he again traveled to various cities in the east inspecting shipments of cranberries.

On May 1, 1912, John Grey was persuaded by James D. Holman, Sr., to try his hand at running the Stafford Forge cranberry bogs at West Creek and the nearby Mayetta bogs. John had only seen one cranberry bog before but he agreed to try for one year. He remained on that job right up to 1954.

Stafford Forge bogs were built by a Batsto resident during the 1830's. The planting of many early New Jersey bogs followed upon the decline of the iron working business, which left reservoirs and cleared lands that were useful for cranberries. One such large iron working forge was the Stafford Forge. The pig iron for the work done here had been smelted from bog ore at Speedwell (Speedwell Furnace) and Harrisville (Martha's Furnace). Eagleswood bog (immediately above the Stafford Forge bogs) was developed about 1860 by a company of 15 men and was later purchased by Captain Martin L. Haines, who

was the father of Ethelbert, Ernest and Ralph Haines, all large cranberry growers in New Jersey.

Soon after planting to cranberries Captain Haines sold the Eagleswood bog to George Holman (brother to James D. Holman, Sr.) who owned it when John Grey took on his new job as a cranberry grower in 1912. James D. Holman, Sr., and Walter G. French had been operating the Stafford Forge and Mayetta bogs since 1887 under the management of a third brother, John Holman.

In 1915 John Grey married Miss Phoebe B. Mayo, a relative of the founders of Mayo Clinic. Mrs. Grey's charming hospitality and culinary skill had much to do with our long after-dinner conversation. That, in turn, brought the mention of facts and incidents impelling us to write this article.

John Grey purchased Mayetta bog from Walter French's widow but sold it in a few years to James D. Holman, Jr., who was owner and operator of these bogs from 1923 until 1951. They were then purchased along with other Holman bogs by Stanley Switlik, the well known parachute manufacturer.

In their time the Stafford Forge, Eagleswood and Mayetta bogs produced some large crops, such as 18,000 crates (approx. 4500 barrels).

John Grey was a Freeholder in Ocean County from 1911 to 1916. He served on the Board of Managers of the New Jersey Agricultural Experiment Station from 1935 to 1954 and was very helpful to the Experiment Station Staff when William E. Tomlinson, Jr., was working on the problem of Sparganothis fruitworm (Proc. Amer. Cranberry Growers' Assoc., Jan. 1947). Mr. Grey was in the habit of keeping detailed notes of insects on the bogs and their stages of development. The Greys are now residing at 2110 North Oleander Avenue, Daytona Beach, Florida.

OURECKY RETURNS FOR SUMMER WORK

Donald Ourecky, who has been at the University of Washington for the winter has returned to duties at the Cranberry Experiment Laboratory, Long Beach, Washington. He will remain for the summer.

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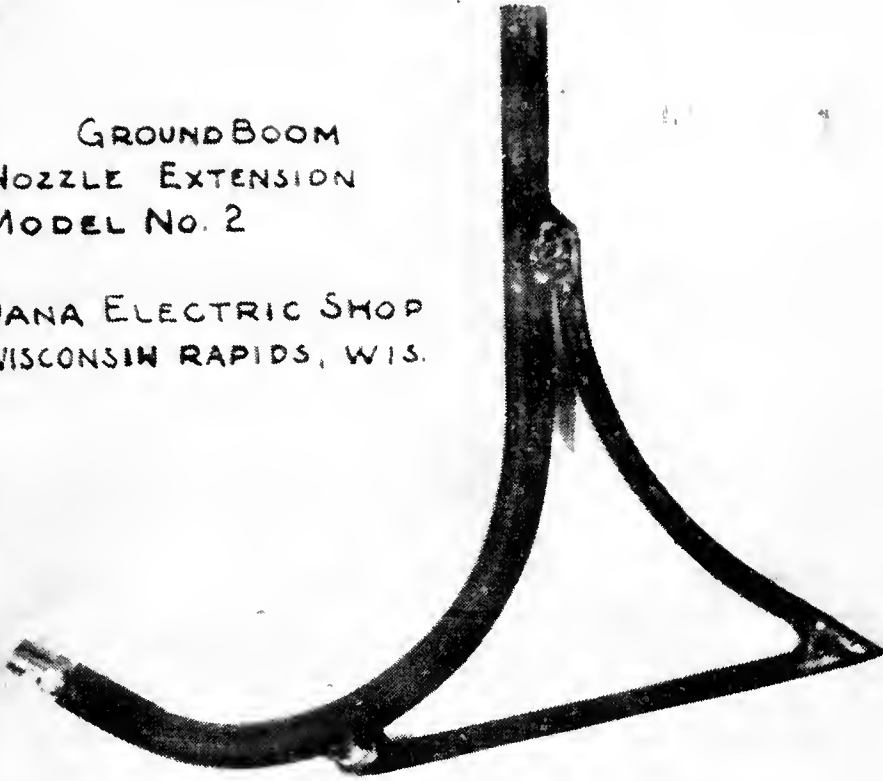
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This Wisconsin Spray Boom was exhibited at Cape Meeting in April

Cranberry Weed Letter No. 21

by Dr. R. H. Roberts

In the last letter of May 5, 1955, a picture was shown of a boom designed to spray Stoddard under the vines after the late weeds are well out of the ground and can be readily killed without injury to the blossom buds and new growth.

After bog trials, the nozzle extensions ("fingers") were redesigned like the picture above. The projection on the front of the finger (right) keeps the boom close to the ground instead of riding up on the vines.

A boom constructed with this type of finger was used on several acres of very weedy bog in Cranmoor this year. A number of trials were also made by growers using smaller booms of similar construction. The ground boom applications up to as late as early June effectively killed the following weeds without causing blossom injury: blue joint, cotton

grass, horsetail rush, loose strife, mint, rattlesnake, satin ("turkey foot"), sickle and star grasses, smartweed, St. John's wart, tear thumb, and tickle and wire grasses.

Clipping was not necessary where the spraying was delayed until the late weeds were well out of the ground. The sprayed areas appear not to need more treatment for at least two more seasons. Yields on ground-boomed areas were consistently over 100 berries per square foot compared to 20-40 where weeds were present.

Top-spraying or spotting some weeds as wide leaf and bunch grass is needed to get enough solvent into the crowns. Ragweed needs a fortifier.

A practical boom length is 10 to 12 feet. The principal detail is mounting the nozzle in a manner like the illustration. The nozzle is a "Flooding Nozzle" No. 1/8 K5 made by Spraying Systems Company, 3201 Randolph Street, Bellwood, Illinois. It is stocked

by the Dana Electric Company, Wisconsin Rapids.

Very low pressures of about 12 to 15 pounds should be used. This reduces fogging and protects the blossom buds and new growth from injury by the solvent. The boom should have a pressure gauge to insure low pressures.

Further tests on dosage and timing are needed. However, enough has been seen to predict that the ground boom offers practical control of all but a few special weeds.

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Cranberry Industry Presents Case Before Congressional Committee

Argue Value of Proposed Marketing Act

The cranberry industry is now awaiting a recommendation or non-recommendation of House Bill 8384 after a lengthy hearing in room 1310 new House Office building, Washington on June 6 before a sub-committee of the House agriculture committee. This is the bill, which if passed by the House and then the Senate would permit the inclusion of processed and frozen berries under a Marketing Order by the U. S. Department of Agriculture for cranberries.

As Congress hopes to convene by June 15th the fate of this proposal, which is sought by many within the industry should be known shortly.

A marketing order sets up a board, which under the Department of Agriculture will establish standards for grades and quality and promote orderly marketing. Proponents of the bill at the hearing urged that orderly marketing is necessary to prevent losses and the industry with its surplus of frozen berries is in need of such a measure. Those opposing contended that such an order is not necessary in the cranberry industry.

A principal favoring witness was Gilbert T. Beaton, Wareham, Mass., secretary of the Cranberry Marketing Committee who said that about 60 percent of the crop is now sold in processed form and that the surplus carry-over which has existed for several years is depressing the market for both fresh and processed berries. Chester E. Robbins, Onset, chairman of the committee spoke and introduced the proponents.

Proponents included Eatmor Cranberries, Inc. represented by General Manager Lester E. Haines of Chicago, Tony Joniak of Hayward, Wisconsin and Theodore H. Budd, Sr., Pemberton, New Jersey; National Cranberry Association, represented by President James E. Glover, Vice President Frank A. Crandon of Acushnet and Edward Limman, New Brunswick, N. J. Both of these two major co-ops now handle fresh and processed fruit. Counsel for the industry committee was Armand McManus of the New York law firm of Simpson, Thacher & Bartlett. Arthur Handy Poessett, president of the Cape Cod Cranberry Growers' Association represented that body of growers.

Orrin G. Colley represented Cape Cod Cranberry Co-operative Inc.

of Massachusetts. Leon April, Bridgetown, N. J. grower and processor was also among the proponents. The measure had also the strong backing of the American Farm Bureau Federation, through active support of its Washington representative John Datt and attorney.

The proposed bill apparently has the support of the majority of cranberry growers and distributors by membership and volume of cranberry clubs and other organizations.

Opposing Bill

Opposing, through counsel Scott Crampton was Indian Trail (Cranberry Growers, Inc.) of Wisconsin, Decas Bros. of Wareham and Peter A. LeSage of Plymouth, all growers and distributors. Opposing too, was the National Canners Association, a strong national organization which is understood to have opposed other similar measures. Minot Food Packers, Inc., Bridgeton, N. J. independent canners were in opposition through counsel John Mercelli.

Congressman D. W. Nicholson, Wareham, who introduced the bill in the house spoke in its favor. A number of telegrams and letters from groups and individuals in favor of the bill were noted.

This is the measure in which there has been much activity for nearly a year, members of the Fruits and Vegetables division of the department of agriculture, including its chief, Sylvester Smith and others have appeared before groups of growers in Massachusetts, Wisconsin and New Jersey discussing grades and other standards. Should the bill be favorably reported out by the sub-committee it will go before the full house agriculture committee, and then to the floor of Congress for action. A similar bill had been introduced in the Senate by Massachusetts Senators Kennedy and Saltonstall.

The action placed before the house sub-committee June 6 is actually an amendment to section 8e (?) of the Agricultural Marketing Agreement of 1937, which had excluded fruits other than olives and grapefruit for freezing or canning. Processed cranberries would be added to these two fruits.

If the amendment becomes part of the bill by action of Congress, there would be, it is understood, a "skeleton" order set up by the present temporary industry committee or by a permanent commit-

tee working with the Department of Agriculture and this would then be placed before the industry in referendum. A two-thirds favorable vote is necessary.

A marketing order may be terminated at any time by the Secretary of the Agriculture upon a determination that the order no longer effectuates the declared policy of the act. The Secretary is required to terminate it when a majority of the growers who produce at least one half of the product so request.

April Bros. Name Assistant Sales Manager

John F. Holtberg has been appointed Assistant Sales Manager of Morris April Bros. of Bridgeton, N. J. Mr. Holtberg has had extensive experience in the sale and promotion of grocery specialties. Most of his work has been at the management level, where his attention was devoted primarily to coordination of efforts of food brokers. His experience has been ideal in terms of firm needs.

Mr. Holtberg's duties will be, for the most part, to work with brokers on merchandising plans for their territories and to handle their problems at headquarters in Bridgeton. After a brief indoctrination period he will begin a series of trips to the various territories.



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The
Grower
Who
Belongs"

CRANBERRY GROWERS, Inc.

Mead-Witter Bldg.

Wisconsin Rapids, Wisconsin

New Cranberry Venture in N. W. Wisconsin of Large Potential

John D. Roberts, Grower, Buys 920 Acres of Former State Land on St. Croix R.

John D. Roberts of Hayward, Wisconsin has recently purchased 920 acres of brown bush potential cranberry acreage in the town of Gordon in northwestern Wisconsin with a view of development of the location. It is on the St. Croix River. The land was purchased at auction and was formerly under the forest crop program.

He requested to have the land withdrawn from the crop program and this was approved by the board of Town of Gordon and the State Conservation Department.

Mr. Roberts says he plans further activity at the location, but at the moment things are in the formative stage and while work has commenced the over-all program is not definite. He has been constructing access roads and some basic ditching. The property has abundant water supply. Mr. Roberts says soil tests and other normal cranberry investigative details show the property to be a "natural with large potential."

Mr. Roberts is a member of the executive committee of National Cranberry Association, of the Board of Directors, NCA's fresh fruit committee, pensions and retirement committees, a member of the board of directors of Ocean Spray of Canada, Ltd. His position with NCA now is an assistant to the president in Wisconsin, or area manager. He is a member of the Cranberry Institute.

He purchased a small cranberry property at Hayward, which he handled as owner-operator until 1954, first being with Eatmor and then entered his tonnage in NCA. He continues to operate the property which he has expanded to approximately 15 acres, set to Searles. In 1954 on a 2½ acre section he averaged a shipped-crop figure of 318 barrels per acre and an overall shipped-average in excess of 200 barrels per acre.

He was graduated from Ripon College in 1941 and then served five years in the U. S. Infantry, entering in the grade of private and being promoted to major in October, 1941, receiving his discharge a year later. His duty involved three and a-half years in Europe, during which time he received the Purple Heart and Cluster, Bronze Star, Silver Star, Belgian Order of Leopold and other service decorations.

Returning to this country he worked in civilian capacity for the Navy Department as chief administrative officer, later being transferred to the Veterans Administration in Wisconsin and working with its "Veterans-on-the-Job" training program. It was during this period of employment that he became interested in cranberries.

A news story appeared in a northern Wisconsin newspaper

which gave the impression the project was being developed by National Cranberry Association. This could not be done under the charter of the cooperative and President James E. Glover and Mr. Roberts state it is a purely personal venture with personal capital.

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Fruitworm Control in Wisconsin

By

Geo. L. Peltier, Consultant, Cranberry Growers, Inc.

Fruitworm Control in Washington

Some 50 years ago the writer employed lead arsenate as a spray for the control of fruitworm, at the former Wisconsin Cranberry Station, with indifferent results. Arsenates continued to be used down through the years, although during epidemic seasons, the grower sometimes resorted to the hazard of flooding for additional control. Later cryolite was introduced and replaced the arsenates to a large extent. With the advent of DDT and its analogs, the control of fruitworm was thought to be solved, but on occasions epidemics still persisted. Rotenone, Ryania and other insecticides were also tried and found to be ineffective in the complete control of fruitworms. The main disadvantage of these materials was the fact that they washed off the berries very readily during heavy rains and so did not afford complete coverage for a sufficient length of time to protect the fruit from invasion by the larvae.

Perhaps the failure to obtain complete control of fruitworms over the years was not due so much to the insecticides employed, as to the failure to recognize the weak link in the life cycle of this insect. Growers usually waited until the worms appeared before making any insecticidal applications. Once a fruitworm seals itself in a berry, no insecticide is capable of killing it. Thus, the only times worms are vulnerable are at the time of hatching, when the worms are moving from berry to berry, and finally toward the end of the season when the actively feeding larvae do not seal their openings into the berries. These facts were fully impressed on the growers in 1952 when, in spite of frequent applications of such insecticides as DDT and its analogs, cryolite, Ryania, and rotenone, losses as high as 50% occurred on some bogs.

Beginning in 1953, by a thorough education of the growers and fore-

men with the habits of the fruitworm miller an special bulletins alerting them to their presence on

the bogs, an all-out attack on the millers with Parathion was inaugurated with gratifying results. The campaign was continued during the seasons of 1954 and 1955, resulting in the complete freedom of fruitworms on some bogs, less

(Continued on Page 18)

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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.

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.

On all chemicals, follow label instructions and warnings carefully.

For brush and weed control use these effective chemicals

"Ammate" X Weed and Brush Killer . . . For control of brush, poison ivy and to prevent resprouting of stumps, you can't beat Du Pont "Ammate" X. It kills both foliage and roots; prevents regrowth. "Ammate" X is non-volatile, reduces to a minimum the hazard of damage by spray drift. This is the ideal chemical wherever brush is a problem.

"Karmex" DL Herbicide . . . For spot treatment and long-term control of annual weeds and grasses around buildings, farmyards, fences, etc., use new "Karmex" DL Herbicide. Only $\frac{1}{4}$ to $\frac{1}{2}$ cup of the chemicals in 2 gallons of water is enough to control vegetation on 100 square feet for an extended period. "Karmex" DL is non-volatile, non-flammable and non-corrosive to equipment.

Fermate

Ferbam Fungicide



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BETTER THINGS FOR BETTER LIVING
.... THROUGH CHEMISTRY

FIREWORM

(Continued from Page 16)

than 2% loss on others, and not over 5% on only a few bogs, where a full control program was lacking. In other words, losses from fruitworms have been materially decreased during an interval of three years simply by centering attacks on the millers. Further, there are some indications that Parathion is also effective in killing the young larvae in the egg just prior to or during hatching.

In Wisconsin pupation occurs in late May or early June, depending on the time of the removal of the winter flood and the subsequent weather conditions. Generally three main flights of millers occur between mid-June and mid-August. The extent and exact time of each flight varies from season to season. For this reason growers and foremen start making nightly sweeps from about the third week in June until the last flight appears. When the application of Parathion is synchronized with the appearance of the millers, an excellent kill can be obtained. Dusting in the early evening, when the air movement is at a minimum and the millers are flying, with 2% Parathion dust at the rate of 20 to 40 pounds per acre has been found to be most efficient and at the same time less destructive to pollinating and beneficial insects. In this connection some injury in certain seasons has resulted to the "fruit set" when heavy applications of Parathion dust was used at the height of full bloom.

Thus by focusing attention on the destruction of the fruitworm millers rather than on the larvae, a much better control of this serious pest has been attained during the past three years on some cranberry bogs in Wisconsin. Alertness on the part of the grower for the presence of fruitworm millers combined with timely applications of the proper insecticides should materially decrease the losses from this insect in the future.

Our hopes should come equipped with a parachute—something to let us down easy.

Eighteen

FRESH FROM

(Continued from Page 6)

throughout the state so little if any loss is expected.

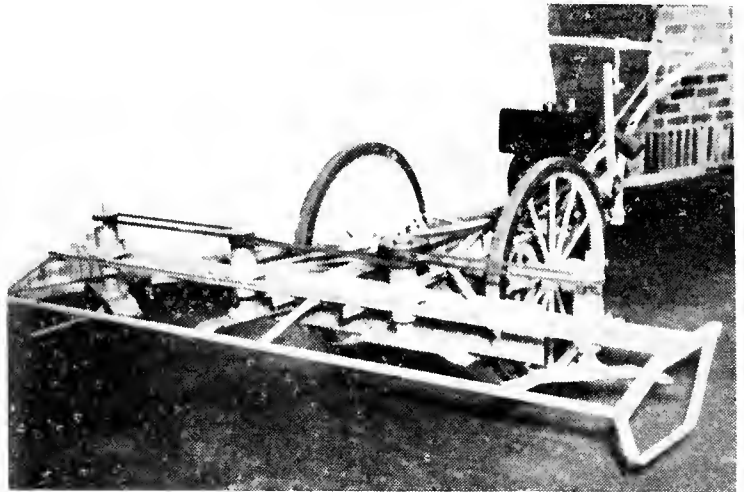
Crop Late

Vine development was slightly behind normal by the end of May and well behind last years abnormal early year. The crop in Wis-

consin should not be affected by this lateness unless the remainder of the growing season follows cold and rainy, which would call for much frost flooding and poor setting weather during bloom.

(Continued from Page 10)

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INSTITUTE

(Continued from Page 2)

State Government interest; that it dedicate itself to bringing industry closer to interested governmental departments, such as the Department of Agriculture, for example, and that it undertake educational and informative programs to keep all phases of Government enlightened into the activities of the industry; and that it seek from the various State Governments, and the Federal Government, any assistance that may be available for the promotion, development, research of markets, and any other beneficial programs of an industry-wide nature for which such assistance is available; but that it act as a funneling agent by which all Government services can be utilized in behalf of the entire industry as outlined above.

C. That the Executive Committee recommend the adoption of an Institute program for the fall of 1956 for sponsorship of educational advertising, and the proper care and handling of fresh berries, and that the Institute sponsor an instructive pamphlet for insertion in cranberry cartons, said pamphlets to be purchased by participating members in such quantities as they may individually determine.

A motion was duly made and seconded that the Executive Committee of the Cranberry Institute recommend to the Board of Directors of the Cranberry Institute the adoption of the above outlined program, and to execute that program, the adoption of a budget of assessment on the basis of the 1956 crop of 2c a barrel; and that the Board of Directors of the Cranberry Institute give to the Executive Committee the authority to hire the necessary personnel to execute the proposed program within the terms of the budget as outlined:

- Salary of Executive Officer
- Secretarial expense
- Office rental and expense
- Office furniture
- Travel and other expense, including educational expense.

Edaville Opens With Betterments

Famed Edaville R. R. which circles the six miles of the Atwood Bogs in South Carver, Massachusetts began operations for the season on May 26, the trains running weekends and in late June after schools close it will be open on full summer schedule.

Center of activity this year is at Atwood ball park, where a new station, called "Cranberry Junction" has been constructed. This is 80 feet long, 30 wide and is built in the style traditional to railroads at the turn of the century. It will include a large fireplace that will take six-foot logs to cheer visitors on cold days.

New features have been added, these including out-door chicken barbecues with tent facilities for inclement weather.

The cranberry interest is being maintained as, in a tent there will be a model of a cranberry bog, exhibits of various bog tools and equipment used in crop harvesting and there is planned a continuous showing of the movie "The Cranberry Story." There will be a special exhibit of antique automobiles.

FRESH FROM

(Continued from Page 18)

Buds Ahead

Buds as of first week of June appear to be 10 days to two weeks ahead of last year because of warm, dry weather. The month of May had been dry, the mean high was 64 with a mean low of 46 the minimum being 36 with a high of 85.

Prospects of crop on bogs in Long Beach area are moderate to good, considering the damage which appeared on the vines from the November freeze. There are sufficient live buds, left, barring further damage from frost, to produce a sizeable crop, if there is good weather during the growing season.

Fair Fireworm Control

Fireworm are in pupation (June 6) and will shortly be out for the second brood. Most of the bogs have fair control by using parathion or malathion.

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RADIOACTIVE Materials Being Used In Cranberry Research. Story on page 7) (CRANBERRIES Photo)

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BEATON JOINS OCEAN SPRAY SALES FORCE

Is Succeeded as
Eatmor Eastern Agent
By Raymond F. Morse

Gilbert T. Beaton, Wareham, for many years connected with the John J. Beaton Company and Beaton Distributing Agency, is now with National Cranberry Association as assistant to the director of marketing in the Fresh Fruit Division.

His cranberry know-how will be put to good stead in carrying out Ocean Spray's quality program, aiming at a quality package of fresh cranberries that will stay that way until it reaches the consumer.

Ocean Spray is extending its fresh fruit marketing operations to establish and insure an active demand for cranberries from Labor Day through Christmas. Mr. Beaton will work closely with both Larry Proesch, director of marketing, and Clyde McGrew, Ocean Spray's sales manager of fresh produce, in effecting a successful marketing program.

After attending the University of Massachusetts, Mr. Beaton began his 25-year connection with John J. Beaton Company in charge of the growing operations. Later he became vice president of Beaton Distributing Agency, working with both packaging and sales. Last year he was with Eatmor Cranberries, Inc., as Eastern manager.

Mr. Beaton's cranberry interests extend to growers' groups. He has served as secretary of the Cape Cod Cranberry Growers' Association for many years, and Mrs. Beaton is treasurer and takes charge of the frost warning service. He is past president of the Massachusetts Blueberry Association. (Continued on Inside Back Cover)

John O'Hagan

WASHINGTON SALES
AGENT FOR

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Mass. Cranberry Station and Field Notes

by J. RICHARD BEATTIE
Extension Cranberry Specialist



"Umbrellas"

The spring frost season concluded, we hope, with a little delayed action June 18 and 19. A number of bogs, particularly in Barnstable County, dropped below 30° and one bog temperature of 24.5° was reported. Some damage was observed on the unprotected bogs during this two-day period. In general, the frosts this spring have resulted in "umbrella blooms" on many properties. As far as losses are concerned our June estimate remains essentially unchanged; namely, a possible crop reduction of 40,000-50,000 barrels.

Fewer Spring Frosts

A total of 9 warnings were released this spring compared to 11 warnings last year, 12 in 1954, and 23 in 1953. George Rounsville handled the frost forecasting work in his usual capable manner. Dr. Franklin was consulted on several occasions and his counsel was most helpful as always. We are also indebted to the weather observers, telephone distributors, telephone operators, and the four radio stations for the important part they played in this service.

The cranberry season is still a few days behind schedule. In normal years "early water" bogs are in full bloom about July 4, but this year full bloom was delayed until July 9 or 10. The retarded spring certainly hasn't reduced insect populations. Sparganothis fruitworm, black-headed fireworms, green spanworms, and weevils have been very active. Considerable acreage of bogs have been treated for these pests during May, June, and early July. Control measures have been adequate where pesticides were applied at the proper time.

Fruitworm

We are now entering the fruitworm season (July 10) and there is every indication that this pest will create its usual problems. Fruitworm millers have been plentiful on many bogs for several weeks and are now laying their eggs in the calyx or blossom end of the small berries. Early egg counts are rather high. In addition to fruitworms, blunt-nosed leafhoppers, second brood of black-headed fireworms, a new brood of weevils, and the second brood of Sparganothis fruitworms were making their appearance in early July. We want to emphasize again the importance of using the hand lens and the insect net to determine the types and numbers of insects present so that proper control measures can be taken.

A flash card urging caution in the use of certain insecticides

during bloom was mailed to growers through the county agents' offices in late June and was as follows:

"Growers who hire bees or use their own are reminded that Dieldrin, Malathion, and Parathion are deadly bee killers. If applications of these chemicals are necessary during bloom, it would be in order to notify your beekeeper before bogs are treated.

Sparganothis

For those who missed control of Sparganothis Fruitworm plans should be made to control the new small larvae that will begin to appear about cranberry fruitworm time. 10% DDT plus 1% Parathion, applied as a dust at the rate of 60 lbs. per acre, should control both pests."

Growers are again urged to carefully heed the warning outlined at the bottom of the insect chart. It is as follows:

"PARATHION is extremely dangerous. Repeated exposure to it and other phosphate type insecticides may, without symptoms increase susceptibility to phosphate poisoning.

IMPORTANT: Before using parathion, study warnings and safety directions. Obtain a supply of 1/100 grain atropine sulfate tablets for emergency use (obtain-

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Do not dust or spray materials containing DDT, ROTENONE, MALATHION, PARATHION, DIELDRIN, ALDIN OR CHLORDANE near streams or ponds because they kill fish. When using any pesticide, follow warnings printed on the label."

Warning

Too many growers are exposing themselves unnecessarily to parathion. We at the Station have a healthy respect for this and related chemicals and strongly urge that greater caution be exercised. Since most of this chemical is applied by custom operators, the great majority of growers and bog workers are not exposed to parathion until after their bogs have been treated. The danger, however, is still present and with this fact in mind a typical warning is quoted from a container of parathion:

"DANGER—poisonous by contact on the skin, by swallowing, by breathing. Repeated exposure may be increasingly hazardous. Do not get on skin, in eyes, or on clothing. Do not breathe dust, vapor, or spray moisture. Keep away from feed and food products. Wash thoroughly after handling and before eating or smoking. If you suspect excessive exposure, see a doctor."

We would like to add a final precaution—**work on or around bogs dusted or sprayed with parathion should be delayed for at least two days after treatment.**

Timely Notes

County Agent "Dom" Marini in Plymouth County prepared some timely notes in a circular letter released to growers in early July and they are summarized as follows:

"Under a New Labor Law, all farm workers, including bog workers and harvest labor, are exempt from both the new minimum wage and overtime pay provisions of the Federal Wage-Hour Law.

Farmers, including cranberry growers, may now obtain a refund of the Federal excise tax on gasoline used on a farm for farming purposes. The refund is 2

(Continued on Inside Back Cover)



READ THIS!

Here is the Western Picker's new plan for financing a new picker over a three year period.

Between now and September 1, 1956, we will deliver to you a new Western Picker for a \$330 down payment. This entitles you to use it for two harvest seasons without any additional cost. Then on December 1, 1957, you pay another \$300 plus interest, and you keep it for another year. Finally on December 1, 1958, you pay the final \$300 plus interest, and the Western Picker is all yours.

There is no dealing with banks—no financial statements required—no looking down your neck. We teach you how to pick your berries cheaper. We make it possible for the small bog owner to pick his entire crop with only the help of his family if he can't spare the money to hire some outside labor for cash. We make it possible for him to stay in the cranberry business and, until marketing conditions improve this is the only way he can stay in business.

Think of it! For \$330. you can pick your next two years crops! In these two years you will save an average of \$500 each year.

If your picking costs are not more than twice this \$330 down payment you really aren't a cranberry grower, anyhow. You are just keeping your bog for a hobby and you should get one of these new fangled Western Pickers to keep your mind occupied. Contact one of the following people who will explain further:

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BRALEY MACHINE SHOP, Wareham

ASHLEY GARAGE, East Freetown

WILLIAMS GARAGE, Brewster

MINNA COOK, South Middleboro

In Nova Scotia —

JERRY SAUNDERS, Kingston

In Wisconsin —

JERRY BROCKMAN, Vesper

In Washington —

JOHN O'HAGAN, Grayland

Or Contact WESTERN PICKERS, Coos Bay, Oregon

Cranberries

THE NATIONAL CRANBERRY MAGAZINE

Issue of July 1956 - Vol. 21 No. 3

Published monthly at The Courier Print Shop, Main St., Wareham, Massachusetts.

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FRESH FROM THE FIELDS

Compiled by C. J. H.

MASSACHUSETTS

June Almost Ideal

June was probably about an ideal month for the coming crop as could be asked for. Month was warmer than normal by about two degrees a day and also slightly drier than normal with 2.41 inches of rainfall as compared to the norm 3.16. June and July are normally the driest months of the year. The warmer June had the disadvantage of not adding any points to the keeping quality; but the slight lack of rain was somewhat offset by the fact of two frost warnings when bogs could be put under were covered, and so moistened.

Plenty of Bees

There seemed to be plenty of bees and they were active and the bumble bee population seemed heavier than average. As to insects, in spite of the heavy infestation of Sparganthis, it is not now thought there will be much undue loss in berries to the pests. Growers really "threw the book" at Sparganthis and other early insects this spring, as reported last month in the extremely heavy acreage which had been sprayed or dusted.

Heavy Blossom

At the end of June bogs were blossoming beautifully, considered by most heavier than usual and growth was lush, and vigorous. If the earlier frost loss was 7-8% as estimated, this would probably be more than offset by the prospects of improved keeping quality. There were excellent prospects at the State Bog and a

number of large properties reported a fine outlook. With the warmer June, the lateness of development was beginning to catch up. Conditions in cranberry growing can, of course, change rapidly, but many Massachusetts growers were becoming more cheerful of another heavy crop—that is if the prospect brings cheer.

Parasites

The State Bog was not air-sprayed or dusted this year, as there happened to be a relatively light infestation of Sparganthis or other insects. It was planned to see what nature could do with parasites against the Sparg and these may be the same as prey on cranberry fruitworm. Entomologist Tomlinson is interested in the experiment and it has been recommended to some growers on whose bogs the situation was not critical.

June Frost

The June frost warning came on the night of June 19, with a warning of 29 to 30 in cold spots, and there was a similar warning on the following night. The crop was then in the pod stage with some in hooks and a few blossoms, in general 29 for any length of time very dangerous. The first night was tempered somewhat by cloud part of the time and the general range reported was 30-31 with many 28s and 29s and one of 24½ at the Folger bog in Mashpee. Growers had plenty of water and flooded. No loss, or at least very slight, was estimated for this cold spell. It could have been bad except for alert action.

WISCONSIN

June About Normal

June averaged above normal in temperature and above normal in precipitation. Frost warnings were sent out the first and last of the month. Weather during the rest of the month was very warm, breaking heat records for a considerable time. Warm temperatures and drying winds called for some irrigation during mid-month in the southern marshes, while rain fall was adequate in the north.

Vine development surged during June due to the extreme temperatures. By the end of June a good scattering of blossoms could be found. If normal weather prevailed, most marshes would have reached full bloom the week of



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July 4, which is normal.

Under vine applications of solvent was completed by the last week of June. Although it is too early to judge the results it appears as if good weed control was obtained.

Weed Clinic

A weed clinic is tentatively scheduled for July 13 for Wisconsin growers to observe plots where selective weed killers have been applied by Dr. M. E. Dana of the University of Wisconsin. Growers will visit a number of marshes where the plots have been applied in the southern area.

Insects

First brood Blackheaded fire-worm were pupating by mid June. Spanworm and leafhoppers were found in sweepings at that time. Populations for the species were low. Fruitworm millers were observed the last week of June. Some control work has been done over them but most work will commence after full bloom.

Crop Prospects

Crop prospects look good throughout the state as full bloom approaches according to Leo A. Sorensen. The weather during bloom will be an important factor in the set. Large populations of bumble bees have been observed in all areas. There should not be too many competitive honey flows during cranberry bloom.

Eatmor Cranberries, Inc., has made a preliminary report to members that the Wisconsin crop may be down ten percent from last year's record of 315,000 barrels. Vernon Goldsworthy from the Northern area estimates the crop may drop even more, at least 20 percent, and asserts this seems to be a consensus of opinion of many growers.

NEW JERSEY

Nearer Normal June

Following the coldest May on record, the cranberry area in New Jersey experienced closer to normal weather during June. The average daily temperature was 70.1°F., which is 1.4°F. below normal. Extremely warm spells occurred from June 12th through

the 17th and from the 22nd to the 27th, giving 8 days of temperatures in the nineties. Rainfall was deficient by 1.02 inches, only 2.94 inches having fallen.

There has been no further frost

damage in New Jersey since May 25th. A prediction of 27° in the latter part of June failed to materialize.

Infestations of blossom worm

(Continued on Page 14)

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RADIOACTIVE MATERIALS NOW IN USE IN CRANBERRY RESEARCH

Elements from Oak Ridge Released Under License of Atomic Energy Commission Applied to Studies at Massachusetts Cranberry Experiment Station

By Clarence J. Hall

The atom is now being put to work to benefit cranberry growers.

That might be a spectacular way of saying that radioactive isotopes are now being used in an expanded research program at the Massachusetts Cranberry Experiment Station, East Wareham, the objective being the accomplishment of study which was not possible without this new "tool." However, the use of radioactive materials as concerns this form of research is not of a spectacular nature, although spectacular results may be obtained. It is an added facility.

Radioactive materials are today used in research in many industries and such use for studies is now becoming rather general in agriculture.

This, however, is the first time this potent implement has been applied to the cranberry industry, except for some preliminary work done in the field of fertilizers by Dr. F. B. Chandler of the East Wareham Station and Dr. Joseph Steckel of the University of Massachusetts.

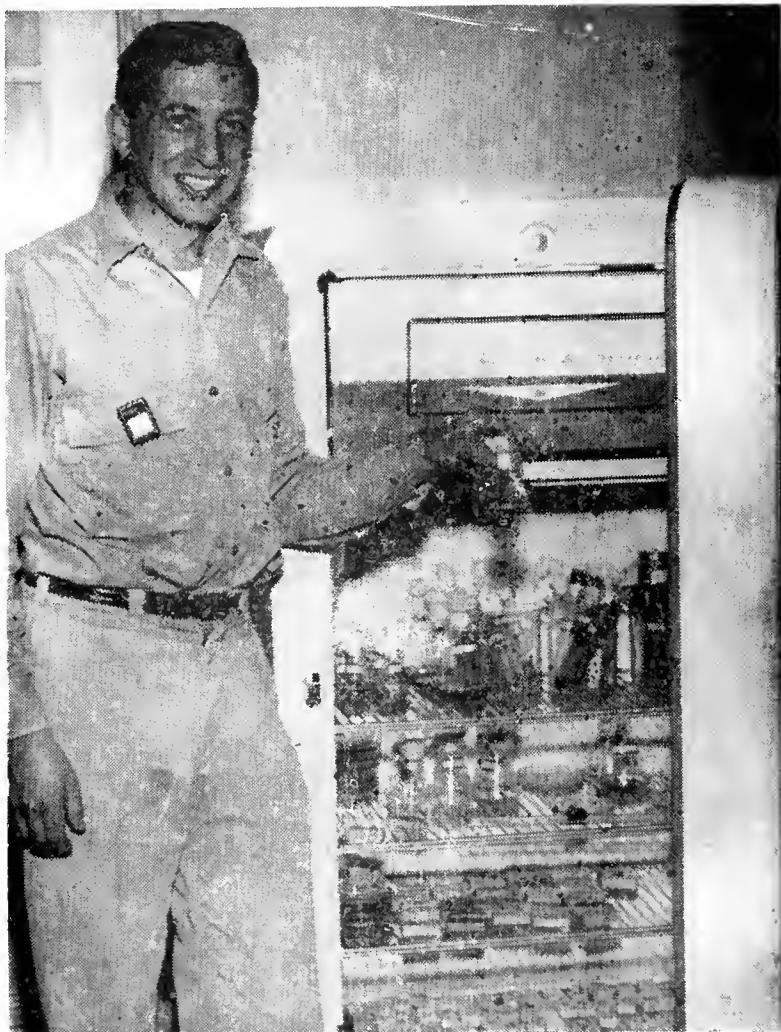
The use of the radioactive media at the Experiment Station is made possible through license from the Atomic Energy Commission. Dr. Bert M. Zuckerman, radiologist at the Station, who has had about two and a half years of experience in isotope research at the University of Illinois is licensing officer, responsible for the radioactive material use. However, not only Dr. Zuckerman will be working with the material, but other members of the research staff in various lines.

The material comes in special packages by air express from Oak Ridge, Tennessee, larger quantities would be sent in lead containers. The elements are made radioactive at Oak Ridge. So far the active elements which have been received are phosphorus and sulfur. In describing this quantity which is not measured in units familiar to a layman, Dr. Zuckerman said the quantity which might be likened roughly to 1/500 part of a quart, cost about \$20. The AEC aids agriculture in the procurement of the material.

While the amount of "hot"

material involved in the research effect a photographic negative, program is very small, each staff member who handles the media must wear a tag while doing so. This tag which records the amount of radiation he is receiving is sent weekly to a testing laboratory at Boston where the amount of exposure is computed, and, if he is getting above the allowable tolerance a warning telegram will be sent.

Research immediately planned, and now begun is along two main lines. One using phosphorus for studies of fungi in fertilizer nutrient studies and in plant disease research to determine the exact



An ordinary refrigerator now turned into a "hot" box, contains bottled fungi which are taking on radiation from active elements, or being given "hot food." Dr. Zuckerman holds a sample.

(CRANBERRIES Photo)

time of infection of rot fungi. Rays cast off by the materials making possible much more accurate determinations than have ever been possible before.

The second project concerns insects and most particularly to determine if the cranberry fruit worm travels over to blueberries. This work is being done by William E. Tomlinson, Jr., Station entomologist. In this, insects are made radioactive by being fed food or water which has been treated by the isotopes. The activities of the infected insects may be traced by means of a recently-acquired laboratory monitor, essentially a geiger counter.

Cranberry studies can be extended to weed control and other phases. In fact another staff member who plans to make use of isotopes is Prof. John S. Bailey, Station pomologist, whose work concerns other small fruits than cranberries, such as blueberries, strawberries and beachplums.

As concerns study in weed control, herbicides can be treated with the radio-active material and then the particles of this "tagged" fungicide can be traced. It could be determined accurately if the

fungicide particles remained on the outside of the plant, if it penetrated, or if it merely deteriorated without beneficial result, or if it actually goes down to the root system, where it does a job. Effectiveness of fungicides could be better determined in the same manner in treating diseases.

The whole project is, it must be admitted, difficult to understand and rather confusing to a layman and the presence of the radioactive elements in jars and test tube working on fungi or other materials is a trifle "eerie." The proceedings, however, it is stressed, are in no sense sensational, merely in trend with modern scientific research in a great many lines of endeavor.

In fact, the isotope project at the Station is but one of several more intensive research programs. A new pathological laboratory for use of Dr. Zuckerman has been built adjoining the old lab. This is small, 12 by 13 feet and contains a 4 x 5 culture room, its purpose to have sterile conditions in which to study fungi and to make inoculations. There is also an auto-clave, which is a sterilizing chamber, such as is used in

hospitals, the monitor is kept there and there is also a lab sink, bench, shelves, incubator, and glass cabinet for the glassware.

Two insectaries have been constructed at the side of the State bog, one for use by Dr. Zuckerman and one for Prof. Tomlinson. These differ completely in purpose, the one for Zuckerman, 12 x 18 feet, covered with plastic screen is to keep insects out, while the one for Tomlinson is to keep insects in. At present in the first, are blueberry plants where healthy bushes are being made sick by insect infection for study purposes.

In preparation for the work last winter Zuckerman and Tomlinson were permitted to make a visit to the Brookhaven Atomic Biological Research Center at Upton, Long Island conducted by the AEC.

The active phosphorous material has a full-life span of 28 days and a "half-life" of approximately twice that, diminishing to a useless media in about 40 days. The sulfur has a longer life, and takes about 250 days before the energy is dissipated to the non-usable stage. When used up this radio-active material will, literally be so "used up" that disposition is not a real problem, and it can be "thrown down the drain."

Tomlinson and Insect Work

In his plastic-screened insectary 12 x 15 feet, Tomlinson has an opportunity to study insects, parasites and predators in nearly natural "in shade" situation in the field.

He will study the life histories of the various cranberry insects, at the moment being particularly interested in Sparganothis Worm and its parasites and predators. But he will take up fireworm, fruitworm and various other pests. A parasite lives in close association with its host, while a predator, such as a spider, may prey upon a number of victims. Both can be, in general, beneficial to cranberry growers in the constant battle with injurious insects.

There is still another innovation at the State bog, where .4 acre

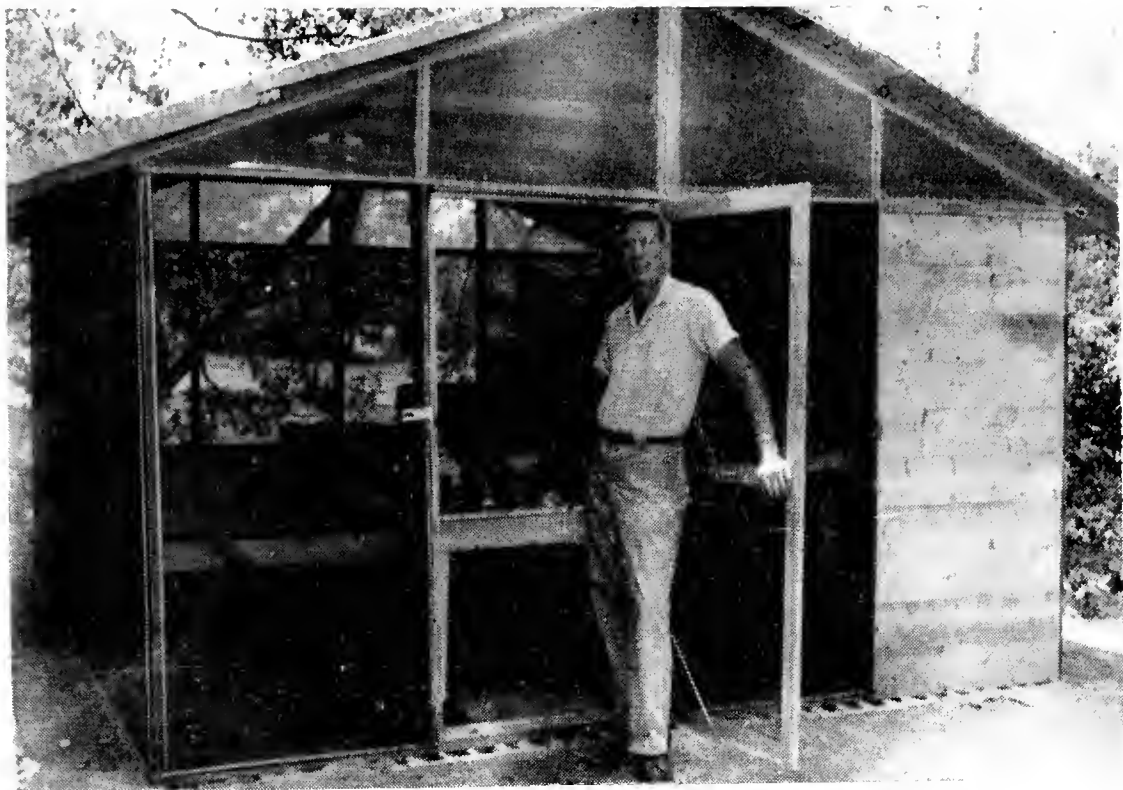


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Professor "Bill" Tomlinson is shown about to enter insectary.
(CRANBERRIES Photo)

has been scalped and set aside for the growing of various varieties of cranberries in separate plots. This is mainly under the direction of Dr. F. B. Chandler. Not only have most of the "standard" varieties, such as Early Blacks, Howes, McFarlins been placed there, but many of the older, all-but forgotten varieties. These are shown in contrast with the new hybrid seedlings, to which growers look to future improvements in quality and quantity production.

Dr. Chandler On Sabbatical Study

Dr. F. B. Chandler, Massachusetts Cranberry Experiment Station left July 3 for the West Coast, flying from New York to Portland, Oregon. He is taking a Sabbatical leave for six months, to be absent until November. His project is a study of water, soils and production of the various cranberry states, which will include Wisconsin and New Jersey as well as the Pacific states.

From Portland Dr. Chandler went to Corvallis, Oregon to the University of Oregon where he met Dean Price, Dr. Apple and Prof. Clark. While in Oregon he is scheduled to make a thorough survey of the cranberry industry. This enumeration will be similar to that now being done in Massachusetts, but will vary in a special study of irrigation with the many sprinkler systems on the West Coast. A similar survey may be made for the State of Washington. Oregon material will be compiled in a State bulletin.

EQUALIZATION

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Another Widening of Market

CRANGUYMA FARMS IS NOW PROCESSING SEVERAL NEW LINES

By

Clarence J. Hall

Ever since the first vines were set at Cranguyma Farms, Long Beach, Washington in 1941 the idea of processing had been in the minds of the developers, and today berries from this largest cranberry property west of Wisconsin are among those going into expanded uses. So far, Cranguyma is putting out an industrial line and a line of cranberry delicacies, including gift packs, and plans call for continued investigation into newer items.

Recently "The Canner and Freezer," Chicago, a technical magazine had its lead article upon Cranguyma, telling of the activities there and asserting that cranberries have more uses than anyone imagined and that the company is pioneering new products.

Cranguyma, as is well known in the industry, was developed at the mouth of the Columbia river on the sandy peninsula of Long Beach after a long search for an entirely suitable site for cranberry development.

Original developer and owner was Guy C. Myers, New York financier and it is now owned and operated by his son-in-law Frank O. Glenn, Jr.

Several Specialty Crops

While selected primarily for a cranberry site, the property now includes more than 1,000 acres producing several horticultural specialty crops, these having been determined largely by the nature of the soil.

Long Beach peninsula, originally thrown up by the Pacific ocean as a series of sand bars, consists primarily of sand ridges running north and south, with peat bogs in between. Some of the land is timbered with fir, spruce, hemlock, and cedar, whereas other parts are so constantly under water that few trees grow. These "under-water" areas consist mostly of peat, and when partially drained were found highly suitable for cranberries. At Cranguyma several lakes, originally known as fine duck ponds, now provide a source for adequate water supplies.

Weather conditions at Cranguyma were considered favorable for the production of cranberries and several other crops. Winds coming from over the Pacific, scarcely a mile away are gener-

ally cool in summer and relatively mild in winter, so there is a rather narrow spread between summer and winter temperatures. Temperatures are seldom above 75 in the summer and seldom below freezing in the other months. Rainfall occasionally exceeds 100

inches a year, most of it falling during the winter. Summers are dry, but there are many cloudy days. However, sunshine is considered as intense as the air moving in from the the wide Pacific is free of dust or smog particles.

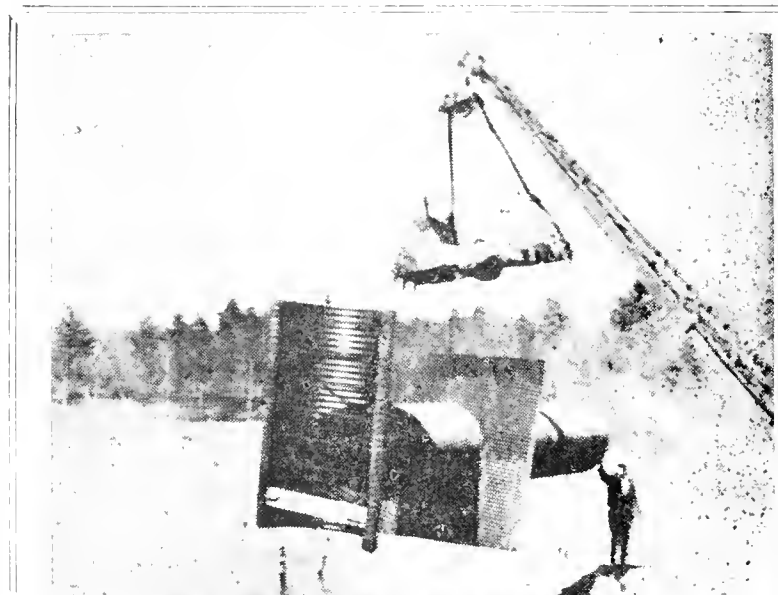
93 Bearing Acres

Since the first clearing of land in 1941 additional work has been done each year so that at the present time there are 93 acres in bearing, at Cranguyma, plus 60 acres of the old Parrish bog which are in all stages, from some covered with weeds to some fairly clean. There are also ten new acres at Cranguyma planted three years ago. Total holdings consist of some 1300 acres, much of which is raw bog land.

"Egg Beater" Harvest

Production at Cranguyma has varied over the past few years from a low of around 50 barrel per acre to a high of 128 in 1953. Harvesting has been entirely by

ally cool in summer and relatively mild in winter, so there is a rather narrow spread between summer and winter temperatures. Temperatures are seldom above 75 in the summer and seldom below freezing in the other months. Rainfall occasionally exceeds 100



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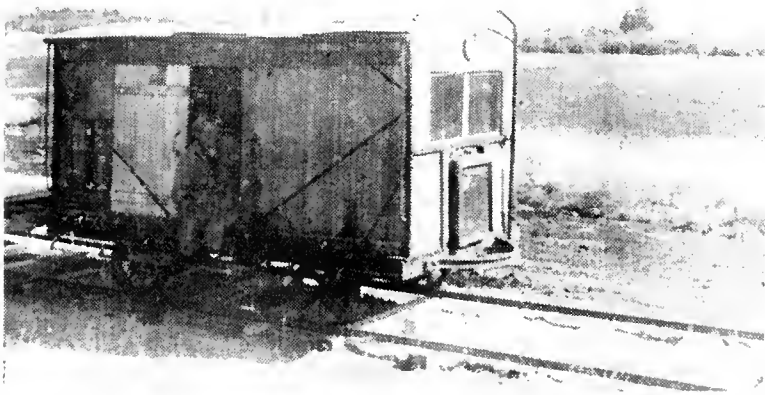
the "egg-beater" method, using the device developed in Bandon, Oregon. A large pumping system is used to flood the bogs in blocks of two or three acres at a time to a depth of six to eight inches. The "egg-beater" as it crosses the vines knocks berries loose and they float on the water's surface. There they are skimmed in wire baskets and then loaded in boxes which are spotted on the submerged rails of a railroad system.

As the so-called "speeders" and flatcars drive down the track there is often a spray and it throws up quite a "wake" presenting a rather odd spectacle as the trains move along, with perhaps half of the wheels submerged.

Cranguyma has about five miles of this private track. For one thing conventional roadbeds are a trifle impractical because of the soft soil left by the heavy rainfall. Also the tracks make them usable when bogs are flooded.

The railroad is standard gauge of light weight and the rolling stock consists of gasoline-powered "speeders" assorted flatcars and other special equipment.

Cranguyma can still boast of the largest sprinkler system in the industry with some 1160 heads in one of these. They are continued to be found valuable for irrigation, frost control and heat on extremely hot days. That is when the temperature gets to 80 or higher and the sprinklers are



Close-up of Speeder. (Courtesy "Canner and Freezer")

Frank Glenn
 Owner-Operator.
 (Photo Courtesy
 "Canner and
 Freezer")



turned on to prevent damage during these highs after the usual low normal temperatures.

Consumer Products

Combining cranberry production with other small fruit items, Cranguyma Farms is now processing about 150 tons of products yearly. The processing plant is located in the same building housing the sorting and screening rooms. A main objective at Cranguyma now is directed towards new products, which could have high potentials.

To this end, the cranberry has been introduced by them in such industries as baking, ice cream,

dietetic, preserves, institutions and restaurants. New products all having cranberries as the basic common denominator have been developed for these fields.

The industrial lines feature, for the ice cream industry, for example, cranberry ice cream, topping for cranberry ice cream and sherbet base and cranberry marble ice cream base. For fountains there is a cranberry fountain syrup and a special cranberry syrup for hotcakes and waffles.

Here is a partial Cranguyma list: whole sauce, in 1 lb. tins and 11 oz. glass; jellied cranberry sauce; cranberry juice, a 12 oz. bottle making a full quart of cocktail; cranberry juice concentrates, cranberry jelly, 6 oz. tumblers; strawberry-cranberry preserves, 8 oz. tumblers; raspberry-cranberry jam, 8 oz. tumblers, blueberry-cranberry preserves, 8 oz. tumblers.

Blueberry pie filling, (cranberry juice concentrate added as a source of natural red color to brighten color of blueberries and impart tartness and flavor; Cransnz, a product which has some resemblance to raisins, made from cranberries with a portion of the juice removed; steamed cranberry pudding.

These latter two are available only in gift boxes.

The gift packs have proven a popular vehicle for introducing Cranguyma products to the individual consumer. These are in three styles of pack: "Indian Harvest," a combination of eight cranberry delicacies; the "Cran-gourmet," a five-item sampler, and the "Foursome," with four cranberry items.

Research Started With College Grant

Initially, research for new products started with a grant to Oregon State College at Corvallis by Cranguyma. Mr. William J. Filz, who some months ago joined the Hanson (Mass.) staff of NCA, then a graduate student working on his master's degree, was assigned to the development. He started on a theory of improved juice yields with methods of better extraction, the ultimate goal of flavor and juice clarity. His research included study of cocktail juice with sugar and water added, unsweetened juice and finally, concentrates and bases.

Productionwise, the firm freezes much of its harvest, enabling a longer processing season. Processing development follows three phases which enable an extended production season each year. These are: a year-round retail, institutional, and industrial lines and holiday gift packs.

Cranguyma, which is a member of NCA has been in activities of the co-op. The firm also promotes on its own, new uses for cranberries. Merchandising takes the form of shelf and counter "point of purchase" display pieces, banners, recipes, showing new cranberry uses. In making its new endeavor to spread the use of cranberries, Cranguyma has utilized the most modern equipment. This includes such items as fruit spreader cooker, with modified internal jacketed coils and internal condenser, stainless steel kettles and steam jacketed kettles, vacuum filler, cooler, labeler and other items including complete testing equipment.

In addition to cranberries, cultivated blueberries are an impor-

tant crop at Cranguyma as well as raspberries and other berries.

As additional lines Cranguyma grows holly, rhododendrons, azaleas and other nursery items. Holly from the Northwestern States has made a name for itself as a premier Christmas decoration. Hundreds of selected holly trees have been planted with types which includes a silvery-edged leaf.

Favorable soil and climatic factors for the production of rhododendrons led Cranguyma to investigate this field some years ago. The behavior of this group of plants in the Pacific Northwest has been so satisfactory that their cultivation has been gone into extensively. Incidentally cranberries and blueberries belong to the same botanical family as rhododendrons and azaleas, namely the Ericaceae. At the present time the Cranguyma collection of rhododendrons includes about 150 species from America, Europe and Asia. A majority of the more recently introduced and most promising species come from the mountainous areas of far western China. There are 300 varieties

named, most of them inter-specific crosses.

This is, of course, aside from the cranberry angle, but it adds to the interest of Cranguyma Farms.

It had long been the idea of Mr. Myers to develop new and different uses for cranberries. It was for this reason he donated money to the Food Technology Department of Oregon State College and later built the cannery at Cranguyma.

Mr. Glenn was graduated from Polytechnic Preparatory Country Day School in Brooklyn, and then received a bachelor of science degree in banking and finance from Washington and Lee University. Later he was inducted into the Army in World War II and released five years later with the rank of captain. He more recently attended Oregon State College where he received a bachelor of science degree in horticulture and has done all the necessary work, with the exception of completing his thesis for a masters degree in horticulture. Mr. and Mrs. Glenn have four boys ranging in age from 13 years to 10 months and

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Above: Railroad with speeder, spray car and 35 ft. spray boom.

Left: Air view of Cranguyma.

make their home at the farm.

Cranguyma's efforts to find new outlets for cranberries is one more effort in this spreading field.

National Is Sued By April Of New Jersey

A "conspiracy to restrain and monopolize" interstate trade and commerce in cranberry products was charged to National Cranberry Association by Morris April Bros., Bridgeton, New Jersey, canners of "Eatmor" and other brands in a civil suit filed June 11 in United States District Court, Boston.

April Brothers' complaint states that NCA and its affiliated companies control at least 85 percent of cranberry products business in the U. S. Since 1945, it is alleged NCA has been using its monopolistic power to restrain growers and distributors from dealing with April. As a result the company claims to have suffered severe financial damage.

In addition to NCA, April's civil action lists as defendants the A. D. Makepeace Company, Wareham; the United Cape Cod Cranberry Co., Hanson; James E. Glover, president of NCA; Marcus L. Urann, former NCA president and stockholder of United Cape Cod; John C. Makepeace, treasurer of NCA and stockholder of ADM.

NCA is alleged in the complaint to have used threats to prevent April from engaging in

cranberry sauce business as a competitor; is also accused of resorting to "large and undisclosed rebates, discounts, advertising allowances and so-called profit-incentive plans" to curtail and destroy April's ability to compete. Morris April, head of the company claims the normal expansion of the cranberry products has been "strangled because wholesalers have been forced to deal

with NCA as a sole source of supply."

In April, 1955 a Federal Grand Jury returned a criminal indictment against the NCA for violation of the Sherman Act. A month later the Government filed a civil suit based on the same charges. Neither has yet been tried. The criminal suit is said to seek punishment for past alleged violations, while the civil suit seeks

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EAGLE RIVER, WISCONSIN

an injunction to prevent future violations.

The April suit is the third court action charging NCA with violation of federal anti-trust laws.

NCA president Glover denied all the allegations named in the suit. Referring specifically to rebates and discounts he said these were all made with advise of counsel and in accordance with general trade practices.

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Robert W. Savary

East Wareham, Mass.

Tel. Wareham 63-R

FRESH FROM

(Continued from Page 6)
and army worm were unusually heavy on several New Jersey bogs in early June. Alertness on the part of growers and the use of parathion and DDT dusts kept damage from these insects down to a minimum.

Travelling Sparganothis

Sparganothis millers were observed flying in large numbers on uplands adjacent to several cranberry bogs in late June. A mosquito trap being operated at New Lisbon, ½ mile away from the nearest cranberry bog, catches Sparganothis moths on almost every night. Trouble is expected from this insect, since it appears to sustain itself so well on wild plants surrounding bogs while the cranberry vines are protected and since it has such a long flight period. The moths are now definitely migrating into bogs upon which no first generation larvae were found.

CORRECTION: In the June issue under the heading, "Coldest May," there was a typographical error. The statement intended was

"The average daily minimum was 44.5°F., colder by 1.7° than the previous low for this month recorded in 1952."

WASHINGTON

June Approached Normal

June was somewhat near normal; the month was warmer than average and with less precipitation but nothing outstanding. Average minimum temperature was 49 degrees with the normal 55. Actual minimum and maximum were 37 and 68 respectively. Humidity was high, varying from approximately 80 to more than 100 percent.

Insects

As of July 2 cranberries had passed the full bloom stage. Some growers had applied the first sulfur spray for control of tip blight; these fungi being sporulating well ahead of last year. It appears the fungicide spray for control of this disease will have to be applied over a longer period. Fireworm menace is quite heavy in some areas and well controlled at others. Second brood fireworm was just coming out.

New Weed Chemical

Amino Triazole is creating a large amount of interest this year. Judging from reports, this may be the first chemical herbicide which shows much promise. The material seems to be effective against several of the more serious weed pests. Effected appear to be jungus species as well as a number of the broad-leaved weeds, such as loose strife and clovers. A number of growers are experimenting with the material.

CANADA

Frost May 24th

There was a rather general frost in the Maritimes on May 24th, which was about the time most growers drew the winter flood, as the spring was backward, so a number of the bogs were still under or wet.

Conditions Appear Normal

As far as A. L. Eaton, senior horticulturist of Experiment Sta-

(Continued on Page 16)

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ON RESEARCH

AGGRESSIVE market research has been called the big need of today's farmer. It is a need of cranberry growers, whether we like to be classified as "farmers" or not. And by this we do not mean that the industry is being weak in research.

Simply that possibly even more is needed. Research is one of the strongest factors in making our national economy, our standard of living what it is. Business leaders of our nation spend hundreds of millions of dollars annually on research. We have almost more new products than we can keep track of.

We are going to grow more cranberries. There must be new uses for these extra quantities. We need more outlets than simply canned sauce, fresh fruit, or in cocktail. We repeat, we are not criticising the industry efforts, simply pointing out that research is a powerful thing today. In fact there is quite a bit going on in research; NCA laboratory at Hanson, in the new products which are being put out by Cranberry Products of Wisconsin; at Cranguyma Farms in Washington; Indian Trail, Wisconsin; Eatmor.

Probably in research lies the real, long range remedy for surpluses. Most everybody knows the story of the Florida citrus growers who only several years ago were in serious trouble because of excess production. Frozen citrus juice is now almost a staple, and the citrus people are happy again.

Unified research as to new products could well be an important function of the Cranberry Institute, to go along with individual effort. The world moves—faster and faster, apparently—and cranberry growers must move along fast, too.

ATOMIC RADIATION RESEARCH

SPEAKING of research—that is more in the nature of "pure" research not in a commercial sense, although that is the ultimate objective, we trust you read the article in this issue on the intensified program at Massachusetts Cranberry Experiment Station, and noted the use of isotopes. One grower, more or less joking

Editor and Publisher
CLARENCE J. HALL

EDITH S. HALL—Associate Editor

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New Jersey Cranberry and Blueberry Station
Pemberton, New Jersey

remarked, that if old-fashioned cranberry culture has become so intricate that the science of radioactivity has to be introduced, it is time he got out. But, actually there is nothing startling or bizarre about bringing in the atom to help us become better growers.

As carefully explained at the Station, it merely means that the scientists working for us have one more implement with which to work in seeking out knowledge which should result in more exact information than was possible before.

tion at Kentville, Nova Scotia has observed, conditions are about-normal and there could be a better than average crop.

Black Frost, Heavy Damage

Frost struck disastrously at the Larocque bog at Drummondville, Province of Quebec on June 17th. There was a fast "black" freeze with temperatures down to 24. On this property of 35 producing acres loss was estimated between 2,600 and 3,000 barrels and now the crop anticipated as down to perhaps 500 barrels.

Wisconsin Co-op Changes Name

**Cranberry Growers, Inc.,
Now Indian Trail, Inc.,
While New Processing
Unit Is Formed**

A change in the corporate names of the Wisconsin co-op, Cranberry Growers, Inc. has been made to Indian Trail, Inc., it is announced. Founded in 1948 the company adopted the brand name Indian Trail for its products.

Increased consumer acceptance of the brand name and its identification with business as well as

sales functions of the corporation made the change necessary, according to B. C. Brazeau, president. He feels designating the corporation by the trade name will prevent confusion among customers and others who deal with the co-op. It is also believed the use of the distinctive name appearing frequently will help further in sale of products.

Sale of fresh cranberries will be in the future handled by Indian Trail, Inc., while a new corporation with a similar name, Indian Trail Foods, Inc. has been formed for the production of frozen cranberry-orange relish and other products.

Marketing Bill Passed By House Agri. Committee

HR3884 has been unanimously passed by the sub-committee of the House Agricultural Committee and then given favorable action by the full agricultural committee of 35 members on July 10th. Committee Chairman Chester W. Bobbins of Onset, Massachusetts was

notified by Congressman D. W. Nicholson of Wareham and he sent congratulatory telegrams to chairman of the sub-committee for the action in this "self-help" measure of the industry.

As this issue is closed the measure had not gone before the House, but prompt action was hoped for and the bill, if passed would then have to go to the Senate. The unanimous action of the sub-committee before which the merits of the bill were argued, both for and against, was considered by proponents a favorable step for the enactment of the Special Congressional bill. Opposing the proposal before the sub-committee were National Canners Association and several within the industry. Bill is considered to have the favor or the majority of cranberry growers and distributors.

If there is passage through the Congress a referendum of growers must be held. The order can be issued only when at least two-thirds of growers by number, or by volume of product approve its issuance. This means two-thirds majority participating and not two-thirds of all growers; handlers of not less than 50 percent by volume must also sign the agreement (although the Secretary of Agriculture may issue an order if handlers fail to sign, if he finds and determines that it is the only practical means of advancing the interests of producers, and that the failure of handlers to sign tends to prevent the effectuation of the declared policy of the act.)

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FIELD NOTES

(Continued from Page 4)

cents per gallon.

For 1956 refunds will be made on gas used between Jan. 1 and June 30. In the future refunds will be made once a year on a fiscal year basis from July 1 to June 30. Claims for 1956 must be filed before Oct. 1 on Form 2240 which is available at the County Extension Offices.

The State gas tax refund, limited to agricultural purposes only, has been available for several years at the rate of 5 cents per gallon. It is filed on Form GT-9A 1954 Rev., and also is available at the County Extension Office." For more details, see your county agricultural agent.

Dr. Fred Chandler left July 3 for a six-months sabbatical leave which takes him to each of the cranberry producing sections in the country. He plans to study water, root growth, and production in these areas and will prepare a report when he returns. The results should be most interesting and we wish Fred every success in this venture.

BEATON

(Continued from Page 2)

tion and a trustee of Plymouth County Aid to Agriculture.

He began his new position at National Cranberry in June and will work from the main office and plant in Hanson, Massachusetts.

Mr. Beaton is a grower in his own right and active in many cranberry affairs. He is secretary of the Marketing Committee, has been secretary of the Southeastern Cranberry Club for a number of years. He is vice chairman of Wareham school committee and a former member of Wareham finance board. He was first president of Wareham Little League and is chairman of the sponsoring committee.

Morse Succeeds Beaton

Eatmor Cranberries announce that Raymond F. Morse of West Wareham has been appointed to the position previously held by Mr. Beaton. Mr. Morse will also operate the cranberry packing plant of Morse Brothers at Piny Woods bog in South Carver, where Beaton had his headquarters.

Mr. Morse, like Mr. Beaton is

a grower and has been in farming and cranberries all his life. He was superintendent for the

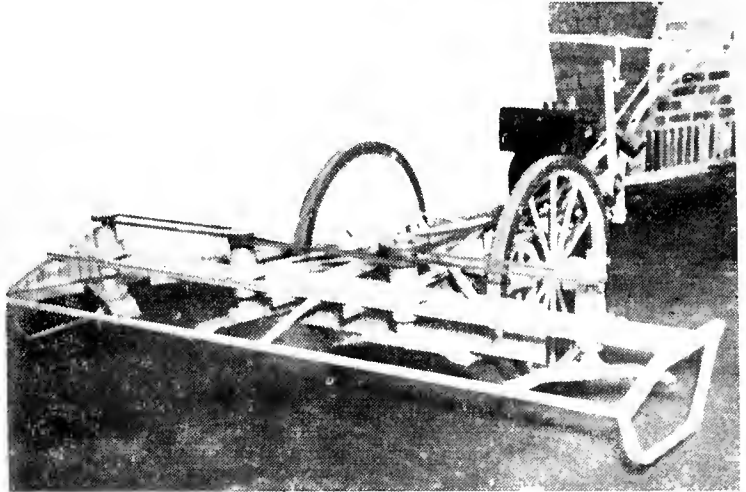
Stokely To Can Some Of Wisc. Fruit

Eatmor Cranberries, inc. has announced that an arrangement has been consummated by Morris

April Bros., Bridgeton, N. J., processors of Eatmor sauce that Stokely Brothers of Indianapolis is to pack for Eatmor at Horicon, Wisconsin. Present plans call for a minimum usage of 10,000 barrels of Wisconsin berries at Horicon.

Previously all Wisconsin processing berries have been sent to the New Jersey plant.

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How To Make A Hole In A Surplus!

Ocean Spray's "Buy 2—Save 5c" promotion has caught the eye of the consumer and the grocery trade. Johnny Leitch, Ocean Spray's Southeastern Representative is shown above completing delivery of a car of Ocean Spray to Mr. William Hollis of Publix Markets, Tampa, Florida. During the course of the promotion, Publix moved two carloads of Ocean Spray canned sauce.

This sales story is being repeated in city after city, store after store throughout the United States.

Ocean Spray's "Buy 2—Save 5c" promotion is specifically designed to help relieve the current surplus.

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Cranberries

THE NATIONAL CRANBERRY MAGAZINE



CAPE COD
NEW JERSEY
WISCONSIN
OREGON
WASHINGTON
CANADA

SETTING VINES in the "All-Variety" plot, Mass. State Bog. Story page 7.
(CRANBERRIES Photo)

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AUGUST 1956

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"Ray" Morse, (left) and son, Paul Morse.

Ray Morse New Eatmor Eastern Representative

Son Now Associate In His Cranberry Service Business

Raymond F. Morse, West Wareham, Massachusetts, recently named eastern manager for Eatmor Cranberries, Inc., and who has been in cranberries all his business life, now has his son, Paul R., now in his private enterprise of bog service and supplies. Young Mr. Morse will assume much of the work of this latter concern which represents Wiggins Spray and Dust Service and Eastern States among the Massachusetts cranberry growers. This will leave "Ray" free to devote time to Eatmor eastern interests, with headquarters at the Piney Woods screenhouse, Carver, where Morse Bros. operate a packing plant. He will also have charge of this.

Morse was for twenty years

superintendent of packing and shipping plants for New England Cranberry Sales company, more recently for one year with NCA as berry inspector, and has been an important cranberry grower.

His son, Paul, a native of Wareham was a graduate of Wareham High school in 1949 and from Tufts University, 1953, when he majored in biology. Following that he served in the U. S. Marines being discharged in June. He trained at Quantico and put in two years of active service, partly in Puerto Rico. He is now in the reserve for another six years with the rank of first lieutenant. He is a member of the Wareham forest fire department and a "hobby" of his is fighting woods blazes.

Mr. Morse, Sr., will have charge of inspecting and shipping berries as the Eastern manager.

Mr. Morse has served on many cranberry committees, has served

on cranberry-speaking panels, is past president of Southeaster Massachusetts Cranberry Club. He is a member of the "Cranberry Quartette" and has sung at many gatherings.

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A lot more good could be seen in others if we didn't have so many faults of our own.

The only cocksure people in the world are those who are wrong most of the time.

Mass. Cranberry Station and Field Notes

by J. RICHARD BEATTIE
Extension Cranberry Specialist



July Contrast to '55

We have experienced quite a contrast in weather during July of this year compared with last year. Growers may remember the heat wave of a year ago when temperatures of 90° or above were recorded on the low land near the blueberry plantation here at the Station for 20 of the first 26 days in July, and rainfall was only .03 inches during one period of .17 days. This July only 7 days reached 90° or above from July 1 through July 26, and rainfall was 5.36 inches. Normal for the month is 3.21 inches. Rain has occurred at timely intervals so that drought conditions have not been too severe except for a brief period in late June or early July.

Late Season

Weather and pests have always been popular topics for conversation among cranberry growers but the prolonged bloom on bogs has topped the list during the last two weeks. "Early-water" bogs still had considerable bloom as of July 23, while certain "late-water" properties were just coming into full bloom. In some instances late-water was only a few days behind early-water. What this means in terms of a crop remains to be seen. However, according to Drs. Franklin and Bergman, as well as many experienced growers, a bloom that remains 2 or 3 weeks on a bog is not a good sign for a large crop on that particular bog. Spotty set of fruit has already been reported on a number of properties, but any estimating or guessing as to the size of our prospective crop is a bit premature at this time (July 26).

Insect activity certainly has not been retarded by the late sea-

son. Blackheaded fireworms, fruitworms, blunt-nosed leafhoppers, weevils, and Sparganothis fruitworms have been the chief offenders. It would seem at this time that growers should continue to check their bogs for both types of fruitworms and fireworms well into the month of August in view of the late season. Control measures have been adequate where pesticides were applied at the correct time. The warnings or cautions on the use of our various chemicals received considerable attention at a series of 7 field meetings held in July. We hope that growers and their employees will heed these warnings. The practice of exercising good common sense will go a long way towards reducing hazards for those working with toxic materials.

We have some timely notes on

summer weed control from Dr. Cross. He reminds us that it is a good practice to drag a weed hook or potato digger completely around the shore ditches once or twice a year in order 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. Ditch weeds can be controlled effectively this month using chemicals recommended on the weed control chart.

Estimate Reports

Growers will be receiving their crop reporting blanks from C. D. Stevens' office in Boston sometime in early August. We sincerely hope they will fill out their reports and return them promptly to Mr. Stevens' department. The importance of obtaining as accurate a crop estimate as possible is highly essential for a sound marketing program, and the only way this valuable crop data can be secured is to have growers carefully estimate their crops and return the requested information to a central office where it can be impartially analyzed and summarized on an industry-wide basis.

The 69th Annual Meeting of the Cape Cod Cranberry Growers Association will be held Tuesday,

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August 21, at the Cranberry Experiment Station beginning at 1:30 p.m. One of the features this year will include guided tours of the State Bog to inspect some of the insect, disease and weed control work, the new seedling planting, and experiments in water management. There will be the popular chicken-cranberry barbecue. C. D. Stevens will give his crop estimate which is always a highlight of this particular meeting. President Arthur Handy announces that all cranberry growers and their families are cordially invited to attend this annual meeting of their association.

What Size the Coming Crop?

This is the period of "guessimates," concerning the cranberry crop just now, before we get the official U. S. estimate on August 21. And this season guesses are more uncertain than usual.

This is chiefly for the reason that both Massachusetts and Wisconsin where the bulk of the crop is produced, have heavy bloom which has lingered on until it is problematical what percentage will set and have time to mature into normal-sized fruit, and that conditions for setting have not been good up to first of August. There has been too much rain and cold weather in both areas.

From two or three sources in Wisconsin there are reports the crop is not setting as it should;

in the northern part of the state there was rain nearly every day, and generally conditions were too cool and cloudy. Estimates have been 225,000, 235,000 and 250,000 barrels. Yet another source indicates Wisconsin could equal or nearly equal its 1955 record of 315,000 barrels.

Massachusetts last year had 560,000 barrels. It would seem that many growers do not anticipate as much this year, mostly as to uncertainty concerning the set. Yet, again a usually accurate forecaster expects there will be good production in Massachusetts.

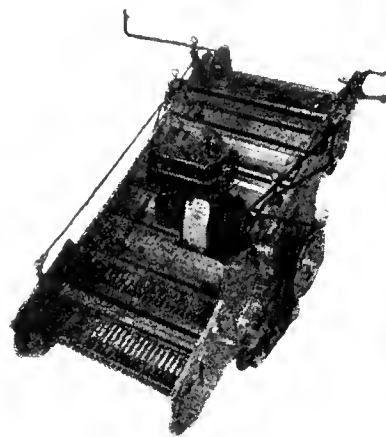
Reliable estimates from New Jersey have placed the crop as between 60,000 and 75,000 barrels as compared to a small 96,000 last year. The crop was severely hit by spring frosts particularly in late May when damage was estimated as high as 40 percent.

Indications appear good for Washington with 47,300 last year and OK for Oregon with 31,000 last year.

Total 1955 crop was 1,049,300 barrels. This year's production could be "around a million." Under current market conditions consensus of hope is that it will not be "over" a million.

(Foregoing is not even a "guessimate," but a summation of a variety of estimates, guesses and reports which this magazine has rounded up.)

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Cranberries

THE NATIONAL CRANBERRY MAGAZINE

Issue of August 1956 - Vol. 21 No. 4

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FRESH FROM THE FIELDS

Compiled by C. J. H.

MASSACHUSETTS

Bloom Hanging On

As August came in, question among Massachusetts growers was how much longer would some of the bloom continue to hang on, how much of this unusually-heavy bloom would set and would the many pin heads develop into marketable berries? Upon the answer to these questions would depend, chiefly the size of the crop.

Much July Rain

The month was a rainy one, not far from double normal. The average is 3.21 and July rain at State Bog totalled 5.63. There was a dry spell around the Fourth and there was even a slight amount of drought damage, in spite of the wetness of the month, but nothing of consequence. At end of July, also a little rain would have even been welcome. This rain plus a number of heavy fog nights added nothing to the keeping quality prospects—if there was any change it was on the adverse side.

Month Cool

The cool trend continued, July being some 11 degrees cooler than the normal as figured at Boston Weather Bureau. The entire year has been cooler than normal so far, about a total of 65 degrees. This cooling trend set in last October and has been consistent to date. This fact is leading Dr. "Chet" Cross to be much more apprehensive of August frost hazards than usual. For one thing berries have been so late in setting and in growing that should early frosts come fruit would be

green and very tender. There is much late water bog in Massachusetts this season.

Set Retarded

The exceptionally heavy bloom on many bogs was accompanied by a normal amount of bee activity, both honey and bumble, but rains and fogs have retarded the set to a remarkable extent. There is almost always a period of pessimism when the blossom is setting. There was no exception this year. In fact growers were more than normally in the dark as to what size of a crop to expect and as concerned pinheads. One berry on a stem would be large, others only pin heads which may or may not develop.

Fruitworm Heavy

There was a fairly heavy infestation of fruitworm, but growers were practicing good control. There was also "enough" blackhead, tipworm and sparganothis.

The effect of this cool trend, with a pattern of high westerly winds prevailing may (all East Coasters hope) avert any hurricane damage this year.

WISCONSIN

July Cold, Wet

July averaged below normal in temperature and above normal in precipitation. Frost was reported in the Three Lakes marshes on July 17 with temperatures dropping to 29°. Frost warnings were issued for north central Wisconsin July 28 and for the entire state July 29. Temperatures reported on the 28th were 30° and for the 27th a low of 33°. The extended forecast to mid August

calls for below normal temperatures and above normal precipitation. With the above normal precipitation in July there was little if any need for irrigation.

About 100 growers attended the weed clinic held July 13 at various marshes in the southern area. Dr. M. N. Dana of the University of Wisconsin conducted the tour showing growers the results of experiments using Dalapon, Maleic Hydrazide and Anrino Triazole. A number of the plots showed promising results. Although the Food & Drug Administration has not accepted these materials for use on cranberries as yet, he stated that application had been made for their use. He urged interested growers to only use small experimental plots with these materials until their use has



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been accepted and more definite recommendations can be made. Dr. Dana will present a report on his work and recommendations at the State Growers' meeting in August.

Second Brood Fireworm

Second brood black headed fireworm completed work by the end of the week of July 15th and there were scattered reports of damage, although not generally serious. Second brood tipworm were starting to pupate by mid July. Fruitworm millers continued to emerge and lay eggs in July, but to date it is too early to tell how serious they will be due to the lateness of the season. Larvae were found the first week of July and considerable dusting for millers and eggs were done during July. Fungicide applications were applied the end of July with growers using either bordeaux mixture or fermate.

Summer Meeting

The summer meeting of the Wisconsin State Cranberry Growers Association will be Friday, August 17, at the Jacob Searles Cranberry Co., Cranmoer Equip-

ment will be on display throughout the day. Guest speaker will be Floyd Hedlund, Deputy Director of the Fresh Fruit and Vegetable Division, U. S. Department of Agriculture, Washington, D. C., who will discuss marketing agreements. The program will begin at 1:30 p.m. that afternoon.

Most growers who used under vine booms for applying solvent reported good results. A number of these types of booms will be on display at the State meeting. These booms will also be used next year in applying selective weed killers.

Expect Smaller Crop

Crop prospects are in the indefinite stage at this writing due to the lateness of the season. Considerable bloom was still present the latter part of July. Most marshes reached full bloom the middle of July which was two weeks later than last year and about a week to ten days later than normal. Early set along ditch edges and on new plantings looked good. As the marshes are very uneven, it will be until mid

August before a preliminary estimate of crop can be made. Size of berries can be expected to be smaller and more uneven than normal and it is doubtful if the set will be better than average. Bloom for the most part was as heavy as last year. These two factors will have a definite bearing on the size of the Wisconsin crop and of this date there is no doubt the crop will be below last year's record production. A preliminary crop estimated figure will be given at the State Meeting.

(Continued on Page 16)

Cape and NCA Meetings On Tuesday, Aug. 21

Annual meeting of Cape Cod Cranberry Growers Association and that of National Cranberry Association will fall on the same day this year, Tuesday, August 21.

The co-op meeting will open at the main plant at Hanson at 10 a.m. and will include the election of directors and an address by Homer Smith, president of the Central Bank of Co-operatives of Washington. Speaker is one who is in much demand and should give an address of interest to all growers. The meeting is planned to end early so that those attending will be able to get to the scene of the growers' association meeting at the State Bog, East Warcham in time for a chicken and cranberry barbecue at 1:30 p.m.

Business meeting begins at 2:30 with introduction of guests and the usual highlight of the session the release of the estimate of the 1956 crop by C. D. Stevens, N. E. Crop Statistician.

Following will be a guided tour of the state bog under the direction of Dr. Chester E. Cross and J. Richard Beattie. This tour should be of particular interest since various experiments have been conducted throughout the year that may be of benefit to the growers. Commercial exhibits will be on display from 12 noon until 4 in the afternoon.

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Past, Present Future Varieties Of Cranberries

By F. B. Chandler

Cranberry varieties of the past, present and future are now located in one section of the State Bog in East Wareham. The thoughts and efforts of a number of people have gone into planning and setting this section of bog which is of interest now and will be of interest to many in time to come. The section contains twenty-two Massachusetts varieties, three Wisconsin and one Pacific coast variety, and some selections part of which have been used as parents to produce varieties for the future.

The twenty-two Massachusetts varieties were included for several reasons—to determine yield and also rot when the vines are grown in one bog. Recent studies with Early Black, Howes and Shaw's Success grown in a number of bogs indicated that Shaw's Success may have better yielding ability than past records have indicated. The present study will permit the comparison of all twenty-two. Some varieties in the past have been considered "good keepers," while others have been spoken of as "poor keepers" and this planting will permit the comparison of all of them grown under the same conditions in one bog. Another reason for the collection of varieties is to provide fruit for class work and exhibits. Several of the New England colleges have stressed cranberries in their horticultural courses and they have often turned to the University of Massachusetts for fruit for classroom study.

The twenty-two varieties listed alphabetically are Aviator, Berry Berry, Black Veil, Centennial, Centerville, Champion, Early Back, Early Red, Foxboro Howes, Holliston, Howes, McFarlin, Matthews, Paradise Meadow, Perry Red, Randall, Round Howes, Shaw's Success, Smalley Howes, Stanley, Voses Pride, and Wales Henry.

The three varieties from Wisconsin which are set in this section are Searles, Potter and Ben Lear. Searles in other bogs in Massachusetts has been slow to "vine in" and has produced small crops of small berries. Potter has been better but not satisfactory under Massachusetts conditions. Ben Lear has produced only one or two crops in the state and those have not kept well. Massachusetts growers will have an opportunity to see these Wisconsin varieties growing in their own state. Stankavich, the only variety selected on the west coast, is also included.

New Planting Method

Many of the vines set have been planted by a new method, using a runner as a unit. With this method, each runner was cut in as many pieces as possible for setting. All of the pieces from one runner were set together. In order to tell where the unit started two sets were put in the ground close together and a vacant or unplanted hill was left at the end of the unit. This method of setting vines will make it possible to easily remove any mixture of vines that may occur or to remove diseased vines such as false blossom. By establishing a planting of the old varieties free from mixtures and diseases Massachusetts growers will have an opportunity to get "clean vines."

Present Selections

The above has referred to varieties selected in the past. Present selections of Beckwith, Stevens and Wilcox are also included in this section of the bog. Beckwith is a large fruited variety which does better in New Jersey than in Massachusetts. This variety was named in 1950 for Charles Beckwith who was in charge of the Cranberry-Blueberry Laboratory until his death in 1946. Stevens is another large fruited variety which seems well adapted to Wisconsin. This variety was named for the late Dr. Neil Stevens who worked on cranberries in Wisconsin and in Massachusetts. This is the only variety of the three suited to Wisconsin and Dr. Stevens is the only one of the

three research workers who worked in Wisconsin. Of the varieties introduced and named in 1950, Wilcox is the variety best suited to Massachusetts. This variety has made the best vine growth and produced the best crops. The berries are slightly long in shape. This variety was named for R. B. Wilcox who worked on cranberries on the Pacific coast and in New Jersey and was an occasional visitor at the Massachusetts Cranberry Station.

For the near future there are six of the selections made in New Jersey in 1940 being observed for possible new varieties. There are also four selections made in New Jersey in 1945 and three selections made in Massachusetts in 1946.

A Cranberry of the Future?

For the distant future this piece of bog at the Cranberry Station has the varieties to produce a new type of cranberry—one to be eaten as fresh fruit. It will be palatable without sugar and dilution with water. Attempts to accomplish this will be made by crossing high sugar varieties, such as Centennial, Centerville, Champion and Black Veil, with low acid varieties such as Centennial, Champion and Berry Berry. The desirable flavor of Centerville and selection No. 28 would be bred into the high sugar, low acid cranberries. This would develop a berry which could be sold in packages in vending machines located in factories, office buildings, schools, railroad stations and possibly theaters. Fresh cranberries have no excess juice, no peeling, pits, stems or cores, do not stain, have a good vitamin C content and a refreshing flavor and therefore could be the perfect fresh fruit.

CRANBERRY PRODUCTS TO MARKET FRESH

Cranberry Products, Inc., of Eagle River, Wisconsin expects to market about 1,000,000 pounds of cranberries fresh under its own label this year, President Vernon Goldsworthy announces. Expectations are to increase this amount in the next few years.

DIVERSION PROGRAMS

By

A. F. Wolf, Economist for the Cranberry Institute

(A) What do we mean by diversion.

By diversion is meant the setting aside of a certain percentage of the crop for use in other than the normal channels of trade and commerce. Diversion is in this sense a deviation from normalcy of outlet or demand. If the normal outlet of a crop is but in fresh form then any sort of attempt to process i. e. can or freeze it, may be considered a diversion, provided that such processed portion does not compete with the basic outlet. If the ordinary outlets are both fresh and processed diversion may consist of setting aside of a certain percentage for exports, or, and for other uses, or in different territories. Such other uses should not compete with the established forms of outlets. This last point needs to be understood, there should not be competition between the ordinary and the newly established outlet into which a portion of the crop is being diverted. 1)

(B) Why diversion?

Basic to the idea of diverting a portion of a crop is the prediction that its result will be higher returns to growers. There may be other results, of course, such as the development of new consumer preferences. But the primary purpose is higher returns to

growers. From this may be inferred that only when returns are unsatisfactory is diversion resorted to as a remedy to improve the financial position of growers.

The prediction that increased grower returns will be observed under diversion is based on the assumption that the demand for

the commodity is inelastic at the farm point. This means, in other words, that as the total market supply increases a grower returns decline and may reach a zero point. Stated differently, returns to growers can be increased if the supply to the regular markets is curtailed by diverting 10, 20, etc., per cent to something else.

It is not necessary that the diverted portion of a crop is sold at the same price at which the major portion is disposed of. Essential is that

- (a) Total returns to growers are increased, and
- (b) New market is being developed

The development of a new market may be facilitated by a price differential i. e. selling the diverted portion below the price obtained at the regular market. This duo-price system (or multiple price system) has been a characteristic of practically every diversion program in its initial stage. If the secondary outlet into which a portion of the crop is being diverted develops into a genuine demand the price differential may disappear and the one price system be re-established.

(C) Who does divert?

Diversion programs may be undertaken by agricultural industries either without or with the help of the Government. It is probably correct to say that more diversion programs have been put into operation with the assistance of the Government than without it. With the Government as a partner not only was the legality of such undertakings assured but they were, in addition, facilitated by diversion payments.

Diversion programs as an assistance to an agricultural industry in distress can not be undertaken successfully by just a few growers or by a certain low or even high percentage of them. It is essential that the whole industry diverts.

(D) Under what conditions is diversion possible?

- (a) Products or outlets into which to divert a certain percentage of the crop must be available.



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- (b) These outlets must be separable and the situation must be such that separation can be enforced.
- (c) The possibility of greater returns to growers must be given.
- (d) A willingness to divert a portion of the crop must be demonstrated by growers and handlers.
- (e) There should be one hundred per cent cooperation. This would eliminate the chance for the proverbial "Umbrella Ride" for non cooperators. There is an equity problem which must be strictly adhered to.

In general the participation may be one of two types (a) voluntary and (b) enforced. If returns from the market diverted to equal those from the primary market, or, if returns equalize the subsidy, or vice versa, or where with the help of the subsidy returns from the secondary market equal returns from the primary market voluntary participation may be satisfactory.

If, on the other hand, returns from the secondary market, into which a portion of the crop is being diverted are not equal to those from the primary market, participation must be enforced. This can only be done with a Marketing Agreement and Order. In this instance we'd deal with a duo-price system which requires equal proportionate participation of all members of an agricultural industry.

(E) Types of diversion programs

Diversion programs now in effect cover the following commodities: walnuts, lemons, oranges, potatoes, almonds, prunes, filberts, raisins and fresh plums.

The respective forms of the diversions are the following:

- (a) **Geographic diversion.** In this case shipments are directed into areas with undeveloped markets within the United States, and also into exports to foreign countries.
- (b) **New use diversion.** This is that type of diversion which di-

ter may be lowered with the help of subsidy.

(d) **Diversion into live-stock feed.** Because of the low value this diversion may be a direct subsidy and may never develop into a primary market. Most diversions into cattle feed belong under this heading. 1A)

(F) What is the form of Government financial assistance?

Agricultural Information Bulletin No. 13 states as follows:

"Practically all diversion programs have involved a payment from Section 32 funds to the person making the diversion, after the diversion has taken place. 2) The terms and conditions under which payment is made generally reflects a part of a crop into products which have already passed the laboratory state, but for which no markets have been developed so far.

(c) **Diversion into underdeveloped outlets.** This form of diversion is into an underdeveloped market with possibilities, but with a high price. The latter are contained in a contract. Payments are made to processors who buy the commodity in the open market as a raw material to be used in the manufacture of

a new product. Payments also are made to farmers and others who divert the unprocessed commodity to a new outlet. These payments make it possible for processors, farmers, and others to merchandise profitably the diverted commodity, which must compete with established commodities for consumers dollars. Commodities manufactured under a diversion program are sold by the manufacturer through regular trade channels.

1) In many ways canning, when freshly started, was a form of diversion because it created new markets. Canning made for a time related expansion, a geographic one, and created an expansion into lower income groups. 1A) The oldest diversion program is that of California walnuts which was set up in 1933. According to a statement by Mr. Bryce, General Manager, California Walnut Growers Association, there were during the early history of the program two substantially independent markets in existence for walnuts: (1) The in-shell market, which was and still has an inelastic demand where the variations in the quantities pur-

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chased are not proportionate to the variations in the price. Additional quantities can be sold only at sharply reduced prices: (2) The shelled market, with a relatively elastic demand. These nuts were sold primarily to industrial users. Small changes of the price were associated with greater changes in the quantities bought. The basic purpose of the Walnut Marketing Order program was for many years to divert walnuts from the relatively inelastic in-shell market to the relatively more elastic outlets of shelling and exports.

What used to be but two markets, has developed now into roughly four markets for walnuts, (1) in-shell, (2) shelled walnuts in consumer packages, (3) shelled for industry use, and (4) usage of lowest grade for oil and press cake. This means that the maximization of total revenue to the walnut growers has become a more delicate operation than it was in the early days of the program.

The latest diversion program is that of dates which began during the last week of the year 1954. This program removes an estimated 8-9 Million pounds of dates from the usual fresh outlet, that is, dates in consumer packages. The major portion of dates thus removed are purchased by the baking trade. At the recent annual meeting of the California Date Growers Association its General Manager stated that (the diverted date product) "is the first profitable by-product ever developed in any volume in the industry."

2) Diversions which are undertaken by an agricultural industry without the help of the Government need not be accompanied by financial assistance.

**ADVERTISE IN
CRANBERRIES
MAGAZINE**

Cranberry Man Heads Wisconsin Centennial

Clarence A. Searles, President of Eatmor Cranberries, Inc., is president of the Wood County Wisconsin Centennial Corporation to observe the county's 100th anniversary, which was the week of August 5th. Eatmor Cranberries, Inc., was itself established in that county 50 years ago.

Searles' committee was in charge of coordinating all phases of the celebration. All Wood County residents are members of the non-profit, non-stock corporation formed to handle the celebration. Any net proceeds will be used for educational or charitable purposes.

Mr. Searles himself is a life long cranberry grower. His marsh is located at the upper end of Cranmoor with some large acreage of berries under cultivation. This area is the most highly concentrated cranberry-growing area in Wisconsin.

Searles is a member of the Wood County Board, member of

the Conservation Commission, and is the third generation of his family to be engaged in the production of cranberries since 1885.

Andrew Searles, grandfather of Clarence, discovered an unusually large cranberry which he propagated. More than one-half of the cultivated berries of the State of Wisconsin are "Searles-Jumbo variety."

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NO MARKETING ORDER THIS YEAR

DESPITE a gallant fight by the industry committee of which Chester W. Robbins of Onset, Massachusetts is chairman the so-called "cranberry marketing bill," has failed to pass the Congress. It was "time that licked us," or rather lack of time, declares Mr. Robbins, as the proposed amendment to the Agricultural Marketing Act of 1937 had passed the sub-committee of the House Agricultural Committee, the full committee, the House itself and was ready for Senate hearing and action when Congress adjourned.

There is naturally much disappointment by the industry committee and other proponents of failure to obtain a Marketing Order this year. Those who have opposed and believe that such an order would not be a good thing for the industry probably feel otherwise.

Effort to have a similiar bill before Congress when it reconvenes next January is to continue. Although the industry has lost the advocated advantages of operating under a Marketing Order this fall it has gained more time to study the merits of the proposal. We do not know just how clearly all growers understand what a Marketing Order might or might not do for cranberry marketing. We are informed while such an order has been of tremendous aid to some agricultural industries it has not worked out well in others.

It may well be that there is now plenty of time to fully acquaint the industry in the precise merits and disadvantages of a Marketing Order for cranberries. There is strong sentiment for such a measure—and some rigid opposition. If the industry had an even more solid support for the step it would stand a better chance in the 85th Congress.

We repeat, if our columns can be of any service to those who wish to express their opinions, either pro or con, they are open to articles of any reasonable length.

"EATING" CRANBERRIES

DR. CHANDLER in the closing part of his article in this issue upon the new cranberry variety plot at Massachusetts State Bog has used the cautious language of the scientist in referring to hybrids of

Editor and Publisher
CLARENCE J. HALL

EDITH S. HALL—Associate Editor

CORRESPONDENTS—ADVISORS**Wisconsin**

LEO A. SORENSON
Wisconsin Rapids

Washington—Oregon

CHARLES C. DOUGHTY
Cranberry Specialist
Long Beach, Wash.

ETHEL M. KRANICK
Bandon, Oregon

Massachusetts

DR. CHESTER E. CROSS
Director Mass. Cranberry Experiment Station
East Wareham, Mass.

BERTRAM TOMLINSON
Barnstable County Agricultural Agent
Barnstable, Mass.

New Jersey

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

the future, and particularly the project to decrease acid content and increase sugar—purpose to make a "hand-eaten" fruit. It would be foolish to go overboard on the prospects of such an achievement, if it does materialize.

However, such an idea does intrigue the imagination. Suppose cranberries should become a berry which "everybody" should go about munching? Suppose they were eaten while walking along the street, while reading (or watching TV at home,) maybe in the movies instead of popcorn. If such a thing could be brought about would present production of cranberries be sufficient?

Will Continue Fight For Bill

Marketing Order Necessary For Cranberry Growers Says Chairman Robbins Of Industry Committee

"We shall continue to work for the bill and try to get it through the next Congress," declares Chester W. Robbins of Onset concerning the processed cranberry bill which passed the House but the Senate version of which died in the upper house with no action when the 84th Congress adjourned the following day.

Had the bill passed Congress it could have led to the issuance of the Cranberry Marketing Order if the cranberry industry had so voted. "I am naturally disappointed the bill failed," continued Mr. Robbins "and I believe the vast majority of the growers felt a Marketing Order is necessary. We believe it is the only solution to help us get rid of and to avoid future surpluses and to get the industry back on its feet.

"The fact the bill was unanimously approved by the subcommittee, then favored by the full agriculture committee of 37 members and then passed by the House by a vote of 127 to 58 was an achievement," he said. "It was

time that beat us. There was too much last-minute business in Congress."

Mr. Robbins asserted he hoped there might be an enlarged committee of growers and that action to get the bill through Congress next year could now be begun in ample time. The bill had been entered in the House by Representative D. W. Nicholson of Wareham and by Senator Leverett Saltonstall of Boston in the Senate.

A number within the industry went to Washington for the hearing before the sub-committee June 6. The measure had the approval of the Department of Agriculture and the backing of the American Farm Bureau Federation and the National Grange. Bill was actually an amendment to section 8c (2) of the Agricultural Marketing Agreement of 1937 which had excluded fruits other than olives and grapefruit for freezing or canning. Under it processed cranberries would have been added to these two fruits, and a Marketing Order could have followed for both fresh and processed cranberries.

At first it looked like rather smooth sailing but strong opposition developed from the National Cannery Association and from within the industry. Those opposing included Indian Trail, Inc., of

Wisconsin; Decas Bros., Wareham; Peter A. LeSage, Plymouth, all growers and distributors and Minot Food Packers, New Jersey.

Had the proposal passed the house the present committee or an enlarged one would have drawn up a skeleton or tentative order. This would then have been voted on by the industry as a whole.

To be exact a Marketing Order, according to "Marketing Agreements for Fruits and Vegetables," bulletin of the Agricultural Marketing Service, USDA, 1954 can be issued only under the following circumstances:

a) At least two-thirds of the growers by number, or by volume of product covered by the program must approve the issuance of the marketing order. The two-thirds majority means two-thirds of those participating and not two-thirds of all growers

b) The handlers of not less than 50 percent, by volume of the commodity covered by the marketing agreement, must sign the agreement.

c) If, however, handlers fail or refuse to sign the agreement, the Secretary (of Agriculture) may, nevertheless, issue an order (except grapefruit for canning or freezing) if he finds and determines that it is the only practical means of advancing the interests of producers, and that the failure of handlers to sign the agreement tends to prevent the effectuation of the declared policy of the act.

A marketing order can be terminated at any time by the Secretary upon declaration that the order no longer effectuates the declared policy of the act. The Secretary is required to terminate any marketing order whenever a majority of the growers who produce at least one-half of the product request that the order be terminated.

At present the committee besides Mr. Robbins consists of G. T. Beaton, Wareham, secretary; Alden C. Brett, Belmont, Massachusetts; Maurice Makepeace, Wareham; Walter Fort, New Jersey, and Clarence A. Searles, Wisconsin Rapids.

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**Oscar Norton
Pres. of Mass.
Cranberry Club
Was Instrumental in
Organization of
Southeastern Group
About 16 Years Ago**

Oscar L. Norton, recently elected president of Southeastern Massachusetts Cranberry club—the largest in membership of the four club groups in that state—has been interested in the activities of this club since its start, about 16 years ago. At that time he assisted the then Plymouth County agent, Joe Brown and Frank Crandon of Acushnet in its founding and organization. He has scarcely missed a meeting in all that time.

He has added greatly to the success of the gatherings; is always active about the Rochester Grange hall, where the sessions are held. In fact, so much so that many have thought he was custodian of the building, which he is not.

Born in Acushnet, March 2, 1905, moving to New Bedford when very young he attended the Jireh Swift school and evening classes at New Bedford Vocational school. Employed by Dr. Bradford, Acushnet, on a market garden farm he also drove him around to his patients as a youngster after school and nights, this by horse and buggy. He worked at Herson's Soap factory, wrapping the product while still going to school.

Following schooling he went to work for Walter E. Tripp and Sons of Acushnet, going into market gardening, orchard and dairy work. He then left the Tripp employment and worked as a carpenter, six years of which was in marine construction affiliated with the Navy Submarine Diving Division.

As a hobby and part-time vocation, he was a drummer in several dance bands, and at one time had a dance band of his own. He started drumming as a boy in grade school at 8 and continued until he was 28 when he decided



on more serious things. He became married and sought work he was more interested in. His bride was Miss Marie A. A. Gosselin of New Bedford and the date, June 16, 1933. Mr. and Mrs. Norton have four children, Irene, two; Oscar Jr., 18; Mae Ellen 13 and Nita, 9.

He then entered employment with the Cape Cod Company of Plymouth, which has cranberry bogs in Rochester, these totalling 190-200 acres, several reservoirs and acres of upland. There is also a flowering, shrubbery and cranberry seedling project. He found the cranberry work his real in-

terest, having been in this employ for 23 years and is now foreman for the Cape Cod Company.

He has been a member of Rochester Grange for 20 years and is now a member of the executive committee. A particular interest of his, when not occupied in the growing of cranberries is young people, who are interested in agriculture. He has been engaged in 4-H club work for a number of years and has served five as a member of the Plymouth County 4-H Advisory Council. This past year he has been vice president and is also a member of Camp Faley Association of Mashpee.

He has developed several mechanical devices for cultivating and harvesting cranberries.

**Colley Elected
President Of
Institute**

**Alden C. Brett Is Executive
Secretary—Vote 2 Cents
Per Barrel Assessment**

At a meeting held on July 31 at the Cranberry Experiment Station at East Wareham, Orrin G. Colley was elected President of the Cranberry Institute to succeed Melville C. Beaton.

Alden C. Brett, who was elected executive secretary, will have charge of the operations of the Institute.

An assessment of two cents per barrel on the 1956 crop was voted to defray the expenses of the Institute's activities.

Chester W. Robbins, Onset, who

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LOCAL REPRESENTATIVE

was present by invitation reported on the steps which had been taken to secure legislation to make it possible to include cranberries for processing in a marketing order. He reported that the bill already filed had passed the House, but that the Senate failed to take action before adjournment. The committee was instructed to continue its efforts to secure such legislation in the 1957 session of Congress.

It was reported by the directors present, who represented the principal growing areas of Massachusetts, Wisconsin and New Jersey, that stocks in the freezers had been substantially reduced from last year's figures, and that the surplus which has plagued the industry for several years will not be present to act as a price depressant this year. Although the final forecast will not be available for another three weeks, it was estimated from observation of the berries already set that the Wisconsin crop may be off 10%, and that Massachusetts and New Jersey may also fall short of the 1955 figure.

Although the consumer may pay more for cranberries and cranberry sauce during the coming season, the rise will be no more than has taken place in other food commodities.

A comprehensive program for the activities of the Institute was presented and approved by the Directors.

Those present included: Melville C. Beaton, Alden C. Brett, Orrin G. Colley, Frank P. Crandon, Kenneth G. Garside, James E. Glover, G. Howard Morse, Gilbert Beaton and Chester Robbins from Massachusetts; Theodore H. Budd and Thomas Darlington from New Jersey; Lester Haines from Chicago, Illinois; John Roorts and Clarence Searles from Wisconsin.

Mr. Colley was president of the Institute when it was first formed as a fresh fruit organization. He is president of Cape Cod Cranberry Cooperative, Inc., with headquarters at Plymouth and has taken part in many cranberry industry activities. Mr. Brett of Belmont is a trustee of University of Massachusetts and president of the Colonial Cranberry Company with bogs at Green, R. 1.

FOR SALE

In Marion, Massachusetts, Cranberry Bog, 4-acres; screenhouse and woodlot, 20 acres. For further details telephone Marion 441-R.

Late Developments

As this goes to press, before the annual growers' meetings and annual session of NCA on the 21st, there will be no report of any in this August number, but will be in September.

For Massachusetts weather, August up to the 15th has averaged 12 degrees warmer than normal, thus reversing the steady colder trend since last October, at least temporarily. Rainfall had been 1.54 inches, August normal 3.60. The rains and hot sun have tended to swell and mature size of berries, but pinheads were still pinheads. Last quality forecast was good, and month had little effect upon this either way, so far, if any, slightly adverse. But the warm weather with frequent rains did, obviously, keep away any frost hazard to that date.

At the annual NCA meeting, as most growers already know a proxy fight for control of the management is developing, this being led by Edward C. Bloom, 26, of Osterville, Massachusetts, a graduate of Harvard Law school, a member of the Massachusetts Bar and self-described as a grower and stockholder of NCA for the past 11 years.

Mr. Bloom, in a letter to members of that co-op has asked that voting proxies be turned over to him for the purpose of ousting present "management" of NCA. This management, he charges with failure in the year and a half of its operation in improving conditions, that, in fact, conditions have deteriorated. He wrote he acted solely as a stockholder and a grower and set forth a five-point program, which, if followed, he believed would restore NCA to the position it has dropped from.

Dr. Chandler Talks To Oregon Growers

About 75 growers attended a July meeting of Southwest Oregon Cranberry Club with Dr. F. B. Chandler of Massachusetts, principal speaker. He discussed the Oregon industry survey. This is to be published in bulletin

form and will be available to growers. In addition to comments on the survey Dr. Chandler showed color slides and talked on soil and water relationships in cranberry production.

30-Acre Mass. Bog Changes

Sale of about 30 acres of cranberry bog, the so-called Whitlock bogs at East Wareham, Mass., to Robert C. Hammond, George B. Rounsville, both of East Wareham and Marlin Rounsville of Nantucket is pending signing of final papers.

Properties are the River bog, approximately 7 acres and the Rogers and Ellis bogs, approximately 23 all located near Glen Charlie Road, above the State bog. Owners were Charles E. Whitlock of Glen Charlie Road and Miss Helen Rice of Marlboro. Property has been known as a good producing bog.

Mr. Hammond is an important grower, Marlin Rounsville is the owner of a considerable property, "Windswept" on Nantucket, while George, who is a technical cranberry assistant at the State bog owns a small bog off routes 6-28 at East Wareham. All are long-experienced growers.

NCA SURPLUS CUT DOWN GREATLY

A big hole in the NCA surplus of frozen berries has been made in past weeks, through the "Buy 2 Cans—Save 5c" campaign and other means. A year ago July first amount in freezers was 309,543 barrels, August first of last year it was 302,632. As of end of July of this year it was approximately 176,000 barrels.

Lively Program N. J. Growers Ass'n Meeting

Phil Alampi, the new State Secretary of Agriculture for New Jersey, will be the guest speaker at the annual summer meeting of the American Cranberry Growers Association. This will be held on August 20 at the bogs of Enoch

Bills, New Egypt, beginning at 10 a.m.

Mr. Rampi is famed for his years of Farm and Garden Broadcasting, his friendly manner, and his broad experience with New Jersey farm problems. The program committee feels especially fortunate in securing him. Enoch Bills, manager of the New Jersey division of the National Cranberry Association, is well known both for his accomplishments in the cranberry canning trade and for his green thumb at the bogs. In spite of the long hours Mr. Bills puts in at the canning plant, he somehow finds time in odd moments to keep bogs that look good and yield well. The Bills bogs may be found most easily by turning north on secondary route 539 from State Route 70 at the Whitings cross roads. Then take the first paved road to the left.

Other items on the program are:-

Welcome by President Earle W. Hill.

Committee report on Beckwith, Stevens and Wilcox varieties by V. N. Thompson, William S. Haines, H. Gardner and A. Brick.

The 1956 special cranberry survey by G. G. Butler, Market Statistician.

Trials with Duraset, a fruit setting hormone by C. A. Doehkert.

Luncheon will be unusual too, in that it will be a barbecue of Rock Cornish game hens for the very reasonable price of \$2.

There is ample shelter at the Bills Bogs, so a good meeting is forecast whether rain or shine.

Cranberry Festival September 29th

The 9th National Cranberry Festival, heralding the 1956 cranberry crop, is scheduled for Saturday September 29th at Edaville, South Carver. According to early estimates, the harvest will not run as large as it has in the last 3 years in the combined growing areas of Massachusetts, Wisconsin, New Jersey, Washington and Oregon, but cranberry servings will be just as generous at the festival Chicken-Cranberry Barbe-

cue. The menu includes cranberry juice cocktail, cranberry sauce, jellied or whole berries, and cranberry-orange relish to complement the chicken halves, slow-cooked over charcoal fires and served from 11:30 a. m. to 6 p. m.

Under the sponsorship of National Cranberry Association, the barbecue area at Edaville has been greatly enhanced since last year's fete with permanent roofing over the barbecue pits and a protected walk along the serving line to the pine grove or a circus tent, as preferred.

The six-mile tour of the cranberry bogs on the Edaville line, traveling full stream at 12 miles an hour, is reason in itself for the large attendance at the festi-

val each year. The 2-foot gauge tracks edge the bogs and reservoirs, sand hills and woodlands through typical cranberry country. The trains stop for a close-up view of the thick low-lying vines to prove to newcomers that the American berry does not grow on bushes or trees.

Added attractions at festival time will be traditional harvest dancing, songs, food exhibits and demonstrations, a Garden Club exhibit of cranberry table arrangements, and other contests. Entertainment will be continuous from 11 in the morning until 6 at night.

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FRESH FROM

(Continued from Page 6)

NEW JERSEY

July Wet

July was wet and cool. The rainfall was 8.18 inches compared with the normal of 4.47. The average temperature at the cranberry laboratory was 72.4 while the normal is 75.6 degrees F. For the first 6 months of 1956 there has been a considerable accumulation of rainfall. The normal rainfall for the first half of the year in this area is 25.5 inches while actual total up to July 31 was 30.8 or a surplus of 5.3 inches.

Berries Late

Berries are slow in developing. However, the early drawn bogs which were protected from frost are generally showing up well.

WASHINGTON

July Warm

Average temperature for July was three degrees above that of July last year. Maximums have ranged in the low 90's, but on the 31st the reading suddenly plunged to 35.

Good Control

Dry weather was favorable for control of fruitworm, fireworm, scale, twig blight and red leaf. The second application of wettable sulfur was applied the first week in August with a third spray set for later in the month for control of twig blight.

Red Leaf has become serious on many bogs and in some cases has caused a considerable amount of leaf drop. A Bordeau or Fermate spray will readily check further spread of the disease.

Blueberries Good

This has been a good year for blueberries. As of August first they showed good size and color. Many of the new seedlings show promise in the further development of new varieties.

The annual Field Day was scheduled for August 6th at the Cranberry Station, Long Beach. During the morning program was included time for women, conducted by Mrs. Margaret Hard, head of the Home Economics Research at Washington State College. Dur-

ing the morning men were to have toured the plots and other experimental work at the Station. At noon a lunch was scheduled by ladies of the Cranberry Club with a ham dinner at the Grange hall. Afternoon program featured Folke Johnson with a talk on Twig Blight research, remarks from Leonard Morris on NCA berry policy and a talk by Dr. F. B. Chandler of Massachusetts Cranberry Station, who has been work-

ing with the Long Beach staff since July 30.

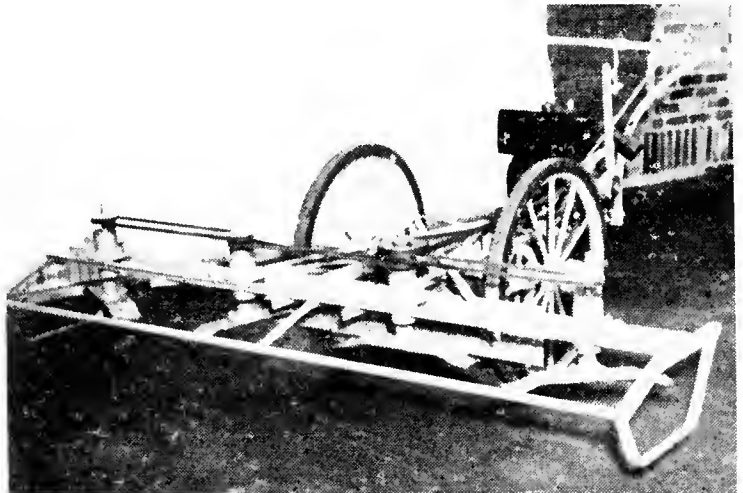
OREGON

July Hot

July was a very dry month. One or two hot days cooked berries on sand areas. A frost on June 11-12 caused some damage.

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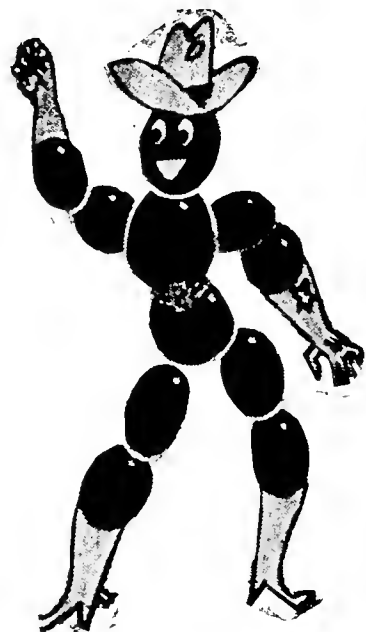
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ALDEN C. BRETT, Executive Secretary, Cranberry Institute. Story page 7.

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Cranberry Crop Less This Year, But Tops Normal

Figures Released at Annual
Meeting of Cape Growers—
Brief Program Held

Total cranberry crop for this fall will be smaller than last year, also smaller for Massachusetts, both compared to production of last year and the ten-year average, according to figures released August 21 at the annual meeting of Cape Cod Cranberry Growers' Association, Wareham Memorial town hall. Preliminary forecast for the country is 957,000 barrels compared to 1,025,800 last year (revised figure) 7 percent below 1955, but 6 percent above the 903,120 average. Massachusetts forecast is for 520,000 as compared to 546,000 (revised historic) last year and below the average of 553,800. Preliminary estimate for Massachusetts last year was 616,000 which did not materialize.

Wisconsin is credited with 280,900 as compared to 315,000 last year and an average of 199,200. Last season was Wisconsin's record production. New Jersey is estimated at 70,000 as against 96,000 last year and an average of 85,000. Oregon is indicated as having its second largest crop, 32,000, compared to

27,300 last year and an average of 18,640. Washington is expected to produce 55,000 compared to 47,500 last year and an average of 46,480. Thus both the small producing West Coast states are higher as compared to the lower prospect in the East.

In making the report Chester D. Stevens, N. E. Crop Statistician declared 1956 was a very difficult year to estimate. In this he agreed with general opinion of growers of both Massachusetts and Wisconsin where extraordinary weather situation had prevailed, resulting in a prolonged bloom and extremely late set of fruit. "I don't call it a good year for cranberries," he said. There was a medium to heavy bloom, followed by a light set and the latest since 1944. "Berries are small in size. Are they going to get bigger?" He characterized other factors of the Mass. season as a rather heavier one in frost damage than usual, insect injury relatively light and moisture sufficient. In Massachusetts there will be a few less Howes than Blacks, about 60 percent Blacks.

Although 300 were served at the chicken and cranberry barbecue at town hall preceding the meeting, which did not get going until about 3:15 it was probably the briefest and lightest in content ever, certainly in recent years. This was due to two facts, first that the weather was rainy, and it has been very seldom that the Cape meeting has had inclement weather, and the main feature of the meeting besides the report of Mr. Stevens was to have

been a series of conducted tours of the State Bog, where the meeting was originally scheduled to have been held. There has been many new experiments instituted there, in research and other changes. Director Chester E. Cross and Cranberry Specialist Dick Beattie were to have shown growers, with many expected from other states, these new features.

Second fact was that the annual meeting of National Cranberry Association had been scheduled for the same day. Plans were for this to be ended early and all who desired, to travel to the State Bog for the barbecue and meeting. Due to unexpected developments at the session of the cooperative that meeting was prolonged. Many members, particularly delegates from other cranberry states, Wisconsin, New Jersey and the West Coast were held up by a directors' meeting and did not reach the growers' meeting at all. Only one who was welcomed from floor of the meeting was Theodore H. Budd, Sr. of New Jersey. About a dozen visiting growers from Massachusetts did

(Continued on Page 15)

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Mass. Cranberry Station and Field Notes

by J RICHARD BEATTIE
Extension Cranberry Specialist



August and Hurricanes

The contrast in weather patterns for the month of August during the last three years has been rather spectacular. Hurricane Carol of August 1954 caused terrific destruction throughout the Cape area. Approximately 250 acres of bog were flooded with salt water when dikes gave way before high tides and pounding surf. A large percentage of the remaining acreage of bog was subjected to wind-driven salt spray. Property damage from high winds was great. The few bogs that were picked just prior to this storm and were flooded with salt water have not yet fully recovered. In August 1955 Hurricane Diane caused extensive damage due primarily to the record rainfall that accompanied this storm. Over 2500 acres of bog were flooded ranging from a few hours to 100 hours. The damage to the crop was substantial. This past August saw a return of something approaching normalcy. Rainfall was slightly below normal and temperatures were slightly above the mean. While no major storm occurred this past August, growers haven't forgotten the September hurricanes of 1938 and 1944.

Berries Size Slowly

The probable size of the crop is always a popular subject as we enter a new harvest season. The official crop estimate released by Mr. C. D. Stevens of the New England Crop Reporting Service at the August meeting of the Cape Cod Cranberry Growers Association was 520,000 barrels for Massachusetts—the smallest since 1952 when sun scald, heat, and drought took a heavy toll of the crop. At the moment (September

10) berry size could play an important part in the final figures. Cranberries are definitely small to average in size this year. This observation is based on a very careful study being carried on by Irving Demoranville of our Station. He began his growth studies three years ago and is accumulating some very interesting and valuable data relative to the size and weight of cranberries during the harvest season. Cup counts made by Mr. Demoranville on early and late-water Blacks picked from the State Bog September 10 show that they are definitely smaller than for the last three years. However, based on his previous work, they should continue to grow for another week or so. A report on his growth studies through 1954 was published in the December issue of Cranberries Magazine. It is well worth reviewing. We are looking

forward to a similar report for 1956.

Late Harvest

It is expected that harvesting will be delayed until nearly mid-September because of light-colored fruit. Berry size is also a factor as indicated above. Adequate supplies of labor is always a problem. The Massachusetts Division of Employment Security has been recruiting workers and will maintain field offices as usual at the Square Deal Garage in West Wareham, the old Fire House in Middleboro, and at the National Cranberry Association headquarters in Hanson. Their home offices in Hyannis, New Bedford and Brockton will continue to serve growers. Anyone needing labor should keep in close touch with their local employment office.

Radio Frost Schedule

The fall radio schedule which supplements the telephone frost service is on next page. We are fortunate in securing the same time schedule as last spring.

Fall Management

The following suggestions on fall management are offered to growers for their consideration. We believe it is an excellent practice to flood bogs immediately after harvest regardless of whether the floats are to be salvaged.

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The harvest operation reveals the thin or weak spots on bogs and a fall application of fertilizer would help considerably to strengthen vines in these areas without promoting a weed growth. The old bucket technique of walking over the bog and spreading fertilizer by hand on areas that need it is still a good practice and one that puts the fertilizer where it will do the most good.

Removal of annual weeds before they go to seed is another sound practice and one that should receive greater attention as prices become more favorable. We refer to such weeds as pitchforks, fireweeds, corn-grass and crab-grass.

Federal Marketing Project

Another federal marketing project has been approved for the Station this fall. It involves a study of the effect of refrigeration on fresh cranberries from shipping point through to the ultimate consumer. One of the key points resulting from our marketing project conducted last fall was the fact that losses were reduced fifty percent where fresh cranberries were given complete refrigeration in the retail store. We believe that this point should be studied further and determined what happens to cranberries if they receive as near complete refrigeration as possible from the time of shipment through to the ultimate consumer. Our shippers are co-

operating with this work as well as the trade and the Extension Service personnel in the cities selected for this study.

TRAIN DEDICATION AT EDVILLE SEPTEMBER 29

A highlight of the annual Cranberry Festival at Edville, South Carver, Massachusetts, Saturday, September 29 is to be the formal dedication of the last of the Boston & Maine steam locomotives and three passenger cars. Patrick J. McGinnis, president of the B & M will make the presentation of the train to F. Nelson Blount, owner of the Edville "Cranberry Belt" line.

Other features are to be the ride to the festival grounds on the Edville narrow gauge from the new Cranberry Junction to the old Edville station now termed Bridgeton; the chicken-cranberry barbecue; a Garden Club exhibit of cranberry table arrangements and a display of cranberry dishes from Indian times to the present. There will be public square dancing through the day and evening with Dick Anderson of Hyannis as chief caller. Other events will be helicopter rides, guessing games, prizes, a traditional salute to the festival, a puppet show and other events for children. Festival will be from 11 a.m. to 6 with square dancing until 11 p.m. Presentation of train is at 3:30.

OF INTEREST TO STAMP COLLECTORS

The Bandon (Oregon) Stamp club will issue a special multi-colored cachet on October 5 and 6 for the Tenth Annual Bandon Cranberry Festival, sponsored by the Lions club of Bandon. Cachet may be obtained for 10 cents by mailing a dime to Stamp Club, Box 295, Bandon.



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WOCB	W. Yarmouth	1240 K.	94.3 mg.	3:00	9:30
WBSM	N. Bedford	12:30 K.	97.3 mg.	3:30	9:00

Cranberries

THE NATIONAL CRANBERRY MAGAZINE

Issue of September 1956 - Vol. 21 No. 5

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

Subscription, \$3.00 per year.

FRESH FROM THE FIELDS

Compiled by C. J. H

MASSACHUSETTS

August Good Month

August was a good month, weatherwise. Temperatures ranged slightly under a degree a day above normal and there were no excessive or prolonged heat waves.

About Average

Rainfall as recorded at State Bog was 3.12 inches as compared to a normal 3.60. But the rain was well spaced. There could have been a little more to good advantage. A build-up of water supplies would have been helpful, as resources are not as high as could be wished for, especially with more apparent possibility of frost this season than normal.

There were no August hurricanes or any real scare, except for Betsy which rumbled up the coast and passed to sea about 200 miles south of Nantucket. Consequently no salt water or spray injury as was the case in '54.

Berries, even after Labor Day were sizing and coloring very slowly.

WISCONSIN

August Frosts

August averaged below normal in temperature and above normal in precipitation, continuing to follow the same pattern as previous months. Little if any irrigating has been done and water supplies at the present are adequate. Frost warnings were issued the nights of the 19, 20, 21, 24 and 25th, with the coldest on the 20th registering 28 degrees. The extended forecast for September is normal temperatures and above normal in precipitation.

Fruitworm continued hatching unevenly and control was variable due to the numerous showers and the erratic egg laying. Overall damage is small and pupation was occurring the last of August.

Preliminary crop estimates range from 275 to 280,000 bbls. based on growers surveys and marsh inspections. Size is quite uneven due to the extended blooming season. Set appears to be about normal with most marshes using tame bees reporting a better than average set. Bumble bee population was up especially in the northern marshes. Insects appear to have played an important role in this years set in Wisconsin. The size of the crop will vary due to the type of weather until harvest, as there appears to be more smaller berries than normal. Top berries were beginning to color the last of August and vines in some areas were starting to change color. It appears the berries will color earlier than normal. Keeping quality is expected to be average or below due to the rainy growing season. Vine growth is about normal or slightly below and budding looks good for next year. With cool temperatures and above normal precipitation vine growth should be curtailed and there is little chance of the buds overdeveloping.

Picking Sept. 24th

Most owners plan to start harvesting the week of September 24th. A considerable number of mechanical pickers and dryers were purchased or built this year. Last year it was estimated that 60% of the crop was mechanically harvested and 40% were mechani-

cally dried. This year it is expected 75% of the crop to be mechanically raked and 85% of the crop mechanically dried.

Some individual estimates are placing the Wisconsin crop at considerably less than the preliminary estimate. Some feel that with the spottiness of the crop, unfavorable weather, production may not go above 250,000 barrels.

WASHINGTON

Excellent Growing Season

August was somewhat dry, except for a brief period of showers during the week of the 20th. The summer as a whole has been an excellent one for the growth of berries, although the boers have had to be irrigated quite regularly. Maximum temperature for



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August was 71 on the 13th and the minimum 41 on the 30th.

Berries Big

Prospects of the crop appear to be better than in recent years. Berries were good in size as September began, and even though the set on some bogs was light and size will make up to some extent for this lack of set. Last year berries were small, quite the opposite from this season.

Most Set Early Bloom

Except on a few bogs the main set came from the early bloom, with only a small percentage of the remaining from later bloom. Apparently high temperature on July 19 came just "right" to injure the young berries at that time. During that period there was a series of rather hot days with the humidity down to possibly 20 percent. Newly set berries cannot survive conditions of this sort unless they are protected by sprinkling.

More on Twig Blight

Investigations of the Cranberry Twig Blight have been continuing during the present season and spore trays which were used to collect the spores of the fungicide indicate that the spores are still being spread and for this reason fungicide applications are necessary. Those collections will continue until late in the fall and it may be necessary to spray after harvest. Proportion of spores varies from one bog to another. Part of the bogs which had thorough application of sulfur during '55 have a considerably lower number of spores this year. While those which did not have a good application last year show a somewhat higher spore yield this year. Trials this season are aimed at timing sprays so that fewer applications may be possible. State bog researchers are also trying several systemic fungicides and one or two of the anti biotic group. They are also concerned with obtaining tolerance limits which will satisfy the Miller Bill requirements.

Expect Early Harvest

Harvest was expected to be earlier than last year, from about

September 25th to October 1st will be the starting dates.

State crop official estimated at 55,000 barrels is 16 percent greater than in 1955 and 18 percent above average.

OREGON

Record Production

Harvest was expected to start earlier in Coos and Curry counties about September 25th upon the estimated crop of 32,000 barrels, which would be the largest in the history of Southwest Oregon. Last year's production was 28,000.

Production would be 17 percent greater than '55 and 72 percent above the average. Berries were sizing well.

Harvest Plans

Preparations have been underway at the Bandon receiving plant of NCA which was recently visited by Marcus M. Havey, of Chicago. Among improvements is a roof over the unloading platform. New packaging equipment was planned for installation. A larger output for fresh fruit is expected.

The cannery at Coquille started the latter part of August, processing some 80,000 cases from the '55 crop which has been in cold storage. This work is ex-

pected to be done by the time the new crop is in.

Meeting

A meeting of local growers was called by NCA advisory board for Sept. 9 at the Frank Ison bog.

NEW JERSEY

August Cool

August was a cool month with less than normal rainfall. The average temperature at the Research Laboratory was 71.9°, or 2° below normal. There were 6 days 90° or warmer but the highest temperature reached was only 93°.

The total rainfall was 3.98 inches, or .84 inch less than normal. The heaviest fall was in the storm of August 20 and 21, which totalled 1.60 inches. The next rain after that fell on Sept. 2 (.8 inch). The streams are full and there is no shortage of water.

Growing conditions have been good. Bogs which escaped the spring frosts and were drawn early show a fine crop of sound berries. Very little fruit rot can be seen anywhere.

Picking Sept. 11

Picking was generally underway by Sept. 14. Over 50 picking machines are said to be in use

(Continued on Page 15)

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Meet the Executive Secretary Of Cranberry Institute

Alden C. Brett Has Held Many, Many Important Positions

Alden C. Brett, who was recently elected executive secretary of the Cranberry Institute is a resident of Belmont, Massachusetts, where the office of the Institute will be maintained. He is a principal partner in the Colonial Cranberry Company which owns and operates eighty acres of cranberry bog at Green, R. I. This, he says, is adequate reason for his interest in promoting a sound, profitable cranberry industry.

Mr. Brett was a visitor in Wisconsin last month, where he attended cranberry meetings and met a number of growers.

His forbears had at least a speaking acquaintance with cranberries as his great grandfather and grandfather resided in the Carver-Rochester area, the former as a Congregational minister and the latter as a country storekeeper, while his father as a teenager drove the stage between Wareham and New Bedford.

Mr. Brett, graduated from the Massachusetts Agricultural College in 1912 as a fruit grower. He was employed for a time by the Massachusetts Department of Agriculture and later became agricultural agent for the Plymouth County Trust Company of Brockton.

During this time he studied at night at the Bentley School of Accounting and Finance and in due time graduated, equipped to become a certified public accountant. He chose to enter industry, however, and took employment with the Hood Rubber Company of which he became treasurer in 1929. Later, when Hood was merged with the B. F. Goodrich Company, he continued as treasurer of the Hood division serving for a time in Washington as legislative assistant to the president of the B. F. Goodrich Company.

During World War II he served in Washington as Assistant Direc-

tor of Purchases of the War Production Board and assisted in the reorganization of the purchasing activities of the United States Navy to accommodate the stepped-up war activity.

He retired from the B. F. Goodrich Company in 1954 and became chairman of the Board of Directors of the Boston Mutual Life Insurance Company. In addition to this position he is a trustee of the University of Massachusetts which awarded him an honorary degree of Doctor of Laws in 1954.

Mr. Brett is president of the University of Massachusetts Building Association, a trustee of Wheelock College, a director and member of the executive committee of the Second Bank-State Street Trust Company of Boston,

and president of the Arrow Mutual Liability Insurance Company.

While vice-president of the Boston Chamber of Commerce he represented the public interest before the Interstate Commerce Commission on the railroad's petition to abandon parts of the Old Colony Railroad System. In 1951 he served as a member of Governor Herter's Fiscal Survey Commission.

Mr. Brett's responsibility will be to conduct the operations of the Cranberry Institute within the framework of the broad policies set down by the Directors of the Institute.

His address is 96 Fletcher road.

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NCA Membership Votes Overwhelmingly Its Confidence In Present Management

Returns "Management" Slates as Against That Proposed By Edward C. Bloom, and Defeats His Motion from Floor for Adjournment to "Open Books"

Management of National Cranberry Association remains the same following the annual meeting Aug. 21 during which Edward C. Bloom of Maple road, Centerville, a small stockholder and grower made an attempt to oust President James E. Glover and other officials. Session at NCA headquarters, Hanson, attended by about 400 members and guests, however, was one of the most outspoken in many years and the frank comments interjected by Mr. Bloom will undoubtedly reverberate throughout the industry for some time to come.

Mr. Bloom, 26, who is a graduate of Harvard Law School, a member of the Massachusetts Bar, now engaged in a New York law office and working to membership in the New York bar and the owner of eight acres of bog located at Dennis, although soundly defeated in his announced effort

to oust the present management, found considerable sympathy among growers in his effort to get more access and more information concerning the corporation for members, and in his charges that matters could be improved within NCA.

The slate of directors he offered in opposition to that recommended—largely the same as last year—was lost by an overwhelming vote. Following ballot count after the meeting, by an outside board of auditors, NCA reported that approximately 129,000 votes were cast out of a possible 144,000. Of these approximately 126,000 were for the original slate, while Mr. Bloom's candidates received about 2900.

Figures were given as approximate, because a number of nominees for directors on both slates were the same. Mr. Bloom headed his own list of nominees and he was given 3,938 votes. He had announced he was not seeking any paid position within NCA. He had sent circular letters to NCA members requesting proxies of growers. His only interest he has said, as a stockholder is to prevent National from falling into ruin and causing further heavy losses to stockholders and growers.

Granted the floor at the opening of the meeting Mr. Bloom demanded to know the salaries of principal paid employees, such as that of Mr. Glover and others. He did not receive this information in the open meeting and charged it had previously been withheld from him when he had sought it as a stockholder.

He asserted he had been refused these figures by the president and "the president has something to hide." He asserted that if Mr. Glover or some other officer did not give these figures during the meeting "I'm going to move to have this meeting adjourned for three weeks to enable me to get a court order to obtain these facts. I shall then tell these facts to you and you shall vote as informed stockholders."

"You are entitled to know the important facts before casting your votes and I shall act at my own expense to give you this right."

Mr. Bloom kept his word and after secretary-treasurer John C.

Makepeace, Larry M. Proesch, director of merchandising, assistant treasurer John M. Harriott and Mr. Glover had made their reports and addresses without divulging these figures to the open meeting he made his motion for adjournment.

(NOTE—A transcript of portions of Mr. Glover's address, replying to Mr. Bloom's charges and setting forth the attitude of management toward improvements, will be found following this article.)

Mr. Glover at once called for a show of hand vote on the amendment of Mr. Bloom, which had been seconded. It appeared to be beaten, but one or two growers asserted the motion had been put so quickly they had not a chance to vote, and there was protest from the floor. Ernest Crowell of Dennis moved for reconsideration of the action.

John Shields of Osterville said there was no reason why the board of directors could not tell the membership what the salaries were. "I am not saying they are too high, but I think we have a right to know what we pay for salaries."



Mr. Bloom Attacks



Mr. Glover Replies

Among others speaking, apparently in favor of Mr. Bloom's arguments were Elmer E. Raymond of Braintree, Warren Baker and Lawrence A. Baker.

"Time at the meeting was extremely limited" declared Charles N. Savery of Cotuit, and Mr. Bloom had already been granted a good deal of it. He said that while he didn't think Mr. Bloom was entirely right he had sympathy for some of his views, but that he should yield that the meeting might proceed as planned. He further said new management should be given a fair trial.

Chester M. Robbins, Onset, chairman of the Industry Marketing Committee, while not disavowing all merit to Mr. Bloom's endeavors said he was very disappointed this new fight had developed within the industry, and it was this continual fighting within the industry itself which was doing it so much damage in its efforts to get out of the depressed condition it is in.

Vote for reconsideration of motion to adjourn was lost, John C. Makepeace making the count of hands at the request of Mr. Bloom.

Mr. Bloom in his address had said that the president's salary had been raised from \$18,000 to \$30,000 he had been told, the salary of the vice president raised from \$10,000 to \$12,500. He had said that several growers had been added to the executive payroll and that a very liberal retirement system had been enacted.

Mr. Bloom in his charges of mismanagement said that last year the net income from NCA products had been \$20,612,000; in the previous year the net sales were \$21,797,000. Volume of sales had been about the same but on this same volume there was a drop of about two dollars a barrel return to growers. He said that while there was a substantial lowering of surplus it had only been done by taking berries out of freezers and putting them into cans as yet unsold.

Two years ago administration expenses were \$241,000, he asserted a year ago they were \$374,000 and last year they were \$503,000, an increase of 35 percent last year and an increase of 109 over year before.

He asserted that only two processing plants were needed, the one at Onset and that in North Chicago. The main plant at Hanson was needed "about as much as I need a hole in the head."

He made his charges of bad management and too high salaries. He urged the growers not to be "fooled" by prepared speeches, that progress was not being made.

He asserted dynamic management was needed, new products should really be introduced and pushed, the price of canned sauce should be raised back to \$2.00 a dozen and returns to growers brought back to \$17-\$18 a barrel.

He said that advertising is the keynote to success in sales. He said he advocated more money for advertising and less for salaries.

He asserted he was not seeking personally to get on the payroll. He said he was simply a lawyer and a grower who doesn't want to see the cranberry industry "go to hell."

Mr. Bloom had also made a motion the board of directors be increased from 24 to 25 or some other odd number in the case of split decisions. This motion was defeated. A motion was made that stockholders receive the annual reports from management at least two weeks in advance of the annual meeting instead of at the meeting. This was not put to a vote upon the assurance of Mr. Glover that this would be done in the future.

Other important matter was a ballot to amend Certificate of Incorporation and the By-laws of the corporation as concerns common stock. Corporation counsel John Quarles explained this and there

was considerable discussion as to "liquidation value." Measure was explained in substance as being an effort to permit common stock to be held only by cranberry growers and not "anyone engaged in agriculture," as is now specified and to put the number of shares on a strictly patronage basis, that is one share for each 4 barrels of a grower's five-year average delivery.

Mr. Proesch, heading up all marketing activities, said there would be no surplus in the 1956 crop, there would be at least 149,000 barrels less than last year. He asserted current surplus was entirely manageable and that this was known among the trade. He admitted that sales had been slow last year, but under new policies and management it had taken time to get sales programs into effect. He defended the new advertising program and said it is all worked out month by month for the next year.

Directors

Directors named and elected on the management slate by balloting were: Walecott R. Ames, Mrs. Althea E. Atwood, Frank P. Crandon, William E. Crowell, Kenneth G. Garside, James E. Glover, Ralph A. Gorham, Carroll D. Griffith.



Edward C. Bloom (CRANBERRIES Photo)

Samuel B. Gurney, Antone T. Leneri, John C. Makepeace, Russell Makepeace all of Massachusetts; William Haines, Edward V. Lipman, Enoch F. Bills, Thomas B. Darlington, New Jersey; Emil Arbet, Fred N. Lange, Roland G. Potter, John D. Roberts, Wisconsin; Leonard Morris, David E. Pryde, Washington; Jack Dean, Oregon.

There were several changes from last year, those replaced being Lawrence S. Pink, Amedeo Sgarzi in Massachusetts; New Jersey, John E. Cutts and Isaac Harrison; Wisconsin, Guy N. Potter, Robert Rezin; Oregon, Mrs. Mae Randall.

Executive Committee is Russell Makepeace, alternate, John C. Makepeace; Marcus M. Urann, alternate, Ralph A. Gorham; Kenneth G. Garside, alternate, William E. Crowell; Thomas B. Darlington, alternate, Edward Lipman; William Haines, alternate, Enoch F. Bills; Fred N. Lange, alternate, Roland Potter; John Roberts, alternate, Emil Arbet.

At the organization meeting Mr. Glover was appointed president and general manager; Frank P. Crandon, first vice president; secretary-treasurer, John C. Makepeace.

Larry E. Preesch, vice president in charge of marketing; H. Gordon Mann, vice president in charge of process sales; Clyde McGrew, vice president in charge of fresh

cranberry sales, and Kenneth Garside, vice president in charge of production and assistant to Mr. Glover.

Slate of directors nominated by Mr. Bloom was Edward C. Bloom, Mrs. Elthea N. Atwood, Enoch F. Bills, William E. Crowell, Russell Makepeace, Marcus M. Urann, Fred R. Lange, Vernon Johnson, Kenneth G. Garside, Leonard Morris, David E. Pryde, Leonard V. Short, Bertram Ryder, Albert Hedler, Edward V. Lipman, Emil Arbet, Isaac Harrison, Robert B. Donovan, Roland G. Potter, John E. Cutts, Ralph R. Crowell, Jack Dean, William Haines and Thomas B. Darlington.

Glover's Address

Ladies and gentlemen, it is not my intention here this morning to engage in any extensive rebuttal or to discuss matters which are of not too much interest in the over-all program of this company.

I came to you some five years ago as the assistant to the General Manager and some sixteen or eighteen months ago I succeeded the General Manager as your President.

And since that time we have been engaged in a program which we are convinced is constructive and which, at the present time, is showing definite signs of progress.

In the course of a trying period

such as the one that this industry has just been through, there is a natural tendency on the part of many people to be extremely critical, to become concerned with major and minor issues, and to feel a deep conviction—sincere and otherwise—that changes should be made immediately. There are sometimes tendencies to depart from tried and established methods and to hasten into untried and unexplored fields.

That has not been the policy of this management nor will it be the policy of this management as long as it is here with you.

Simply to just get squared away on one matter which, I assure you, is minor and seems to be irritating some, that is this greatly discussed matter of executive salaries.

The General Manager's salary is the same as it was fifteen years ago. The executive salaries of this organization have been raised only slightly in the last six years.

What you people probably do not know or have forgotten is that at the time that this management took office, it requested your Board of Directors to appoint a Salaries Committee. That Board of Directors is still in existence and with the advice and consultation of management sets the salaries of your organization.

As I have explained to you in your growers meeting here and elsewhere, it is not the purpose nor the intention of this management to allow these executive salaries to be bandied around in an open discussion for any ulterior purpose or otherwise. That is a confidential matter which has been handled by your Board of Directors.

If you have confidence in your Board of Directors in the matter of salaries, then they have been proper. If you do not have confidence in the Board of Directors with regard to salaries and the formulation of other policies, then you should vote your Board out and get someone else in.

But this management feels, as the managements of many companies feel, that we have to bring in experts from the outside—we have to bring in the best talent we can to handle a very large and rapidly growing industry.

There is no intention on my part to conceal salaries from anyone. It is a delicate and a difficult situation and you people have a legitimate right to know the salaries on a sincere basis.

As I said to you before, please remember your Board of Directors has a Salaries Committee and the handle the salaries of our organization.

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Now, if I may discuss some of the matters which have been in process for the past twelve months, there is a basic law of economy which is the simple law of supply and demand.

When a surplus arrives at an industry, it behooves the management to get out and sell it; but the selling of a product, be it cranberries or wheat or sheep or anything else, is not an idle matter of saying, "We are going out and sell a whale of a big volume of stuff," and let it go.

It does not mean we are going to rush into various programs not knowing whether this program will gain an increase in consumers; it does not mean we are going to engage in an elaborate price-cutting program to reduce your returns.

We are not going to engage in anything other than a very aggressive and determined attempt to increase the consumer consumption of our products by the known and tested methods that we have at our hand.

Our company has had for many years a very effective advertising program. That program has been broadened and expanded in the past and will be broadened and expanded in this coming year.

The basic law of supply and demand is the issue at hand before you today, and any financier or simple declaration that you can increase the sale of your product by the snap of a finger, by the quick idea of one individual, by a simple stimulation of some advertising agency or by some other means is strictly an inaccurate observation.

We have in the past year reorganized the staff of your company. Some of your people, we regret to say, have resigned and left us; others have left of their own volition or at the request of management.

But if I may touch upon this reorganization, you will see the program and the policy unfold as it goes. We were determined last year that we were going to get into the market for new products. To do that, we had to have some new products. You don't just decide there is a new product on the market and then cook it up and it will sell with everybody in the United States.

We are in competition with 4 thousand other items.

So to say that we can increase the sale of our product by a simple remedy or solution of going out and saying we are going to sell a product is strictly erroneous and it is a falsification that I cannot agree to in any way, shape or manner.

We went to the West Coast and we hired the best research man we could find in the cranberry industry, Dr. Filz. He has, in the seven months he has been with us, established and developed some very fine products, and I would like to touch upon them for you.

We have developed that sherrbert base for institutional sales and we are preparing to sell those. We have prepared a new whole sauce product.

We have developed a method by improving our jelled sauce which we think is good but which we hope is going to be much better.

We have engaged in a test of fresh frozen berries and think we know how to package that now and put it on the market this year for the first time. This is a package which will be suitable and applicable to consumer tastes.

We are continuing to test the Cranberry-Orange relish product which we think is good but which, in some areas, the consumer has not shown too much interest. We are continuing to expand our Cran and our cocktail program. All of these are relatively new products to the continental geographical United States.

Now the simple art of selling a product is not nearly as simple as it may sound to you from some sources. We have a very complex society in this country. We have a society, a heterogeneous group of many races with many peculiar types and different types of appetites, and the people who have been here in the previous management will testify to that as well as I.

These are some of the hard facts of selling and marketing in the United States today. And I assure you, very flatly and bluntly, that there is no panacea which will do anything to solve the problem. It's a matter of sound marketing, sound merchandising, good advertising, good control of products, and it is just as simple as that.

There is a middle road for this market and we have—through tests with advertising agencies, with surveys, with a constant consultation with the market, with the competitors and with everybody else—arrived at what we think is a sound marketing policy for your Association, a policy which will allow for the increase in the sales of your current products at a favorable price and will allow for a modest and profitable development of the new products which your research department is developing.

It is not my judgment nor the judgment of those who have been associated with me that we would save or accomplish one iota of

efficiency by selling any of the plants at the present time. There is a survey that is currently being conducted and it is a survey which is designed to determine whether one or more plants could be more efficiently operated or could be shut down.

Now, with regard to selling, we now have a marketing director, who has just spoken to you; we have a fresh sales division. We also had expanded our sales department by creating a fresh frozen division of one man and one secretary. We have an institutional salesman and an institutional home economist.

We have increased the sales representatives in the field by two—one or two. We have increased the number of retail men who go out and represent us in the chains throughout the United States by another number.

The increase in the personnel of the sales department has meant a small increase in your administrative costs. It was a calculated and definite and set policy made by this management after careful consideration with your Board of Directors, Executive Committee.

We have a home economy department which has been slightly expanded, because we are very deep in the conviction that a tremendous amount of free advertising, so to speak, can be gained by the constant use of this publicity which costs us nothing. The type of publicity that comes out in these home economist columns is something that many people take for granted, but it is a thing that has tremendously wide readership in the field of home-making, and that type of gain is something that is always reflected in the use and sale of your product.

Now, we have been engaged in other directions than the reorganization and we think it is to the profit of your Association. We are proud of the fact that in the last fourteen or eighteen months we have reduced your long-term loan by the figure of some million or so dollars.

In the past year we have saved over 300 hundred thousand dollars in the use of freezers. In the past year, we have reduced the unit cost per unit production cost of making your product.

Now, these figures would necessarily all be reflected in earnings to you with one exception, and that is that we were faced with a discriminatory price situation as regards the sale of our canned sauce for the past twelve months. It is not only a marvel to me that we held our own without reducing our price on our canned sauce in the face of the drastic discrimina-

tory prices but I think it is a compliment to Mr. Proesch and his associates that they were able to increase the sales as much as they did in the last twelve months and have increased them as substantially as they have in the last two months.

Ladies and gentlemen, I assure you that there are problems when an association such as yours has to work off a surplus and return its growers to a normal marketing condition.

Now, with regard to the matter of this being your Association and your being entitled to figures, there is a cost accounting division, which is now being transferred to mechanized accounting. You have access any day you wish to the figures that go onto those records upstairs.

We welcome any individual to come for those figures if he has a sincere motive and is a member of this organization. We do not welcome an unannounced individual who arrives the day before the stockholders meeting for figures at a time when we are trying to explain to our bankers what we have done in the past twelve months. I apologize for having been so abrupt to our stockholder yesterday, but we had a program which I did not think

could be held in abeyance at that time.

Haskins & Sells, the outside auditing company for this firm are here and sitting right here and they have a table out in the other room there.

The accounting department has a table out there. The treasurer's department will be there and the Cranberry Credit Association.

You may have access to any of the members of this staff, to our auditors, to our lawyers anytime you wish today or any other time in the course of the year for any figures that you may so desire.

Believe me, we have not been keeping any great hush-hush on this organization. It is not the intention of this management nor has it been the policy of the twenty-four members who have represented you on the Board of Directors for the past twelve months to do anything but conduct this organization in a straightforward, honest, down-the-line approach to the problems we have.

We have admitted our surplus; we have admitted the attempts that we have made to accomplish it. We have admitted the failures that we have made, if we had made any, and we are proud of the accomplishments we have made.

I feel that the reflections in the past months and in the past recent weeks will indicate to our thinking stockholders that this is an organization about to break out of the woods and in some-where near normalcy with regard to marketing and eventually with regard to your returns.

That, ladies and gentlemen, is a quick and brief and concise report from the point of view of management, and I am proud to stand here and give it to you in every sense that we can.

The details, I repeat again for emphasis, are available in the other room—be it auditors, financiers, accountants, loans, production, or what have you.

NOBODY ASKED TO SEE SALARIES

In spite of the invitation to stockholders to look over the records at the finance and auditor's "tables" which were made especially available in rooms adjoining the NCA meeting, not a single one did so, President Glove has asserted. From these books the salaries of management which had so disturbed the session would have been available to an qualified person.

OPENING, \$16.40

National Cranberry Association on September 17 announced its opening price on eastern Earl Blacks at \$1.10 a quarter or \$16.4 a barrel. This is \$3 more than opening last year at \$3.35 a quarter. It was anticipated this price might rise, as indications grew stronger the Mass. crop is short of estate and will be slow in early shipments.

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THE ATTEMPTED NCA OUSTER

THE attempt to oust management of NCA last month won't be forgotten immediately. There were results good and bad. One of the "bad" ones was that it had come at a time when it added to the reputation of the industry as being marked by too much constant internal strife. One notable reaction was that members so thumpingly voted confidence in National management. Mr. Glover, his aids and the directors who placed them in executive authority, should have felt greatly encouraged when the ballots were counted.

But, we imagine "management" also took to heart criticisms made and has done some soul-searching since. There was just enough sympathy with Mr. Bloom's criticisms, whether they were justified or not, to show that grower-members can and are thinking for themselves. That particular point is one all to the good. In years past there has been far too much docility among the rank and file of NCA membership.

On the other hand we believe that many growers showed by their refusal to go along with Mr. Bloom's suggestion that they considered, for one thing, that Mr. Glover and his associates had not had time for a fair trial. As the president pointed out it takes time to put sound programs into effect. And, as he said, not all promotions can be expected to click, even though they sound good at first. Neither did growers forget that every distributor, including National has been working under the handicap of the surplus.

As to Mr. Glover's denial to name salaries at the meeting, it would seem sound-thinking members realized that such a meeting, with press and many other "outsiders" present, is no place to discuss salaries of administrative staff. Mr. Glover has made the statement that books, including salaries are open to any stockholder who identifies himself as such. That would seem to answer the thought that management is concealing what might be considered matters stockholders have the "right" to know.

Editor and Publisher

CLARENCE J. HALL

EDITH S. HALL—Associate Editor

CORRESPONDENTS—ADVISORS

Wisconsin

LEO A. SORENSON

Wisconsin Rapids

Washington—Oregon

CHARLES C. DOUGHTY

Cranberry Specialist

Long Beach, Wash.

ETHEL M. KRANICK

Bandon, Oregon

Massachusetts

DR. CHESTER E. CROSS

Director Mass. Cranberry Experiment Station
East Wareham, Mass.

BERTRAM TOMLINSON

Barnstable County Agricultural Agent
Barnstable, Mass.

New Jersey

CHARLES A. DOEHLERT

P. E. MARUCCI

New Jersey Cranberry and Blueberry Station
Pemberton, New Jersey

CAN WE "CATCH UP" THIS YEAR?

WITH the surplus reduced and apparently a smaller crop in prospect this fall, the industry should have the opportunity, long denied to "catch up" with itself. Distributors should this year be able to do a better job for their clients, or member growers. There should be only one legitimate reason why there could be failure and that would be inferior berry quality.

Maybe this is the long-awaited year when we can clear decks and get started back to normalcy again.

Break Attendance Record At Wisc. Summer Meeting

Marketing Order Discussed—Funds for Dr. Chandler Study This Fall

The summer meeting of the Wisconsin State Cranberry Growers' Association was held August 17, at the Jacob Searls Cranberry Company, Cranmoor. The largest turnout in the history of the sixty nine year old organization was present, estimated at over two hundred people. Growers inspected machinery and equipment which was on display throughout the day.

No Action on Marketing Order

Floyd Hedlund, Deputy Director, Fruit and Vegetable Division U. S. Department of Agriculture, Washington, D. C., was guest speaker. He spoke on the operation of Marketing Agreements and Marketing orders. His talk was most informative and he answered various questions from the floor. Others on the program were: George Klingbeil, Extension Specialist on Small Fruits, Dept.

of Horticulture, University of Wisconsin who showed a fifteen minute film on harvesting cranberries, packaging and types of products made from cranberries. This film is part of a series of education films on Wisconsin products which is being released in the state and nearby areas for consumer education. Eleven T. V. stations in Wisconsin will show this film during the fall months.

Speakers

Alden Brett, Secretary of the Cranberry Institute, spoke on the aims of the Cranberry Institute. Robert B. Hinney of the National Cannery Association, Washington, D. C. spoke briefly as to why his association was against marketing agreements and order. George Hofstad, Plant Pathologist, Plant Industry Division, Department of Agriculture, Madison spoke on Dutch Elm Disease informing the growers this disease had spread into southern Wisconsin and asked them to be on the lookout for it. Dr. M. N. Dana, Assistant Professor of Horticulture, University of Wisconsin, spoke on Selective Herbicides for the cranberry weed control program. He showed slides on some of his experimen-

tal work and reviewed printed suggested recommendations passed out to the members. He suggested these chemicals only be used on an experimental basis until authority for their use was given by the Food and Drug Administration. Joseph Rigney Meteorologist in charge of the U. S. Weather Bureau, Madison was introduced to the members. James Georg Meteorologist in charge of the Wisconsin Cranberry frost warning service addressed the group. He suggested consideration be given to having a full time meteorologist for the cranberry frost warning service.

Dr. Chandler Research

L. Sorensen gave a report on the historical society cranberry exhibit being prepared and asked growers to submit any historical matter to Charles Dempze, Cranmoor who is chairman of this project. The membership voted to pay the expense of Dr. F. B. Chandler for conducting research work in Wisconsin this fall on keeping quality of berries and other related fields. The membership advised the secretary to investigate the possibility of setting up a group hail insurance plan for the members.

The secretary gave an estimated crop figure of 275,000 bbls. for the state this year. This compared to a crop of 315,000 bbls. in 1955 and a 5 year average of 250,000 bbls. The meeting was adjourned at 5:30 p.m.

Lunch was served on the grounds by the Methodist Womens Auxiliary of Port Edwards. Present officers of the State Association are president, Tony Jonjak, Hayward, Wisconsin; vice president, Frederick Barber, Warrens, Wisconsin; secretary-treasurer, L. Sorensen, Wisconsin Rapids.

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CAPE MEETING

(Continued from Page 2)

show at the bog in response to an invitation by Dr. Cross given at the meeting but that was all.

Officers Re-elected

There was no contest for officers, the same slate being elected for a second term as is customary. President is Arthur T. Handy, Pocasset; first vice president, Ferris C. Waite, Plymouth; second vice president, Ralph Thacher, Marion; secretary, G. T. Beaton, treasurer, Mrs. Ruth E. Beaton, both of Wareham. Directors are the officers and Frank P. Crandon, Dr. C. E. Cross, Kenneth Garside, Robert C. Hammond, Philip H. Gibbs, Osborne Bearse, president lower Cape club; Charles N. Savery, president Upper Cape club; David Lombard, South Shore club and Oscar L. Norton, South-eastern club.

Dr. H. F. Bergman, retired, was made an honorary director to join the retired Dr. H. J. Franklin and Chester E. Vose of Marion.

Secretary Beaton read a report from Chester W. Robbins of the Industry Marketing Committee, telling of efforts to pass the "cranberry bill" which failed when it was not acted upon in the senate before adjournment. Report told of 90 percent of grower support and of most of the co-operatives. Expenses of the committee had been borne by the Cranberry Institute, made up of distributors, who assess member growers on a patronage basis.

Louis Webster Massachusetts Commissioner of Agricultural Marketing told his committee had funds for radio spotting of various products and that cranberries would be prominently promoted this fall.

Guests introduced included Congressman D. W. Nicholson, who introduced the cranberry bill to the house, State Representative Hastings Keith; Senator Edward C. Stone; L. Roy Hawes, Massachusetts Commissioner of Agriculture; Representative A. H. Worrall, Wareham; James W. Dayton, director of extension service, University of Massachusetts; Harold Woodward, Bristol County Agent.

FRESH FROM

(Continued from Page 6)

in New Jersey.

A severe frost occurred the morning of Sept. 10 with temperatures generally around 24° and 25°. Most berries were still very green. One property reported



Congressman D. W. Nicholson, who introduced Cranberry Marketing Bill was a guest at Cape Growers' Meeting. (CRANBERRIES Photo)

22. Due to the Weather Bureau's noon-day warning most of the crop was flooded. However, dry bogs in cold locations were severely damaged.

**NCA '56 ADVANCE
\$6.50 PER BARREL**

Announcements were made at NCA meeting that initial advance on 1956 berries will be \$6.50 per

100 pounds. Last year's first advance was \$5.50. Another payment of \$1.00 on the '55 crop was mailed to growers August 17, making total payment to date of \$6.50. A dividend of 2 percent on preferred stock is scheduled for September 15th.

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Annual New Jersey Growers' Meeting

Enoch Bills, manager of the New Jersey Ocean Spray cannery, was host at his personal bogs to the summer meeting of the American Cranberry Growers' Association. The meeting was held August 20th in the spacious shed where he stores his berries as harvested. Gerry Zich of the State Department of Agriculture supervised a barbecue at which delicious Rock Cornish Game hens were broiled. Attendance was at record high in spite of the cold, rainy weather.

Earle Hill, President, owner of bogs at Lower Bank, opened the meeting with welcoming remarks.

Vinton Thompson reported for the Varieties' Committee stating that in one test on the Anthony DeMarco bogs, where Wilcox, Beckwith and Stevens are growing side by side, the Wilcox appears to be producing at about the rate of 200 barrels per acre. There is a dense covering with uprights, no rank growth and the berries are borne well up on the uprights. The season is the same as Early Black. Beckwith, which ripens with Howes, has a crop comparable to the average Early Black or Howes crop. The vine growth is somewhat coarser with more runners than the Wilcox. It is a large berry and is supposed to ripen with Howes. Stevens shows the poorest crop of the three, has the fewest uprights and the vines are coarse. The soil in the test area is light Savannah with the water table about 16 inches below the surface. The bog has been sprayed and there was no rot noticeable in late August.

Phillip Alampi, the new Secretary of Agriculture, was the guest speaker of the day. He urged cranberry growers to become better acquainted with other farm groups and to become more active in general farm affairs in the State. Mr. Alampi strongly emphasized the importance of modern, effective marketing. Too much farm produce, he said, leaves the farm in fine condition but has lost its quality or its consumer appeal

by the time it gets to the retail store. After all, that is the time when the buying public determines the success or failure of a fruit or vegetable. The State Department of Agriculture is going to organize a marketing council representing all farm groups. Alampi urged the cranberry growers to see to it that they send adequate representation.

Gordon Butler, Chief of the New Jersey Crop Reporting Service, gave some very interesting figures of the acreage of cranberries in New Jersey that are receiving care and those which have been abandoned. Charles A. Doehler reported on an experiment with a fruit-setting hormone. These two talks will be reviewed in a later issue.

Fall Fertilizing

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Consumer Grade A

Major distributors of Massachusetts berries were represented at a meeting at Cranberry Experiment Station September 6th, just before the start of 1956 harvest which reviewed grades for fresh cranberries. The group also discussed plans for the second year in which quality of fruit is to be checked from the time it leaves a shipper until it reaches the consumer.

Several months ago U. S. consumer standards for fresh cranberries were set up. Under this all fresh fruit would be "U. S. Grade A" or "off-grade."

Grade A sets up certain specifications as to variety, color and size, being not less than 13/32 of an inch in diameter. Tolerances are 3 percent which fail to meet size requirements, 5 percent which fail to meet remaining requirements, but not more than three-fifths of this amount, or 3 percent allowed for cranberries which are soft or decayed at shipping point, provided that an additional tolerance of 2 percent or a total of not more than 5 percent shall be allowed for soft or decayed berries enroute to destination, and 5 percent for containers in which cranberries fail to meet the requirements of fairly uniform in color. All other fruit would be "off-grade."

As concerns the quality check-up, this is to be made by Massachusetts State Cranberry Specialist J. Richard Beattie who visited mid-west and eastern markets last year and will do the same this fall. Special consideration this year will be given to refrigeration aspects.

Gilbert Irish, chief of the federal inspection, Boston, USDA, was present.

Late Developments

As anticipated, Massachusetts harvest started, about two weeks later than usual. There was scattered ditch and thin vine picking about Labod Day, and a little more began weekend of 8-9. Ber-

ries refused to gain in size and color continued light. Crop at this time (Sept. 14th) was not expected to go over estimate, and possibly less.

Generally rates are prevailing about the same as last year it was estimated at a local office of Massachusetts Division of Employment Security; 50 cents a scooped box on shore, 45 on bog; by the hour \$1.50 to \$1.60; machine operators, \$1.50 to \$2.00 an hour with perhaps the average \$1.75.

Price as expected to be opened by NCA the week of September

17th. Opening on eastern blacks last fall was \$13.40 on the 9th. Perhaps first cars shipped were those by Decas Bros., Warcham, who sent out two cars on the 12, one to Canada, both going at \$4.50 a quarter, F. O. B. Canadian car would be \$5.25, with freight and revenue taxes at destination. NCA shipped two cars at about the same time at an undisclosed price.

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Inventory of Cranberries
– September 1, 1955

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Inventory of Cranberries
– September 1, 1956

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INDIAN "PRINCESS" (Silverfoot) Migi Mingo, samples a piece pemmican at Edaville Festival. (CRANBERRIES Phot

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Supt. Doughty removes glass slide inserted into test tube of bazooka-like spore trap for determining when to spray for tip blight. Board dike behind him is used in flooding bog for harvest when berries are held high by water for picking with "egg-beater."

Bazookas and Sprays for Cranberry Blight

By ROBERT L. SINCOOK, Field Editor

(Editor's Note: The following consists of excerpts of an article in "The Washington Farmer.")

Strange "weathervanes" that look like bazookas were fixtures this summer in Washington's cranberry bog country of Long Beach and Grayland. They save a lot of work in pinpointing the time to spray for control of vine-tip blight.

The gadgets are spore traps, explained Dr. Folke Johnson, plant pathologist of Western Washington experiment station, during field day at the Cranberry-Blueberry experiment station,

Long Beach. He and the Long Beach station staff designed them so that wind-blown spores of the fungi which cause blight of the cranberry vines' upright tips can be collected within the tube-trap on a glass slide coated with a sticky substance.

The "bazookas" trap the spores that in 1955 had to be collected by picking numerous upright shoots of the vines for laboratory examination.

The slides were collected periodically and sent to Johnson's laboratory for checking on the stage of spore development. When

conditions are right for action Johnson sent word it's time to spray. This advice was then circulated among growers by the Pacific county extension service's specialist in cranberries, Ralph Tidrick.

Washington State college stations have been doing research on tip blight about three years. During the years when control of tip blight will have to be done by spraying it's probable that bazooka spore traps and these spray "forecasts" will remain a part of cranberry culture. This is like the practice in some areas of using cherry fruit fly traps to enable orchardists to know when to begin

(Continued on Page 15)

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Mass. Cranberry Station and Field Notes

by J. RICHARD BEATTIE
Extension Cranberry Specialist



Frosty Fall

Weather conditions in September and early October have greatly delayed harvesting operations. Rains and frosts have occurred at untimely intervals so that it has been impossible to pick for more than two or three consecutive days. This situation combined with a very late season and a shortage of labor has greatly plagued the growers to date (Oct. 9). Rain occurred on 15 days in September and 4 of the first 9 days in October. We have released 8 general frost warnings during this period compared with one in 1955. While the total frost damage at this time is estimated to be relatively light (10,000 barrels), individual growers have suffered as high as 50 percent losses on some bogs.

However, we do have at least a few redeeming features that should be noted. First, field decay appears to be at a minimum on most bogs and sound fruit of good keeping quality seems to be the rule. Incidentally, our keeping quality forecast issued June 5th would seem to substantiate present conditions. We will be better informed on this particular point when Dr. Bert Zuckerman completes his studies during the fall. The second point is the good work being done by picking machines in Massachusetts which has greatly relieved the harvesting problem on many bogs. New improvements, good servicing and careful operation of these machines have greatly increased their effectiveness. A third point might well be mentioned; namely, the careful attention on the part of our shippers and packers in the screening and preparation of

cranberries for fresh and processed outlets.

The writer believes that it is in order to commend Betty Buchan of the National Cranberry Association, and their committee, for the very successful Cranberry Festival that was held at Edaville September 30th. They arranged a splendid program that attracted thousands of people to Edaville for a most enjoyable day for all members of the family. A festival of this type not only has great promotional and educational value for the cranberry industry, but also serves as an excellent medium for stimulating good public relations with the press, radio and TV representatives, marketing officials, the many friends of our industry, and, last but by no means least, Mrs. Consumer and her family. A complete story of

this colorful event is found in this issue of Cranberries.

Marketing Report

The first cranberry marketing report for fresh fruit was released in early October from the Agricultural Marketing Service under the direction of John O'Neil. This will be the third season that such a report has been prepared for growers and shippers. It is an excellent service and one that should be continued. At the present time it is being sent to members of the Cape Cod Cranberry Growers Association but others may receive a copy by writing to Mr. O'Neil, 408 Atlantic Avenue, Room 703, Boston 10, Mass., requesting that their names be added to his mailing list.

Fall Management

The following suggestions on fall management are offered to growers for their consideration. Dr. Cross believes that it is a good practice to pull out woody plants such as **hardhack**, **meadow sweet**, and **bayberry** after harvest. There is an added incentive for removing such weeds because they definitely hamper harvesting operations, particularly where picking machines are used. He suggests that it would be wise to defer sanding the low spots on

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bogs where cutgrass is a problem until the drainage can be corrected. Grassy areas, asters, and tussocks of sedges and rushes can be checked with spot treatments of stoddard solvent this fall. We still haven't received clearance for the use of amino-triazole on bogs but the research work will continue.

Fertilizing This Fall

The harvesting operation reveals the thin or weak spots on bogs and a fall application of fertilizers would help strengthen vines in these areas without promoting weed growth. This point is well worth considering. The 5-10-5, 8-16-8, or similar formulations of a complete fertilizer with a 1-2-1 ratio, is suggested for this purpose. The rate of application should be governed by the condition of the bog and the 1956 crop. The Fertilizer Chart has some suggestions on these points but usually the rate would be between 200-500 lbs. per acre.

Market Dulls After First Round

Opening cranberry market figure of \$4.10 a quarter, set by NCA on September 15th met with little resistance for first sales, but as the first "round" was filled, sales were reported as slacking off to a certain extent. Weather was mostly hot in mid-west and extremely hot in the far west, said distributors which, as is so often the case during early market did nothing to stimulate herry demand.

With the Massachusetts crop two weeks or more late the Wisconsin fruit began to move to market on the 17th of last month and was in full swing by the 24th. Price of this fruit was \$4.10 a quarter for Natives and \$4.25 for Searls. Cranberries were then in conflict between Wisconsin and Eastern Early Blacks, which some years are largely cleaned up before the Wisconsin reach market, and the market dulled.

In opening its price NCA announced there might be a price change October first, but at that time President James E. Glover said the market situation did not warrant an increase even though

Four

the crop appeared to be shorter than preliminary estimate.

USDA Agricultural Marketing Service reported Oct. 9 that carlot shipments from Massachusetts as of Oct. 1 were 39 cars as compared to 72 last year. Markets were reported as mostly steady or dull.

Market Inspection

Mass. Cranberry Specialist Dick Beattie left October 15th for his first trip of the season on market inspection, the Federal project on which he studies at first hand the condition of fruit as it is offered to the consumer. This trip was to Detroit and he was to check on a shipment to chain stores made from Boston. He had made a preliminary trip the middle of September to line up the situation on the receiving end, and with excellent cooperation promised expects to have some very important reports on consumer quality to make this fall.

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

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1. The names and addresses of the publisher, editor, managing editor, and business managers are:

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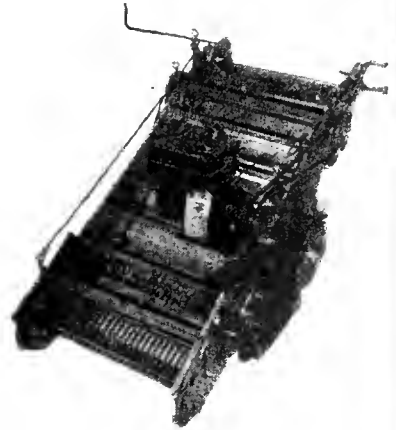
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THE NATIONAL CRANBERRY MAGAZINE

Issue of October 1956 - Vol. 21 No. 6

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FRESH FROM THE FIELDS

Compiled by C. J. H.

MASSACHUSETTS

Frosts Delay

Many days of some rain and a few frosty nights in September delayed harvest, in addition to the lateness of ripening of fruit itself. First frost of the season occurred on the night of September 20. A low of 19 was reported at Green, Rhode Island, and a number of 21s and 22s, with the average perhaps 24. There was frost again the following night.

September frost losses as a whole, although individual growers suffered considerably, were put down at State Bog as approximately 10,000 barrels.

Sept. Cool, Drier

September, continuing the general pattern of the year to date, was definitely colder than normal, a little more than three degrees a day. Boston weather bureau reported a deficiency of 99 degrees for the month, with an accumulation from normal since January first of 148 degrees. Month was also a little cloudier than preferred, and September is a month important in Massachusetts in the sunshine build-up for the following year's crop. Rain fall was off, also, there having been only 2.75 inches as compared to a normal of 3.74.

Good Color, Sound

Berries, with the late season were very slow in developing size and color. September started especially dry and the rain which followed the first frost helped a little in size and color and so has subsequent weather. Berries, though extremely small, were uniform in size, but they are

October Cranberry Estimate

USDA estimate of October 12th gives a total production of 925,000 barrels, 10 percent less than the 1955 crop, and less than the preliminary August figure of 957,000 but two percent above the ten-year average of 903,120; Massachusetts crop also dropping from 520,000 preliminary to 475,000 barrels, comparing with a 1955 crop of 546,000 barrels and a ten-year average of 553,800.

This is the smallest total crop since 1952 when 803,500 barrels and smallest Massachusetts crop since the same year when production came to 445,000 barrels.

For Massachusetts, report says dry, cool weather during August and early September slowed the sizing and maturity of berries. Entire growing season was cool and berries grew slowly. Berries are unusually small, and on many bogs the set tended to be confined to the top of vines. Late damage from fruitworm has been heavier than usual in some lots of berries. Berries show very good keeping quality.

Prospects for Wisconsin remain at 280,000 bbls., same as preliminary. Harvest was about half finished by October 1. Favorable weather in September caused crop to mature rapidly. Berries are smaller than usual.

New Jersey estimate was upped from preliminary of 70,000 to 75,000, but still smaller than average and last year. Prospects for West Coast improved; Washington is now expected to have 63,000, 55,000 preliminary; Oregon 32,000 same as preliminary, both are well above average and Oregon's nearly double.

Production of Cranberries

States	Average 1945-54	Production of Cranberries		
		1954	1955	Indicated 1956
Barrels				
Massachusetts	553,800	590,000	546,000	475,000
New Jersey	85,000	87,000	90,000	75,000
Wisconsin	199,200	250,000	315,000	280,000
Washington	46,480	61,500	47,500	63,000
Oregon	18,640	30,000	27,300	32,000
UNITED STATES				
(5 States)	903,120	1,018,500	1,025,800	925,000

sound and late picked fruit of excellent color and heavy in weight. When permitted to stay on the vine until fully ripe, as so many of them were, beautiful cranberries were being picked

the early part of October. Some extremely small berries ran a cup count of as high as 160 while others were at a much better 90.

Few Growers Finished

Harvest of Early Blacks gen-
(Continued on Page 12)

WISCONSIN

CRANBERRY QUALITY - 1955

Pointing Out Astounding Amount of Abuse Berries Take By

Dr. George L. Peltier, Consultant, Indian Trail, Inc.

Early in the fall of 1955 it was forecast that the quality of the harvested berries would be below normal and if a good pack was to be shipped, extra precautions in milling and especially hand sorting would be necessary. In order to check on the number of unsound berries finding their way into packages, samples were withdrawn (cello and window boxes) from the packing line at the various warehouses, from time to time, and a count made of the bad berries. These were then separated into 5 lots, i. e., black and bitter rot, end and side rot, due to definite pathogenic fungi; blossom end rot, a physiological trouble; soft berries (frozen, scalded, etc.); and finally bruised berries due to mechanical injuries.

As can be noted from the table, the percentage of unsound berries in the samples ranged from 1.1 (slightly more than 1 berry per 100) to 7.0 (7 berries per 100) with an average percentage of all samples of 3.6 per cent, which is somewhat greater than the tolerance necessary for an acceptable product so far as the consumer is concerned. Breaking down the samples according to variety, the percentage of unsound berries were: Searles, 3.57; McFarlins, 2.04; Howes, 5.65; and Natives, 3.2 per cent.

It is of primary interest to note the causes of the bad berries which pass through the mills and over the sorting tables and find their way eventually into a package.

Black and Bitter Rots: With a proper and timely fungicidal program, these rots can be controlled in the field. Although the amount of these rots are decreasing from year to year, 5 samples showed the presence of one or more affected. Too, what few black rot berries get by the mills can readily be picked out on the sorting tables.

End and Side Rot: The Searles variety is especially susceptible to this fungus. End rot will be prevalent so long as berries are raked on the flood. No known control treatment is effective

against end rot. Approximately 35 per cent of the bad berries found in the Searles samples were caused by end rot at the stem end. The early stages of this rot are difficult to detect on the sorting table once they pass through the mills. Fortunately, end rot is not too prevalent in the other varieties.

Blossom End Rot: This defect was first seen on two bogs in 1953, while this season it was more widespread and serious. The

Percentage of Unsound Berries in Packages Examined During the 1955 Packing Season

Date	Cup Count	No. Per lb.	% Bad	Black Rot	Percent Showing			Bruised
					End Rot	Blossom End Rot	Soft	
SEARLES								
10/4	70	321	3.1	—	—	—	—	—
10/10	72	331	4.4	—	—	—	—	—
10/5	74	371	3.9	—	—	—	—	—
11/2	74	326	5.4	10	37	18	20	16
11/16	74	351	1.5	0	49	15	25	20
10/10	75	378	1.8	—	—	—	—	—
10/31	84	376	9.6 1)	—	—	—	—	—
11/2	81	379	2.2	0	24	8	4	64
11/11	75	358	4.2	0	57	18	5	26
11/2	83	385	7.0	2	9	59	14	16
11/2	82	376	3.0	0	40	18	16	36 2)
11/9	84	378	3.9	0	39	23	10	28 2)
11/30	86	439	1.9	0	19	0	81	0
11/3	88	416	2.4	0	0	97	0	3
11/8	82	418	4.3	0	34	4	40	22
11/21	80	401	4.0	0	36	6	31	25
11/5	99	428	2.0	0	64	0	14	22
11/8	90	427	2.7	3	36	6	12	43
11/11	84	357	4.8	0	58	9	19	14
11/8	82	419	2.3	0	62	4	4	30
11/29	88	388	6.6	2	42	14	30	12
MC FARLINS								
11/5	86	340	3.0	0	20	10	40	30
11/10	111	517	1.5	0	0	0	72	28
11/12	54 3)	261	2.1	0	0	0	100	0
12/1	66	321	1.1	0	15	15	70	0
12/8	66	318	2.5	0	0	12	63	25
HOWES								
11/29	116	423	7.0	0	3	46	24	27
12/1	83	369	4.3	0	9	79	70	12
NATIVES								
10/3	112	495	2.0	—	—	—	—	—
10/10	107	529	1.6	—	—	—	—	—
12/6	98	471	6.0	1	3	0	63	20
11/5	93	414	1.8	0	33	—	33	34
12/8	109	505	3.7	0	10	5	80	5

1) Remilled

2) Hail

3) New Vines—first crop

berry is affected at the blossom end, first appearing as a type of scald which seems to be associated with a hot, dry season and a heavy bottom crop. As can be seen from the table, it appears to be more serious on some bogs than others. In one sample 97% of bad berries was due to this trouble. Many of the scald areas are rather small and such berries pass through the mills and are missed during sorting, especially when the defect is on the underside of the berry as it is carried along on the sorting table.

Soft Berries: Only rarely do soft, scalded berries get over the jumps of the mills and those few which get onto the sorting table can easily be seen and discarded. On the other hand, the soft, but plump frozen berries can bounce over the jumps and are extremely difficult to spot on the sorting table, since as they move along on the conveyor about the only way they can be detected is on the basis of a slightly off-color from the usual cranberry red of sound colored fruit. The larger number of frozen berries this season can be correlated with the lateness of the harvest and bog temperatures of 26° F. or below.

Tru'sed Berries: It is really astounding how cranberries can stand the abuse they receive from handling until they reach the ultimate consumer. If one examines 100 berries under a magnifier, at least 95 of them will show mechanical bruises of one sort or another. True, many cannot be detected with a naked eye, yet they are present and in many instances they serve as portals of entrance for fungal invaders. Such bruises are incurred during raking, dumping of the rakes into the picking lugs, throwing the lugs into the trucks, jolting over the dykes to the warehouse, dumping the berries from the lugs into slatted crates or into the hopper of a machine drier, jostling of the berries during the drying process, filling of the storage crates and stacking for storage, hauling and dumping of the berries into the hopper or grader, passing through the grader, on conveyors to the

mills, where in order to pass over the jumps they must have sufficient bounce to clear them, on conveyors to the sorting tables, on conveyors to the packaging machines, and finally into the cases. I know of no commercial fruit that involves as much handling during harvesting, storage, and packaging as cranberries. Really it is marvelous when one reflects on the many and diverse ways cranberries can be bruised and still remain sound. Yet this is only the beginning, since up to 1200 cases can be stowed into a large truck and transported for hundreds, even thousands, of miles under variable weather conditions, over our highways. After they are unloaded at a terminal warehouse in a distant center, the cases may be handled and trucked at least a half-dozen times before ready for the consumer.

So far as mechanical bruises are concerned, if they are small

and inconspicuous, without visibly marring the berry, they are not too much of a factor in the general appearance of the fruit. It is only where the bruises serve as an entrance to rotting organisms or the blemishes detract from the appearance of the fruit that they are a serious factor. Note that the percentage of mechanically bruised (visible) berries varies from zero to as high as 64 per cent of unsound berries (see table). The extent of the bruises can be correlated to some extent with the individual grower. Without question, the proper handling of the berries from harvesting to consumer would materially reduce the incidence of berries with mechanical bruises.

Of course, when hail strikes in August or September, the amount of damage incurred is in direct ratio to the size and number of hailstones. Ordinarily if the bruises are not too large or deep



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and the cuticle has not been broken, the berries will come through fairly well by the time of harvest even though the blemish is quite noticeable. The only way to eliminate badly hail-damaged berries is by sorting or sending the crop to a processing plant.

RECOMMENDATIONS

If we are to maintain a high quality pack well beyond the minimum standards which are being proposed for 1956, the incidence of unsound berries in packages reaching the consumer must be radically reduced. This can be accomplished only by good management of the bogs during the growing season and proper handling of the berries from harvesting to packaging. Losses from fungi can be insured by a good fungicidal program, freedom from insect damage, by proper insecticides, the production of firm, sound berries by the judicious use of fertilizers, and finally, by careful handling of the fruit from harvest to the time it reaches the consumer.

Eatmor 1956 Sale Program

Eatmor Cranberries, Inc., who market under the name "Eatmor" has announced a new and broader promotional and sales program for 1956. Lester Haines, General Manager, said at the company's home office in Chicago that he felt the most significant change in the program was the "packaged deal" being sent to all distributors which contains all the point-of-sale material in an individual paper bag. This prevents the possibility of loss of any of the pieces and makes the package easy to handle.

The point-of-sale material includes a large heavy cardboard display piece, fitted with a flap at the top. This poster can thus be used as a standing display by clipping it to a light pole. It can also be used clipped to a gondola or shelf. Other material includes the colorful window streamer, streamers especially made for Fresh Cranberry Week and day-glo price cards. A complete innovation is the addition of 12 brilliant red and white cranberry-men, built of heavy chipboard, each about 10" high and 3 to 4" wide.

This year Eatmor is offering a new and modernized four-color

recipe booklet available to consumers on request.

Last year's successful display contest will again be held and

Eatmor's five minute non-commercial motion picture on cooking cranberries is expected to get wide use.

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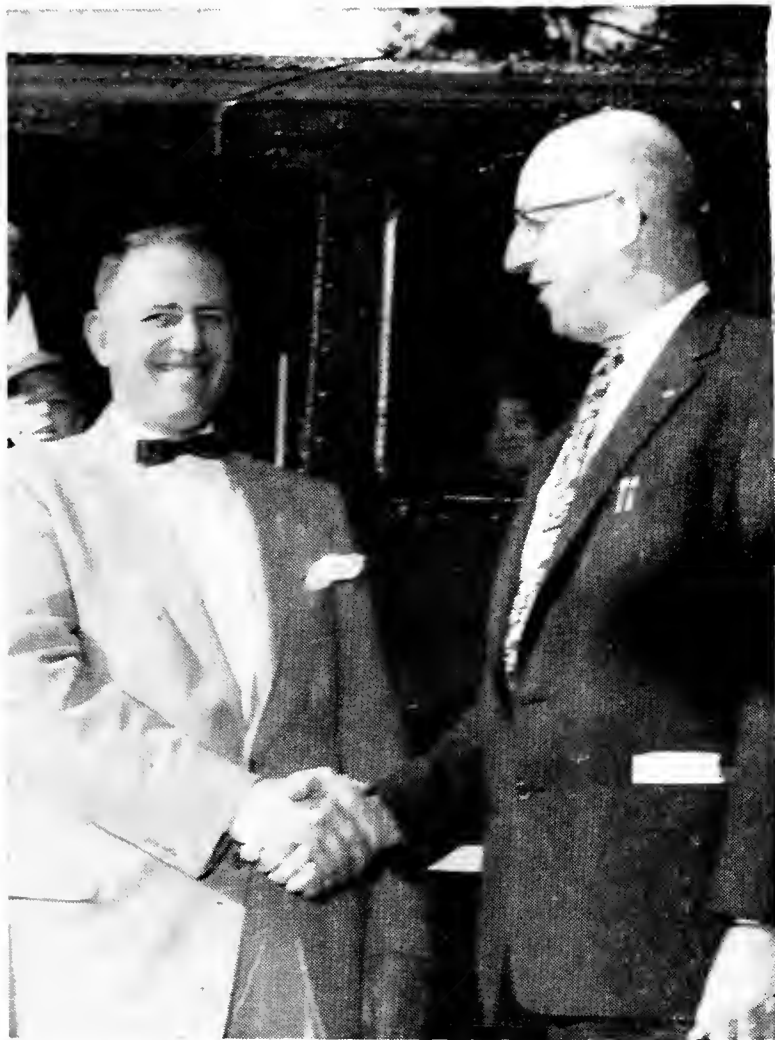
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F. Nelson Blount, owner-operator Edaville officially received as gift last locomotive of Boston and Maine R. R. from George R. Hill, assistant to President Patrick J. McGinnis. (CRANBERRIES Photo)

Roads Jammed With Traffic As Cranberry Festival Holds Forth

Edaville Accepts Steam Locomotive

Biggest feature of 9th annual Cranberry Harvest Festival, Edaville, Sept. 30 was the crowd from all over New England which jam-packed into South Carver. It was a record, tying up traffic in all directions, as police from Wareham, Carver, Middleboro, Hanson and state police kept the long lines of cars moving.

Affair was set for day before but rain intervened, and it was postponed until the following day. However more than 3,000 appeared in spite of the weather and an

impromptu program was put on.

A total of 10,368 persons rode the two 13-car double-header engine trains which operated at 15-minute intervals all day Sunday and 7868 were served at the chicken-and-cranberry barbecue, with about 1600 served Saturday. There were others who did not ride the train or eat at the barbecue.

Representing Governor Christian A. Herter was James F. Mahan, his administrative assistant, who expressed the State's good wishes for the successful disposal of the cranberry crop. James E. Glover, president of National

Cranberry Association, presided at the stage events opening at 2 in the afternoon.

Last steam locomotive and train of the Boston and Maine railroad was presented to Edaville by George H. Hill, assistant to Patrick J. McGinnis, president of the railroad. It was accepted by F. Nelson Blount, president of Edaville (who said this train represents the first in a long line of his "Cavalcade of Steam" which will preserve the iron horse for future generations. The 90-ton locomotive will be activated by air pressure in its permanent location shortly. This engine said Edaville Historian John W. Merrill, had been built in 1907 and its original number was 100. It had travelled more than 3 million miles. Cars of the train were painted a bright yellow, which was the actual color of the Maine trains at the time the cars were put in operation.

Highlight of festivities was an "Indian Harvest" ceremony, with Indian Princess Migi "Silverfoot" Mingo of New York a descendant of the Wampanoags and Robert "Muskrat" Anderson formerly of Penobscot. Maine performing the traditional Indian harvest rites, which involved cranberries. This was named "Massassoomineuk," meaning "Much Cranberries." Miss Mingo during the day passed out samples of Indian pemmican, this being made of dried beef, cereal and cranberries. It was originally made of bear or venison, ground corn, suet, fat and cranberries. It was the "K" ration of the Indians while travelling.

A 30-minute fashion show featuring cranberry red and pink attire, accessories, luggage, was another feature. Announced by Ray Dorsey of Station WHDH it was planned by fashion coordinators from New York.

Featured in the show were bridal gowns, the brides including Mrs. Joy Reese Young, Harwich, 1952 cranberry queen and Miss Diane Hilliard of Sandwich, queen of 1955. Other models included Jean Phillips, Hanson; Susan Shaw, Carver; Barbara Smith, Harwich and Peggy Early, Pembroke.

Selections were played by Cape Cod Chorus, and there was music by Leo Marseta's military band.

Many enjoyed trying to pick good bouncers from a supply of freshly harvested cranberries and the "bounciest" won cranberry prizes, including helicopter rides. The helicopter also gave a demonstration of crop dusting over the cranberry bogs. Top winners of the guessing contest were Warren E. Fuller of North Quincy and Pearl Goodwin of Stoughton.

Twenty-five garden clubs from Massachusetts and Rhode Island

displayed how cranberries may be used as a decor for the holiday table as well as in appetizing dishes. Winners of the exhibit were: Section A—First prize the Perennial Planters Garden Club (Providence) for A Buffet Supper with Cranberry the Theme; Second prize, Gention Garden Club (Centredale, R. I.) for Sunset Salute to the G. A. R., under the Elm; Third prize, Wayland Garden Club for Christmas Buffet Supper, Honorable Mentions, Cochituate Garden Club for Christmas Supper; Cohasset Garden Club for Christmas Day Luncheon and Braintree Garden Club for Halloween Party. Section B—first prize, West Newton Garden Club for Cranberry Harvest Supper; Second Prize, Holbrook Garden Club for Valentine Luncheon; third prize Norwood Garden Club for Thanksgiving Day.

Entry of Wareham Garden Club, Mrs. Roy Reed and George Cordes in charge, was a Thanksgiving dinner set-up, with rose china and goblets, china with a turkey motif, white graduated candles and floral pieces.

Special for children was the Whiting Milk Commany Benjamin Blake Marionette Theatre giving performances at 1:00 and 4:00 p. m. The unique little theatre was complete with lights, scenery and music and enthralled youngsters with the antics of a friendly marionette known as Lucas the Pookah.

John Sisson, the Cranberry Clown, followed with magic acts at 1:30 and 4:30.

Outdoor square dancing combined both public and exhibit dancing with Dick Anderson as featured caller. Exhibit groups of young dancers included Roy Draper's Small Fry of Brockton.

Anthony Bilunas of Brockton won the major prize of an Androck barbecue grill and outdoor furniture. He and 20 of his friends will also be guests of National Cranberry Association at a complete barbecue prepared by Eddie Asack chief bakemaster of the picnic grounds.

Harwich Second Berry Festival

"Now we've seen how cranberries grow, we'll have to buy some when we get back home," a visitor on the bog tours, a feature of the second annual Harwich (Mass.) Cranberry Harvest Days last month told grower Ralph Robert (Eph) Crowell.

Three tours of cranberry bogs were offered the groups led by



Robert "Muskrat" Anderson of Penobscot, Maine offers the Indian Harvest prayer in stage show at Edaville. (CRANBERRIES photo)

Al Carter, who explained early Cape Cod cranberry growing. Much interest was shown by late summer visitors and others who had never seen cranberries growing or harvested before. Mr. Crowell, universally known as "Eph" owns 11 acres at North Harwich, from which he averages about 600 barrels, had both mechanical and scoop picking in operation. On one tour there were cars registered from Massachusetts, Rhode Island, Maryland, South Carolina, Pennsylvania and Illinois.

Events at Harwich included golf tournament, blue fish tournament with tuna fishing added, out of Harwich Port; horse shoe pitching, an exhibit of miniature

model railroad, gauge "O" in Exchange hall, presented by the Baltimore and Ohio railroad. There was a cranberry-and-chicken barbecue, parade, with prizes for several classes, drill exhibit by Braintree Drum and Bugle Corps and cranberry ball at Harwich high school, with selection of "Cape Cod Cranberry Sweetheart" and maid of honor.

Next month we plan to continue another in the historical series we have run from time to time, this concerning earlier Harwich area cranberry growers not previously considered.

Men who try to buy religion end up with a gold brick.

Time may be money—but is not negotiable at the bank.

Institute Makes October Report

With the completion of the harvesting of Early Blacks in Massachusetts it has become evident that the early crop may be down from the original estimate approximately 20%. This is due largely to the smaller size of the berries. The New Jersey crop is also reported off about 3,000 barrels. The color and condition is excellent, however, and the berries should have good keep quality.

The Howes should come closer to the original estimate although more than normal frost damage has occurred during the past few weeks. There seems to be a tendency on the part of shippers to place as large a quantity as possible on the fresh market. If this course is followed there must result a considerable shortage in the berries available for canning since the total crop is not large enough to satisfy both demands on a normal basis.

It is apparent that there has been some broadening of the market through the development of new products and the improvement of old. This has been a pressing need of the industry during the past few years. Frozen cranberries will make their appearance in the freezer chests next year although the quantity will probably be short of the potential demand.

The Cranberry Institute is working through the shippers to improve the quality of the berries offered to the consumer and is making an effort through the dissemination of information regarding crop movements and supplies available to promote more orderly marketing.

New Jersey Acreage Survey

Gordon Butler of the U. S. and New Jersey Agricultural Marketing Service has reported on a special cranberry survey. The purpose of this, made in the spring and summer of 1956 was

to determine the actual cranberry acreage receiving some kind of care and the acreage receiving no care.

The special survey covered a total of 171 growers. A total of about 6,135 acres were reported in cranberry bogs as of 1955. This over-all figure includes 1,493 acres which receive no care. The

average yield from all acreage harvesting in 1955 as 24.2 barrels per acre. On acreage receiving care, the average as 26 barrels. Acreage receiving no care averaged 5.6 barrels per acre harvested. Nine growers who produced two-thirds of the 1955 production averaged 30.4 barrels to the acre in that year.

CRANBERRY INSTITUTE

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IMPROVE CONDITIONS in
the INDUSTRY
FOR the BENEFIT OF
THE GROWERS
THE HANDLERS
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Cranberry Products, Inc. Eagle River, Wisconsin	Morse Bros. Attleboro, Mass.
Anthony R. DeMarco Hammonton, New Jersey	National Cranberry Association Hanson, Mass.

FRESH FROM

(Continued from Page 5)

erally was drawing to a close about the 10th of October. Some growers were finished by that date, the smaller ones. Harvest of Howes beginning then seemed to indicate that Howes would run

under preliminary estimate.

Pickers Big Help

Picking was expected to extend to end of October and into November in some instances, whereas the bulk is usually completed by Columbus Day holiday. Proving of great value this year, and

especially in the instances of small growers who were unable to assemble picking crews were the mechanical pickers. Their value was again proved in this troublesome harvest season.

Speed-Up

As some growers finished harvesting, however, there was a concerted loaning of picking machines to those not completed and the harvest was greatly accelerated just before the Oct. 12th holiday. At that time it appeared the bulk of picking might be over earlier than first anticipated, perhaps by October 20th.

Heaviest Frost Oct. 11-12

Worst frost of the season struck on the nights of October 10-11, 18 degrees expected. Warnings for very dangerous frosts were sent out. Lows of 14 were reached in the Wareham area these varying upwards to 15, 16, 17, 18 on the usually warmer Cape; even the normally "balmy" State Bog recorded 20½.

Growers used plenty of water and as unpicked acreage had dwindled, there was little or no damage it was reported at the State Bog. Water was not too plentiful, but at the suggestion of State Bog it was held on for the second night.

(Continued on Page 14)

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FEELING BETTER — A LITTLE?

SINCE there is to be a shorter crop, and more importantly the bugaboo of the surplus has been reduced so its menacing shadow no longer stretches darkly across the entire marketing picture, there may be a change in cranberry psychology. And psychology can be important in forecasting the outlook of cranberry business.

What people think is going to happen can actually make a lot of difference in what does happen.

Thought influences action. If it is felt the cranberry industry is getting on the up and up again at last, this will have its beneficial effects upon marketing. It can influence the grower. For instance, if he thinks his berries, that is his quality fruit, is again desired in the market place it is encouragement to grow better cranberries. A defeatist attitude emanating from the industry can do that industry harm.

And growers do feel a little better this fall. We hear it all around. The very thought of making a few dollars again, even though it may not be a great deal has bucked up everybody. Prices probably won't and shouldn't go too high. The industry shouldn't hope for a "killing," that is selling at prices which would hurt in the market for another year. What the industry wants is a stabilized price, stabilized at a figure which keeps the consumer satisfied and assures the grower of a reasonable income which he can call his own.

IT was twenty years ago that Bandon, Oregon, that West Coast center of cranberries, was wiped out by the great forest fire. Bandon today has revived from the ashes and is a better community than ever. Our felicities to that cranberry area on the Pacific coast.

It is now nearly 20 years ago that the first of the modern hurricanes swept over the cranberryland of coastal Southeastern Massachusetts. This was an experience totally unknown to present-day New England. Bandon came back from its destruction by fire, Southeastern Massachusetts from its deluge by flood waters.

Scars remain. But there have been improvements made over the old. There are now even indications that hurricanes may not be so disastrous in the future. Weather

Editor and Publisher
CLARENCE J. HALL

EDITH S. HALL—Associate Editor

CORRESPONDENTS—ADVISORS

Wisconsin

LEO A. SORENSON
Wisconsin Rapids

Washington—Oregon

CHARLES C. DOUGHTY
Cranberry Specialist
Long Beach, Wash.

ETHEL M. KRANICK
Bandon, Oregon

Massachusetts

DR. CHESTER E. CROSS
Director Mass. Cranberry Experiment Station
East Wareham, Mass.

BERTRAM TOMLINSON
Barnstable County Agricultural Agent
Barnstable, Mass.

New Jersey

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

forecasting is improving, and we know much more about hurricanes than we once did. It may be possible to obtain some insurance protection, with Federal assistance which was not possible before. Sea walls and dikes along dangerous portions of the waterfront may come about.

In short, disaster can be met and overcome if there is basic reason for doing so. The cranberry industry is basically sound. People should always want cranberries. We can grow them. We should be able to sell them successfully.

WISCONSIN

September Cool

September was cool and dry. Average temperatures were three degrees below normal and precipitation only 1.70 inches of an average 3.72 inches. However, soil moisture is reported good as of the first of October. Frost warnings were general the last half of September with the coldest reported the night of September 19 when temperatures dipped to 16°. Very little loss was sustained as ample warning had been given. Some water reservoirs were dropping but as raking progressed less water was needed for protection.

Good Quality

All marshes had commenced harvesting by the 1st of October and it was estimated about 25% of the crop had been raked by that date. Early raked berries were running much smaller than last year but only slightly below normal size. Warm days during the last half of September were helping to add size. Color by the end of September was excellent and quality appeared to be above average. First shipments fresh from the state were around the middle of the month. Indications point to the crop running up to estimate.

Dr. Chandler in Wisconsin

Dr. F. Chandler of the Massachusetts Cranberry Experiment Station now on sabbatical leave arrived in Wisconsin the latter part of September. Dr. Chandler plans to conduct experiments as to the effect the mechanical pickers and driers have on Wisconsin berries and also how the berries stand up under different storage conditions. His work is being done in conjunction with the Wisconsin State Cranberry Growers Association. Results will probably be reported in future "Cranberries" publications.

Another source has placed the Wisconsin crop as not expected to exceed 250,000 instead of the early-forecasted 280,000.

NEW JERSEY

One Sept. Frost

One severe frost occurred dur-

ing September. On bogs that were not flowed the temperature was generally 20° or lower. This was on the morning of September 21. Ample warning was issued the preceding noon.

The month of September was cool and rainfall was satisfactory. The average temperature of 64.8° was 2.8° below normal. The total rainfall of 3.62 inches was .23 less than normal. The first week was distinctly warm with the mid-day temperatures averaging 84° and the morning lows averaging 64°.

Harvest Delayed

Walter Z. Fort, Cranberry Growers company, has been reported as expecting production to fall off from preliminary estimate. As the result of rains since harvest began in mid-September the season remains about 12 days later than usual. It may not be completed until early November. Major part of production, the Blacks had been completed by October 10 and growers were on Natives and Late Howes.

The Bandon Fire Of 20 Years Ago

The small city of Bandon, Oregon, capital of Oregon's cranberry industry is now recalling the great fire which practically destroyed the region on September 26, 1936—twenty years ago. Following the fire Bandon laid out plans for a modern city, many of the objectives of which have been obtained.

Bandon, today with a population of 1800 people is experiencing a period of ending transition between that of a field of ashes and debris covering an area of several square miles, and a vastly-improved place to live.

It was twenty years ago that a forest fire, raging along a two-mile front, aided by variable winds and a humidity as low as seven, swept over the city and levelled it. Eleven people lost their lives, while hundreds still alive owe their lives to the fact that several vessels were in the harbor that night and life boats of these ships, aided by U. S. Coast Guard furnished a means

of escape. Residents were cut off from highway travel to east and south; a wall of fire 100 feet high drove the population to the beach. Huddled at the city wharves with flames coming toward them, people with live stocks, pets, were evacuated.

Practically the entire population of the town was homeless with nearly 500 homes burned, business establishments, city hall, schools, library gone, in fact all but a half dozen or so houses made up a loss estimated at 2 million dollars.

Although cranberry harvest was at its height when the fire came and growers had one of the largest crops on record in prospect, there was relatively little cranberry loss. One or two bogs were damaged. In some instances berries were literally cooked on the vines but most of the vine roots were uninjured. Many growers were able to resume picking immediately after the fire died down. The flames swept along with such speed that they did not burn deeply into the ground.

While the beautiful shrub gorse was largely blamed for the destruction of Bandon, this was what was called a "crown" fire. That is, flames raced through the "tinder-dry" air from tree top to tree top, finally from house to house.

Bandon Western World has issued a special edition on the anniversary, from which we are obtaining this report.

FROM LULU ISLAND

Norman V. Holmes, who with Fritz Shaw and Jimmy Thomas all formerly of Carver, Mass., now operating bog at Lulu Island, British Vancouver, writes, the crop there is about three weeks earlier than it was last year. He reports a beautiful summer. The trio now have 75 acres in vines and hope to have another 25 by the end of next summer.

They plan to go to the Selkirk Mts. in October on their first elk hunt. During the summer they enjoyed a four-day visit of Dr. F. B. Chandler of the Mass. Experiment Station.

CAPE VISITORS

Dr. and Mrs. C. Seldon Bezanson of Nova Scotia, were visitors on the Cape Cod area over Columbus Day holiday. Dr. Benzanson is one of the largest growers of the Maritimes. They were taken on a trip over the Massachusetts cranberry area by Mr. and Mrs. "Rudy" Hillstrom of Western Pickers, Inc.

BAZOOKAS

(Continued from Page 2)

spraying.

The station has 34 of these traps in use. At Long Beach, locations include Cranguyma farms and the farms of Leonard Morris, Brateng's, Bernard's, Wilson Blair's and Knute Alsaker. In the Grayland area they are on the bogs of Claire Reed, Cecil Richards, Harry Nichol森, Fridolph Persson and Mrs. Siljander.

Timing of sprays at present looks more important than deciding which chemical of use among wettable sulphur, Ferbam or Fermate, Captan and Manzate. Johnson says, although in research thus far the best control came from use of wettable sulphur and Manzate. Each of the four materials has yielded "excellent control."

The pathologist explained that two organisms cause tip blight at Long Beach and Grayland. They are Lophidermium, which is the more important one, and Sporone-

mia. He also noted that two species of Lophidermium as well as the organisms Sporoneemia, Guinardia and Fusicoocum cause fruit rot.

Since two of these tongue-twisters cause both blight and rot, future recommendations as to which chemical to use may be decided after fruit can be collected beginning this fall from untreated

plots and then compared with plots sprayed for the vine-tip blight.

A warning that growers will have to pay better attention to fungicidal sprays was voiced by Leonard Morris, Long Beach grower and director of the National Cranberry association. He said that after Washington growers finally got a cannery there

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Robert W. Savary

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seemed to be a general letdown in use of fungicidal sprays.

"More and more, the mold count will help determine the price growers will get in the future," he said.

The Washington field day showed clearly that the host of chemicals on the midcentury market is finding places even in the small specialized cranberry industry.

The blueberry work of the station is confined to breeding, selection and testing of hardier varieties for use on the ocean front, from which blueberry growing migrated several years ago. Doughty said some of the old seedlings and crosses started by retired Superintendent D. J. Crowley will be kept and the station has three different wild species it is trying to cross with named varieties. Some of these crosses are "quite promising."

Dr. F. B. Chandler, Mass. Cranberry Experiment Station, who is a collaborator with USDA on breeding and is a soils, fertilizer and drainage specialist, was a field day visitor. While on leave, he was making a survey of Oregon and Washington cranberry industries at the request of Oregon State college and the Washington state department of agriculture. One result of the survey may be eventual publication of a new OSC cranberry bulletin, replacing a 20-year-old bulletin now out of print.

The eastern expert emphasized the importance of water control when he raised the question, "Why should cranberries be grown in a bog?" He said that cranberries in a comparatively wet situation can compete with weeds.

"If so, maybe they don't need to be grown in a bog. We see the case of blueberries, which we've taken out of the bog and grow (commercially) elsewhere.

"It may be the same with cranberries. I think your plants can tolerate a drier situation than you've thought," he told growers. "Cranberries won't grow in a saturated situation. They need

irrigation. A lot of injury in Massachusetts called drought injury I prefer to call poor drainage. You're not aware of this damage until a hot, dry day and then you call it drought. A lot of your problem here (on the ocean

front) is from dry wind, which robs the moisture from the top six inches of soil. If your roots are less than six inches deep you're competing with irrigation. The ideal situation is to have all the roots below six inches."

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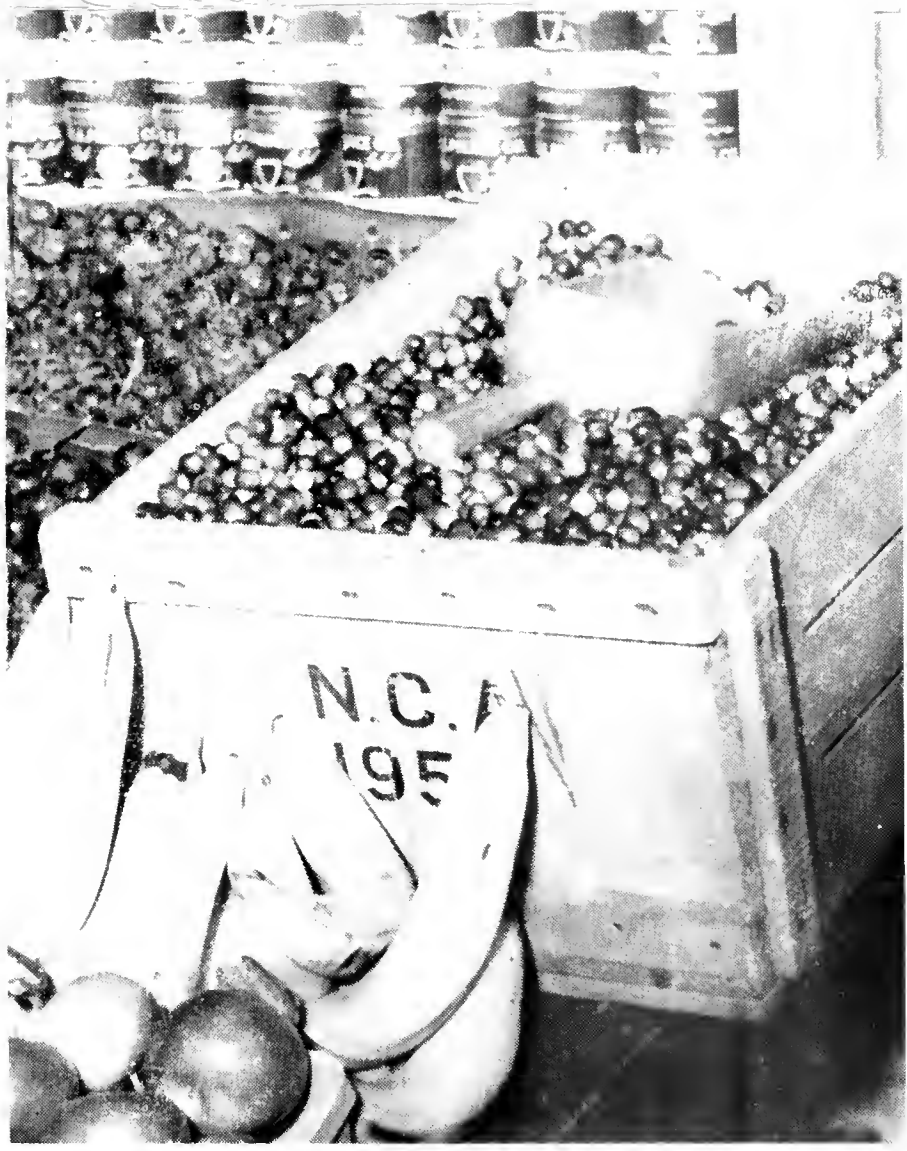
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1956 Queen is Colleen Colgrove, sponsored by the Southwest Oregon Cranberry Club. She was crowned by 1954 queen, Miss Margaret Olson. (Photo Courtesy Western World, Bandon)

Bandon Festival! Again Success

Bandon (Oregon) 10th annual Cranberry Festival last month continued the success of those preceding.

It had the Cranberry Fair, with its exhibit of fresh, canned, cocked and preserved fruit, its decorative cranberry displays. Queen coronation was a fast-moving and entertaining program, culminating in one of the most effectively staged events. The parade was one of the best with first prize for floats going to one depicting "Port of Cranberryland," which depicted a tugboat towing a barge full of cranberry boxes, canned fruit with a child in each; the 75 children taking part each wearing caps of cranberry labels. There were dances, a soap-box derby, a luncheon.

To Survey Mass. Cranberry Real Est. Taxes

NCA Study Hopes to Bring These Costs More in Line With Other Areas

President James E. Glover of NCA is instituting a survey of real estate cranberry taxation in Massachusetts, to determine, if Bay State bog owners are paying rates excessive in comparison with those in other cranberry areas. He feels that some towns may be taxing cranberry land on an industrial, rather than an agricultural basis.

Survey will take in 18 Massachusetts towns and be headed up by an NCA staff member and an attorney. Mr. Glover hopes to en-

list assistance of a recently-formed Southeastern Massachusetts Industrial Association, tax-payer association groups and others.

Massachusetts rates have in some instances amounted to as much as \$2.60 a barrel, he believes. There seems to be a considerable spread in production costs per barrel between Wisconsin and Massachusetts. There seems some reason to think these costs may average something like \$5 to \$6 a barrel in Wisconsin while in Massachusetts they go from \$8.50 to \$10.

To finally bring Massachusetts real estate taxes more in line with those in other areas is admittedly a "tough" job; it is hoped the survey will at least give some definite figures and that eventual progress can be made.

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Mass. Cranberry Station and Field Notes

by J. RICHARD BEATTIE
Extension Cranberry Specialist



Higher Frost Damage

It appeared in early October that harvesting operations would continue well into November, but a welcome change in the weather pattern enabled growers to pick long hours, particularly with machines, so that harvesting was completed in late October. This is rather amazing in view of late start, plus an unusually late frost season. Just for the record, 20 general warnings were released compared with 3 last year, 9 in 1953, and 18 in 1952. These figures include the afternoon and evening forecasts. There was one week when frost warnings were issued nightly. Records for low temperatures were established throughout the cranberry area. One bog reported a temperature of 9° on the night of October 10, while readings of 14-15° were relatively common. Damage from frosts was estimated to be approximately 5% of the crop, or about 25,000 barrels, which is considerably higher than normal. Water supplies weren't adequate to protect bogs from so many frosts. Before leaving this subject, the writer would like to commend George Rounsville for his splendid frost forecasting during 1956. We feel sure that growers appreciate the many hours involved in this highly specialized service and the accuracy of his forecasts. We are also indebted to the U. S. Weather Bureau, our cooperative weather observers, the telephone distributors, and the radio stations that have cooperated to make the frost warning service effective.

Shelf-Life of Cranberries

Our cranberry quality control project involving the effect of re-

frigeration on fresh cranberries from shipping point through to the consumer is progressing satisfactorily. This study is designed to determine the effect of refrigeration on the shelf-life of fresh cranberries and is a follow-up of our marketing study conducted last fall. City markets included in this study are Boston and Detroit, and several trips have been made to these cities to collect samples, confer with the men in the trade and observe handling techniques. Massachusetts shippers, the trade, Extension Service personnel, and the men at this Station are cooperating with this project. We are pleased to report at this time that the general keeping quality of our fresh cranberries is considerably better than a year ago, and apparently confirms the keep-

ing quality forecast issued last June.

U. S. Standard

Gilbert Irish of the Inspection Branch and Fisher Kee of the Standardization Division of the U. S. D. A. have spent approximately two weeks in October examining processing fruit in order to secure data for the possible development of U. S. standards of quality. Their study is a follow-up of work carried on last fall when U. S. standards for fresh fruit were established. We know that our Massachusetts shippers, growers and those involved at the Station have enjoyed working with these men.

TV Pictures

Sam Orleans of the Rural America Review spent several days in the cranberry area taking pictures of our industry which will be used on television in the near future. Representatives of the Esso Standard Oil Company also took many pictures of various phases of our industry which will be used in one of their publications. This type of publicity can play an important part in bringing our industry closer to our consumers.

Timely Suggestions

The following suggestions on

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late fall and early winter management are called to the growers attention:

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. If the present weather pattern continues and temperatures average below normal for November, we can expect another cold winter according to Dr. Franklin's calculations. Certainly his prediction of a real New England winter which he made last fall came to pass.

In view of this possibility, sanding, pruning and raking might well be postponed until next spring on these bogs that lack proper winter protection. Apparently the mechanical injury to vines resulting from the above operations tends to make them more subject to winter-killing injury.

Winter Flood

Professor "Bill" Tomlinson calls our attention to another point concerning the winter flood. He and Dr. Franklin have observed that the mealybug, which can be a troublesome pest, has never been a problem on bogs that have been properly flooded during the winter. He also points out that there seems to be some evidence that the fruitworm problem has increased where bogs have not been flooded during the winter. On the other hand, injury to buds caused by oxygen deficiency can create a problem if bogs remain flooded during extended periods of cloudy weather accompanied by ice and snow.

Dr. Cross suggests that spot weed control for grassy weeds using Stoddard Solvent can be carried on until the ground freezes. He also points out that this is a good time of year to clean ditches. We still have no word concerning clearance for the use of Amine Triazole on bogs.

NCA "BREAKING WAVE" MOTIF

National Cranberry Association is re-designing all its labels, printed matter, etc. with a breaking wave the motif. This is to tie in with the brand name "Ocean Spray," long recognized as one of

the best in the United States. New design, which will eventually go on all material was planned by the art department of advertising agency, Batten, Barton, Durstine and Osborn, Inc.

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Issue of November 1956 - Vol. 21 No.7

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FRESH FROM THE FIELDS

Compiled by C. J. H.

MASSACHUSETTS

October "Good" Month

October was a rather fine month in several respects, although frosts were unusually troublesome and damaging. Temperature for the month (Boston) was minus 26 or just a little under one degree a day for the month. A good deal of October, however, was balmy, real "Indian Summer" weather, hazy, smokey days, often heavy fog and mist at night. At one period temperatures ran into summer heat, recordings at State Bog in shelter Oct. 14, 15, 16, 17 being 60, 63, 77, 72 in the shelter.

Harvest Mostly Completed Oct. 30

Harvest was mainly completed by around the 20th, although a few Howes were still out at the last day of the month, and so picking did extend over into November in a few scattered instances as was anticipated earlier in this season of late development. Blacks appear certain to have run under preliminary estimates but Howes which were estimated at about 40 percent of production were reported as standing up to expectations better.

More Frost Loss Than In Several Years

The extremely frosty spring and fall has its toll in damaged fruit and 1956 has turned out to be one of the frostiest in several years. Dr. Cross early anticipated considerable trouble this fall, but feared shortages of water to control did not materialize to any serious extent. Estimates now are that loss in barrels for both spring

and fall may exceed 65,000 barrels.

Quality Excellent

Estimates of production, with berries practically all in continue to be that the crop will be lower than earlier anticipated, and probably even still less than the Oct. 10 USDA figure of 475,000, perhaps as low as 420,000 some believe. Fruit continued of excellent quality, many of the Blacks being dead ripe when harvested, really "vine-ripened" cranberries.

October Favorable for '57

October rainfall was on the light side, only 2.45 inches as compared to 3.74 normal, but this precipitation was well spaced and also the many heavy fog nights and above-average use of water in flowing kept vines well moistened. Dr. Franklin's formula for expectation of next fall's crop calls October an important month in the rainfall factor and Dr. Cross considers, taking all things in account, October was a favorable one. There was plenty of sunshine, 77 percent of maximum, 33 percent above normal.

Much More Fall Work

One noticeable occurrence this fall, with shorter crop and the anticipation of better over-all prices than in past few years, there has been much more fall work going on. There is a great deal of sanding being done, ditch work, very much more than normal fall fertilization, mostly dry, and use of Dieldren for grub control. Another notable thing this year, was that with constant frost menace, late season and scanty work crews was amount of ma-

chine harvest done. It may run up to 65 percent. Also many growers who had machines turned to and helped those who did not, on custom basis or on loan.

WISCONSIN

Oct. Dry, Warm

October was dry and warm. Precipitation was well below normal except for the northwestern part of the state which received an inch and one half of rain the last of the month. Temperatures averaged 8 to 18 degrees above normal for the entire state. The only cool weather prevailed the first part of the month with the lowest readings going to 12 degrees. Snow flurries were reported in the north on October 10th.

Reservoir supplies were well down in most areas by the end of October and rain will be needed to insure adequate winter floods. Above normal precipitation is forecast for the first part of November.

Late Harvest Complete

Harvest was completed in all areas by October 27th. Most marshes were finished by the middle of the month. This was one of the latest harvest completion dates in years.

Estimate Up

The crop is now estimated at 325,000 barrels, which represents an increase of 16% over the preliminary estimate of 280,000 barrels. Warm dry weather accounted for the increase in crop as the smaller berries sized materially the last week in September and in October. The later berries are

well colored and of good size. Keeping quality is above average to date.

Crop Shipments

It is estimated forty percent of the state crop was shipped by the end of October with about sixty five percent sent processing and thirty five percent fresh. The volume to be sent fresh is expected to increase materially in November.

Fred N. Lange

Fred N. Lange, 52, prominent cranberry grower from Black River Falls, died unexpectedly of a heart attack on October 5 after returning home from his marsh. He was a director of N. C. A. and owned and operated the Perry Creek Cranberry Co.

WASHINGTON

Picking Mostly Ends Nov. 1

Harvest was largely completed by Nov. 1, with the exception of Cranguyma Farms and one or two of the smaller growers in the Long Beach area. Same situation was true in Grayland.

Slightly Bigger Crop?

The crop as a whole apparently exceeded slightly the pre-harvest estimate, 55,000 barrels. Production per bog varied considerably. Some properties went as high as 150-160 barrels per acre, others in poor condition fell down to approximately 40-50 per acre. Several of the young bogs which have had low production had a good yield for the first time. Crop on the State Bog was approximately 55 barrels per acre. About 10,000 fresh berries were packed for the Markham, NCA cannery and the rest of the State Bog crop will be frozen for processing.

October Rain

There has been a complete reversal of weather pattern. Summer season was on the dry side and until about October 15th. Then the rain started and except for an occasional day of sunshine there was rain continuing until the first of the month.

During October the high temperature was 78 and the low 28 and there were thunder storms during the month. During Sep-

tember the high was 84 with a minimum of 32. The humidity dropped to about 10 percent on the 5th and there was only an occasional shower during entire September.

Twig Blight

Station staff investigation of the Cranberry Twig Blight continued and collections of fungus spores indicate that the period of sporulation depends to a large degree on the weather. During dry periods the spores collected decreased while after the rains started the collections increased considerably. This was even as late as mid-October. A post-harvest fungicide may have to be considered.

Eatmor Booklet Creates Interest

Eatmor Cranberries' four-color recipe booklet has more than done its share in creating consumer interest in fresh cranberries this season. Although only advertised as available the first of October and then strictly on request from the consumer, approximately 10,000 individual requests were received that month.

The booklets, which are modern

in every respect, offer a dozen ways of serving fresh cranberries, both new and old, as well as a recipe for cranberry juice cocktail which is increasing in popularity. They also give the details of quick freezing cranberries at home and quick freezing cranberry sauce and cranberry-orange relish.



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Blount in Locomotive Cab. (CRANBERRIES photo)

Ever-Growing Edaville Continues To Spread Interest In Cranberries

Under New Management of Young, Energetic F. Nelson Blount, With NCA Cooperation, Unique Massachusetts Enterprise Has New Lease of Life

By
Clarence J. Hall

What is the cranberry industry's greatest show window—that is looked at by more people each year than any other? The answer is rather easy. Edaville, South Carver, Massachusetts.

Upwards of 99,000 people rode the narrow-gauge this year from May 26th to September 23rd. Number of tourists served the chicken-and-cranberry barbecue was 32,494 between June 30th and September 16th.

Impressive as these figures are they are confidently expected to increase in future years. Owner F. Nelson Blount is aiming at an attraction on the East Coast which may become almost as well known and as much visited as the mushrooming Disneyland in California. It may not be as big and it will be along other lines. But Mr. Blount has big ambitions and has already made many of them true.

Cranberries Atmosphere

Edaville's greatest attraction is its preservation of Americana in railroads; in what Mr. Blount calls a restoration of "the Gay Ninety Era." But even though the steam locomotives, antique automobiles, old fire engines are what primarily draws the public, nobody visiting Edaville can avoid the cranberry atmosphere. Cranberry bogs are there; the two-foot gauge "Cranberry Belt Line," winds along miles of hogside and reservoir.

It is impossible to get away from the cranberry atmosphere if one wanted to. There is the free continuous movie, in color of "The Cranberry Story" in the small theatre; there is the display of old cranberry equipment to the modern, and most emphatic of all is the chicken-and-cranberry barbecue. There are the cranberry-Edaville souvenir items.

Cameras Everywhere

Nobody can visit Edaville, without carrying away some impression of cranberries and the cranberry industry. Cameras of every kind are about as common at Edaville as heads and hands. And it's a trifle difficult to point a camera anywhere without there being some sort of a suggestion of cranberries. The photos in the possession of so many over the nation and in other countries must be a reminder now and then of cranberries.

Blount Story

It has been about a year now since the Edaville Railroad Corporation of South Carver, with all its rolling stock, tracks, and other equipment was transferred to Mr. Blount, and the land on which the famed narrow-gauge operates leased to Blount from the Atwood interests. The change-over was made just in time to permit continuance of the annual Christmas-New Year illuminations last year.

The year has given time to evaluate the worth of the visions of Mr. Blount as to a greatly-expanded and constantly-expanding tourist attraction for Southeastern Massachusetts. Edaville has increased in potential under his



Above: Edaville visitors look at cranberry signs on rolling stock. Below: Remember when a 1917 Ford was quite a car? (CRANBERRIES photos)



energetic ownership and capital. The idea of such a thing as Edaville first glimmered in the mind of the late Ellis D. Atwood when he philanthropically began giving relatively lavish Christmas displays of lights on the lawn of his home at South Carver. The event was transferred to the Atwood bogs, greatly expanded and Edaville was on its way. Now, how big it will become, is for the future to say.

Mr. Blount, an ebullient 37 was born in Warren, R. I., attended schools there and went to Brown University and Bryant College at night, studying business administration. Although his parents were well to do, young Blount borrowed \$300 and went into the seafood business, and present Blount Seafood Corporation in Warren is a million-dollar enterprise. His brother designed and built boats for the corporation and he is now running a shipbuilding firm, which is the third largest in New England. Blount was married to Ruth R. Palmer of Bristol, one of a wealthy family of Rhode Island, whose forebears for several generations were noted sailing ship builders, operating the once-famous Palmer line of sailing ships, including beautiful clippers. The couple has five children, 4 boys and a girl.

"Have faith in yourself and your plans," he says, "and once others have faith in you, large financing offers no great difficulties." His activities with his interests in big enterprises attest to his ability.

He became interested in cranberries, through Marcus L. Urann, and was a partner in the United Cape Cod Cranberry Company, and bought stock in National Cranberry Association and is now one of the larger holders of stock in the corporation. He asserts he intends to buy bog and become a grower in his own right when "the time is right for him." He is already interested in farming, owning a farm of 1,000 acres at Dublin, New Hampshire. There he has 5,000 chickens, 50 purebred Holsteins, and employs four

men to operate this venture for him.

Always active, with a keen interest in varied endeavors, he's an ardent sportsman, owns a yacht, has owned a number of autos, including sports models and airplanes and loves to pilot himself. He is musically inclined and plays the piano and organ. His intrigue with railroads began early, and dates from the time, when as a small boy, an engineer of the N. Y., N. H. & Hartford railroad permitted him to ride in the cab of a switch engine. The engineer went on later to drive crack trains, such as the Merchants Limited. Since recent retirement last summer he is operating the "Cranberry Limited" over the Edaville narrow-gauge.

When Blount was 18, with a boyhood friend, Fred Richardson, who is now vice-president of Blount's Seafood Corporation, he drove some 33,000 miles over the country in a model-A Ford, taking hundreds of pictures, and the result was a book on steam railroading which is still good railroad reading. He wrote a second when he was 21. Both books are on display at the railroad museum at Edaville.

So, it is scarcely a fluke that when the Edaville railroad was in financial difficulties last year, and its future was much in doubt, that Blount, with his impressive financing should take it over. Mrs. Elthea Atwood after the death of her husband had turned down bona fide offers from such as Gene Autry and Walt Disney. With the assistance of Mr. Blount the breaking up and taking away of the little trains and other railroad equipment which Mr. Atwood with so much enthusiasm and care had brought there mostly from Maine was saved for cranberryland.

Wants Paying Basis

Mr. Atwood's first operations were purely as a hobby and rides were for free at Edaville. Blount bought in to prevent the breaking up of the railway but intends to see it on a paying basis and not losing consistently as before. Yet it has more than enough of the true historic value to lift it above the realm of the ordinary commercial venture.

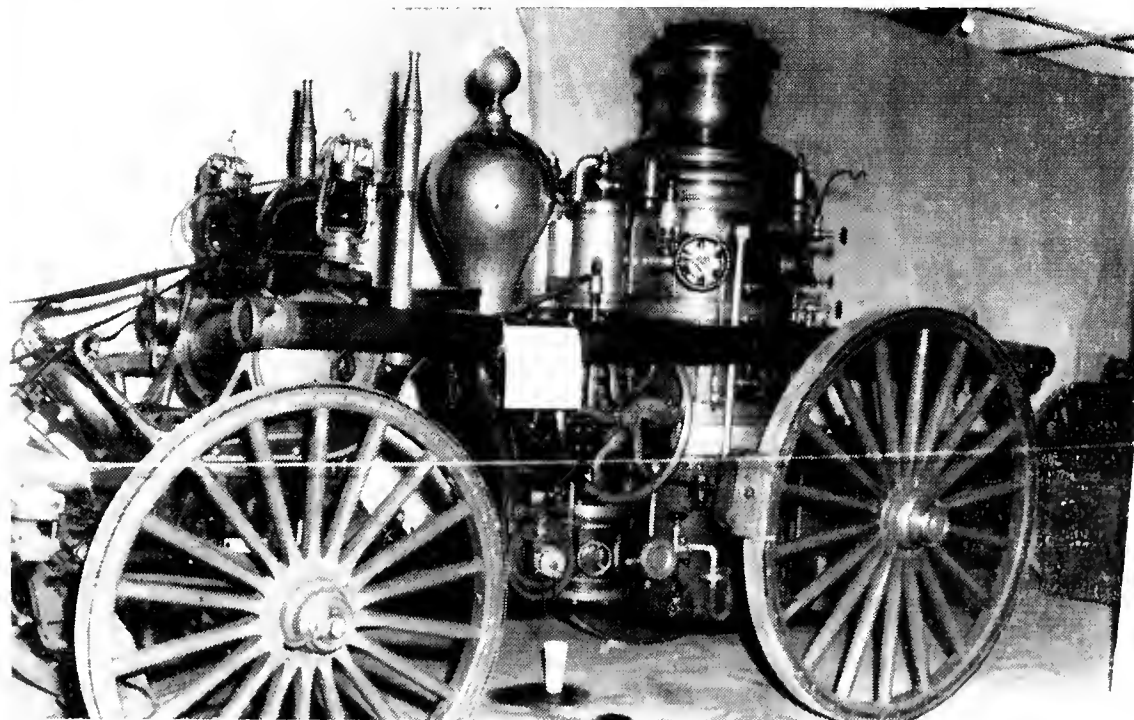
Mr. Blount envisions a vast "museum" of "the Gay Nineties" era and of the age of the steam locomotive, now ending, in favor of diesel power. This would in-

clude the earliest airplanes and early makes of automobiles. It would be a mecca of transportation, now gone or going, which will draw more and more to this Carver cranberry location in the future.

Full Scale Locomotives

The first of the standard-sized railroad trains and locomotives which was dedicated September 30th at the annual Edaville Harvest Festival is the smallest of the 15 units eventually expected to be in permanent location. This will be fixed and on view to the public, but not in operation. This first train, consisting of locomotive, which weighed approximately 90 tons, tender, a combination car (baggage and passenger) and a second coach was driven over tracks of N. Y., N. H. & H. railroad to a siding at West Wareham (Tremont). More cranberries were shipped from this point in the past than any station in the world.

With equipment of two gigantic tractors and specially-designed low-bed trucks the entire train was moved in two days the seven miles over the highway to Edaville. So impressive and difficult was the feat of moving a train



Old Ancient Fire Engine from Provincetown (CRANBERRIES photo)

along country highways that TV cameras were present to cover it. The feat was accomplished by a firm of Providence riggers at a cost of thousands of dollars.

Other locomotives to be acquired later will be giants up to 250 tons. He expects to have every gauge line ever run in North America. There will be 3 foot from Pennsylvania, the standard 4 ft. 8½ inch and an odd 3½ foot locomotive which will be sent by ship from Newfoundland.

There will be old-fashioned dining cars, parlor cars, maybe private cars, showing what was the fashion in the age of the gay nineties.

Steam locomotives are no longer made in this country. Keeping Edaville's four diminutive engines is no easy or minor repair item. For the first time this past summer all four of the coal burners were in operation at one time. In this day of the diesel new parts have to be custom made. New boilers cost plenty, so does the laying of track, making roadbed and keeping all equipment in good working order.

Now a Ride to "Somewhere"

One of Mr. Blount's first steps was the changing of the rides on the trains, from a journey around the bogs to nowhere, to a journey to somewhere. He built a new station—in the design of tradition of say 1890, which would have been a credit to any town of that time. This was named "Cranberry Junction," a building 80 feet long, 30 wide and three stories high. It includes a huge fireplace, capable of taking six foot logs to keep off chill on cool days.

There the visitor embarks for the old Edaville station (now blocked off to general traffic), thus making a definite journey to a definite place. At this old station, Edaville Center, the traveller disembarks.

There are soft drinks and food at the station, souvenirs, and from there the visitor may go to the greatly-expanded railroad museum. Inside is certainly one of the finest toy train collections in America, old railroad prints and photos, superlative models and

miniature trains; a display of railroad china, which tells the pictorial story of early American railroads. Nearby is the antique automobile display, and also a remarkable collection of steam fire engines, once drawn by horse or man power. The oldest dates from 1856.

This portion of Edaville is strictly educational and well worth the visit of any serious-minded person, with an interest in the past and of course of special interest to railroad and old automobile fans—and these seem to be increasing every year.

For children and elders, too, there are rides in an old fire engine in a Davey Crockett wagon, drawn by two horses (for a small fee) and other attractions.

There is the famed chicken-and-

cranberry barbecue, which may now be enjoyed at open tables or under a pavilion tent, depending upon weather or the diner's inclination. And, of course, what would an amusement center be without a swimming pool? Edaville now has one, free to Edaville patrons with free bathhouse privileges.

The pool draws its supply from a natural spring. Water is pumped through at a rate of 2000 gallons per hour. There is a made sandy beach and bath houses, this being only a two minute walk from the center of activities.

Cooperating with Blount in various enterprises at Edaville, such as the theatre is National Cranberry Association.

Edaville is to be on national TV hookup with Dave Garroway's "Wide, Wide World" show, one



Swimming Pool and Sr. Life Guard last summer, Miss Jacqueline Weston, 19, daughter of Cranberry Grower Homer Weston and Mrs. Weston, Carver. (CRANBERRIES photo)

Sunday in March.

Biggest Christmas Display

Edaville's future value to the cranberry industry, under Blount's energetic leadership, looks bright. Next immediate in this future will be the Christmas-New Year's display. That promises bright, indeed. Mr. Blount says not only will this much-publicized event be continued, but this year it will have three times as many lights, three times as many displays and a contest for Christmas display ideas.

So, it appears the "Cranberry Belt Line" with Blount at the throttle—as he so often actually is, running one of the narrow-gauge trains—and Edaville is going full steam ahead in stimulating interest in cranberries.

Tests In Frozen Berries Being Conducted

Both Eatmor and NCA Experimenting in Outlet Which Could Have Great Possibilities

For the first time a really determined attempt to ascertain the ultimate value to cranberry growers of a frozen cranberry product are underway. Both Eatmor Cranberries, Inc. and National Cranberry Association are running test experiments.

NCA began late last month to send out packages of frozen cranberries to various test markets, and a minimum of 5,000 barrels and a maximum of 10,000 have been earmarked for the experiment. NCA test markets are in New England, Upstate and Metropolitan New York, Cleveland and Canton, Ohio. These are for frozen cranberries while a frozen cranberry relish is to be tested in Milwaukee, Chicago, Minneapolis, Kansas City, St. Louis and Indianapolis.

Both these test items are in the standard freezer-size containers, newly-designed. The frozen cranberry pack contains 10½ ounces net, with the relish containing 8.03 ounces net. These are designed to retail at 19 cents and 29 cents respectively. All frozen fruit is strictly quality. These

prices are pegged to return, in volume sales, \$17.00 a barrel to the fresh and processed pools.

One direct advantage, obviously, if the tests are successful and demand is developed would be to take off a considerably quantity of fruit from the fresh market, and so give it stimulation.

Packaging for NCA is done by an outside firm specializing in frozen foods and the product is being distributed through a frozen foods broker.

Eatmor, using standard one pound packages has been cooperating with the USDA in a frozen food test. This was merely on an experimental basis and at the present time the cost was heavy, but Eatmor, General Manager Lester E. Haines says, plans to continue the effort.

A preliminary report "Purchasers' Opinions of Frozen Fresh Cranberries in Minneapolis—St. Paul" (FSC Service Report 22) has been written by J. Scott Hunter and Wilbur F. Buck of Farmer Cooperative Service and Agricultural Marketing Services, USDA, Washington 25. Report was encouraging in some aspects.

The Survey—Excerpts

This preliminary report summarizes some of the results of a study undertaken to find out purchasers' opinions of frozen fresh cranberries. It was made in 10 supermarkets in the Minneapolis-St. Paul area from April 26th through May 12 of this year. It covers consumer attitude as ascertained by interviewing customers who, during that period, purchased 1-pound packages of frozen fresh cranberries at 25 cents each. In evaluating the advisability of frozen fresh cranberries, producers, processors, retailers and other segments of the industry should give important consideration to consumer reaction to the product.

The area was selected largely because adequate stocks of frozen fresh cranberries were already available in local storage. Markets included 5 of the largest and 5 medium-sized. An effort was made to select stores in different income areas.

Frozen berries were offered for sale in 1-pound cardboard pack-

ages similar in appearance to those used for fresh berries. The packages had several cranberry recipes printed on them.

A representative of the Dept. of Agriculture stood near the cranberry display in each store for 3 successive weeks during peak shopping hours. These obtained the name and telephone numbers of most persons who purchased. Purchasers were interviewed by telephone fairly soon after they had used the cranberries. Responses were obtained from 473 cranberry users.

Results may have been favorably biased by such factors as the novelty of having cranberries off-season, the fact that the participating chain had possessed a rather large frozen food department, and the fact the Dept. of Agriculture was shown to be interested in purchasers reactions. **Comparison of fresh and canned with frozen**

From the standpoint of consumers, freezing has no undesirable effect on the characteristic qualities of cranberries. In fact a large proportion of respondents felt that freezing yielded a product which compared favorably with the fresh berry.

This conclusion is drawn from responses to the question, "Which do you like better, fresh cranberries or frozen cranberries?"

47 percent said they liked both equally well.

40 percent said they liked frozen cranberries better than fresh.

13 percent said they liked fresh cranberries better than frozen.

In same comparison between frozen and canned, the response:

87 percent said they liked frozen cranberries better than canned cranberries.

9 percent said they like both equally well, only 1 percent said they liked canned cranberries better.

Responses to the general question, "What did you think of these frozen cranberries?" Nearly 9 out of ten users were completely satisfied. Major reason mentioned for satisfaction was the "good flavor" of the cranberries. Respondents

who listed flavor described it in such terms as "a real fruit flavor," or a "delicious flavor."

Twelve percent giving reasons for dissatisfaction fell into four different types. Frequently mentioned criticism was that sauce did not jell or was slow to jell. Fresh cranberries sometimes lose as much as 33 percent of their moisture content between harvest and marketing. It is possible that better results would be obtained if frozen cranberries were cooked in less water than in using fresh.

Quality

Second type of complaint referred to poor quality of some of the frozen berries. Respondents noted soft or wilted berries, some not ripe, some overripe. Although the complaint was made by relatively few, it seems desirable to use quality control procedures that would insure the kind of quality consumers have come to expect in frozen foods.

Less frequent source of dissatisfaction were related to poor flavor and inconvenience of preparing them. Comment referred to such things as difficulty of removing stems while berries are still frozen.

Interest in repeat purchases

A good measure of consumer satisfaction is the willingness to make repeat purchases. Respondents were asked, "Would you like to be able to buy frozen cranberries like these again in the spring or summer?" Ninety-six percent said they would like to be able to buy again during these seasons.

Box Size?

A final consideration is the respondent's opinion of the box. The box used held one pound and its dimensions were $7\frac{3}{4}$ x $3\frac{3}{4}$ x $2\frac{1}{3}$ inches. It seemed possible a box of this size might prove a bit too large for convenient storage in the freezing compartment of a refrigerator or that it would hold more cranberries than a small household could use at one time. In this survey 9 out of 10 expressed approval of box size. Most of those dissatisfied with size would have preferred a smaller package.

Summary

Though this study was limited in scope, it appears that most purchasers will be satisfied with frozen cranberries, particularly if high quality berries are frozen and (if laboratory experimentation indicates it is advisable) adjustments are made in the recipes.

However, from the data collected

in this study, it is not possible to predict either the potential off-season sales volume with extensive advertising and promotion, or the effect of off-season sales on the total sales volume per year. Neither can it be suggested from this study what the relative appeal would be if frozen cranberries and fresh cranberries were both available at any one time.

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Anthony R. DeMarco
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National Cranberry Association
Hanson, Mass.

WHY ISN'T THE MARKET STRONGER?

UNLESS the 1957 marketing shows a spurt in the late stages it isn't going to ring any great big bell. There was brisk selling for the first "round." Then, with this supplied, a good deal of October was in the doldrums, with the market soft, too much of the time.

We wonder why this was so? Without trying to be critical of anyone in particular, it would have seemed on general principal that with a shorter crop, sound berries—excellent in Massachusetts—and the continued advertising promotion, sales should have been brisk and at reasonably good prices. That's the way it looks at a glance, anyhow.

Was the price set too high to start with, were wholesalers used to a lower price, and did consumers resent any mark-up in the pound they bought in the stores? Was the price too low, as some have suggested? We are in a period of rising prices all along the line. Why couldn't the consumers have been induced, in fact, been willing to pay the few pennies a pound more which make the difference between a good year and only a "pretty good" one to growers? Folks continue to buy most anything even with about every item costing more than ever before.

It must be that once a commodity becomes a depressed item, there is a long, hard road back. This year is showing an improvement—maybe too much should not be expected—but to the grower who had one of the particularly small crops this fall the picture isn't too much better.

Then, again this wasn't really a "short" year, in the long run of cranberry growing. Even though we didn't raise a million barrels again there were still a lot of cranberries to sell.

MARKETING ORDER ACTION TO BE RESUMED

WITH the performance of the market this fall, there seems to be more need than ever for a Marketing Order and effort to obtain necessary legislation will be continued. That is the opinion of Chester E. Robbins, chairman of the Industry Committee. He has conferred with some of the other members and states time for action

Editor and Publisher
CLARENCE J. HALL

EDITH S. HALL—Associate Editor

CORRESPONDENTS—ADVISORS

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has now come, with national politics out of the way.

"This fall proves more than ever we need this Order. Conditions appeared to be just about as perfect as you could ever expect them for a strong, successful marketing," he has said, echoing the thoughts of some others. A nearly successful effort for this Order was made last year. He believes it can be achieved in Congress in 1957 and that a very simple Order can be written up which will stabilize the marketing.

October Market, Slow and Soft

Fresh fruit sales up to very end of October slowed after a brisk demand for first round of fruit. All shippers were probably nearly 50 percent below those of corresponding date last year. A common reason of warm or hot weather in major mid-west and western markets has been given and also resistance to the higher price of this year over the past two or three. Wisconsin Natives were reported as being in sharp competition with eastern Early Blacks and the market during much of October was admittedly "soft."

October 30th USDA report from Boston market showed total sales through October 27 to be 82 carlots, while total last year to that date was 171.4. Total shipment for season to date this year was 146 as compared to 263 in '55.

Comment was "Cape Cod Points: The harvesting is practically all completed. Latest estimate of average frost damage is 5 percent. First shipments of Howes have been resorted to distant western markets. Bulk of shipments still consist of Early Black. All Blacks continue to show good quality and condition. Demand continues very slow with many shippers optimistic for improvement before the holiday season. Demand slow, market weaker. Sales FOB shipping point cartons, Early Blacks \$3.75-3.90, Howes, few \$4.35."

Thanksgiving Berry Shipments Are Up

Thanksgiving market for cranberries, as is customary, picked up considerably and is a big improvement from the doldrums which prevailed all through October and the first ten days in November. The week of the 11th saw shipments and sales fairly strong but behind normal. If retail outlets clean out to consumers, there can be a good Christmas market for Late Howes.

Price was another story, Blacks were being quoted at \$3.50 a quarter in the third week of November, but the opening of Howes at \$4.35 had dropped to around \$4.10. With a big increase in Wis-

consin production, more than earlier anticipated, there has been extreme competition between that state and Eastern Blacks all season. Wisconsin Searles opened at \$4.25, but the price was not holding up. Total production of country was now, it appears, only 7 November 13 Boston report of USDA showed an increase as was expected with proximity of

Thanksgiving, with trucks showing a greater increase over rail freight. Bulk still consisted of Early Blacks but these were all or mostly gone by Nov. 14 and some Howes were being shipped. Movement was described as generally good, demand was good and expected to continue. Total carlot shipments through Nov. 10 week were 129 as compared to 191, and

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total shipments for season to date were 234.2 as compared to 334. Shipments of Blacks were estimated as having fallen off approximately 75,000 barrels in Massachusetts at that time.

Mass. Berry Crop Falls Off, But Wisconsin Gains

Massachusetts cranberry crop has continued to shrink in estimate until with November 13th USDA report it stood at 455,000 barrels as compared to first prediction of 546,000 and ten-year average of 553,800. All other areas have gone up, to produce a total United States crop now figured at 958,000, which is 6% above the 10-year average of the five states of 903,120, but below 7% last year's 1,025,800.

After harvest reports indicate the Massachusetts crop fell off 20,000 barrels from October estimate, as Howes as well as Early Blacks had failed to meet predicted figure. Berries were reported as colored very well and keeping quality exceptionally high. Proportion of smaller berries is much larger than usual, and losses from frost have been set at 5 percent of crop.

Wisconsin's production increased a whopping 50,000 barrels to estimated 330,000, topping last year's record of 315,000, with a ten-year average of 139,200. New Jersey matured later than usual because of the late spring, but is now expected to have been 75,000, which is 17 percent less than last year and 12 percent below average of 85,000. Oregon gained 3,000 barrels to put the figure at 35,000, that state's largest crop to date while Washington was upped from original estimate of 47,500 to 63,000. Harvest had not quite been completed in the Pacific States by November 1.

An unusually mild and late fall in Wisconsin resulted in substantially more berries maturing than usual. The color and quality are reported excellent and keeping quality better than usual.

FIRST HALF NOV. WARM IN MASS.

November to the 15th has been a warm month in Massachusetts. Up to the 15th there was a plus of temperature of 37 degrees, the first week having been particularly spring like. It was ideal for late bog work.

Fred N. Lange

Fred N. Lange, prominent Wisconsin grower and a director of National Cranberry Association died suddenly of a heart attack October 5th. He had made a number of trips to the East and was well known throughout the industry.

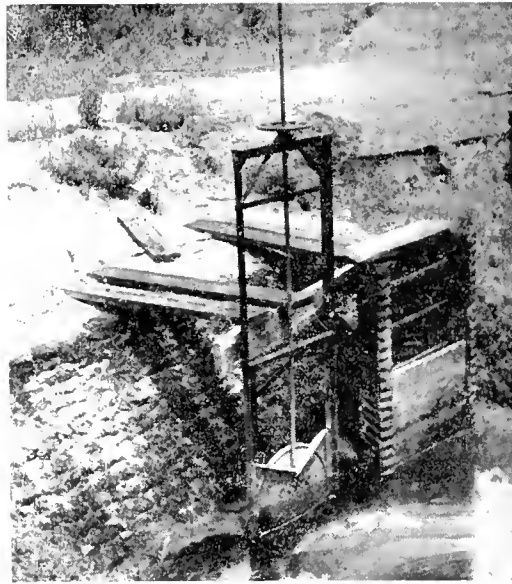
His death occurred at the Perry Creek Cranberry Company marsh which he operated, after he had come into the house to have a cup of coffee with Mrs. Lange after working on the marsh. He was 52.

He was born in Sparta, Wisconsin and graduated from the schools there and from the School of Pharmacy at Marquette University. He received his certificate in 1924 and while in school had worked at a Sparta pharmacy.

In 1930 he leased a drugstore in Black River Falls and went into business for himself, but prior to that had worked in a drugstore in Milwaukee and at La-

Crosse. He operated the Lange Drug Store at Black River Falls until 1945 when he sold the business. Since then the major part of his time had been devoted to cranberry growing. He had also operated Lange drugstores at Sparta and Elroy. He was active in affairs of NCA and Wisconsin State Cranberry Growers' Association.

He was past president and active member of Black River Falls Rotary, had served as county chairman of the War Bond Drive during World War II, was a member of the Black River Falls board of education and was currently serving as president of the Black River Public Library board and as a trustee of the St. Joseph's Catholic church of which he was a very active member. He was also a member of Chamber of Commerce and Sportsmen's club. He leaves a widow, a brother and two sisters.



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Members of NCA were pall bearers, these being Mark Havey and William Drury, Chicago; John Roberts, Guy Potter, Wisconsin Rapids; Rollie Potter, Camp Douglas and James Sands, Hanson, Mass.

Preliminary Notes, Fruit-Setting Hormones

By

Charles A. Doehlert
Assoc. Res. Specialist
N. J. Agri. Exp. Station

Recently there has been considerable interest in the use of hormone sprays to improve the set of fruit by spraying at blossom time. Profitable returns have been claimed for lima beans, snap beans, tomatoes and cherries when sprayed or dusted with one of these. Under field conditions favorable to a large set of fruits, the hormone was generally of no effect. When weather was unfavorable to a good set of fruits, the improvement of set was significant. With tomatoes, increases of 25 to 1000 percent were obtained in early pickings but usually the yield for the whole season was not increased. With lima beans harvested in a single operation, the yield increases were 10 to 100 percent. Very little experimentation had been done before 1954 so information is limited. It seemed wise and timely to begin a series of observations with cranberries.

Three varieties of cranberries were used, Early Black, Champion and Howes. The material was sprayed on the vines at the beginning of bloom, in full bloom and at the close of bloom.

So far, the berry and blast counts made on Early Black and Champion indicate that the normal percentage of flowers set fruit whether they had been sprayed with the hormone or not. There was evidence that there had been some frost injury to the blossoms. Also, there was evidence that a considerable number of flower buds had been destroyed within the over-wintering fruit bud so that many uprights bearing fruit buds developed only 1,

2 or 3 flowers where they should have averaged about five flowers per upright. It had been hoped that in view of injury to many of the flowers, the hormone would raise the percentage of set among these flowers that did succeed in developing.

Counts on the Howes variety will be made later. Possibly, these results may be somewhat different. We do not feel that we should be discouraged at this time. Perhaps the tests should be continued with more variations in timing, with heavier dosages, and with other materials.

New Jersey Notes October Wet

October was normal as to temperature with an average of 56.8, or only one-tenth of a degree below the normal figure. It was decidedly a wet month with 5.06 inches of rainfall as compared with the normal of 3.72.

Less Rot

Thomas Connelly of Toms River completed his inspection on November 7th for National Cranberry Association. It had been his job to inspect berries at the bogs or screenhouses to insure proper quality before they were sent to cannery or freezer. It seemed true this year there was somewhat less rot than usual at the time of scooping.

45 Darlingtons

There was a total of 45 Darlington pickers in use on New Jersey bogs this past harvest season.

Harwich On Cape Has Firm Ground For Observance

Cranberry Growing Began
Real Growth There—
Capt. Z. B. Small Was
Important Early Grower.

By Clarence J. Hall

Harwich in observing its annual Cranberry Harvest Festival last month, is standing on firm historical ground in doing this. This Cape Cod town was where

the industry really "firmed" after the preliminary starts at Dennis and elsewhere. It was there a real cranberry business was developed.

In previous articles we have told of that remarkable group of early Harwich growers, including Captain Cyrus Cahoon, who is credited with developing the Early Black, Captain Nathaniel Robbins, who supposedly found this berry growing near Grassy Pond at Harwichport; Captain Alvin Cahoon, cousin of Cyrus, who also working at Pleasant Lake was perhaps the first to build a bog on a level, sanded floor, not making the mistake of believing berries needed too much moisture in about 1840, which was the model for many other bogs. Others were Emulous A. Cahoon, Captain Benjamin C. Cahoon and James F. Cahoon, all of Pleasant Lake in Harwich.

Others in Harwich yet to be considered are Captain Zebina H. Small, a dynamo of activity, with whom this article will be concerned; Captain Abiathar Doane, his brother, Captain Nathaniel, Captain Joseph N. Atkins of Pleasant Lake.

Captain Small, like others of the pioneers made his errors, corrected them and eventually prospered in cranberries. He was one of the earlier close observers of cranberry insects, seeking methods to control them; he was instrumental in cranberry organization, and his son was a major link in bringing

the industry up from Barnstable County into Plymouth.

But Harwich has always been important in the Massachusetts cranberry picture. In the last bog census to be taken Harwich is

credited with 498 acres, seventh in place among Massachusetts towns and exceeded on the Cape only slightly by sprawling Barnstable which has 506 acres.

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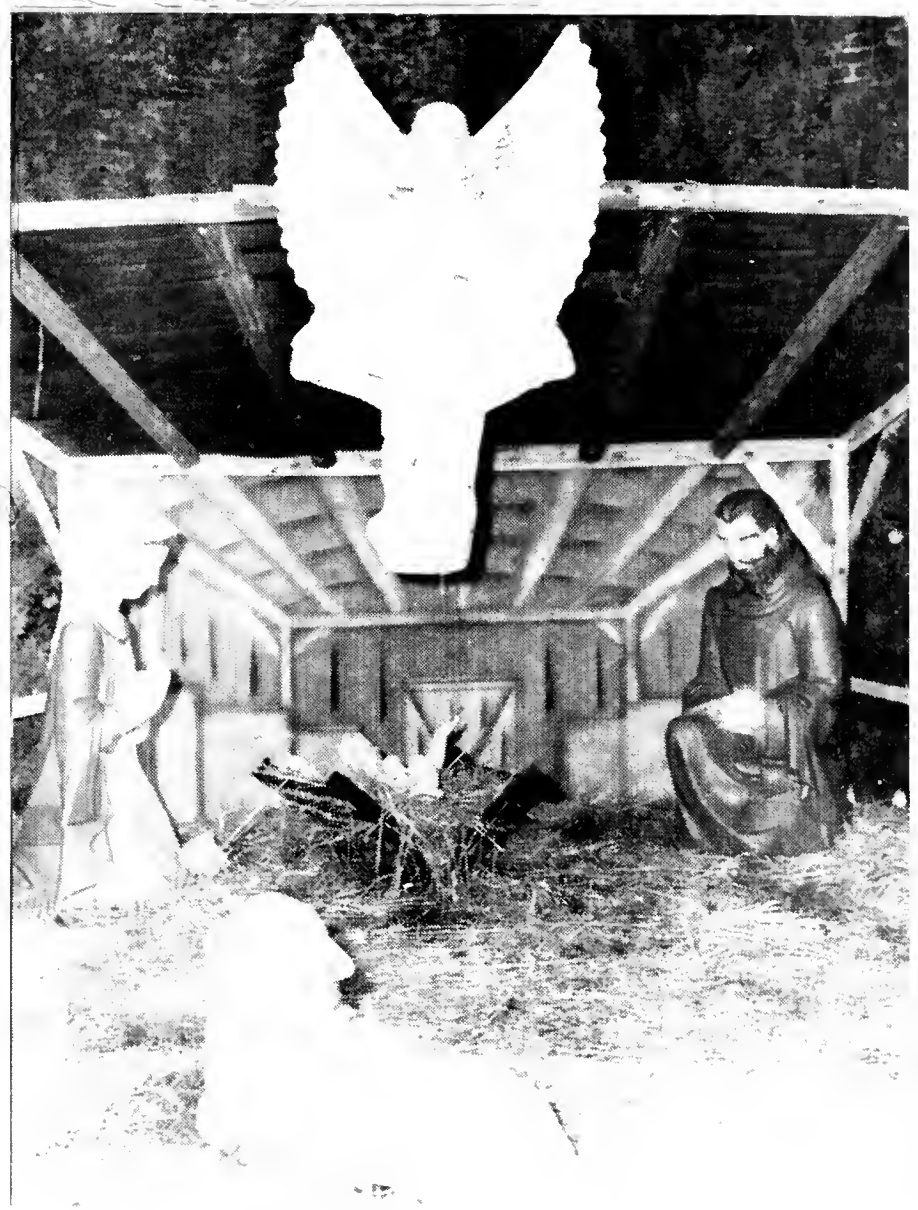
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GLOVER REQUESTS RE-EXAMINATION OF MASS. BOG TAXATION VALUES

NCA Sends Out Letters to 70 Towns Where Berries Are Grown

A further step in an attempt to obtain more favorable real estate taxes for Massachusetts growers, more in line with other areas, has been taken by President James E. Glover, president of National. Letters have gone to the board of assessors of 70 Massachusetts towns.

It states that enclosed data poses a problem that has been "gnawing at the vitals" of the cranberry industry in Massachusetts for some time, and so much interest has been generated by the growers of NCA that Mr. Glover desires to contact these boards in person or by representative, Harold Betzold, Jr. an attorney of the cooperative.

The data declares that National Cranberry Association after many complaints of tax inequities as to agricultural real estate and particularly cranberry bogs has begun a program of investigation and research into what can be done to rectify the problem that faces members.

"The problem is manifold, but can be stated simply, that it makes a lot of difference in what town you grow your cranberries in Massachusetts in the light of the cost of real estate taxes per bar-

rel of cranberries, and the problem is further accentuated when you compare these towns generally with towns in other states where taxes are more uniform and based on a more realistic agricultural valuation.

"Under General Laws Chapter 56 and 59 we see that valuation is generally based on the fair and cash value. Now in most of these towns in Southeastern Massachusetts we find that most real estate is actually assessed for thirty or forty per cent of the cash value. An individual who purchases a house and lot for ten thousand dollars will have an assessed value of about three thousand five hundred dollars placed on it for purposes of real estate tax. This individual can turn around and sell his house and lot for probably three times the assessed value. But is this the case with real estate for cranberry bogs?

"It is submitted that the above is not the case with cranberry bogs. In fact, in many towns, they are assessed for sixty or seventy per cent of their cash value and in some instances for as much or more than their cash value. In many instances a bog owner would have to sell his property for less than the assessed value."

The letter explains that when these high assessments are cou-

(Continued on Page 16)



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Mass. Cranberry Station and Field Notes

by J. RICHARD BEATTIE
Extension Cranberry Specialist



Cutting Production Costs

The Massachusetts Cranberry Advisory Committee met at the Cranberry Experiment Station November 27 to assist the Extension Service in the preparation and development of an educational program for 1957. There was an excellent representation present from the four Cranberry Clubs, Cape Cod Cranberry Growers Association, Marketing Committee of the Association, County Advisory Committees, Cranberry Institute, County Agricultural Agents, University of Massachusetts, and the Cranberry Experiment Station.

The discussion this year focused on the need for cutting production costs, increasing yields per acre, improvements in harvesting and screening methods, continued efforts to improve the quality of cur pack, both fresh and processed, and support of the real estate tax study on bog properties recently initiated by the directors of the Cape Cod Cranberry Association. The work of other interested parties concerned with the tax problem was duly noted.

The committee endorsed the quality control programs that were carried out this past year, the work of the Cranberry Institute, the constructive labors of the Marketing Committee of the Cape Cod Cranberry Growers Association, and research and extension programs. The hope was expressed that the Institute would expand its programs to include more non-brand advertising and promotional work.

Agricultural Engineer

The need for an agricultural engineer at the Cranberry Experiment Station was discussed in detail and the group present favored the appointment of a qualified engineer to devote full time to in-

creased mechanization of our industry. Dr. Cross reported that the enactment of the new Freedom Bill by the state legislature and the recent approval of a new salary schedule increased the possibilities of filling this position which has been open for over a year. There was considerable interest in a school for picking machine operators which will be arranged this winter or early spring. Its purpose will be to familiarize those concerned with maintenance, simple repairs, adjustments, and general operation of picking machines. These and many other topics received consideration. The suggestions and advice of this committee are most helpful and are sincerely appreciated.

The following members were present: Howard Miller, Louis Sherman, Victor Adams, John

Shields, Francis Kendrick, Arthur Handy, Robert Hammond, Gilbert Beaton, Ferris Waite, Chester Robbins, Maurice Makepeace, Kenneth Garside, Bradford Crossmon, Allan Leland, Oscar Johnson, Dominic Marini, Harold Woodward, Darrell Shepherd, Chester Cross, Joseph Kelley, and Richard Beattie.

Dr. Bert Zuckerman, our station pathologist, presented a paper at the national meetings of the American Phytopathologist Society held in Cincinnati, Ohio, in early December. He had an opportunity to discuss our disease problems with some of the leading scientists in this field. The value of attending these and similar science meetings is most worthwhile.

Dr. Fred Chandler will have completed his six-months sabbatical leave by January 1, 1957. His studies have taken him to other cranberry producing areas in the United States and parts of Canada. We are looking forward to a report of his work. Growers will be happy to learn that Mrs. Chandler, who underwent major surgery in early December, is making satisfactory progress in her recovery. We are sure her many friends in the cranberry industry will want to send her a card or note wishing her well.

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Winter Water Management

We have some timely notes on winter water management prepared by Dr. Chester Cross. They are as follows: "There is a prevailing opinion that 'late-water' crops of 25 years ago were smaller than comparable 'early-water' crops. Recently, late-water and early-water crops have inclined to be about the same in size. The most reasonable idea to account for the change seems to be the elimination of water deficiency in bogs. This suggestion would mean that if the bog is hurt by water deficiency during winter, its crop will be further reduced by a late-holding in the spring. Many growers have been exposing the bogs a good deal in the winter and following this with a deep spring flooding from about April 10 to May 25. With this procedure, crops appear to be quite heavy, keeping quality good, but with some increase in fruit worm infestation. Too little is known factually, but with the new subdivision of the State Bog it is hoped that some of the above points can soon be proved one way or another. The flooding management at the State Bog will be designed to test some of these ideas and should not be taken as a guide to growers at present."

Oxygen Deficiency Reports

The Cranberry Experiment Station and County Agricultural Agents involved will again attempt to keep growers informed when oxygen deficiency or winter-killing conditions are becoming critical. The radio, press, and flash cards will be used for this purpose.

Fresh Market Well Cleaned Up By Dec. First

The Thanksgiving market saw a good clean-up of fruit and first of December both Eatmor and National estimated there were not more than 100,000 to 115,000 barrels anywhere left unshipped. As to the price that was another story—the market was and has continued soft.

Wholesalers of fruit in various distributing points had good sales,

and it was believed most shipments had gone into the hands of consumers. Blacks and odd varieties have practically all been closed out and it was expected by both these major co-ops the 1956 fresh crop would be sold by Christmas or in early January.

Prices on the average, while better than last year have not come up to a satisfactory figure, at least that wanted by Eastern shippers. Wisconsin shippers this fall with the record crop for that state widened their scope of sales and have come into the market from coast and the competition between east and mid-West has not made a strong market.

From the point of volume in sales, that will probably be sound, and it is not expected that by September first of next year, according to G. T. Beaton of National that co-op will have more than the 100,000 in freezers which is a healthy condition. This figure is anticipated without any resort to incentive sales plans or hard selling campaigns such as were used last August to get the frozen volume down to the level desired, for the fresh market.

When Is a Cranberry a "Black" Item?

Every grower knows that color is important in the selling of cranberries. Eatmor Cranberries, Inc. knew it, too but "Stan" Benson of the Eatmor office in Carver, Massachusetts never knew before that color was a basis of rate of import tax.

Eatmor made a shipment of 125 cases of Early Blacks to Belgium. Back came a response that the fruit arrived in wonderful condition, with an order for 150 cases more, but the urgent request not to mark them "Early Blacks."

Explanation was there is an additional government 5 per cent tax on any "black" items, and Belgian customs authorities could not be persuaded the cranberries were not a "black" import since the labels plainly said they were. Why the distinction in color is not explained.

MRS. CROSS FETED BY NCA PERSONNEL

Mrs. Emma K. Cross, who has been manager of the NCA office staff at the Onset plant on termination of 24 years of service was feted by NCA personnel at a banquet at Red Coach Grille, Middleboro. Mario Lince, Onset foreman presented her with a wrist watch in behalf of the group and she received other gifts including pearl brooch and an armful of roses.

Mrs. Cross is the mother of Dr. C. E. Cross, director of Massachusetts Cranberry Experiment station. During her nearly quarter-century in the position she established the record of being absent only one half day. The position of office manager will be filled by her former assistant, Mrs. Helen Vecchi.

MASS. GODDARDS BUY FLORIDA PROPERTY

Mr. and Mrs. Harrison Goddard recently of Middleboro, Massachusetts, well known cranberry growers are now residing in Florida having purchased the Silver Sand apartment hotel at Indian Rock Beach, Florida. Both are natives of Plymouth.

Mr. Goddard continues to operate the Sampson bogs in Plymouth and Middleboro, although they will spend more time in Florida, where they have been going for many years. In January Mr. Goddard will have completed 30 years as a director and appraiser for the Plymouth Federal Savings and Loan Association and intends to resign at that time. This organization has grown from one with assets of less than \$2,000,000 to one of \$11,000,000 and is now in new quarters.

The motel in Florida will be managed for the Goddards by "Dan" and Priscilla Ellis formerly of Plymouth.

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Cranberries

THE NATIONAL CRANBERRY MAGAZINE

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FRESH FROM THE FIELDS

Compiled by C. J. H.

MASSACHUSETTS

'57 Bud Feared Not Good

For the first time in a number of years the bud for the 1957 crop does not look too encouraging. Buds are small and not as plentiful as normal, apparently. Dr. C. E. Cross is slightly worried about the situation and is watching developments.

The month of November was about 60 degrees above normal, a warm month, but there were a number of days of sharp weather with minimums in the low teens. The long, slow season of development for harvest caused some anxiety that terminal buds might be more susceptible to fall frosts than normal. A check was made by station staff, but failed to show any material damage, although some may show yet. The bud problem seemed the most serious.

Rainfall Adequate

Month started out cold, but then moderated until Thanksgiving day when temperatures averaged colder and more normal. Rainfall totalled 3.65 inches which was fairly adequate but more would have been better. Water supplies were somewhat down for the winter flooding. A few had put on this flood by December first.

Sunshine Favorable

Sunshine factor toward next year's production was favorable.

Work Tapering off

There had been a spurt of bog work in early fall through October, but this had tapered off during November. Returns from the marketing were not encouraging heavy expenditures.

WISCONSIN

Nov. Cooler - Snow

November averaged below normal in temperatures and slightly above normal in precipitation. Precipitation was mainly in the form of snow with the northern part of the state receiving twelve to twenty four inches by mid November. The central part of the state receiving half that amount. There was little if any frost in the marshes prior to the snowfall. Cooler temperatures the latter part of November resulted in some winter flooding. New plantings had been flooded in early November. Temperatures for the month averaged 6-8 degrees below normal with the normal being about 30 degrees for the cranberry growing area.

Fresh and Processed

An estimated eighty percent of the crop had been shipped by December 1 with about sixty percent going fresh and forty percent processing. Preliminary estimates are now that about sixty five percent of the Wisconsin crop will be sold fresh and thirty five percent processing.

Estimate Still Holding

The estimated crop figure of 325 to 330,000 barrels for Wisconsin is still holding. Shrinkage appears to be about normal and very much less than last year. The later varieties being held for the Christmas and New Years markets appear to be keeping well. Also moderate temperatures have resulted in less warehouse heating than last year.

Sanding

Some sanding operations are ex-

pected to commence by mid-December or as soon as the winter floods are frozen down. Most of the sanding is expected to be done in the southern area.

WASHINGTON

November Cool

November was on the whole cooler with a minimum of 22 on two days and 23 on two. Maximum for the month was 66 on two days. Latter part of the month brought bright sunshine accompanied by an east wind and a lower humidity. This reached 40 percent on the 23rd.

Production Figures

Of the Washington total production figure of 62,725 barrels, Grayland growers produced 40,392, Long Beach 19,064 and North Beach 4,019.

Picking Methods

Growers in the Grayland and North Beach area, except for one or two picked either with the suction or Western, although there are a few Darlings in Grayland. Approximately 50 percent of the Grayland crop was picked with Western. North Beach picked with Western and suction. As far as Long Beach is concerned the entire production is harvested with "egg-heaters," with the exception of two who use Westerns. Westerns have gained in popularity and there was a substantial increase over '55.

NEW JERSEY

Month of Extremes

November in the cranberry belt of New Jersey was a month of extremes. It was extremely mild

in the first half of the month and very cold in the latter half. There were 15 relatively balmy days of weather above 60° F., of which six were above 70° F. At the other extreme there were three days during which the temperature dropped below 20° F. On two occasions it went as low as 11° F. This allaveraged out at 47° F. for the month, which is 0.9° warmer than the average November for this area.

Abundance of Water

Rain occurred on nine days and totalled 3.33 inches. This is 0.35 less than normal. At the end of November 46.84 inches of rain had fallen, about three inches more than normal for the entire year. As a result an abundance of water is on hand in the reservoirs, a welcome contrast to the shortage which existed last year at his time.

Machine Pruning

A few growers have begun to put on the winter flood, but as of December 8th most of the New Jersey cranberry bogs remain unflooded. Considerable rake pruning of vines was accomplished during the month. It is interesting to note also that an increasingly larger acreage of vines is being machine pruned each year in New Jersey.

CANADA

Maritime Crop Short

Cranberry crop in all of the Maritime provinces has fallen very short, it is now realized at conclusion of the season. The late bloom coincided with good pollination weather and an excellent set was reported in most areas. Cool, cloudy weather throughout the summer slowed growth so that berries were very immature when the "sneak" frost came early in September. Fruit size was small even on the best bogs and this in itself reduced the volume materially.

Harvest Scene Photographed

A photographer for the National Film Board, Grant Crabtree, was in the cranberry areas this past fall and took a series of photographs of harvesting, packing and marketing operations. These are

expected to appear on County Calendar program of the Canadian television network.

Late Developments

Temperatures in Massachusetts continued for first of December on the mild side, 23 degrees above normal being recorded for first twelve days. Year, as a whole, however, has been colder by some

90 degrees since last January first. First snow occurred on night of the 9th with less than an inch generally, which melted swiftly. Rainfall was but 1.54 inches.

Across the continued freezing temperatures hit the Long Beach Peninsula area in Washington. Mercury skidded to a low of 17 at Cranguyma farm on the 6th. There was light snow the following night.

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Maximization of Returns to Cranberry Growers

by A. F. Wolf

Economist for the Cranberry Institute

According to the analysis of cranberry-price relationships prices of cranberries have been influenced in recent years primarily by the variations of the market supply of cranberries. The analysis indicates little or no effect of any specific demand factors.

The concept of demand is sometimes not clearly understood because many people interpret it to mean the equivalent to the quantity-cranberries in this instance—which has been sold or which the market has taken. This quantity is the amount consumed. When talking about demand we must consider the relationship between a schedule of prices and a corresponding schedule of quantities, both schedules referring to a special market and commodity. This means that the term demand refers to quantities of cranberries which are purchased at various prices.

In most instances consumption of a commodity increases when the price is lowered. Demand increases only when a larger quantity is taken at the same price or the same quantity at a higher price.

According to general observations there are always two demand factors present within the price-quantity relationships of agricultural commodities. The two factors are (a) consumer income and (b) population. There are other demand factors such as those which are created by shifts from fresh to processed which may bring into force an upward trend of demand on account of a tri-dimensional expansion and special upward shifts of demand such as are observed in the case of Florida oranges. In the two latter cases it is the element of greater convenience associated with proper promotion, advertising and merchandising which tends to create upward trends of demand.

Downward trends of demand are also observed amongst agricultural commodities.

Of the two major forces which affect the demand for all agricultural commodities namely, population and per capita consumer income, there is one which according to the analysis of the cranberry price-quantity relationship has had no effect during recent years.

This factor is the per capita consumer income which had no apparent impact on prices of cran-

berries since 1950, or thereabouts. Consumer income was rising during this period.

From the foregoing may be inferred that the major factor that influenced cranberry prices in recent years has been the size of the total market supply and its variation. It follows therefor that any thoughts given to the improvements of returns to cranberry growers, as far as the short run is concerned, must take the adjustment of the market supply into account and, also, a clear allocation between fresh and processed berries.

The criteria for the concretization of these ideas are (1) the maximization of total returns to growers and (2) the allocation between different uses on the basis of different elasticities of demand.

Regarding the maximization of grower returns the fact should be realized that greatest total returns to cranberry growers are not associated with a market supply which commands the highest price per barrel. Assumed the total market supply could be

manipulated, price could be forced to go up as the market supply declines and to a point where the wealthiest consumers stop to buy cranberries. This would be at a ridiculously high level. While this goes on, i. e. as price continues to rise total returns to growers decline after they have reached the maximum point. Substitutes develop if prices are unreasonably high.

If the market supply can be determined or influenced price of cranberries per bbl. should never be employed as criterion. The determining factor in supply control should be returns to growers, (1) with an eye on prices of substitutes.

The following illustration is presented to show the relationship between:

- (1) Per Capita market supply of cranberries.
- (2) Total market supply.
- (3) Estimated farm value per bbl.
- (4) Total returns to growers.

Above estimates indicate that within the given range the highest estimated farm value per bbl. is associated with a .55 lb. per capita market supply (if the latter were only .45 lb. the estimated farm value would be \$23.75) but that the highest estimated total returns to cranberry growers would be in the vicinity of a market supply of .65 per capita, or a total market supply of 1,080,000 bbls. of which an amount of say 120,000 bbls. may be carry-over. If the market supply goes up from .65 to 1.05 lbs. per capita, returns to growers are almost cut into one-half.

For points of reference the fol-

Estimated Returns to Cranberry Growers Under Varying Conditions of Market Supply 2)

Per Capita	Total No. Bbls.	Est. Farm Val. Per Bbl.	Est. Returns to Growers
(1)	(2)	(3)	(4)
.55	913,000	\$18.00	\$16.4 (Millions)
.65	1,079,000	15.50	16.7 "
.75	1,245,000	12.90	16.1 "
.85	1,411,000	10.15	14.3 "
.95	1,577,000	7.50	11.8 "
1.05	1,743,000	5.00	8.7 "

lowing total market supplies are presented.

1952: 844,000 Bbls.

1950: 1,432,700 "

The estimated highest returns to cranberry growers are based on a .30 plus .35 (fresh and canned) allocation. If this were to be changed either in favor of fresh or in favor of processed the estimated total returns would be somewhat lower or higher, respectively. This variation is the result of differences of the elasticity of the demand for fresh cranberries, on the one hand, and for canned cranberries, on the other.

Above allocation roughly equals a ratio of 46 to 54, or 46% of the total market supply to the fresh market and 54% to processors. This is from the point of view of returns to growers not the best allocation of the market supply. A better one would be a 40 : 60 allocation in which instance 60 per cent of the market supply is used by processors.

1) The writer wishes to state that this is merely a theoretical outline of what to expect if supply control could be employed legally in the form of a Federal marketing agreement and order, or by means of stiff quality regulations.

2) The reader should consider the estimate as rough approximations only because the data on which they are based are faulty in some respects. However, it can be stated that the point of greatest returns lies in the vicinity of the market supply as indicated. The illustration does therefore serve its purpose.

NCA Hanson Plant Closes Most Canning Onset Will Be Mass. Center In Economy Move

National Cranberry Association closed down its canning operations at Hanson, Mass. November 30th, indefinitely, except for cocktail, the new whole sauce and trial lines. Massachusetts sauce canning will for the present be done entirely at the modern Onset plant, only plants operating being those at

North Chicago for Wisconsin berries, Markham, Washington and Coquille, Oregon for Pacific fruit, and Bordentown in New Jersey.

This is a trial step by President James E. Glover to effect economy in operation, and is the result of cost studies which have been completed. He believes considerable savings can be made by closing the Hanson plant except for the special lines and this will cut employees there from about 40 to

16. There would be a slight increase in force at Onset. Mr. Glover has considered that the cooperation has more capacity than needed.

Headquarters, with administration, sales executives and research will remain at Hanson.

Costs in this trial economy move will be carefully checked to determine the future course.



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family and friends . . . cheery
greetings exchanged . . .
times of laughter and song,
and times of quiet happiness —
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STORY OF A MAN WHO "PIONEERED" US INTO "PICKING MACHINE" AGE

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This is the story of a pioneer. The story of a man who in the past 9 years has done, beyond a doubt, most to revolutionize the cranberry harvest from manual labor to mechanization. Many others have been important, but he had the vision, the energy to pull through the inertia and skepticism to bring us into the full cranberry picking machine age now.

And it was none too soon that picking machines were available in quantity. Labor costs have been upping steadily. Labor has been getting scarcer. This past fall most growing regions had late

growing seasons. Without harvesting devices the 1956 crop might have remained unpicked in part.

Picking machines have been dreamed of, even made small use of since shortly after the Civil War. But never until the past three or four years have harvesting machines come in general use, become the commonplace.

There were probably up to a thousand, maybe a few more picking machines of all kinds in use this fall, this including the so-called "egg-beaters" of the West Coast and even the cumbersome suction pickers. There are no readily-available exact statistics.

Certainly a rising 50 percent of the total crop was so harvested, perhaps up to 70 percent. Percentage was certainly high in numbers of growers, although some of the larger in the East have continued to depend mainly on scooping; the smaller grower hasn't and couldn't. Within a few years' time scoop harvesting will be the exception, all but extinct, it seems beyond question.

But this is the story of a pioneer, a man out of the West, not the East, where cranberry growing started, a man with the conviction, the plausibility of a natural salesman-promoter, R. J. Hillstrom of Coos Bay, Oregon, and not machines.

It took quite a bit of showmanship to convince growers, in 1947, that cranberries could be picked with a mechanical picker. In January of that year Hillstrom startled the industry by showing movies of a novel method of picking cranberries with a machine. He gave shows in all the cranberry areas from the Pacific to the Atlantic Coasts.

Growers were interested and curious, but not convinced that mechanical picking could actually be done without grave injury to the vines, or without a great loss of berries.

The average grower would like to have seen this so called picker perform on somebody else's bog, rather than on his own—the potential damage was too great—but he would travel several miles to see it operate on Joe Doakes' bog.

This was, in fact, the greatest obstacle to the introduction of mechanical picking in the industry.

For two years "Rudy" travelled from Coast to Coast showing every grower who would care to look, how mechanical pickers worked, and tried to induce him to have his bog mechanically harvested.

Needless to say, only marginal bogs were picked thusly—stuff that was too poor for hand pickers to pick by the bushel, or growers to pay hand pickers by the day. This usually meant bogs hav-

ing 15 to 35 barrels per acre, and located some 10 miles or more apart. These were trying days for the pioneer.

During the first two picking seasons of 1947 and '48 thirty-five Western Pickers were built—of five different types. This was to take care of the extreme variation of bogs between the East and West Coast, and also variations in bogs side by side. These first machines cost more than \$2000.00 apiece, and after two years of trial and alterations, were junked. But the experience gained from these impractical pickers went into the construction of the first universal commercial type Western Picker in 1949.

Over \$70,000.00 was spent Hillstrom reports in these first two years to perfect a mechanical picker which would meet the expectations of a few pioneering cranberry growers, willing to take a chance with this new picker. The question was always; why should this new mechanical picker be any better, or radically different, than 20 other previous mechanical marvels that had been tried out in the last 50 years and more?

This then, was the history of the prototype of the Western Picker, that was to revolutionize the industry, until today not many growers are left who do not hope to mechanize their picking as soon as feasible. Gone in the main, are the days of the manufacture of hand-scoops.

But before this new picker could be successfully introduced, operators had to be trained to make demonstrations.

Bogs had to be found in locations where as many growers as possible could and would attend.

Leaders in the industry had to be contacted, convinced, and invited to attend.

Demonstrations had to be widely separated so that large areas of the industry could be covered.

Expert cranberry growers had to judge whether the future of the bog was helped or harmed by mechanical picking.

Many other similar problems arose during these early intro-

ductory years.

Western Picker History

The Stankavich Brothers of Bandon, Oregon, invented this picker in 1945 and '46. In the Fall of 1946 Hillstrom purchased the rights and completed the development and patented this machine.

Every year new ideas were tried out, either by the growers themselves submitting these ideas, or mechanical improvements were made by machinists skilled in these arts.

The time each year for testing a machine was limited to 2 or 3

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weeks, so that it necessarily took many years to go through the list of potential improvements.

One peculiar thing that entered

into the physiology of this post war development was the fact that in 1946, growers had received unheard of prices for their

berries, and the actual cost of picking was a very minor consideration. This also made it hard to introduce mechanical picking, especially when hand-labor was both plentiful and cheap.

Hillstrom

Hillstrom graduated in mechanical engineering from Oregon State College in 1922. While in college he perfected a process for the low-temperature carbonization of Pacific Coast coal, to prevent its slacking away during storage periods—and to extract volatile oils and valuable chemicals in this process. Over 10,000 new chemicals were discovered in this process, which were mainly homologues of phenol and cresol, and many of which have not been named as yet. After 14 years he patented this process in 1933, which was also the depth of the depression.

In the meantime he was engaged in general engineering work.

After the Astoria, Oregon, fire of Christmas, 1922 he designed many of the new concrete foundations for the buildings in the newly dredged-in city area.

In 1925 he helped design and build the Port of Coos Bay hydraulic dredge.

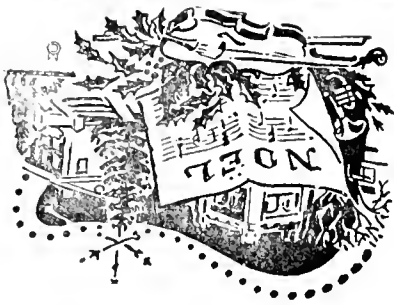
Later he worked out the general plans for the Marshfield, Oregon High School athletic field which later developed into the Coos Bay High School system.

He was a general contractor from 1924 to '46. Constructing lighthouses, coastguard stations, schools and residences on the West Coast.

He was a musician in college, and helped introduce the banjo into the dance world in 1919 and for many years he was in the amusement business as a side line.

During most of his life he has been an ardent "barbershop harmony" singer, and has directed amateur minstrel shows.

One thing he has noticed about the cranberry industry as a whole, namely that cranberry growers have nearly the same state of mind in all the producing areas. They think and say about the same thing, they act and react



"Noel! Noel!" In song and story, the wonderful message of Christmas lives anew and fills our hearts with "Peace, Good Will to All Men." May you celebrate Christmas both merrily and prayerfully, in the good old-fashioned way.

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about the same way regarding the economics of the industry, and they have a feeling of fraternity with all other cranberry growers.

Pioneered in All Areas

Mr. Hillstrom, often accompanied by Mrs. Hillstrom has crossed the country no less than 37 times up to last fall, and this does not include the numerous times he has gone from the West Coast only as far east as Wisconsin. He has been in Nova Scotia nearly a dozen times and to British Columbia. There isn't a cranberry area in the U.S. or Canada he has not visited. He has gained an almost unbelievable knowledge of individual bogs everywhere and knows, personally, a tremendous number of cranberry growers.

Mass. Committee Studies Program For Next Year

Winter meeting of the cranberry advisory committee of Massachusetts, which includes representatives of the four cranberry clubs, Cape Growers' Association, Cranberry Institute, county agents, soil conservation, distribution and members of station staff met at State Bog November 27 to discuss plans for the coming year. State Cranberry Specialist "Dick" Beattie is chairman. This is the committee, which with the Thanksgiving market closed and a general lull lays plans for extension service and other activities.

Major subjects under discussion were production costs, which included yields per acre, as it was pointed out costs are about the

same whether 30 barrels or 90 per acre are produced; possibilities of a "pre-harvest school," where instructions might be given in simple repairs and operation of picking machines; market studies; tax problems, and, of course, continuing quality control.

Among those attending were: Oscar Norton, Howard Hiller, Louis Sherman, Victor Adams, John Shields, Francis Kendrick, Arthur Handy, Robert Hammond, Gilbert Beaton, Chester Robbins, Maurice Makepeace, Kenneth Garside, B. D. Crosman and Allan Leland of University of Massachusetts, Oscar Johnson, Dominic

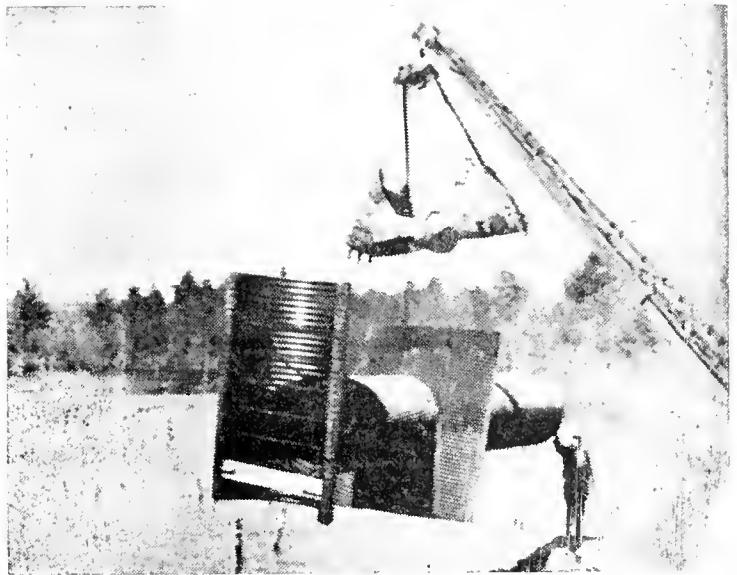
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HARD MARKETING FACTS

THE 1956 fresh marketing season is largely over. In volume sales it appears it will have been satisfactory. There doesn't appear to be any undue carry-over in prospect. But income is rather a different matter. This is certainly true of the East, where the bulk of the crop is still produced. And will be for sometime to come despite Wisconsin's tremendous gains in the national picture.

Wisconsin this fall, with its unexpected (at least in the East) record crop has widened its marketing base. Wisconsin berries were in markets from coast to coast. That was an important factor in the selling of the fresh crop of this year.

Competition has reputedly always been the life of industry. It probably is still true of cranberries. But, it has come down to the rather hard-to-say fact that it was mostly too much competition between Massachusetts and Wisconsin fruit which depressed the market most of the season. Massachusetts growers seem to be pretty unanimous in the belief that they must sell at \$4.00 a quarter, \$16.00 a barrel, to net \$10 or \$11 for a break-even price and maybe a little profit. Eastern growers seemed agreed in the opinion that Wisconsin growers can break even and make some profit at a lower selling figure.

That seems to have been the crux of the matter this fall. That, and perhaps as one distributor put it the market had lost faith in the industry. That is to say, with the unstable market of the past several years, a buyer had only to wait or offer a lower bid and his price would be met. The buyer hesitated to buy, the market was always unstable—no confidence.

That Wisconsin can get more barrels per acre (some 78.8 per barrel average compared to 40.7 in '55 for Massachusetts) that production costs through Nature, because of different cultural practices (such as water raking) more efficient growing methods or all three is Wisconsin's good fortune. Wisconsin at present is by far the second most important segment in barrel total. It is no use for the East to cry about the matter. The urgent need from the eastern point of view is to do something about it.

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EDITH S. HALL—Associate Editor

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MASS. IS ALERT

MASSACHUSETTS is trying to do something about this. It is a major subject whenever leading cranberry growers gather. It is on the agenda for future studies and effort. Massachusetts real estate tax rates for cranberry bogs are under fire; not only is NCA taking this up, but also Cranberry Institute, Massachusetts Farm Bureau Federation and Cape Cod Cranberry Growers' Association. There is much hope the increased use of picking machines will lower barrel costs—and also increase production. There can be savings in important items such as sanding, fertilizer, fungicide, insecticide application, even greater mechanization.

Massachusetts will be striving to cut costs—and so will all other areas—including Wisconsin.



**Betty Buchan
Selected for
Radio Programs**

Pictured, being interviewed for the taped radio program "Lee Landis Reports," is Miss Betty Buchan (left) director of public relations for NCA and Miss Landis, editor of National Association of Manufacturers' publication "Progress Notes." The program will be heard over many New England radio stations the first of the year.

Miss Buchan's voice is one of several N. E. women in industry which will be heard. Selection of Miss Buchan was on the basis of her success in public relations. Betty, a native of Andover, Massachusetts has been engaged in newspaper work, served with the WAC and has been with National as publicity editor and director of public relations for several years. She lives in Duxbury.

**Zebina Small
One Of Great
Early Growers**

(Editor's note) The following is a continuation from last month and is another installment on early Harwich cranberry growing. It is interesting to note the experiences of these pioneers in comparison with our own.

Capt. Zebina Small

By the same "Grassy Pond, Captain Small made his first failure and then his success. He commenced (according to O. M. Holmes in his speech of 1883) about 1847, "and", according to Mr. Holmes, "like the others, he first planted vines where there was water, and sometimes over

the surface of the bog. He, consequently, made a failure, with the loss of several hundred dollars."

Continuing in the words of Mr. Holmes, "During the next four years, Captain Small visited the Cahoon boys and made a close study of cranberry culture, but did not attempt it again until he was fully satisfied. In 1850 he undertook and built a bog and since that time has been one of the most successful growers of his time on Cape Cod."

Small was born in Harwich in 1798, the son of Benjamin Small. He hid himself away to sea at a trifle early age, even for a Cape Cod boy—when he was eight. He worked his way to be master in foreign trades when he was 19.



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He continued to follow the seas until the early 1840's. Then he sold the last ship he had built for him, the "Enslous".

Tells of Own Experiment

He told of his own cranberry experiments in a letter to J. J. White in 1870, which appears in the White book. He wrote:

I prepared two small patches of muck swamp land by clearing off the bushes and surface turf, or that containing the flush roots, then covered it some three or four inches with sand and gravel, set out the vines, and kept the water within two or three inches of the surface.

The vines grew very slowly, but grass and weeds luxuriously, and both patches proved an entire failure.

However, he persevered, as his letter continued:

A few years afterward, I wheeled off the gravel and loam from both patches, and put on three or four inches of sand and gravel that was entirely free from loam or clay; drained so that the water in the ditches was from twelve to eighteen inches below the surface, and then set the vines, as we usually do, in small hills, of six or eight shoots, or pieces, eighteen inches each way. The vines grew well, and with very lit-

tle trouble from grass or weeds; have had generally fair crops, which convinced me that the failure in my first attempt was not on account of soil or location, but wholly owing to the wrong material used in covering the muck, or sand, and keeping the ground too wet.

He proceeded to build other little "patches" of bog along the brook which flowed out of Grass Pond. In the letter to Mr. White he gave a comprehensive story of his efforts, the letter being written, of course, from the experience he had gained up to 1870.

His next operation, and the one which he thought the most profitable on the "original cost of any patch in this region, was on a peat swamp of about two acres; the growth upon it was huckleberry bushes, small maples, and a kind of low bushes, with us called laurel bushes."

The first-hand information concerning this era his letter affords, went on to tell that the soil was from one to three feet of turf and peat, underlaid with a thin stratum of white sand, then a hard pan. He noted the swamp could be drained and flooded almost any time from the pond nearby. He prepared this, as he had the others, putting on white sand from the edge of the swamp and upland. He set the vines, which, to quote directly, "by way of accident, proved to be about the best vines yet found in this part of the country." Were they Blacks, but unrecognized as such? He says they put out a fine crop on the third year, but then he began to have trouble from the vine worm.

Was About Ready to "Give Up"

He has previously been quoted as to his difficulties with the vine worm or fireworm in about 1854-55. It has been told how after trying various experiments such as sprinkling the vines with ashes, lime, pepper, tobacco and "several other articles", without good results, he was about to give up cranberry culture as a failure.

But in the spring of 1857, I concluded to try the experiment of keeping the water on

over the vines later than usual (about the first of April) and did not let it off until the 4th of June, and flooded and let off again three times until the 20th of June, letting the water stay on each time twenty-four to forty-eight hours; the result was that the vines were undisturbed by the vine worm. They put out well for a crop, and, after quite a portion of the fruit was eaten by the fruit worm I harvested about 110 barrels.

He further said of flooding, he did not find it necessary to flood more than once where the water can be kept on until the water is warm enough to destroy the egg of the vine worm, which he noted was deposited on the underside of the vine leaf. "I find that the insect takes no note of the month, or day of the month, in making its appearance, but is governed entirely by the temperature of the air or water.

Fall Flooding

Of fall flooding, Captain Small had some conclusions:

Where we have the means of flowing at pleasure, I think it is well to flow soon after picking time, and let the water off after the hard frosts—here, in Massachusetts, about the 20th, or last of May.

He had trouble with excessive vine growth, which appeared to be his greatest trouble when he wrote in 1870:

I have tried by several methods to overcome this trouble but the only one that seems to promise any favorable results is putting on, or among the vines, some two or three inches of sand; the best way, I find, is to spread it on the ice when the vines are flowed in the winter.

Noted Various Insects

There are several other insects that interfere more or less with our cranberry crops, which, as yet, we have not been able to find any remedy for; the most destructive and the least likely to be noticed by growers, is a very small, orange-colored insect, called

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the tip-worm, which preys only on the new-formed buds or at the tip or the shoots. This insect is too small to be readily seen, but its presence is indicated by two leaves at the top of the shoot standing erect, and concaved, or spoon-bowl shaped on the inner or bud side. It seems to do its work in the summer, while the berry is growing, and buds forming for next year's crop. Very few yards are entirely free from this insect. Some can be found in almost every cranberry patch, and, in a few cases, they have been known to destroy the whole crop.

(CONTINUED NEXT MONTH)

LOST ON BOG

"Two East Greenwich, Rhode Island hunters were back home today after being lost in a cranberry bog near the Connecticut line for seven hours," reported a Massachusetts newspaper. The bog was that of the Colonial Cranberry Company near Greene, R. I., owned by Ralph Thacher, John Learoyd, Ed McConnell and Alden C. Brett. Mr. Brett, who is executive secretary of the Cranberry Institute, on hearing of this commented. "I am not surprised; some of my dollars have been wandering in that bog for five years and I am beginning to wonder if they ever will find their way out."

Taxation

(Continued from Page 2)

tax rate an unequitable burden is placed with a high and increasing being placed on bog owners or other holders of agricultural real estate. "So that now our problem might be stated, 'just how are cranberry bogs assessed, and if different than other real estate, why shouldn't cranberry bogs be assessed like other properties?'"

Examples of tax rates by towns designated by letters from "A" on, show variations of many sorts. One town values "good" bog at \$800 per acre, another at \$1,000, "Class A" bogs at \$500 an acre, the same in another town at \$700. Some classify dry bogs at \$400 an acre, "Fair" bogs vary from

\$200 per acre to \$700. "Poor" bogs \$200 to \$500. One town reported "no fixed valuations." Another has valuations ranging from \$800 to \$200 per acre. One, "average, \$500 per acre. One town assessed as high as \$1,000 for "top" bogs, one from \$600 to as low as \$50 per acre.

One town placed a valuation upon the five-year average in barrels from 70 up to 12 or less. The top rate in this town is \$1,000 per acre and the lowest \$100.

The material sent to the town taxing authorities concludes with the statement that variations shown do not make up an ideal solution and all the information

to this point, has been posed to indicate the variations in valuation. Note also states that the State legislature is cognizant of the problem of the inequities of taxation as effecting those engaged in agriculture.

It has been stated that Massachusetts taxes per barrel have run as high as \$2.00 while it may be only a few cents in Wisconsin. Mr. Glover admits it will be a hard battle to obtain substantial real estate reduction for growers, but he hopes to enlist support of the Farm Bureau Federation and others interested in the problems facing agriculture in Massachusetts.

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Institute Votes Five Additional Grower Members As Directors

Orrin G. Colley Renamed President and Alden C. Brett Executive Secretary at Annual Meeting

Cranberry Institute held its annual meeting of members and directors on January 8th, Massachusetts Experiment Station, a vote being taken to increase the board of directors to 19 members, five to be persons who are not paid employees of any shipping agency and to represent growers in each of the cranberry areas. There will be two from Massachusetts and one from New Jersey, Wisconsin and the West Coast. These will be selected through state growers' association or other representative method.

Orrin G. Colley, Plymouth was re-elected president; Alden C. Brett, Belmont, re-elected first vice president and executive secretary.

Directors for the coming year will be Melville C. Beaton, Wareham; George Briggs, Plymouth; Mr. Colley, Frank P. Crandon, Acushnet; Kenneth Garside and James Glover, Hanson; G. Howard Morse, Attleboro, Massachusetts; Theodore H. Budd, Pemberton, Thomas Darlington, New Lisbon, New Jersey; Lester Haines, Chicago; Clarence Searles, Wisconsin Rapids, John Roberts, Rapids, Vernon Goldsworthy, Eagle River, Wisconsin.

Executive committee are the Messrs. Briggs, Garside, and Morse with Haines, Crandon and Budd as respective alternates.

Question of securing a marketing order to become effective this year was discussed and the marketing order committee, consisting of Chester Robbins, chairman, Onset, Gilbert Beaton, Wareham, Maurice Makepeace, Wareham, Mr. Brett, Goldsworthy and Budd were instructed to proceed to have such an order drafted and presented for approval and to obtain the necessary permissive legislation from the Congress.

Directors also authorized the president to appoint a committee to recommend a program of publicity directed at the sales of fresh cranberries for the coming season.

NEARLY 8 FEET OF RAIN AT LONG BEACH

Rainfall in the Long Beach, Washington area measured 91.23 inches or nearly 8 feet in 1956, as

recorded at Cranguyma Farms. December, on the other hand was not as wet as normal with the month's precipitation coming to 11.28, compared to 17.21 a month ago.

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Mass. Cranberry Station and Field Notes

by J. RICHARD BEATTIE
Extension Cranberry Specialist



Winter

Weather conditions in December were quite balmy compared with a year ago. Temperatures averaged 4° per day above normal which is quite a departure from the 0° per day below normal experienced in December, 1955. Youngsters in the cranberry area enjoyed little or no ice skating prior to the new year, while ice reached a depth of 12-14 inches in Wareham and Carver by January 1, 1956. Precipitation in the form of rain or melted snow was 6.31 inches — the mean being 3.60 inches. December 1955, on the other hand, was the third driest in history. We hesitate to point out that the relatively warm weather enjoyed this past month may be at an end. For example, the temperatures during the first ten days of January, 1957, have averaged nearly 6° per day below normal. Ice reached a depth of 5-6 inches in the Wareham-Carver area and snow ranged from 1-2 inches on the lower Cape to over a foot in the northern part of Plymouth County.

Oxygen Tests

These weather developments in early January necessitated a flash card to growers, warning them of oxygen deficiency conditions. It read as follows:

"Tests made at the Cranberry Experiment Station and on neighboring bogs January 8 showed that the oxygen content in the flood waters was considerably reduced on some bogs. Present snow and ice accumulations are more than sufficient in most of the cranberry areas to exclude light from the cranberry vines. This situation could be further aggravated by several days of cloudy weather, more snow, or bogs deeply flooded

with colored water. Such conditions can create a severe oxygen deficiency problem. The only practical technique of avoiding oxygen starvation of the buds and vines is the withdrawal of the flood from under the ice. If the flood is withdrawn, it is suggested that no water be left on the surface of the bog. Growers with ample water supplies for reflooding should consider withdrawing the flood under the above conditions, according to the Cranberry Experiment Station." We will continue to keep growers informed when oxygen deficiency and winter killing conditions are becoming critical.

Cranberry Exhibit

The Cape Cod Cranberry Growers Association sponsored another excellent cranberry exhibit at the Union Agricultural Meetings held in Worcester, January 8, 9, and

10th. In fact, it won a prize in its particular class. The exhibit featured a miniature bog and a display of various cranberry products, both fresh and processed. Many recipe leaflets were distributed to those visiting the booth and many questions were answered relative to our industry. Cranberry products were sold to those interested which helped defray the cost of the 3-day show. President Arthur Handy, his committee, and the growers who helped with the cranberry booth, should be commended for their splendid service to our industry.

Drs. Chester Cross and Bert Zuckerman attended conferences in New York City in December which dealt with the organization and development of cooperative research projects designed to study nematodes and virus diseases. While these projects do not directly involve cranberries at the present time, they could be included in the Station's research programs should the need arise.

Club Meetings

The field work connected with our fresh fruit quality control project was completed in December. We are now in the process of analyzing the data collected and hope to have a report for growers and shippers at the Feb-

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ruary cranberry club meetings. Speaking of these meetings; the tentative dates are as follows:

Barnstable County

January	15	Cotuit
January	16	East Harwich
February	12	Cotuit
February	13	East Harwich
March	12	Cotuit
March	13	East Harwich

Plymouth County

January	22	Kingston
January	23	Rochester
February	19	Kingston
February	20	Rochester
March	19	Kingston
March	20	Rochester

County Agents Dom Marini, Oscar Johnson, and Harold Woodward, and their committees, have planned a most interesting and instructive series of meetings that growers can't afford to miss.

Dr. Chandler Back

Dr. Fred Chandler has returned to the Cranberry Experiment Station after completing a six-months sabbatical leave. His studies have taken him to other cranberry producing areas in the United States and parts of Canada. He has brought back many interesting observations and ideas based on his studies, as well as many pictures taken during the course of his travels. Growers will be glad to know that Mrs. Chandler is continuing to make very satisfactory progress following major surgery in early December.

Forestry Overlooked

It is customary for growers at this time of year to review the past season and plan for the months ahead. We would like to repeat again, at the risk of boring some of our friends, that there is a phase of the industry that is often overlooked in this planning process. Reference is made to the field of forestry. Cranberry growers own a substantial percentage of the forest lands, particularly white pine, in South-eastern Massachusetts. They have been paying taxes on this land for many years and have received very little revenue in many instances. We believe that these wood lots properly managed offer a good source of income for many

bog owners. Certainly, under present conditions, any supplement to the growers income should be most welcome.

Growers recognize that it is sound business to maintain their bogs at high levels of production of good quality fruit. It seems reasonable to manage their wood lots on the same basis. The writer would like to suggest again that wood lot owners take advantage of the services of trained foresters during the winter months and give some thought to the development of their forest lands. By all means, consult a forester before cutting any timber or selling any stumpage. The following services are available by merely contacting county, district, or extension foresters:

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 bid 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; and Robert Parmenter, Extension Forester at the University of Massachusetts, Amherst.

ADVERTISE IN CRANBERRIES MAGAZINE

HELP FROM UNCLE SAM

Quotation from Plymouth County ACP Handbook for 1957, Part 2 — Practices and Rates of Cost-Sharing.

"Practice C-7

"Constructing channel lining, chutes, drop spillways, pipe drops, or similar structures for the protection of outlets and water channels that dispose of excess water.

"Maximum Federal Cost Share:

"(1) 50 percent of the average cost of materials, other than riprap or revetment materials, used in the permanent structure, excluding forms."

This means cranberry bog flumes. Many flumes have already been put in with this Federal help. If you put in a less-than-average-cost flume, the government will reimburse you for a considerable part of the cost, if you make proper arrangements first.

Do not order your flume until you have ACP approval. Consult your county agent or local chairman such as Howard Hiller, Ralph Crane, Lewis Billings or Albert Brown, and get signed up for the program and for the practices you want. There are practices for dikes, canals, ditches etc. If you are not certain just what you want, ask about a free SCS survey of your needs.

Then order your flume. Allow three weeks for delivery in the quiet season, or up to three months in the rush period.

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Cranberries

THE NATIONAL CRANBERRY MAGAZINE

Issue of January 1957 - Vol. 21 No. 9

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FRESH FROM THE FIELDS

Compiled by C. J. H.

MASSACHUSETTS

December Mostly Mild

At the close of a year, which for Southeastern Massachusetts was tending to end slightly warmer than normal, the abrupt, cold ending starting December 29, made the twelfth month slightly colder than average. In spite of the coldness of the last two days, December was mostly a much warmer than average month, around three degrees a day.

The freak weather of the 29th brought sun, warm weather at noontime, fog, sharp thunder and lightning, wind and then snow. There was also hail in the area, at Sandwich, which gave us about everything possible in the line of weather. The snow of the 29th and 31st totalled 4 $\frac{3}{4}$ inches as measured at State bog, which with two previous recordings brought the total to 5 $\frac{3}{4}$ for the winter to the end of the year.

Precipitation (including snow) for December was 6.31 inches, normal 3.60. Total rainfall for the year was 54.33, while the normal is 44.31.

January Mostly Cold

January in the first ten days, at least, continued unduly cold and stormy. There were a number of small snowstorms in the cranberry area, bogs winterflowed were covered by five inches, or more, of ice and there was the accumulation of snow on top, plus some snow ice. Most days were cloudy.

Temperature Very Low

Temperatures for the first ten days had totalled 57 on the minus

side, or about five a day below normal. A few growers had attempted and done a little ice sanding, but ice conditions were not suitable for heavy equipment. There was really very little work being done of any kind. Temperatures had dropped to as low as 3 above and a number of days were low teens or twenties.

Fear Oxygen Deficiency

Conditions were such that on January 8th tests made at Cranberry Experiment Station and on neighboring bogs, showed the oxygen content in the flood waters was considerably reduced on some bogs. A warning sent out to growers by county agents, based on this information read: "Present snow and ice accumulations are more than sufficient in most of the cranberry area to exclude light from cranberry vines. This situation could be further aggravated by several days of cloudy weather, more snow or bogs deeply flooded with colored water. Such conditions can create a severe oxygen deficiency problem."

The practical technique of avoiding this oxygen starvation suggested, was the withdrawal of the flood under the ice, and if the flood was withdrawn no water be left on the surface of bog. Situation up to that date was there had been no winterkill, as bogs without sufficient flood had had snow cover at times of greatest cold, but if condition of snow-ice, ice on snow and dark days should continue for long there could be difficulties,

Marketing Bill Again Introduced

Representative D. W. Nicholson, Wareham, has again filed a bill in the House at Washington to authorize a Federal marketing order for processed cranberries. This bill passed the House Agricultural Committee and the House last year, but failed to pass the Senate when it came up in the closing hours. There was opposition by National Canners Association and some groups within the industry.

It is felt there may not be as much opposition this year and the movement again has the backing of the American Farm Bureau Federation. Chester Robbins of Onset, remains as chairman of the Industry Marketing Committee. With the bill now placed before the House for consideration a similar measure will be put before the Senate.

WISCONSIN

December Normal

December averaged about normal in temperature and slightly above normal in precipitation. Normal for the cranberry growing area being about 20 degrees. Precipitation was in the form of snow with an additional seven to ten inches in all areas.

Bogs Flooded

Winter flooding was completed by the first week of December except where heavy snow cover prevailed. Very cold, windy weather on December 6th hastened the winter flooding. Some prop-

erties which had put on deep winter floods in December were pulling water out from under the ice in fear of oxygen depletion.

Some sanding operations were under way by mid December along with dyke hauling. Except for the northeast area, snow was not hampering sanding operations.

Little Crop Shrinkage

The 1956 estimated Wisconsin crop has been revised upwards to 340,000 barrels by the Federal State Crop reporting service. The increase in crop was due to the excellent growing weather the latter part of September and most of October, resulting in above average berry size. For the most part berries kept well and shrinkage was below normal.

65-70 Percent Fresh

The crop was entirely shipped out by the first of the year and estimates on the disposition range from 65 to 70 percent shipped fresh and 30 to 35 percent processing.

Annual Meeting

The annual meeting of the Wisconsin State Cranberry Growers' Association was held at 1:00 P. M., Friday, January 11, 1957 at the Elks Club, Wisconsin Rapids. A report of this meeting will be published in the next issue of "Cranberries".

NEW JERSEY

December Warmest Ever

The weather at Pemberton during December was the warmest ever recorded for this month since records began in 1929. In nearby Philadelphia it was the warmest December in the 80 years' history of weather recording there. By way of corroborating the well known fact that New Jersey weather is "crazy", it may be noted that last year's December was the coldest on record at Pemberton.

The average temperature in December, 1956, was 42.1°F., 6.1 degrees above normal and 14 degrees above the December, 1955, average. These are tremendous differences and tend to show how greatly weather can fluctuate in New Jersey.

Year Slightly Cooler

For the entire year of 1956 the average temperature was 53.1°F., which is 1.3 degrees colder than normal. Only 1940, which averaged 52 degrees, was a colder year.

Rainfall Above Normal

Rainfall in December totaled 4.41 inches, which is 1.47 inches above normal. For the entire year 1956, 51.25 inches of rain occurred, which is 7.26 inches in excess of normal. Hence, cranberry growers enter the new year with an abundance of water in their reservoirs.

'56 Fresh Fruit Is All Sold

A rough survey of the market discloses apparently that all of the fresh crop this fall was sold. There were no fresh cranberries available anywhere after Christmas, or at least not more than a few boxes. There was a reported strong demand, but whether it is profitable to hold berries for after New Year sales or not, is a question.

NCA reports no troublesome surplus left over this year, but merely a marketable hold-over, which it is expected will be reduced to the needed 100,000 barrels to start plants again for fall demand by September first. Greatest concentration of berries now in freezers is on the West Coast.

This means that the industry can start the 1957 season with a clean slate. It also appears that when all the figures are in, growers may have netted at least

\$1.00 more a barrel than they did in 1955. Some agencies will have returned more than \$1.00 and some perhaps considerably more.

The decks are cleared for the coming year, and while the season was not satisfactory price-wise to a great majority of the growers, the situation looks brighter on an over-all basis.

JAN. TOUGH IN MASSACHUSETTS

Ice. Oxygen deficiency was a definite worry, but not much winter-kill, apparently. Snows since first of year had totalled 12 3/4 inches.

Cape Cod up to January 16th was having one of the toughest winter months in many years. Temperatures to that date were a minus 164 for the month, or about ten degrees a day below normal. Bogs were heavily covered with ice and snow on top of that. Many growers had dropped the much more than usual.

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CRANBERRY GROWING AND SCHOOL POSITION MAKE IDEAL COMBINATION

So Finds Elmer E. Raymond, Jr., Who Heads Mass. Town Physical Education Department — Members of the Family Find Bog Life to Their Liking — Has Made Top Production

by Clarence J. Hall

"I wouldn't be in any other kind of occupation than I am — not for anything," says Elmer E. Raymond, Jr. who is a cranberry grower and in public school work. "Growing cranberries and teaching school make an ideal combination." That is echoed by his wife, Jane, she being as delighted with the cranberry business as is he. Of course, the Raymonds don't like the present cranberry situation, but they expect things to get better, and are hopefully optimistic that the future of the cranberry industry will continue to improve with greater yearly profit to the growers.

Mr. Raymond is not a large grower and he describes his bog activities as a strictly "family affair." He has a total of about 11 bearing acres of his own, 7 in partnership, and other acreage he is rebuilding. His growing headquarters are at Great Herring Pond, in the township of Plymouth, but actually closer to the village of Buzzards Bay and the Cape proper. His main vocation is at Braintree in the Greater Boston area and there he is head of the department of physical education, athletics and health of the school department.

Braintree is a town of 28,000 population with about 7,000 in the 16 public schools. In his department are school physicians, school nurses and about 30 coaches of various sports. Braintree is a town strong on school athletics.

A "Big" Man

He got into the physical education naturally because of his interests in sports when in grade and high schools. Raymond, now in his middle forties, was always a big fellow. He is six feet, three inches and weighs about 290. Active participation in sports was his dish, football, baseball and basketball in particular. He got into cranberries in an equally natural way.

Ever since he was a small boy he had been up to his ears in cranberries. The Raymonds of Plymouth are a cranberry-growing clan, as he describes them; father, grandfather, uncles. It was through picking cranberries and doing bog work that he provided a good part of the wherewithal to get his college education.

"I'm honestly crazy about cranberry growing." Mr. Raymond asserts, and he sounds completely sincere. The out-door, heavy

cranberry work, he finds, also keeps him fit and his weight down.

While his interest in the business, as stated, is more or less of a natural, that of Mrs. Raymond is acquired. She is a city girl. Born in Portland, Oregon, but brought up in Detroit. Her maiden name was McClellan. She met Mr. Raymond while he was a football coach and physical instructor at Cranbrook School for Boys in Bloomfield, Michigan. She is a graduate of Michigan State, where she majored in journalism. Before their marriage she worked on two weekly newspapers, the Ferndale Enterprise and the Birmingham Eccentric, both in North Detroit suburbs.

"A Family Affair"

The Raymonds make of cranberry growing a "family affair," as they themselves term it. Their son, Donald, known as "Mac," 15, is Mr. Raymond's right-hand man; two daughters, Mary, 13, and Marge, 7, are often on the bogs. "I know of nothing like this cranberry life which holds a family together so well," declares Mr. Raymond.

Immediately that school is over the Raymond family head for the

camp and bogs at Great Herring Pond. They go during school vacations, weekends, holidays and even run down sometimes after school. They leave the formalities of school life behind them — and their comfortable nine-room house (where they grow roses) for the camp at Great Herring.

"This is our castle," Mr. Raymond says, not meaning it is really much of a place, because it is not. "And we have our moat around the castle." The road into the camp circles around bogs and bog ditches to reach the camp, which is situated on an abrupt little hill. There they can immediately get into rough old clothes and lead a country life.

Many cranberry growers have found the peace and contentment they need "away from things" at their bog houses. The Raymonds seem to have found a super-abundance of this at Great Herring.

The cottage is small and makes no pretention of grandeur. They did not have electricity until this past spring. There is no bath and they still carry water from a brook up to the hill-top house. They grow most of their vegetable needs, corn, tomatoes; have enough cultivated blueberries for family use. It is a very pleasant spot overlooking the bogs and one of the coves of Great Herring, where there is a colony of summer cottages at their feet.

Mr. Raymond was born in historic Plymouth, where he attended grade and high schools. He then entered Springfield College at Springfield and obtained a bachelor of science degree in physical education in 1932. For a time he was a coach in the suburbs north of Detroit, there was a stretch at Georgetown, Delaware and at Maplewood, in New Jersey. But Mr. Raymond had the cranberry land in his blood and always wanted to get back to Southeastern Massachusetts. They came back in 1947.

Began In 1941

However, he had been in cranberries in a small way since 1941, when he bought, at first, a quarter acre. His grandfather, Shadrack Raymond, had a bog at Long

Pond, which, like Great Herring is in the "Plymouth woods," and his father, Elmer E. had 10-12 acres also in the Plymouth woods area and was a foreman for Le-Baren Barker in 1909. His uncle, the late Frank Raymond also had bogs and was in the employ of Mr. Barker at the Century bogs.

Elmer, as a boy had worked for his father and for Mr. Barker, too. The first bogs he bought were those of his uncle, Frank. He finally owned six acres, still owning these, located at Old Dam, County Road in Bourne in the Gray Gables section. Here he had misfortune in 1954. This property was near the sea and river and the hurricane of that year swept it under 12 feet of water. The flood of salt water brought in every conceivable kind of weed, he says. Some other growers in Massachusetts, whose bogs were flooded, also verify this.

It left him with a very considerable weed problem. He resorted to rebuilding, hand weeding, chemical weeding, mowing — everything to get the bogs back into shape. They have now recovered

from the damage. The bogs had also been hit in the 1938 hurricane.

The next bog he bought was the Great Herring property, which was in 1945 from his uncle Abbott Raymond. It was of about four acres. He has acquired an acre at Little Herring Pond and has about 3½ to rebuild at Elbow Pond.

His most recent enterprise in ownership was the purchase of about ten acres in Lakeville, off Route 18, near Loon Pond, in partnership with Robert Meharg of Plymouth. The latter has been a pal of his since boyhood, as is Lewis White, of Lakeville, also a partner, in the bog at Little Herring.

Enjoys Rebuilding Old Bog

He enjoys rebuilding old bog. Mrs. Raymond says that is really his principal interest. He is like so many other growers, he simply "likes to see things grow."

390 Barrels Per Acre

His average production he estimates at about 700 barrels. This is in view of the new, renovated acreage coming in. But in 1954 he made quite an achievement.

That year he picked 1,000 barrels. On a little more than an acre of his three bogs at Great Herring Pond he harvested 339 barrels. That was something of a record for production in Massachusetts. Growers came from all around to see the crop before it was harvested.

His bogs at Bourne and in the Plymouth woods are all blacks, but he has some Howes in the partnership property at Lakeville. He would like to have a few more Howes — and explains why for his particular situation.

That comes in with his combination of school work and cranberry growing. He considers it ideal, with the exception of one period. In his business of school teaching he has the long summer vacation to devote entirely to his bogs with the family helping out. During August, when not too much work can be done on the bogs he is busy with his rebuilding program.

The Raymonds go to Great Herring immediately when schools are over and remain until they reopen in the fall.



Mr. and Mrs. Raymond take a moment out during harvest last fall.

(CRANBERRIES Photo)

He has Christmas vacations when he can do winter work, ice sanding (when there is ice) brush clearing, etc. He has the spring or Easter vacation when he can prepare for the coming season. He has weekends. One long afternoon after school he and "Mac" who is nearly as big as his father, picked 237 harvest boxes.

The one period that really bothers him in his tight school teaching-cranberry growing schedule is the picking season. Schools are mostly in session then. He harvests with a Western picker, which he owns, his son, assisting and Mrs. Raymond, Mary and Marge winnowing on the shore. His vines are unusually short, especially at Great Herring, due to pruning by the picker. He likes short vines. He would like to have a few more Howes to extend the season longer — the Blacks mature "all in a bunch."

Has Portable Irrigation

His Great Herring bogs were originally built from laurel swamp and he considers them dry. He has a portable irrigation system, Ames, with which he can cover

two acres at a time. He has used this during droughts when summers have been dry, but didn't have to this year with the well-spaced rains in Southeastern Massachusetts.

The only bogs he can flow for frost are those at Great Herring and here he has a St. Jacques pump to get the water up from the stream at Great Herring. On the others he can do nothing for frost, although they have spring-fed winter flowage. He has used the system successfully for frost protection.

He does his own frosting, hiking down over the road from Braintree, which he "makes" in about an hour; he can put on a frost flow in about four hours.

He believes in heavy use of fertilizer and then giving the bogs a good soaking. He is an enthusiast in the belief in bees for pollination and has his own colonies. "He's a real bee man," Mrs. Raymond observes.

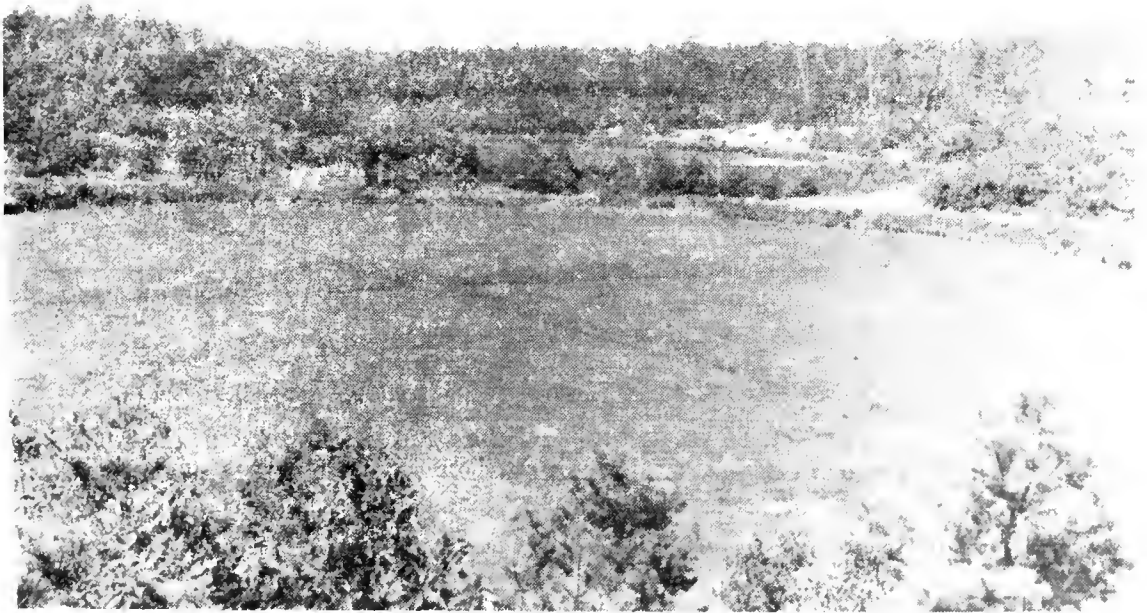
Machinery Minded

He believes in the use of modern machinery. He utilizes a bulldozer in bog building. He likes

to work in the modern way. He has his own duster, sprayer, a Gravely mower. "If you have a growing boy there is nothing like machinery to keep him interested and with you." He has a truck, two sanding jalopies; there is the family car and an old Ford sedan, with the top weathered away like some of the new observation train coaches and in this "Mac" rides around the property, trying on his wings before he ventures onto the highways at the driving age.

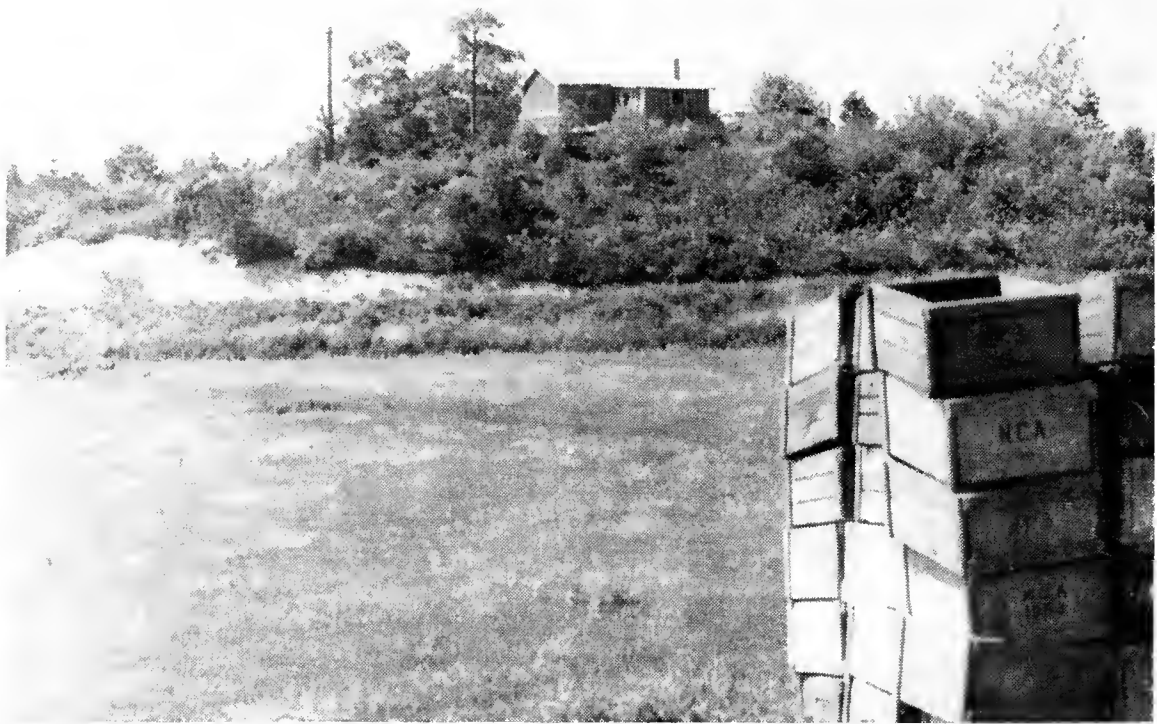
Finds Service Useful

Mr. Raymond is an excellent example of a man who lives outside the main cranberry area and who receives the cranberry frost warnings sent out through Cape Cod Cranberry Growers' Association. He says the service is of tremendous value to him. Also radio frost warnings, particularly from Boston's WBZ. He also finds the weather reports of Meteorologist Don Kent of the same station, very useful and accurate, as these pin point conditions accurately. Weather at Great Herring is distinctly different than that in the village of



As the Raymond Great Herring bogs look from their bog lease.

(CRANBERRIES Photo)



Showing Raymonds' "castle" at Great Herring bogs.

(CRANBERRIES Photo)

Plymouth. He says there seems to be a distinct cleavage in the pine hills to the south of Plymouth and that the area really gets the same weather as the Cape.

He, also as a grower who is not exactly of the cranberry area, finds the services rendered by the research staff of the Massachusetts Cranberry Experiment Station of tremendous help. "They are a fine bunch of men there, always willing to come and give a grower in trouble their expert advice."

Mr. Raymond is a member of the Cape Growers' Association and attends meetings of the South Shore Club, usually meeting at Kingston, as the most convenient for him to attend. He says he belongs to no other organizations, except he is a Mason, still a member of a lodge in Delaware. "Hobbies," says Mrs. Raymond "he has no hobbies except his cranberries."

"Cranberry growing to me is fun," says Mr. Raymond. "I love it here in New England and I'm just as fond of cranberries as my

husband," adds Mrs. Raymond.

They both agree that school teaching and cranberry growing make an ideal combination. They believe the summer and vacation bog life a fine way to bring up a family. They seem completely sincere in their enthusiasm with a strong faith in the future of the cranberry industry. This is in refreshing contrast to some of the gloom that has pervaded the industry the past two or three years.

INDIAN TRAIL U.S. GRADE NO. ONE

We have been sent a short form, prepared for U. S. Grade one, by Dr. George L. Peltier of Indian Trail Cranberries, Wisconsin Rapids against which members packed last fall. This follows:

U. S. Grade A:—Similiar varietal characteristics (or one variety;) clean, mature, ripe—not green, firm and plump. Not soft or decayed. Free from damage or defects caused by; moisture (excess;) freezing, sunscald, bruises, scaring, smothering, insects, diseases, foreign materials

(stems.)

Color: 75 percent or more of surface pink or red; uniform in pack.

Size: 13/32, not less than.

Tolerances: color 5 percent, size 3 percent, defects 5 percent. Soft and/or decayed berries 3 percent, others, 2 percent. Plus an additional 2 percent for berries enroute or at destination applied to soft and/or decayed berries.

CAPE GROWERS HAVE FAIR EXHIBIT

Cape Cod Cranberry Growers' Association placed a growers' display in the big Union Agricultural Meeting fair at Worcester, Mass. January 8, 9, 10. Exhibit, in charge of President Arthur Handy, Pocasset, won a prize in the growers' group. Mr. Handy was assisted by various members of the association and cranberry men were in attendance all three days, with Mr. Handy remaining over for the whole period.

THE results of last fall's harvest and the marketing of the crop is something to be studied, perhaps with profit. Perhaps the most startling thing seems an apparent rise in fortune of Wisconsin and the West Coast as against the older East Coast. We don't mean by that the "West" is too happy with results taken as a whole, but it probably has less to be unhappy about than the Atlantic states.

Wisconsin grew 340,000 barrels as against 455,000 in Massachusetts, which is only 115,000 less and even this may shrink a little when final figures are in. Taken together, Wisconsin with Washington and Oregon produced practically half the total U. S. cranberry crop. All three had higher yields per acre. Acreage harvested has gone up, while there has been the tremendous decline in New Jersey, and Massachusetts is going down, rather than up.

Wisconsin in 1955 produced 78.8 barrels per acre; it will be higher this past fall. Massachusetts in '55 produced 40.7; it will be a little lower this year. Washington produced 54.4 and Oregon 28.1, and New Jersey 25 in '55.

Every grower knows that barrels per acre is pretty near the crux of the matter. There are many ways this ratio can be increased. Most of these cost money. If the East is to hold its lead of generations of growers it must find means of producing more fruit per acre — at less cost per barrel than is now the case.

It is not the pleasantest thing to see the decline in the fresh fruit market going on, even though there is gain in processing. But, the trend to can this, and can that, has been going on so many years now that a change over in public taste can scarcely be expected.

No longer ago than 1950, 630,000 barrels were sold fresh and 390,100 processed. Of the 1955 crop 508,700 went fresh and 517,000 process. Why was there so little demand for fresh fruit this year? Many seem to think it was not a matter of price. Were sales dormant because there

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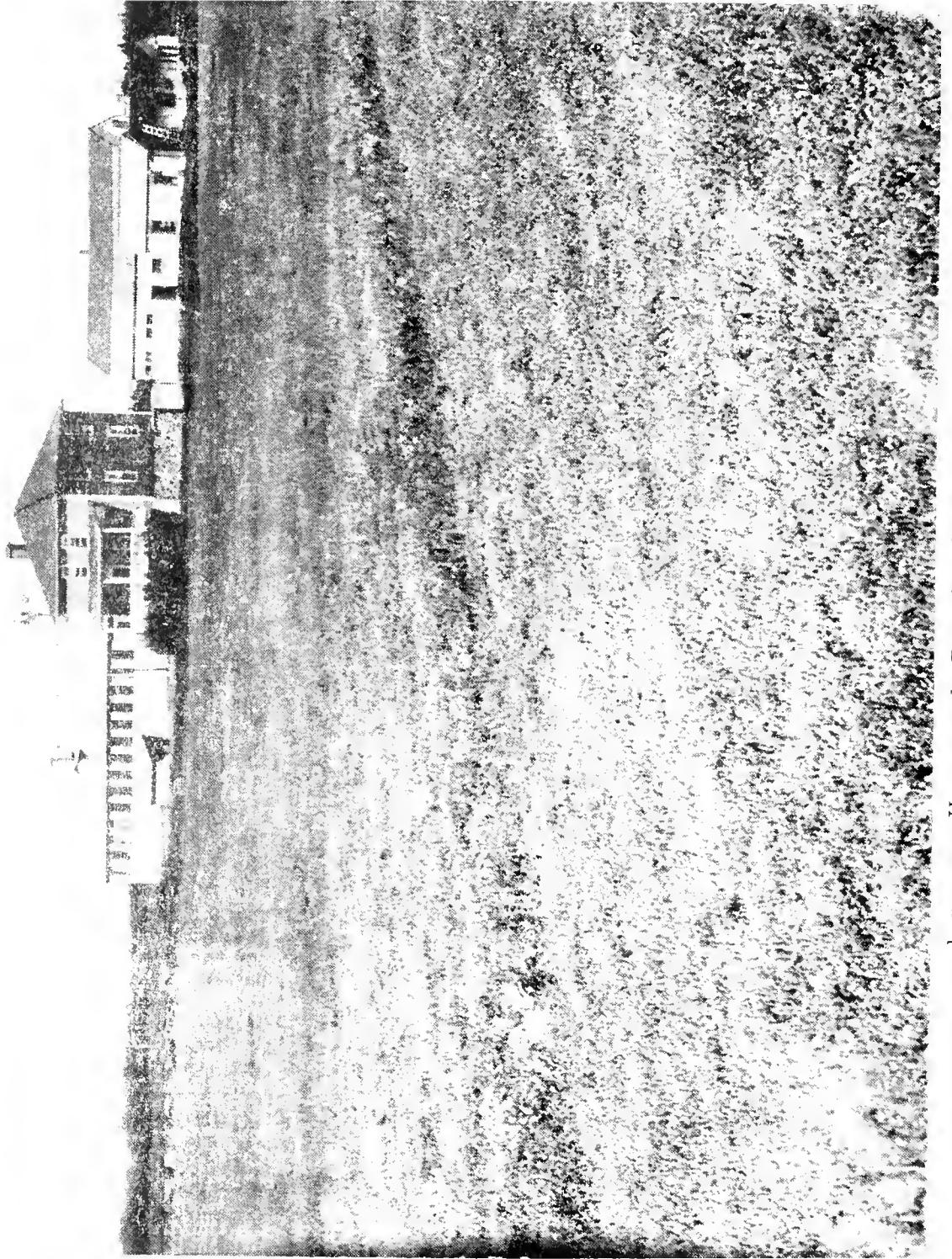
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was not sufficient money spent in advertising to really promote fresh fruit properly? Of course it is the grower who ultimately foots all the bills, just as it is the taxpayer who in the end pays for all public improvements. Should the grower be directly assessed and raise the money for advertising? Would it be better if this was done from the "grass roots?" It is the grower who has the most at stake.

Many say "wouldn't it be nice if we could go back to the old bulk pack — the open box." Is the cello pack the villain in the play?

Who is going to be the Man of the Hour to rise and stop the decline of the cranberry industry? There surely must be enough brains within the industry to get us back on the track before things are really too late for too many growers.



Lerocque Home and Bog in Quebec, Canada

LAROCQUE BOG ONE OF CANADA'S MOST PROLIFIC

One of Canada's biggest and most prolific bogs (stories of which have appeared in this magazine previously) is that of Charles Larocque near Drummondville, Province of Quebec. First planting was in 1939. There are now 18 acres of early blacks and 12 of Howes in full bearing, making 30. In 1954 three acres of Searles were planted and three more last spring, bringing the total to 36.

It is notable that in this far northern bog, which is south of the city of Quebec that Larocque is working more towards Wisconsin methods, rather than Cape Cod, as weather conditions are more similar. He has been in close contact with Vernon Goldsworthy, who operates bogs in the northern part of the Badger State. Latitudes are more similar. Mr. Larocque has visited Massachusetts several times in the past and obtained advice at the Experiment Station in East Wareham and from Cape growers.

This 36-acre cranberry bog will be exceeded in size in Canada in new bog—it is expected as the three Carver men, Norman Holmes, "Fritz" Shaw and James Thomas plan to get up to 60 acres in planting at Lulu Island, Vancouver this year.

As for production at the Larocque bog, in 1952 1200 barrels were grown, only 500 in '53 due to a bad freeze and in 1954, 2250 barrels. Larocque, a member of Eatmor Cranberries, Inc., received the top figure of that co-op in 1954, \$16.00 per barrel, F.O.B.

Markets in which the Larocque berries are sold are in Quebec, Montreal and Ottawa, chiefly.

The bogs are built on what Mr. Larocque describes as "black dirt," and they are flooded by gravity.

Winter temperatures run at times from 10-20, to 40 degrees below zero. Bogs are covered for the winter. Summers are fairly

warm, and he believes he gets a little more sunshine than, as the property is about 300 miles north of Cape Cod. His growing season is probably a little shorter than in Massachusetts or New Jersey.

Mr. Larocque has requested CRANBERRIES, to say that he very much appreciates the kindness he has been shown by Cape growers, and that he has benefited by their advice. He has been visited twice by the late "Leek" Handy and by Dr. H. J. Franklin, Robert Pierce, Herbert E. Dustin.

Mass. Percent Of Crop Only About 45 This Fall

Western states were up in cranberry production this fall as compared to Massachusetts and New Jersey. Wisconsin in particular hit the jack-pot with an estimated 340,000 barrels as compared to its previous record last year of 315,000 and is 66 percent above the ten year average. An unusually mild and late fall re-

sulted in substantially more berries maturing; also quality and color were excellent and the keeping quality better than normal.

Washington jumped up to 61,700 as compared to 47,500 last year with the average 46,480. Oregon had its record production of 40,000 barrels, compared to 27,300 last year and an average of 18,640.

In Massachusetts below-normal temperatures retarded maturity and frost losses were larger than normal; New Jersey crop matured later than normal, with a late spring, late flooding for frosts and a generally cool summer. Massachusetts had smaller size berries than average in general, but crop was of unusually good quality.

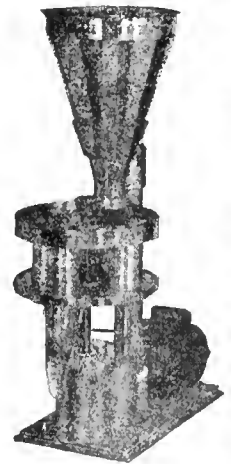
This year's total crop is now set at 598,000 barrels as compared to 903,120 for the 1945-54 average and as against 1,025,800 in 1955. The customary figure of Massachusetts producing more than half of the crop, the accented 60.5 percent dropped this past fall to approximately 45 percent of total.

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DR. CROSS AT NEW YORK MEETINGS

Dr. Chester E. Cross, director of Massachusetts Cranberry Experiment Station was in New York, attending the 11th annual meeting of Northeast Weed Control Clinic (of which he is a charter member) event being at Hotel Sheriden-McAlpin Jan. 10-12. He was also at the U. S. Dept. of Agriculture meeting, Jan. 11 of Regional Projects, Agricultural Climatology a s Massachusetts representative.

Cross was selected to appear for the state of Massachusetts in the group which took in all nine New England states. With federal financial assistance weather reports of the northeast area are assembled, discussed as relating to increasing crop production.

WEATHER YEAR IN MASSACHUSETTS

A brief run-down of the weather for the year follows:

January was a mean, "ornery" month of high winds, snow, little sun, a few very cold days, but as a whole was slightly above normal in temperature. Rain and snow were slightly above average, 5.85 inches as against normal of 4.12 inches.

February was also slightly warmer than normal, but with some cold days, the low point being 2 above. Precipitation, including snow was above average 5.43, average 3.67.

March was also a warmer month, windy, but with a lot of snow which in inches totalled 25.52. Precipitation, accordingly was high, 9.64 inches.

April was cold, about three degrees below normal, and rainfall was about average 3.71 as against 3.84, normal.

May was about three degrees a day below average, with normal rainfall 3.18, compared to 3.21.

The preceding month had miserable weekends and these continued into June. But June was about two degrees a day warmer than normal with less rainfall, 2.41, as against 3.16.

July was slightly cooler than

normal and wetter, 5.68 compared to 3.21.

August was slightly above normal, and again with less rainfall, than normal 3.12 as compared to 3.21. There had been no serious spring or summer drought.

September was much warmer than average, about three degrees a day, and rainfall still a trifle below average, 2.75 to 3.74.

October was a little cooler, about a degree a day, rainfall, 2.45, normal, 3.74.

November was a considerably warmer than normal month, about two degrees a day above average while rainfall was 3.65 with the normal 3.89. As stated, December was very much on the warm side until the sudden change-over into winter.

LARGER FARMS MECHANIZED, SEEN

The outlook for Massachusetts farms in the coming year is a trend toward larger more highly mechanized farms, spelling trouble for the less efficient farmer, says George W. Westcott, Extension economist at the University of Massachusetts.

In a report on the Annual National Farm Outlook Conference held in Washington recently, Westcott revealed that this trend toward larger farms comes as the result of present inflationary tendencies which push costs up.

Westcott pointed out that in the U.S. the domestic demand for farm products is likely to remain high. Population continues to grow steadily and consumer incomes, now about 5% higher than a year ago, are expected to rise further in the coming year, he said. However, "part of our population is benefiting from higher wages, while those with fixed or lower incomes will have difficulty in maintaining their food purchases at last year's levels." He added that even with consumers spending more, the farmers will actually receive less because of the trend toward selling more services with food and higher charges for processing and marketing.

More Berries On Less Acres That is Trend Shown by U. S. Statistics

Less cranberry acreage is being harvested each year since 1949, it is revealed in a summary prepared by the U. S. Dept. of Agriculture, Agricultural Statistics. Last year there was a total of 22,270 acres. In 1949 the figure was 26,625.

During the harvest of last year Massachusetts picked 13,400 acres; New Jersey 3,600; Wisconsin 4,000; Washington 800; Oregon 470. In '49 Wisconsin harvested 3,100 and that state has shown a steady gain. In '49 Jersey picked 7,500.

On this acreage harvested there has been a steady increase in yield per acre. In '49 the U. S. average was 31.6 bbls. and last year it was 46.1. Massachusetts has gone steadily upward from 34.7 to 40.7 last year. Wisconsin has shown an almost steady gain from 64.5 in '49 to 78.8 last year. New Jersey (with its general program of less, but improved acreage) has gone from 8.4 bbl. per acre in '49 to 25 per acre last year. Washington has fluctuated considerably, but has gone from 47.1 in '49 to 59.4, the highest yield per acre being 82.1 in 1951. Oregon has shown an almost steady gain from 42.5 in '49 to 58.1, last year.

In price per barrel the U. S. figure for '49 was \$9.30 while last year it was \$9.94. Highest during the period was \$18.80 in 1952. Wisconsin fruit has consistently brought top prices in each year, the highest being \$19.80 in '52.

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Value of production in total is given as \$7,607,000 in 1949 and as \$10,196,000 last year with the peak in 1953 with \$17,422,000.

Utilization of product is given as, '49, fresh, 543,400, processed, 263,400; '55, fresh, 508,700 processed 517,100, in barrels of total production.

BANDON HAS SNOW

"Never hot, never cold; seldom frost and never snow," is the slogan of Bandon, Oregon, but the last part doesn't prove to be so any longer after last December 7. Nearly two inches of the white stuff did fall, but the film was melted away by noon. Bandon kids took advantage of the snow in making snowballs, but none had sleds and there wasn't time to get any in.

CAPE CRANBERRY GROWERS HOLDING IMPORTANT MEETINGS

Cape cranberry clubs were holding the usual winter meetings in January, with "heavy" programs being built around the theme of how Massachusetts growers must cut production costs, if the state is to maintain its long-established status in the industry. These were designed to alert growers early in the year as to the situation and how some of the difficulties might be solved, especially production per acre.

Next month's issue will contain detailed reports of talks at these gatherings.

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More Concerning Early Harwich Berry Growers

(Cont. from last Month)

Noted Various Insects

There is also a peculiar kind of span worm, of a dark brown color, which makes its appearance in swarms, like the locusts of Egypt, destroying everything in their way. We have a few patches attacked by them almost every season; as yet, we know nothing of their parentage or habits, except what we witness in their work on the vines. They come when the fruit is almost setting. The worm and the fruit may both be destroyed by flooding—that is, the worm will drown, and the fruit drop off.

Made Cranberry Trips

Captain Small, a man of medium size and much enterprise, continued to grow cranberries, and was one of the recognized Cape leaders in cranberries. (Historian Swift mentioned him as among the most successful.) When a Cape Cod Cranberry Growers' Association was formed in 1866 he

was its first president. He was one of the earlier Cape growers to visit the New Jersey industry and to make reports of Cape conditions at meetings. He was a man of some substance, interested in civic affairs, and was a director of the Cape Cod National Bank from its inception until his death, September 22, 1882.

Son, Emulous Small

His son, Emulous, born December 20, 1834, also took up cranberry interests. First, for about 20 years, he was interested in the merchandising business at Harwichport, until in 1876 he turned to cranberries.

He was one of the Cape men to go up into Plymouth County, when the prospects seemed better there. He built property at Wareham, now in operation today known as the "Harwich" bog, because Small was a Harwich man.

Became Important, Also

He was elected a vice-president of the present Cape Cod Cranberry Growers' Association in July, 1888, was mentioned as a prominent grower of Cape Cod at meetings of the American Cranberry Growers' Association (New Jersey) and was a member of the Wisconsin State Cranberry Growers' Association, and a close friend

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of Judge J. J. Gaynor, who played so important a part in the organization of the American Cranberry Exchange. Like his father, he was a director of the Cape National Bank.

The Doanes of Harwich

The Early Blacks played a conspicuous part in the cranberry growing of a third retired sea captain, who grew cranberries near Grassy Pond. This was Abiathar Doane. His activities, too, add a little uncertainty to the story of this probably most famous of all Cape Cod berries. He also achieved some cranberry fame because of setting out vines closer together than was the custom.

Captain Abiathar Doane, and his brother, Captain Nathaniel, who grew cranberries coincidentally, were sons of Nathaniel Doane of the respected Doane family of the Cape, which originated at Eastham or Chatham about 1640. Abiathar was born August 16, 1820, and at fifteen turned to the sea, shipping on fishing vessels as mess boy, or cook, later on coastal vessels. He became a captain the year he reached his majority. Although he made mostly voyages along the coast and to the West Indies, he made one to the Mediterranean. He owned two ships, one named after his father, which was the one he took to Europe and the other was the John Proctor. He was said to have been a kind and just man, but a strict disciplinarian, never had a mishap nor lost a ship, and retired from sea-going permanently in 1863, with a faultless record.

He married his third wife, then, and thereafter gave his full attention to cranberries. Before retiring from the sea, he had had some experience in cranberry growing, having built his first bog in 1847, according to Historian Deyo.

Another "Discover" of Early Blacks

He eventually built nine bogs in all, containing about 10 acres. His first, according to his son, Ralph W. Doane, who supplied much information about him, was at a spot called "Abraham's," at Harwich Center, from which a brook ran to the sea. He had an acre at Grassy pond and there he had

vines which closely resembled the Early Black, although it was said they ripened about a week later. His son has said it was from a vine he found there. This was about 1860 before he had definitely retired from the sea.

He had about an acre of bog at Grassy Pond, and from that area his son has said, he took a vine which produced a berry very similar to the Early Black. The story was that he took some of these vines to his home on Doane Road at Harwichport and set them on part of a fresh meadow he had cleared. This bog, was not a success, however and he eventually used it for hog land.

Extended Use of the Variety

He may have successfully "developed" this berry himself or he may have purchased vines from Captain Cyrus Cahoon or Captain Nathaniel Robbins, but it is certain he was noted as an extensive producer of the Early Black variety. He sold many, many vines, which he designated as Early Blacks, some allotments going to New Jersey, some to Michigan, when an effort was being made to start a cranberry industry in that state. Finally all his bogs were of this variety and he contributed to the spread of the Black at an early date.

Planted Vines Close Together

Captain Abiathar achieved distinction in another way than through the propagation of the Early Blacks. This was by planting his vines much closer than was considered the thing to do at that period. Deyo's History says of this: "He scoffed at the idea of setting large hills 18 inches apart and was the first to set only two or three sprigs in a hill, placing the hills much closer." He did set out vines much closer, his son has recalled, experimenting in this at a bog which was known as "Martha's Bridge," over Abraham's brook. This was his best bearing property. One of his other bogs was at "Stephen's Bridge," and it was there in 1882 than on 65 rods he produced a yield of 103 bushels. This piece had grown to extremely heavy vines, so deep, it has been said, that he made up

his mind to prune the piece and away with so much "wood," but when he saw the extraordinary bloom he decided to let them bear one more fall.

It has come down that he never tried to cultivate upon sandy soil but always used swamp land, preferably cedar swamp, and covered this before planting with five or six inches of sand. He managed his bogs as efficiently as he had his sea going.

It has been stated he never had a mishap, at sea. His death, however, on May 16, 1902, came as the direct result of an accident, fall down a flight of stairs, at time when he was in excellent health, despite his advanced years

(To Be Continued)

Blueberry Studies Reviewed At N. J. Open House

The 25th Blueberry Open House of the N. J. Experiment Station was held in Hammonton on January 10 with an attendance of 131 persons. Besides New Jersey growers, investigators and persons having business interests in the blueberry industry, there were visitors from Maryland, Pennsylvania, New York, Connecticut and Massachusetts. One grower from Wisconsin, T. A. Rude, was able to be present because he spends his winters in Mt. Holly, N. J.

John Brockett, Atlantic County Agricultural Agent, was host and chairman in the morning, while Ernest G. Christ, Fruit Specialist, was chairman for the afternoon.

After an introduction by Brockett, the work of the new Variety Council was outlined by Christ, who is secretary of the Council. He pointed out that the Council consists of eleven growers, three county agents and four research men. Their chief objective is to assist the plant breeders in observing and evaluating seedlings which are being considered for naming. The Council was started early this year.

Gordon G. Butler of the Crop Reporting Service reviewed the special 1956 survey of the blue-

lerry industry. This survey revealed that there are 545 blueberry growers in New Jersey with 306 of them in Burlington County and 162 in Atlantic County. There are 5,386 acres in bearing and 880 acres not yet bearing. Production in 1955 was 1,638,000 trays and somewhat less in 1956 due to spring frosts.

William M. Boyd of the State Dept. of Agriculture proposed a streamlining of the procedures for certifying blueberry nursery stock. The plan was referred to the Variety Council for consideration.

Philip E. Marucci, entomologist at the Experiment Station, presented the 1956 records on maggot infestation and gave the growers a stern warning that more applications of dust to eliminate maggot would have to be made if the good name of blueberries is to be preserved. He showed how growers who applied three dusts in the proper manner were able to market a fine product. Far too many growers are sliding by with only one dust or none at all. When the contaminated product of such fields is spotted by Pure Food officials, the consequences will be more than serious for both the grower and the whole industry.

Charles A. Goehlert gave two progress reports on blueberry pruning. The first was on cutting old bushes to the ground. This holds forth a hope, but the records for the first two years in his test indicate that the certainty of profit in the long run is not there if the method were to be adopted on a large scale. In his second report, Doehlert indicated that the "small-bunch" method of pruning recommended in recent years is appearing to be the most profitable up to the present, both from the standpoint of crop produced and cost of pruning. This small-bunch method may be carried out satisfactorily with the small hand shears, with the loppers, or with the pneumatic pruners, provided a small one-hand pneumatic cutting unit is used.

Ordway Starnes, assistant director of the Experiment Station, outlined organizational plans in regard to the new State Bog prop-

erty, project listings and personnel.

Eugene Varney showed colored slides illustrating some blueberry virus diseases such as shoestring, variegation and ring spot which should be rogued out at the same time stunt is rogued.

Jersey Growers To Meet Feb. 7

The American Cranberry Growers' Association will hold its winter meeting in Fenwick Hall, Pemberton, New Jersey, on Thursday, February 7. The meeting will start at 10:00 a.m. and conclude about 3:00 p.m.

The program prepared by President Earle W. Hill and the Executive Committee is as follows:—

Plans for developing the Wharfton Tract, by Joseph Turner.

The 1956 Cranberry Crop, by Gordon G. Butler.

The Real Estate Tax Problem, by Edward V. Lipman.

Blossom Blast of Cranberries, by P. E. Marucci and Robert Filmer.

Cranberry Pruning, by Charles A. Doehlert.

Rot Spray Recommendations, by Eugene H. Varney.

Report of State Bog Committee, by Fred Hough.

Reasons for Applying for a U.S.D.A. Marketing Order for Cranberries, by Gilbert Beaton.

Business meeting and election of officers.

Membership in this Association is open to persons who are interested in furthering the welfare of the cranberry industry. Members are urged to bring their friends and families.

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J. C. Makepeace Resigns As Sec.-Treas. of National After 27 Years; Russell Makepeace Succeeds As Sec.

John C. Makepeace, Wareham, has resigned as secretary-treasurer of National Cranberry Association after 27 years in the double office of that cooperative which began in 1930. Resignation was announced at an executive board meeting at Hanson Tuesday. Elected to succeed him as secretary is Russell Makepeace, Marion, his nephew.

Stepped up to the office of treasurer is John F. Harriott of Hanson, who has been assistant treasurer of NCA since 1948. Kenneth G. Garside, Duxbury, who has been assistant to president James E. Glover was appointed vice president in charge of finance.

The Makepeace name has been associated with cranberry growing for a century, since the early days of cultivation on the Cape. The A. D. Makepeace Company, Wareham has the largest acreage in the country with bogs in Plymouth and Barnstable counties. "ADM" was one of three companies engaged in cranberry canning which combined to form Cranberry Cannery, Inc. in 1930, this, a few years later, becoming the present National Cranberry Association.

Mr. Makepeace served on the first board of directors and has continued in office since, and his resignation in that capacity was accepted by the board with regret at the same time.

Mr. Makepeace, as treasurer of the A. D. Makepeace Company and president of the National Bank of Wareham has had vast experience in financial matters and his ability is held as contributing immeasurably to the expansion of NCA from a one-factory enterprise in the east to a national industry with six canning plants in the United States and one in Canada.

Russell early turned to follow the family cranberry "bent." After receiving his degree from Williams College in 1925, he was associated with the Grand Union Company, chain grocers in New York for five years before joining the A. D. Makepeace Company. He became president of the corporation in 1946 and was elected to the NCA directorship in 1940. He is also a member of the executive committee.

Mr. Harriott, the new treasurer, was graduated from Cornell University in 1922. He received a master's degree from Iowa State in 1923 and his Ph. D. from Cornell in 1926. Prior to joining National as comptroller in 1946 he was acting director of research with the Farm Credit Administration in Springfield. Since his Mr. Makepeace,

appointment as assistant treasurer in 1948 he has worked closely with

Kenneth Garside has been a grower-member of the cooperative for a number of years and was elected to the board of directors in 1946. He became a member of the staff in 1955 when he was named assistant to Mr. Glover. During the past year he has been primarily carrying out Mr. Glover's reorganization program by streamlining the cooperative's production operations.

A graduate of Harvard, he also holds a master's degree in chemical engineering from M.I.T. He was associated with Central Hudson Gas and Electric Corporation for several years before transferring his interests to growing cranberries in Duxbury.

Mr. Makepeace, 84, it is understood will continue as president of the National Bank and treasurer of the Makepeace Company.

NCA "Over The Hump" — Glover

That the cranberry industry is "getting over the hump" of the current cranberry depression was conveyed by NCA President James E. Glover at regional Massachusetts meetings this month and last. Mr. Glover is becoming more optimistic as to the future outlook as reflected in progress being made by National, the largest co-op.

He said that NCA is "shooting at" payments to growers at from \$12. to \$13 a barrel for the 1956 crop and this would compare with \$9.14 the year before. Payments within this range now seem entirely possible, provided, as now seems indicated, the balance of the '56 berries can be sold profitably.

Rather paradoxically although less NCA berries were sold on the fresh market than last year, in round figures about 135,000 as against 160,000 in '56 returns these sales were more profitable. With fewer berries to sell NCA pulled out of certain depressed market areas.

This was one factor and the second is increasing economies all along the line, he said, in packaging, purchasing, accounting, improved financial conditions of the co-op. These savings in

total, he told CRANBERRIES will amount to about \$500,000.

NEW JERSEY NOTES

Some of the most severe weather ever experienced in South Jersey occurred during the middle of January. On the 18th a reading of 16° below zero was recorded in the weather shelter at the Cranberry Blueberry Laboratory, three miles east of Pemberton. This, together with the same temperature occurring on January 28, 1935, was the lowest for a January day in the 28-year weather recording history at the lab. A lower temperature occurred only on February 7, 1934.

Several growers reported readings of 18 below zero and one claimed his usually reliable thermometer registered 23 below! This extreme cold spell caused very thick layers of ice to form on flood waters. Light snows on the nights of the 9th, 14th and 16th together with cloudy weather brought about a great reduction of oxygen. By January 20 the oxygen content had become critical on several bogs and a warning was sent out to growers by the county agents. Many growers dropped their ice but those who didn't get around to it were relieved by a sudden natural melting of the ice on January 22. On this date a temperature of 65 accompanied by strong winds and light rain melted ice as thick as 7 inches in a 24-hour period.

The fruit buds of cultivated blueberries, ordinarily quite hardy to New Jersey winters, were damaged in a few localized areas. Although the State-wide loss will be light, it was severe in several fields in the Toms River area.

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Disease Experiment - 1956

by
DR. BERT M. ZUCKERMAN
Mass. Cranberry Experiment Station

Work carried on in 1956 which is of interest to the growers is given in this report in condensed form. I shall be happy to elaborate on any part of the work to anyone interested in the details of the experimental procedures.

Bog Survey

Table 1 gives the results of the 1956 bog survey. It was apparent this year that generally field rot was insignificant, and that keeping quality was good. These facts were substantiated by the survey results. In my opinion the keeping quality forecast was extremely accurate this year. It is of interest to note that, in regard to Early Blacks, there were no significant differences in quality between early and late water berries. These results are in agreement with those of 1955.

Table 1 Bog Survey 1956

No. Bogs Sampled	Berry Variety	Water Management	Field Rot	Storage Rot-6 Wks.	Total
14	E. Black	Early Water	3.8	5.5	9.3
11	E. Black	Late Water	2.4	5.8	8.2
3	Howes	Early Water	4.9	9.9	14.8
1	Hewes	Late Water	2.9	7.3	10.2
1	MacFarlin	Early Water	4.8	5.3	10.1

Fungicide Trials

Fungicide trials were initiated on a large number of small plots. These plots were established on a permanent basis, and it is intended to carry out tests in these areas over a period of years. One hundred small plots were established to test ferbam, maneb, and Bordeaux Mixture.

Injury caused by fall frost flows obscured results on 25 of the plots in one area. Analysis of field and storage rots (berries were held for six weeks in common storage) on the other 75 plots showed that control berries decayed 3% more than sprayed berries. However, very little breakdown occurred in the unsprayed control.

Three newer fungicides, ziram, thiram and Vancide Z-65 were tested on 16 plots. All three increased berry size and total yield. Of these thiram is the most promising in this respect. Weight loss, in storage, of berries treated with these fungicides was less than that of untreated berries. Very little field or storage rot occurred in the untreated berries, therefore it was not possible to evaluate the disease control value

of these chemicals.

Captan, alone and mixed with zineb in various combinations, was tested on 25 plots. The purpose of these tests was to find out if fungicide combinations give better control than the use of a single fungicide. Fungicide mixtures (ex. $\frac{1}{2}$ captan and $\frac{1}{2}$ zineb to make up spray mixture) did not affect berry size. A small amount of field and storage rot (a total of 10.7%) occurred on untreated berries. This was controlled in the same manner by captan and zineb used alone as by the captan-zineb mixture.

The good quality of cranberries in areas covered by these experiments served to obscure any disease control value of the chemicals included in these tests and made comparison of these chemicals from this viewpoint impossible. Commercial spraying, if the results were evaluated on a disease control basis alone, would not have paid in any of these areas. However, when the increase in yield associated with the use of certain fungicides was taken into account, then, in each case, spraying was profitable. The yield data is re-

corded separately in another section of this article.

Helicopter Applications of Fungicide Concentrates

Zineb was applied as a spray concentrate by helicopter at the rate of 9lb. per 13 gallons water per acre to four areas which totaled 6 acres. Significant progress was made towards the solution of the problem of nozzle clogging. This was accomplished by premixing of the solution in a large spray tank and then pumping the mix directly into the helicopter tanks. The premixing served to break up large particles which could have clogged the nozzle orifices.

As noted in another section of this paper, berry yields were 26% larger on sprayed plots than in controls and size of sprayed berries was the same as that of untreated controls.

The results of these experiments, from the disease control point of view, were not highly significant due to good quality of the unsprayed berries. However, enough field and storage decay occurred in the controls to illustrate that concentrate spraying of fungicides shows considerable promise. The experimental results are given in Table 2.

This method of fungicide application should be tested another year before recommendation for inclusion in the spray chart. However, if any grower desires to try this method, I shall be happy to work with him. Next year's trials, which will represent the third year of field testing, will be extended to include applications at rates of less than 13 gallons per acre and applications with less expensive fungicides.

Estimates indicate that cost of two applications of fungicide concentrate by helicopter will be $\frac{1}{3}$ less than that of ground spraying with hydraulic equipment. The second fruit rot spray can be applied at the same time as the first fruitworm spray. Ferbam and zineb are compatible with all insecticide that are recommended for fruitworm control.

Fungicides Vs. Berry Size.

The results of these studies

Table 2. Helicopter application of fungicide concentrate for rot control.

Experiment Number	Number of Applications		Field Rot (%)	Storage 6 wks. (%)	Total Loss (%)
1	2	Sprayed	0.5	1.0	1.5
		Unsprayed	0.0	1.5	1.5
2	2	Sprayed	0.6	1.8	2.4
		Unsprayed	4.8	7.7	12.5
3	2	Sprayed	1.1	3.5	4.6
		Unsprayed	3.0	9.0	12.0
4	3	Sprayed	0.2	3.5	3.7
		Unsprayed	1.0	6.6	7.6

showed that two ground spray applications of zineb, Bordeaux, and maneb, gave fruit that averaged about 1% larger than untreated fruit. On an average the ferbam-sprayed fruit was largest, then zineb, maneb and Bordeaux-treated fruit in descending order. These figures are based on analysis of 100 samples. Three ground spray applications of zineb resulted in a 1% decrease in fruit size. The three sprinkler experiments, representing three, four and five fungicide applications respectively, all resulted in production of smaller fruit. Averaging the results of the sprinkler experiments, the decrease in fruit size was about 6%.

From these figures it would appear that when more than two sprays were applied, the berries were smaller. It should be noted that the number of samples taken from experiments in which 3 or more sprays were applied totaled 36 altogether, indicating that further work is warranted before arriving at a definite conclusion.

Study of 20 samples treated with 2 application of the fungicide concentrate by helicopter indicated that treated berries were the same size as untreated berries. Again, the small number of samples require that the work be repeated.

Fungicides Vs. Total Yield

Total yield was measured on the basis of number of berries per unit area and on weight per unit area. Only the weight figures are given. Analyses of 75 samples, which had been treated with two ground sprays, showed that zineb and maneb treated berry yields weighed 8% and 6% more than the

controls, respectively. Ferbam treated berry yields were the same as the controls, and the use of Bordeaux mixture resulted in a 3% reduction in yield.

Application of three or more fungicide sprays by hydraulic sprayer or sprinkler system did not decrease or increase yields on the average.

The tests in which two fungicide concentrate sprays were applied by helicopter gave rather surprising results--a 26% increase in yield was noted. Here 20 samples were analyzed. Again, the small number of samples does not allow the results to be regarded as conclusive.

Three applications of the fungicide concentrate by air resulted in an 8% reduction in yield (10 samples analyzed).

Loss Of Berries In Scoop-Picking

184 plots on 15 hog locations were analyzed to determine loss of berries through scoop picking. On each plot all the berries in one square foot were picked by hand, and the berries in eight square feet carefully scooped. The results indicated that 31% of the berries were lost by scooping. Various vine and crop conditions were represented in this test.

Trampling Vs.

Fruit Yield And Size.

The effects of trampling and dragging spray hose over vines during the flowering period (this was done twice to simulate spray timing) and again during the period following 90% bloom were tested on 9 plots.

Trampling of the flowers did not reduce yield or the size of the fruit. These results are in agreement with those of 1955. Neither

did trampling of small berries (the first trampling was done at 90% bloom and the second two weeks later) reduce fruit size or yield. These experiments were not repeated at the time berries had sized up.

Fall Frost Flowing Vs.

Fungicide Spraying

On one series of 25 plots which had been treated with ferbam, zineb, maneb and Bordeaux mixture, fall frost flowing resulted in a significant amount of scald. Seven per cent of these early water Howes showed white scald spots at harvest. Analysis of the plots showed that as much scald occurred on the fungicide-treated berries as on the untreated berries. It is indicated that fungicides do not control scald of this type.

Bees And Fungicides

The possibility of repellent effects of zineb and ferbam on bees was retested this year. The results of this experiment showed that cranberry blossoms which had been sprayed with these fungicides were visited by as many bees as were unsprayed blossoms.

Reduced Gallonage Sprays

The purpose of this experiment was to test the efficiency of fungicide treatments applied at the rate of 150 gallons per acre. This represents a 2x concentration of the 300 gallon per acre treatments currently recommended.

The fungicide used as a standard was zineb, and two and three sprays were applied on two one-half acre plots. As in other experiments very little field and storage rot occurred in berries from control plots, therefore it was not possible to evaluate the disease control value of the treatment.

The two spray programs resulted in 5% increase in yield on a weight basis and a 9% decrease in berry size. The berries to which the three-spray program was applied yielded the same as the controls, however, berry size was 14% smaller than that of unsprayed berries.

Sprinkler Application of Fungicides

Experiments with the application of fungicides through sprinklers were carried out on three

Table 3.

	Field Rot (%)	Storage Rot 6 Wks. (%)	Total Loss (%)
Sprayed	4.5	3.7	8.2
Not Sprayed	13.4	11.8	25.2

bogs. One bog received three applications of ferbam, and the others four and five applications of zineb, respectively. Sprays were timed 10 days apart and started at about 5% bloom. Rate of application was 9 lbs. per acre and the fungicide was injected into the sprinkler system at the concentration of 1lb. per gallon of water. In the three experiments different intake systems were used.

As noted in another section of this paper, berry size was decreased about 6% by the treatments, however total yield on a weight basis was the same in sprayed and unsprayed plots. Very little field and storage rot occurred on berries from two of the experiments.

However, the results of the third experiment indicated the value of the spray program. Five applications of fungicides were made.

The results are given in table 3. Only four samples were taken from this experiment; it is felt that further experimentation is needed to support these results.

Antibiotics

Two antibiotics were tested on 12 plots in preliminary evaluation of the possible value of these substances in rot control, fruit set and fruit size. These antibiotics, Streptomycin and Actidione, were used at only one concentration each. Twenty-eight per cent of the Actidione treated berries developed hard, corky bumps on their surface. This reaction was clearly related to use of the chemical. Neither antibiotic gave any rot control, and size of treated berries was slightly smaller than the untreated control. Total yield in the Streptomycin plots, on a weight basis was 27% higher than in the controls.

The limited range of these tests should be emphasized in interpreting the results.

Summary

In 1913, Shear reported a 10% increase in yield associated with

the use of Bordeaux Mixture. Down through the years, pathologists have confirmed these results. This year, through the use of small plots on several bogs, representing different conditions of management and growth, an increase in yield through the use of certain fungicides was easily demonstrable. A grower with a 60 barrel per acre crop would have increased the yield 4.8 barrels per acre through the use of zineb. When this factor is added to the rot control value of the fungicide, it is possible to demonstrate the value of the disease control program even in years when the keeping quality is very good.

Cranberries And Apple Sauce

A tough competitor of cranberry sauce may be in process of becoming a partner, with new developments now in process by NCA. This is in the combining of cranberry puree with apple sauce, the latter long having been a competitor in the market with cranberries.

The cranberries are adding color and flavor to apple sauce and two manufacturers are now trying out the product on a test basis. One is on the West Coast where a company is making the experiment and another in the East near Philadelphia.

This combination of cranberries to apple sauce could have a very great potential for new cranberry use, if the experiments prove successful.

RAY K. OLIVER HEADS S. W. OREGON CRANBERRY CLUB

Ray K. Oliver of Bandon last month was elected president of Southwest Oregon Cranberry Club. Other officers are; vice president, Leander Panter, Mrs.

Oliver secretary and Mrs. Howard Hull, treasurer.

New officers intend to emphasize this coming year that the club is open to all people in cranberry growing, processing and marketing, and the club's purpose is to carry on a program which is interesting and instructive to cranberry people.

Blueberries To Resume Publishing

Blueberries Magazine, the only publication of the multi-million dollar cultivated blueberry industry, will resume publication with its "Annual Reports" issue on Feb. 20.

Formerly published by the Blueberry Institute, the magazine will now be published by the Times-Advertiser Printing Co., of Pemberton, N. J., and edited by J. D. Armshire, who has over 20 years experience as a rural weekly newspaper publisher.

The magazine will be issued four times a year and mailed to approximately 1,200 blueberry growers in New Jersey, Maryland, Pennsylvania, North Carolina, Michigan, the New England states and Canada.

Established in 1953 by the Blueberry Institute, a cooperative group of New Jersey and North Carolina growers, the magazine Blueberries suspended publication last year.

WANTED

To complete our files of Cranberries for binding at Cranberry Station, East Wareham, Massachusetts, we need the following issues:

1936, June

1939, June, September, October

1943, February, May, November

If you have any spare copies of any of these or no longer have need for them, and wish to donate them to a needy cause, please send to the Cranberry Station, East Wareham, Massachusetts, or CRANBERRIES, Wareham, Mass.

WISCONSIN

(Continued from Page 6)

berry weed control in the future and stated that he was continuing his work this coming year along with the testing of some newer selective herbicides. He also showed some colored slides on some of his experimental plots.

George Klingbeil, Extension Specialist in small fruit production for the University, reported on the use of the cranberry film his department made on Wisconsin cranberries last year. He stated that in the six months the film has been available that it had been shown fifteen times on television. He also stated that county agents had used it a number of times and that it was also shown in Mexico and Hawaii. Copies of the film can be purchased for \$20.00 a copy and he mentioned that if the industry was interested in respect to consumer education, copies could be purchased and put in film libraries throughout the state and immediate states. He concluded by saying his department last year made a colored film on Wisconsin cherries and suggested that if the Wisconsin cranberry industry was interested they could ask the department to make a colored film on cranberries.

Harvesting Study

A preliminary report of a study of harvesting, drying and storing of cranberries in Wisconsin conducted by Dr. F. B. Chandler of the Cranberry Experimental Station, East Wareham, Massachusetts during the fall of 1956 was read to the group. His report showed that there was no difference between the methods of harvesting between the Case picker, Getsinger picker and hand water raking as far as bruising was concerned. He also reported that both the horizontal moving belt type dryer and incline type dryer shewed equal amounts of bruising or marking. His report showed no difference in the keeping quality of berries stored in window boxes, polyethylene bags or cellophane bags. Controlled temperatures, decreased the rot and increased the good over grower storage, but he felt the change

was small and might not justify the cost.

H. H. Holway, Assistant State Entomologist from Madison addressed the group. He reported that this past year an insect survey report was published weekly during the growing season on all economic insects in the state under the direction of Phil Smith of the Madison office. He thanked the cranberry industry for contributing to this report and remarked the survey would continue to be published weekly in 1957. He stated that most major economic insect populations were down last year although some new insects were appearing in the state. He stated that his department was watching the spread of Japanese beetles and alphaspotted aphids in the southern part of the state. He reported that Ditch Elm disease had appeared in the southern part of Wisconsin and control measures were being used there in an attempt to stop its spread. He pointed out that his office was responsible for cranberry vine inspection and that any vines sold must be inspected. He concluded by cautioning the growers on residue problems using insecticides and urged them to follow recommendations very carefully.

Dr. A. R. Alberts, Department of Soils, University of Wisconsin spoke briefly on the work he had done on cranberry fertilization. He reported that his experimental work did not warrant a general recommendation for all marshes but he felt all producing vines needed some application of a complete fertilizer to replace the amount of plant food taken out by the crop. He pointed out there were major differences between marshes as to soil type, acidity, drainage, etc., and also individual differences within sections. He felt the only caution in using fertilizer was the judicious use of nitrogen in order to prevent excessive vine growth. It appeared to him that about 12lb of Nitrogen was about the right amount to apply yearly on producing vines and this application should be applied early in the season to promote vine development, due

to the short growing season. He continued by saying tests using sulphur to lower the p h of the soil on marshes were not practical but that the p h could be brought up using lime. He concluded stating he was going to continue his work and suggested growers do their own experimental work with fertilizer to see how their individual marshes reacted.

The association voted unanimously to continue the working arrangement with the U. S. Weather Bureau for operating the Wisconsin Cranberry Frost Warning service for 1957. The budget set up for this program involves an assessment of 50c an acre for each of the producing acres in the state.

Beaton on Market Order

Gilbert Beaton, Secretary of the Cape Cod Cranberry Growers Association addressed the group. He extended greetings from the Cape Cod growers and stated his visit was to appear in favor of legislation which could lead to a government marketing order for cranberries. He traced the history of cranberry production and sales and pointed out there was a definite need for stabilization in the industry, which he felt could be accomplished by the growers themselves in drawing up regulations formulating an order to



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include both fresh and processed cranberries. He felt that orderly marketing was essential for the industry, if it was going to prosper and that through orderly marketing surplus could be handled satisfactorily and new outlets could be exploited. He stated that his association had voted unanimously in favor of legislation which could lead to a marketing order and hoped the Wisconsin growers would do likewise.

There was little opposition to his talk except for the question whether the individual grower would have the vote on the order if one was drawn up or if marketing organizations could vote their membership intact. Mr. Beaton stated that it was his opinion that the individual grower would have the vote.

Membership Votes For

A ballot was taken of members present following the discussion of federal marketing regulations, if the members were in favor of legislation which could lead to a government marketing order regulating the marketing of cranberries and the results of the poll were as follows:

49 yes, 9 no, 1 undecided.

A telegram was read from Kenneth Garside, Sec. Pro Tem., of the Cranberry Institute asking the membership to nominate a cranberry grower from Wisconsin who would represent the Wisconsin growers on the Cranberry Institute board. This person to be a grower and not a paid employee of any shipper. He stated the board was being increased from 14 to 19, with the additional increase of five to be cranberry growers.

It was pointed out that the Cranberry Institute would pay the expenses of this delegate for any meetings.

C. L. Lewis, Shell Lake, Wisconsin was nominated unanimously to represent the Wisconsin State Cranberry Growers Association as a director on the Cranberry Institute.

L. Sorensen, secretary gave reports on the year's activities of the association. He stated that leg-

islation pertaining to new state water laws would be watched carefully and the membership voted to instruct the officer of the association to watch carefully for any type of proposed water law legislation and if necessary to appear or have counsel appear at Madison relative to such matters. He traced the development of the 1956 Wisconsin crop, which produced a record of 340,000 barrels and attributed the late, warm growing season as a major factor in this big crop. He stated that work was continuing on setting up a group hail insurance plan and that assistance was being asked from the University for experimental work on fungicide control.

Donald Duckart

An election of officers was held and the following were elected for 1957: President Donald Duckart, Route No.3, Wisconsin Rapids, Wisconsin. Vice President, Marvin Hewitt, Route No. 2, Marshfield, Wisconsin and L. Sorensen, Secretary-Treasurer, Wisconsin Rapids, Wisconsin.

E. B. Fish

E. B. Fish, one of the earlier growers of Bandon, Oregon, died recently in Portland at the age of 91. Mr. Fish was born in Morristown, Minnesota and came to Oregon at the age of 18. He settled at Bandon in 1905, at first working as a building contractor. In 1930 he planted five acres of cranberries, later adding 8 more.

Before his retirement in 1953 he was regarded as one of the better growers. He was a member of the Baptist Church.

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A brand new promotion to start Ocean Spray's 1957 campaign. This new idea of serving bright tangy Ocean Spray to accompany the bland flavor of fish is being seen in February issues of Ladies' Home Journal, Better Homes & Gardens and Good Housekeeping magazines. Preliminary reports from NCA Brokers indicate a good reception by grocers of this new idea in tie-ins.

Another step in National Cranberry Association's campaign to build a stable, profitable market for the berries of its Grower Members.

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Haines Director

Lester E. Haines, general man-
ager Eatmor at the annual meet-
ing of the United Fresh Fruit &
Vegetable Association in Phila-
delphia was elected a director.
This is the vast association which
concerns the fresh fruit policies
of the nation.

Mr. Haines is Cranberry Insti-
tute Chairman of a special com-
mittee concerning promotion of
fresh fruit and the Institute has
voted to become affiliated with the
big organization.

MEETING POSTPONED

Executive committee of Cape
Cod Cranberry Growers' Associa-
tion at a meeting March 19th
voted to postpone the usual April
spring meeting until probably the
last week in June. No definite
date set as yet.

Meeting will possibly consist of
an "Open House" sponsored by
both the Association and the Ex-
periment Station. It is hoped a
more interesting program may be
promised by this June date.

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EASTERN STATES FARMER'S EXCHANGE

Institute to Start First Non-Brand Campaign for All Cranberries

Decide on 10 Cents Per Barrel Assessment

(Note: The following was prepared by Alden C. Brett, who will become executive president of the Institute when the full board of directors has confirmed Executive Committee recommendation. Mr. Brett was executive secretary and Orrin G. Colley has been president, but offered his resignation.)

There can be little doubt that the future prosperity of the cranberry grower if not his very survival rests in the ability of the industry to increase the consumption of cranberries and cranberry products. The history of the citrus industry furnishes an excellent case study of the ability of a comparable group of growers to solve the same problems which confront the cranberry growers today. In their case the two means which were found to be most effective were cooperation and aggressive merchandising.

By cooperation, I do not mean that every grower should be a producing member of a cooperative, for cooperatives have both their strong and their weak points. I do mean, however, that every grower should insist that his shipper be identified with and take an active part in any industry undertaking aimed at the common good.

Aggressive merchandising is a many sided thing. It comprises first of all the promotion of the use of cranberries as a fruit without brand distinction and in whatever form they can find public acceptance. Advertising and publicity are the essential components of such an undertaking and we know of the large amounts spent by other fruit industries running in several cases into the hundreds of thousands of dollars.

The Cranberry Institute has recognized this problem and 1957 will see the start of a non-brand promotional undertaking aimed at increasing the sale of both fresh and processed fruit. The start will be a modest one, probably too modest, but it will mark the

beginning of industry-wide cooperation which has been absent for a number of years. Surely no growers will disagree that ten cents per barrel or less than 1% of the net return he hopes to realize is too large an amount to expend to promote the sale of his product.

A second essential component of aggressive merchandising is the development of a product line broad enough to create and maintain the greatest demand from the consuming public. The citrus industry in Florida would be a dead duck today if it had not been for the development of the orange juice market and the techniques of distribution of the frozen products.

In the development of its merchandising techniques the cranberry industry is about where the citrus industry was twenty years ago and it can draw valuable lessons from the successes and mistakes of its sister product. Perhaps in years to come the tables of Europe and South America will be as familiar with cranberry products as they are with orange juice and orange marmalade today.

Much of this development should take place as a result of competition within the cranberry industry itself but there are many common basic problems which can be better solved by industry-wide effort through the Institute.

The Directors of the Cranberry Institute met on March 18 to hear the report of the Advertising and Publicity Committee consisting of Lester Haines, Chairman, Russell Makepeace and Louis Sherman, and to approve a promotional program.

Marketing Order

As the purpose to be served by a Marketing Order comes to be better understood the differences of opinion within the Industry on the part of both growers and shippers have diminished. There can be no doubts as to the desirability of controlling surpluses and the promotion of orderly market-

ing. These are the objectives of a Marketing Order.

The Institute Marketing Order Committee is working aggressively to secure Federal legislation to make it possible to control the flow of berries into the processing market as well as into the fresh market. It is clearly evident that any regulation of the fresh market which would force excess berries into cans would be of no benefit to the Industry as a whole. It would seem that the National Cannery Association is short-sighted in its opposition to this regulation, as the presence of a depressed product in the family of canned fruits certainly has a depressing effect on all canned fruit prices.

Brett Renamed To Trusteeship

Governor Foster Furcolo has reappointed Alden C. Brett, President of the Cranberry Institute to serve a seven-year term as trustee of the University of Massachusetts. The University maintains and operates the Cranberry Experiment Station at East Wareham under the direction of Dr. Chester E. Cross and the State Extension Service represented in the cranberry area by Richard Beattie.

Mr. Brett is a cranberry grower himself and his appointment gives the cranberry industry direct representation on the University Board.

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Mass. Cranberry Station and Field Notes

by J. RICHARD BEATTIE
Extension Cranberry Specialist



Outside Opposition

The latest report on the status of the industries' request for a marketing order is a bit disturbing. Apparently, organized groups other than cranberry growers and their shipping agencies have been extremely active in presenting their viewpoints to legislators in Washington. Their determination to defeat an order that would include processed fruit is a serious threat to the splendid work of Chairman Chester Robbins, Gilbert Beaton, and the committee who have worked so diligently for its adoption. Growers have been polled in the various cranberry areas and have voted overwhelmingly to support the necessary enabling legislation. It seems most unfortunate that sources outside our industry are in a position to defeat this program before it can be presented to growers for their approval or disapproval. At the present time no marketing order has been drafted for cranberries, and unless the necessary legislation is adopted, growers will not have an opportunity to develop a marketing order for their crop. The time has arrived, according to Mr. Robbins, for growers and shippers to express their interest in this program by immediately contacting their legislators in Washington.

Warming Trend Continues

The warming trend in our weather pattern has continued after an unusually cold January. February averaged approximately 4° per day above normal, and by mid-March we were a degree per day above normal. Rainfall, on the other hand, was below average and was causing some concern as we approach the spring frost season. Many reservoirs are rather low and require a

substantial rainfall to replenish them. Winter-killing damage appears to be negligible as of March 14. Incidentally, our records show that no winter-killing damage has ever occurred after March 20.

U.S. Grades For Processing

Massachusetts shippers met at the Cranberry Experiment Station early in March to consider a proposed set of U.S. standards for fresh cranberries to be used for processing. This was another important development in the industry's quality control program. Federal inspectors of the U.S.D.A. spent several weeks last fall in the various cranberry producing areas examining fruit and preparing a tentative set of standards. After careful deliberation, the Massachusetts delegation voted to recommend the adoption of a single grade for processing fruit after suggesting several changes in the proposed grades.

The federal inspectors repeated a statement that they made a year ago when U.S. grades for fresh fruit were being considered, and eventually approved. They said that they were much impressed in most instances with the quality of the fruit that they had inspected, and were very much pleased with the constructive and helpful attitude of growers and shippers who attended these sessions.

Dr. Chester Cross, head of the Cranberry Experiment Station, has received confirmation from the University of Massachusetts of the appointment of John Norton an agricultural engineer, who will be located at our station as of July 1, 1957. Essentially, his task will be to develop and refine labor-saving equipment so that our industry will become more completely mechanized. This position has been unfilled for over two years and we are pleased that the services of a qualified engineer have been secured. The Cape Cod Cranberry Growers Association assisted in initiating the request for this position and, as usual, has been active in the interest of cranberry growers.

Control Charts

The 1957 Insect, Disease and Weed Control Charts, and the second edition of the Fertilizer

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Chart, have been printed and mailed to growers through the county agents' offices. Extra copies are available at the County Extension Service 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:

Growers are urged to study the **General Notes** which contain a summary of **flooded practices**, suggestions on **concentrates, solvents, the use of the insect net, and a table for root grub control.**

The first major change in the body of the new chart involved the addition of a combination **DDT and Parathion dust under New Growth Insects**, and specifically for **sparganothis fruitworm.**

In the **Roughneck to Hook Stage**, a **2% Malathion dust** was added to the control measures for **blunt-nosed leafhoppers.** In view of the cost, **DDT** as a ground spray was omitted as a control measure for **girdler millers.**

A slight variation in the timing for **fruit rot sprays** is suggested. The first application should be made when the bogs are **5% in bloom** and repeated two weeks later. It is pointed out that the recommended **fungicides** may be combined with **insecticides.**

Malathion is no longer suggested for the control of **fruitworms** under the **Late Bloom** section because of possible damage to blossoms and small berries. The **DDT and Parathion dust** combination is now recommended in its place, and also for the

control of **blunt-nosed leafhoppers** and the late brood of **sparganothis fruitworm.**

Growers are urged to read and observe the **Warning** outlined in red ink at the bottom of the chart. A new caution has been added which states that growers and workers should **stay off bogs** for at least **18 hours** after treating with **Parathion and Malathion.**

While the **1957 Weed Control Chart** received considerable attention, only a few revisions were made. Again it is suggested that the **General Notes** be reviewed, which includes new suggestions on **mowing** and a caution on the use of **Iron Sulfate.**

Sphagnum moss has been added to the list of weeds controlled with **Iron Sulfate and Copper Sulfate.**

Fuel Oil and Sodium Arsenite have been added to the chart as control measures for **ditch weeds.**

The **1957 Fertilizer Chart** re-

mained essentially unchanged, it should be pointed out again that the key to the success of this chart is a thorough understanding of the **introductory statement** and the **General Notes.**

Spring Frost Warnings

The Cape Cod Cranberry Growers Association is again sponsoring the telephone frost warning service. Frost warning applications have been mailed to growers who have used this service during the last several years. A grower has not received application, but would like to, he should notify Mrs. Ruth Barton, Treasurer of the Association, Wareham, Mass., or the writer.

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Cranberries

THE NATIONAL CRANBERRY MAGAZINE

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FRESH FROM THE FIELDS

Compiled by C. J. H.

MASSACHUSETTS

See

The past winter has been a sea-saw in Southeastern Massachusetts. November proved to be about 60 degrees above normal in temperature. December was tending to have been a milder-than-normal month, but a cold, snowy ending changed the pattern.

Saw

January was a bitter month temperatures being nearly six degrees a day below the norm, with snow on the ground and ice in the bogs and reservoirs most of the time, leading to fear of oxygen deficiency. February was gain mild, about six degrees on the warm side a day. There was very little snow, a total of 8½ inches, this occurring early in the month. Most of the 28-day period brought bare ground.

Maximum for the month was 56 on the 27, a day which actually brought shirtsleeve weather on Boston Common, and the coldest was 4 above on the third. Crocuses were blooming at many points in Plymouth and Barnstable counties.

Precipitation

Total for the period of precipitation was a scanty 2.6 inches at Cranberry Station as compared to 67 inches normal; total precipitation had been below normal in January, December higher and November only barely adequate.

Little Winter Damage

As March began Dr Cross of the Station felt there had been little winterkill for the whole winter period and probably little

oxygen deficiency as well. This latter was due in good part to growers who could withdrawing water from under ice at the suggestion of county agents on information furnished by the State Bog.

One reason upon which Dr. Cross was basing his conclusion concerning winter kill as of March first was that one of the four sections at the State Bog which had been left entirely exposed to the elements all winter as a check plot with no attempt at protection showed no damage. As this section may be considered about average in location and temperature and showed no signs of winterkill, it was assumed this must generally be the case with such acreage as was left out.

Feb. For Bigger Crop

February proved to be a month of more than normal sunshine. This would not effect the size of fruit but would favor the size of crop.

Early March "Good" Month

The first half of March was above average in temperature and rainfall was also about normal. Southeastern Massachusetts' reservoirs, however, could be a little higher than they are to good advantage before the frost season starts.

NEW JERSEY

Feb. Warmish

The month of February in the cranberry belt of New Jersey was not too winterish but was a little wettish. The average temperature was 37.9°F., 3.5 degrees warmer

than normal, while the precipitation totalled 3.07 inches, which is .42 of an inch above the usual amount. Three balmy days above 60° and eight in the easy-to-take fifties made this a rather mild winter month. The water on most cranberry bogs remained unfrozen throughout a large proportion of the time, reducing the probability of oxygen deficiency damage.

Winter Slightly Warmer

The three winter months of December through February have averaged 1.2 degrees above normal in regards to temperature.

WASHINGTON

Cool and Rainy

Weather continued in February to be on the cool and rainy side, except for occasional brief periods of sunshine. Mean daily temperature of the month was 37 degrees, low was 17 on the first and the high 55 on the 27th. The humidity varied from 100 percent to as low as 42 on several occasions.

Some Vine Wind Damage

Part of these periods of low humidity were accompanied by an east to northeast wind. These winds can cause considerable injury at times. Bogs appeared early in March to show very little damage from the severe January, but some of the vines do appear to show injury from the winds. At present time the damage does not appear to be significant.

Tip Blight

Amount of Tip Blight has been increasing to some extent. There

is now (March) a minor amount showing in the Long Beach area with considerably more in Grayland district. Recent investigations have shown two of the fungi which are involved in this complex getting ready to sporulate and for this reason it may be necessary to apply a fungicide spray during the latter part of March. The different sporulating periods of the fungi involved in this Tip Blight complex makes a continuous control program necessary from early spring until after harvest in the fall. It appears, now, however that sprays to control the Tip Blight will also considerably reduce the field and storage rots.

Growers of the Long Beach area are in process of completing their pruning and getting ready for spring work.

More Fresh Packed on Coast

The recent visit of National officials indicate there will be more fresh berries packed on the West Coast than have been previously. The method of harvest at Long Beach area, which is water harvest make harvesting for fresh market a rather difficult procedure. It seems likely that the majority of the berries harvested for fresh on the Coast, will, for this reason be taken from the Grayland area. The fresh berries will be picked mainly, as was the case last fall, mechanically, and packed at National plant at Markham.

WISCONSIN

Feb. Above Normal

February averaged well above normal in temperature and below normal in precipitation. Temperatures ranged from six to ten degrees above normal. Normal about 20 degrees. Precipitation was only in the form of isolated snowfalls of small amounts.

Reservoirs Low

At the end of February the southern marshes were for the most part bare of snow although the vines generally were frozen in solid. The northern areas still reported a foot of snow in the woods and sections saw covered.

Water reservoirs were dropping steadily all winter in most areas. Pumping operations were conducted the latter part of February in building up the Cranmoor reservoirs from the Wisconsin River. Weather forecasts for Wisconsin for the month of March were well below normal in temperature and precipitation.

New Wisconsin Survey

Work is progressing in formulating the new Wisconsin Cranberry Industry survey between the Wisconsin State Growers' Association and the Federal-State Crop Reporting Service. Forms will be sent the growers soon. Similar surveys were conducted in 1949 and 1953.

Control Charts

Insect Disease and Fertilizer Charts are being mailed out to growers. It is expected that most Wisconsin properties will carry on full cultural practices with the exception of weed control using oils. Low returns on berries the past year will undoubtedly have a marked effect on the amount of solvent used this year.

Dr. C. R. Fellers To Retire

The retirement of Dr. Carl R. Fellers, head of the food technol-

ogy department of the University of Massachusetts is announced to take place in July. Dr. Fellers has worked on many cranberry research projects, has attended many cranberry meetings and is widely known in the Massachusetts industry.

Prof. Fellers was graduated from Cornell in 1915 and holds M. S. and Ph. D degrees from Rutgers. Before joining the University staff in 1925 he taught at the University of Washington and has since acted as bacteriologist for the U.S. Bureau of Chemistry and Soils.

He was engaged at one time as a technologist by National Canners Association and during World War II had charge of food inspection and procurement in Australia for the Army. He also served as commanding officer of the 1224th research and development unit of Springfield.

He was recipient of the Babcock Award of American Institute of Nutrition, was president of Institute of Food division of American Chemical Society in the same year.

He is a member of numerous professional and learned societies and has published more than 200 scientific and technical papers in his field.

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Cranberry Fruitworm Experimental Spray Plots

By

W. B. TOMLINSON, JR.

Massachusetts Cranberry Experiment Station

During the seasons 1953 through 1956 a series of plots were sprayed with various insecticides and insecticide combinations in a comparative test of their effectiveness in controlling cranberry fruitworm. All plots were one square rod in area and each treatment was replicated 3 times each year it was tested. The sprays were applied with a 4-nozzle spray broom at 400 pounds pressure at the rate of about 400 gallons per acre. Two applications per plot were made 10 days apart, the first being applied when the egg count reached 4 per 100 berries in the general area where the plots were located.

The plots were sampled in late August or early September each year just prior to the beginning of harvest. Samples were hand scooped from near the center of each plot and each sample was made up of at least 1000 berries from each plot.

This sampling method favored the poorer materials because the heavier the fruitworm infestation, the more "husks" were missed by the scoop and were thus not included in the count. Therefore, the check plots and plots with the lower number of uninfested berries were more heavily infested than the figures indicate.

Table 1 gives the percentage of uninfested fruit which occurred on treated and untreated plots and the years the materials were tested. The last column shows the average clean fruit for each treatment. It is apparent that even in 1955 and 1956 when the fruitworm infestation was heavy, all of the sprays produced a reasonable percentage of clean fruit.

Table 2 shows the comparative effectiveness of the materials more clearly by showing the percent reduction in damaged fruit or percent control compared to the unsprayed checks. The most interesting features brought out by these figures are the relatively poor showing of cryolite most years, and the effectiveness of half-strength rotenone and ryania sprays when combined with DDT, even though DDT alone is not too effective for controlling fruitworm larvae.

Malathion, in spite of its effectiveness and low toxicity, cannot be recommended for fruitworm control without reservation. Under certain conditions, which are not clearly understood, malathion caused blossom blast and stopped

the same bog and appeared to be associated, at least in some instances, with too heavy application and wet vines. Parathion has not caused this type of injury, but because of its toxicity to nollinators, to say nothing of persons working on bogs, it also cannot be recommended for fruitworm control without reservation.

There are several other materials that have been under test one or more years that appear promising, and other new ones coming along that may very well combine the good points of malathion and parathion without the plant toxicity of the former and the animal toxicity of the latter. Until one of them proves better, however, we cannot change our spray chart recommendations.

Table 1. Percent Clean Berries - Cranberry Fruitworm

Insecticide per 100 gallons	1953	1954	1955	1956	Ave. Clean
2.5 lbs. 25% Malathion W. P.	99.5	99.9	99.7	—	99.7
1.5 pts. 57% Malathion E. C.	99.8	99.5	99.7	99.7	99.7
2 lbs. 15% Parathion W. P.	—	100.0	95.3	99.2	98.2
5 lbs. 5% Rotenone + 2 oz. Triton B-1956	99.3	—	95.6	99.3	98.1
2.5 lbs. Rotenone + 2 lbs. 50% DDT + 2 oz. Triton B-1956	—	—	95.9	99.4	97.7
7 lbs. Cryolite	91.8	99.9	92.7	93.4	94.5
7 lbs. Ryania + 2 oz. Triton B-1956	95.4	99.1	—	99.2	97.9
3.5 lbs. Ryania + 2 lbs. 50% DDT + 2 oz. Triton B-1956	—	—	97.9	99.7	98.8
50% DDT W. P.	(2 lbs.) 96.9*	—	—	(4 lbs.) 95.4**	96.2
Check	90.7	94.8	50.0	77.7	78.3
*2 lbs. 50% DDT W. P.			**4 lbs. 50% DDT W. P.		

Table 2. Percent Control - Cranberry Fruitworm

Insecticide per 100 gallons	1953	1954	1955	1956	Control Ave.
2.5 lbs. 25% Malathion W. P.	94.6	98.1	99.4	—	97.4
1.5 pts. 57% Malathion E. C.	97.8	90.4	99.4	98.6	96.6
2 lbs. 25% Parathion W. P.	—	100.0	90.6	96.0	95.5
5 lbs. 5% Rotenone + 2 oz. Triton B-1956	92.5	—	91.2	96.9	93.5
2.5 lbs 5% Rotenone + 2 lbs. 50% DDT + 2 oz. Triton B-1956	—	—	91.8	97.3	94.6
7 lbs. Cryolite	11.8	98.1	85.4	70.4	66.4
7 lbs. Ryania + 2 oz. Triton B-1956	50.5	82.7	—	96.0	76.4
3.5 lbs. Ryania + 2 lbs. 50% DDT + 2 oz. Triton B-1956	—	—	95.8	98.6	97.2
50% DDT W. P.	(2 lbs.) 66.6*	—	—	(4 lbs.) 79.4**	73.0
Check	0	0	0	0	0
*2 lbs. 50% DDT W. P.				**4 lbs. 50% DDT W. P.	

What A Marketing Order Is And What It Will Do — Beaton

The following is a major portion of a talk given by Gilbert T. Beaton, Wareham, Massachusetts, member of the Marketing Order Committee, before groups of growers in Massachusetts, New Jersey and Wisconsin. It answers, at least some of the questions cranberry growers ask, as to what is a Marketing Order and what

can it do?

Many have heard this thoughtful thesis, but we repeat it, that it may be studied at leisure by these and it will be new to those who have not.

In an introductory, Mr. Beaton pointed out that as long ago as 1866, when a first Cape Cod Cranberry Growers' Association

was formed, and through the years cranberry problems were about the same; that surplus led to formation of National Fruit Exchange and then American Cranberry Exchange, and also to the fact that cranberries have been considered a luxury item. He said:

Starting with the disastrous year of 1906 which year the Wisconsin Cranberry Sales Co. was formed, and later joined forces with the New England Cranberry Sales Company and the New Jersey Cranberry Sales Company, the cranberry industry had a very successful marketing organization up until the year of 1947.

The surplus carry-over of 1947, 1948 and 1949 was caused first by the sharp increase in the processors demand deferred from the war period when military requirements were given priority with the result that 66% of the crop entered distribution through processing channels. Consumer demand for processed cranberries in that quantity ultimately failed to materialize, leaving substantial quantities of berries in the hands of processors. A further marketing problem faced by the industry in the market distribution of 1946-47-48 has been the fact that the total U.S. crop for 1946 - 856,100 barrels, the second largest crop on record was followed by the 4th largest crop on record.

790,200 barrels in 1947. The following year - 1948 produced what was at that time the largest crop on record - 967,700 barrels. The result was a three year supply of cranberries which was the largest for any three-year period in the history of the industry.

It was after this period that the Cranberry Grower's Council was established for the purpose of allocation of crop between fresh and processed and also to find ways and means to dispose of surplus cranberries. They performed their duties so well that by the year 1951 and 1952 the cranberry industry was once again on its way to being sound. Cranberry growers returns for the year 1951 and 1952 averaged \$5.00 to \$8.00 a barrel higher than they

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had in the three previous years. However, the Cranberry Growers' Council was dissolved and the following three years with crops of over a million barrels each year has once again put us in the position where we must regulate ourselves to the point where we have orderly marketing. A Cranberry Growers' Council is no longer feasible without a Marketing Order to make it legal, and so now, gentlemen, I am here to speak to you as Secretary of the Industry Marketing Committee which committee was appointed in August 1955 at a Cranberry Industry meeting. Its object being to explore the advisability of a Marketing Order as it would pertain to the cranberry industry. This committee which consists of Chester Robbins, Maurice Makepeace, Clarence Searles, Walter Fort, Alden Brett, and myself reported on November 22, 1955 that we unanimously agreed to recommend a Marketing Order for fresh and processed cranberries. After considerable discussion at this meeting, at which were representatives of the cranberry industry and the Cranberry Institute, it was voted that the Industry Committee take the necessary steps to have the present Agricultural Marketing Act amended to include processed cranberries and to inform growers in the various producing areas of the functions and purpose of a Marketing Order.

What are the functions and purposes of a Marketing Agreement or Marketing Order? A Marketing Agreement is a voluntary contract entered into by the Secretary of Agriculture and the handlers of a particular commodity; such an agreement affects only those who sign it. At the present time with approximately seventeen shippers of cranberries you can readily realize that a cranberry Marketing Agreement would not be feasible. However, a Marketing Order is an Order issued by the Secretary of Agriculture which makes the terms of the Marketing Agreement program effective upon the handlers in the industry. However, a Marketing Order for cran-

berries can only be issued under the following circumstances: At least two-thirds of the growers by number, or by volume of product covered by the program, must approve the issuance of the Marketing Order. Also the handlers of not less than 50% or by volume covered must sign the agreement. The purposes of a Marketing Order as set forth by Congress, are designed to establish and maintain such orderly marketing conditions for agricultural commodities as well as establish prices to the farmer at the parity level. The statute provides several types of regulatory activity. Any one or a combination of the following methods may be used:

- A) regulations of quality
- B) regulations of quantity
- C) reserve pools
- D) surplus control
- E) containers
- F) research projects

Also unfair trade practices, price posting and other additional provisions may be included which are incidental to and necessary to effectuate the provisions of the program. I am sure that all cranberry growers and handlers would agree that D) surplus control is the one item that would affect us all. History has proven that large carry-over of cranberries in our freezers has a more detrimental effect on the marketing of cranberries than the size of the present year's crop. The history of the past three years has proven that we are able to sell at moderate prices, between fresh and processed cranberries, a million barrel crop. However, when we try to stretch this over and above the million barrel figure disorderly marketing and low prices are the net results. Of these two items, disorderly marketing has the most ruinous effect

HELP FROM UNCLE SAM

Quotation from Plymouth County ACP Handbook for 1957,
Part 2 — Practices and Rates of Cost-Sharing.

“Practice C-7

“Constructing channel lining, chutes, drop spillways, pipe drops, or similar structures for the protection of outlets and water channels that dispose of excess water.

“Maximum Federal Cost Share:

“(1) 50 percent of the average cost of materials, other than riprap or revetment materials, used in the permanent structure, excluding forms.”

This means cranberry bog flumes. Many flumes have already been put in with this Federal help. If you put in a less-than-average-cost flume, the government will reimburse you for a considerable part of the cost, if you make proper arrangements first.

Do not order your flume until you have ACP approval. Consult your county agent or local chairman such as Howard Miller, Ralph Crane, Lewis Billings or Albert Brown, and get signed up for the program and for the practices you want. There are practices for dikes, canals, ditches etc. If you are not certain just what you want, ask about a free SCS survey of your needs.

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upon the cranberry industry. Low prices will drive the sub-marginal operator out of business and hurt only those individuals and areas that are not able to produce at low cost. However, disorderly marketing will reduce the consumption of cranberries and be disastrous to all cranberry growers. Remember my quote from the Dept. of Agriculture bulletin published in 1923 that, "Cranberries are a luxury rather than a prime necessity". The main purpose of the Marketing Order would be to set up a surplus pool so that all handlers of cranberries would feel sure that we had the ideal situation, just the proper size crop to be consumed in that year. Disorderly marketing is brought about by the fear among shippers that someone is going to be "stuck" with those cranberries that cannot be sold; so immediately shippers start cutting prices to sell their share of the crop, while those who try to maintain prices are left not only with the surplus but with lower returns to their growers. It is well-known that on a declining market he who cuts prices first will actually make the best returns to the members of his organization. If in this year 1957 we should come up with a crop of 1,200,000 barrels the industry marketing committee would, in all likelihood, set aside approximately 15% of this year's crop into what would be called a surplus pool. This would mean under a Marketing Order that all growers of cranberries would share equally percentage wise in this surplus pool that could not be sold in any of the present channels we are now using, however, this surplus pool would be used:

- A) to extend the fresh fruit season
- B) new products
- C) export to foreign countries
- D) coloring for other food products
- E) drink mixtures

At this point, Mr. Beaton demonstrated, how a million barrel crop sold at \$11.00 a bbl., in the major marketing methods would bring more than an unmanageable 1,200,000 sold at \$7.00, \$11,000,000 as against \$8,400,000. The 200,000 barrel "surplus" would be sold in "secondary" markets.

He then pointed out the great advantages of price posting.

There are four ways to improve the sale of cranberries: 1) by securing the goodwill of a consuming public through advertising; in this

a marketing order would not be effective; 2) by cultivating the goodwill of the jobbing and retail trade through stabilizing the market; in this a Marketing Order should be most effective; 3) by carefully estimating the potential supply of cranberries to be used, both fresh and processed, with the probable demand and allocating and pricing accordingly; in this a Marketing Order should be most effective; 4) by shipping quality and a product that we can be justly proud of, in this again, a marketing order should be most effective.

If a Marketing Order is desired by the cranberry industry its formulation and development is somewhat complex and requires considerable time and effort. The following steps are necessary to develop and issue a Marketing Order:

There must be a desire on the part of the industry to enter into a Marketing Order program, a preliminary proposal must be drafted by an industry group, and general agreement should exist within the industry concerning the detailed provisions of the proposal. The industry proposal is then submitted to the Secretary of Agriculture with a request for a public hearing. The statute requires that a public hearing be held and notice must be given at least 15 days prior to the day of the hear-

ing, copies of the notice of hearing are mailed to all known growers and handlers, the hearing is held in the areas which would be affected by the Marketing Order. After the close of the hearing and the expiration of period for filing briefs, the administrator prepares and files a recommended decision. This recommended decision outlines the issues developed at the hearing and how the issues were resolved and contains the terms of the marketing agreement as revised on the basis of the evidence presented at the hearing. This report is published in Federal Register and all interested parties are given a period of time during which to file exceptions. The Secretary of Agriculture then takes the Marketing Order as written, takes into consideration all exceptions which were filed and the Secretary's decision is then published in the Federal Register. This Marketing Order as approved by the Secretary is submitted for approval of growers and handlers, copies of the agreement are sent to the handlers for their signatures, at the same time a referendum of producers is conducted to determine whether the

(Continued on Page 12)

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(FROM AD TO CANDY INDUSTRY)

BY

CRANBERRY PRODUCTS, Inc.

EAGLE RIVER, WISCONSIN

FRESH FRUIT ADVERTISING

IT seems undebatable that fresh fruit needs more advertising.

It is probable that too much criticism has been directed as of late upon this lack. American Cranberry Exchange used to carry the burden in the promotion of fresh fruit, and the brand "Eatmor" has been built into a valuable asset and one carrying weight in the trade.

Last year, as far as we can ascertain, the bulk of fresh fruit advertising was still being carried on by Eatmor Cranberries, Inc. We know a few others contributed something to the promotion of the fresh fruit.

Yet, with reduced advertising funds Eatmor was able to accomplish considerable. Eatmor ran a retail display contest in which were given away 20 prizes for the best store displays. There were a little under one hundred entries scattered all the way across the country. Some 15,000 kits of point-of-sale material were sent to retail outlets. There were printed recipe leaflets which were offered "free upon request." To date 23,000 of these have been mailed out. A good deal of the Eatmor advertising budget was spent on general publicity which, of course, aided the entire industry. Eatmor has always been a specific contributor to the UMI which is only interested in the sale and distribution of fresh fruits and vegetables. There was a series of individual ads in newspapers and also tie-ins with various TV programs specifically pushing the sales of fresh cranberries. All this has been a definite hardship upon members but they feel it is necessary.

To the best of our memory Eatmor has always spent the equivalent of about 40 cents a barrel for fresh fruit promotion—much more has been spent on processing promotion.

A bird can't fly on one wing. The cranberry industry can't get along—at least yet, nor in the foreseeable future, on only one major outlet. We must sell more fresh fruit. Through adequate promotion this can be done.

INSTITUTE PROMOTION

IT is most encouraging to note that the Cranberry Institute is to start a non-brand promotional undertaking, aimed at increasing the sale of both fresh and pro-

Editor and Publisher
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EDITH S. HALL—Associate Editor

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CHARLES A. DOEHLERT
P. E. MARUCCI

New Jersey Cranberry and Blueberry Station
Pemberton, New Jersey

cessed fruit. The start is not an especially ambitious one, but it does mark the beginning of a country-wide united effort to increase cranberry consumption as a whole. Nobody in these days wants to increase the cost of doing business. But ten cents per barrel is a relatively modest sum, and it should be returned many fold.

HOW much can be accomplished in the way of tax relief for cranberry growers is uncertain but, at least something is being done about it. Dr. Bradford D. Crossman, University of Massachusetts is at work on the problem and his preliminary report was read at cranberry club meetings; we call your attention to a study of the situation in New Jersey by "Eddie" Lipman and a brief article by Alden C. Brett of the Institute in this issue.

Marketing Order

(Continued from Page 10)

proposal is approved by producers. All Marketing Orders for fruits and vegetables provide for a committee of growers, handlers or both, to administer the terms of the Marketing Order. Members of the committee are nominated by growers and handlers in the industry and appointed by the Secretary of Agriculture. A Marketing Order is financed by assessments in terms of so much per shipping unit during each season. The enforcement of a Marketing Order is primarily the responsibility of the Federal government, but the administrative committee is charged with the duty of investigating and reporting complaints of violation. There are three types of legal action which may be taken against a person who violates an order:

1) civil action, to obtain an injunction.

2) criminal action, may be brought in court.

3) civil suits may be instituted for triple damage.

A Marketing Order can be terminated at any time by the Secretary of Agriculture upon a determination that the order no longer effectuates the declared policy of the act. The Secretary is required to terminate any order whenever a majority who produce at least one-half of the product request that the Order be terminated.

A question could well be what are the dangers of a Marketing Order to the cranberry industry. I would consider that our main problem would be that we could possibly overlook the fact that at all times we must be increasing sales. If you will consider the example that I talked to you about a short time ago you will notice that selling a 1,000,000 barrel crop the returns were higher than selling 1,200,000 barrels. If we should let the dollar return dominate our thinking rather than the fact that we must continue to increase sales at all times we would be in definite trouble. However, the main purpose of the Department of Agriculture supervising a marketing order is to

police and make sure that this type of thinking does not influence the marketing committee, and we as cranberry growers must realize that the solution to our problem is to continually increase the demand for our product through quality, orderly marketing and advertising.

Jersey Farmers Paying Too Big Tax Proportion?

(The following consists of extracts from the talk of Edward V. Lipman of New Jersey before the annual meeting of American Cranberry Growers' Association last month. It points out New Jersey growers' attitude in connection with the current problem of cranberry bog taxation. Following this, a resolution was passed by the group to the effect that "farm real estate is being required to bear an undue tax burden, and that taxing officials should be urged to assess farm land in closer relation to issue for agricultural production.")

It is important, I believe, that we examine the implications of this New Jersey real estate tax program and, particularly, its effect on the average cranberry producer. As one of your delegates to the State Agricultural Convention, I interested myself in this field a little over a year ago. It didn't take long to learn that for the average layman (certainly I qualify in this group) taxation is a most complicated and difficult subject. Here is New Jersey our tax structure, if not unique, is definitely extreme. New Jersey is one of the lowest in state tax collection per capita. On the other hand, we are very near the top in the assessment of local and county taxes. In considering just what this means to us, who are mostly large land holders in essentially rural and undeveloped sections of the state, we must appreciate; first, that the cost of government in New Jersey since the war has been increasing by "leaps and bounds" resulting in a rise in taxes of about 6% a year; and,

second, the population of New Jersey since 1950 has been increasing at a rate of about 100,000 per year, which in effect has increased the residents of New Jersey by a total greater than all of the people that would live in a city the size of Newark. The impact of this increased population on the cost of government has been accentuated by a general migration from the urban to the rural areas of the state. This migration tends to further dislocate the normal functions of the smaller rural townships. An example of the trend in the executive budgets for the state is indicated by the following totals:

Expenditures Executive Budgets of New Jersey in Millions of Dollars

1947 —	\$112
1950 —	\$159
1953 —	\$196
1954 —	\$287
1955 —	\$315

The state budget in millions is used roughly as follows:

General Purposes	\$152
State Aid	\$139
Capital Expenditures	\$ 30
Total	\$321

One brighter side to this picture, up to here, is the trend in the state debt which was 125 million in 1953, by law, must be at 105 million in 1956, 95 million in 1957 and 87 million in 1958.

In spite of a program of state aid to county, local and school districts, which increased from 75 million in 1953 to a budgeted 139 million for this 1957 year (of which 97 million is to be actually used for school purposes), every real estate tax payer appreciates that a most considerable portion of his county and local taxes are used for education. The municipal and county tax load in many of our rural townships has become an almost impossible burden for the real estate holders. Many who have studied this problem for years are predicting that the demand for capital and operational outlays for the state of New Jersey will be increased 30% be-

fore 1960. For example, it is expected that in the next 10 years there will be a demand for over 330 million for higher education alone. This roughly points up at a problem we face. Where, as cranberry growers, should we concentrate our efforts to ease the impact of the above on our industry?

It would be my opinion that our efforts should be divided into; first, immediate action for individual relief; second, the development of a long range program for legislative action. Under the first item, each cranberry grower should have some basis for discussion with a tax assessor because of the current efforts of the state of New Jersey to equalize real estate assessments throughout the state. This program has been placed in the "Division of Taxation," and it was largely the result of it's efforts that the voters had the opportunity of expression on this subject in the recent referendum, which was defeated overwhelmingly at the polls. Unfortunately, the wording of the referendum was so involved and the issue was so clouded by awkward phraseology that many voters either voted opposite to their beliefs or didn't vote at all on the matter. Actually, by defeating the referendum, the voters of New Jersey instructed the state to assess all properties on a 100% basis. I am sure that the "Division of Taxation" and it's director, Mr. Aaron H. Neeld, have accepted this vote as a mandate and we will have equalization.

In connection with it's program, this division has developed a "Real Property Appraisal Manual for New Jersey Assessors". This manual has been generally adopted in most municipalities and has been used as a text for the many assessors' schools sponsored by the state's "Division of Taxation". This manual, in discussing the appraisements of rural properties on page 34, develops procedures which allow assessors to value the property in relation to its use for agricultural income rather than its potential for real estate.

As a result of the above the New Jersey Farm Bureau passed the following resolution at its annual convention:

Farm Bureau Resolution

"New Jersey Farm Bureau, recognizing the merit of the "Real Property Appraisal Manual for New Jersey Assessors", and appreciating that in spite of this manual many inequities still exist in the assessing of farm land, not only between municipality and municipality, but between farms of specific land use, instructs its officers and Tax and Planning Committee to make every effort to secure a universal acceptance of the above Manual by municipal taxing officials in order that farm land be assessed in closer relation to its agricultural productivity rather than its real estate value".

Here, I believe, is a media for the discussion of our taxation problems, if any, with our local tax assessors. What is the agricultural productivity of an acre of cranberry land? To what use would our cranberry bogs be adapted if economic conditions prohibited the continuation of cranberry culture here? It is quite obvious that many assessors have taken a rather unrealistic position in valueing cranberry properties. Certainly, cranberry growers should not have to pay real estate taxes which results in \$1.00 a barrel charge for this item alone. I am sure many of you are taxed on that basis even in years of normal production. A resolution similar to that of the Farm Bureau should be passed here and a committee should be entrusted with the problem of discussing cranberry assessments with each of the assessors operating in municipalities where cranberries are raised in this state.

In the long run the cranberry and blueberry growers should combine with other agricultural and rural interests in an effort to have the citizens, officials and legislators of the state of New Jersey take a more realistic approach to the matter of taxation. For years public officials and would be public officials cam-

aigned on the platform of new taxes. This sort of rather general position is not entirely honest. Actually, we have had new taxes every year. The estate owner has been paying an average of 6% more each year for many years. You, as farm owners, know what I mean when you compare your real estate tax bills of 1956 with those of 1946 and 1936. Someone, sooner or later, must face the fact that real estate owners should not be asked to bear the principal financial responsibility for the state's educational requirements. It should be realized that there are many residents in New Jersey who don't own real estate and, thusly, avoid the payment of but very few taxes here. There are even some of these non real estate owners that neither smoke or drive a car. These people don't pay any taxes to help support the state. Sound economists tell me that a realistic program of taxation for the state of New Jersey is inevitable and that it should be based on the following:

1. A continuation of the tax equalization program which would place all real estate assessments on an equal and fair basis.
2. An accelerated state aid program for education financed by a sales tax on a 3 or



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4% basis depending on whether or not food items are exempt.

3. A rigid limit placed on the tax rate of the New Jersey communities in order to shift, somewhat, the burden for education away from the real estate owner.

In summary, we must recognize:

1. That farm lands have been bearing an increasing portion of the cost of education in New Jersey.
2. That in many cases tax assessors have allowed the current real estate boom to influence their appraisements of farm lands.
3. That the cost of government is bound to continue increasing and that methods must be developed to provide the funds exclusive of higher assessments and increased rates on farm land.
4. That in New Jersey the state surplus is practically exhausted and cannot be used any longer to "balance the budget".
5. That in accepting these facts, any thinking citizen of New Jersey must recognize that the state has been operating, during the past recent years, on a deficit basis and that in order to continue to provide services and education a sound tax policy must be adopted.

As cranberry growers and farmers we should recommend a realistic sales tax and should combine forces with all agricultural commodity groups as well as other groups of taxpayers, such as the League of Women Voters and the New Jersey Manufacturer's Association, in order to impress the Legislature and Senate of the state of New Jersey with the need of these vital tax reforms.

ADVERTISE IN CRANBERRIES MAGAZINE

Brett On Sales Tax

Massachusetts is in the throes of deciding whether it will adopt what Governor Furcolo calls a "Limited Sales Tax." There seems to be no great dispute as to the necessity for such a measure. The governor with commendable initiative and farsightedness has undertaken to stump the state in its favor.

As always when a new source of revenue is made available the most difficult question which arises is the division of the spoils.

For years the cranberry industry in Massachusetts has been laboring under a confiscatory burden of taxation. The local property tax has amounted in many cases to more than \$1.00 per barrel on the berries produced. No other industry in the State is subjected to such a load.

Many proposals for the application of the sales tax money are being put forth. Each special interest is contesting for its share. In this clamor the voice of the cranberry grower should be heard very distinctly by his representatives in the General Court.

The major part of the take from the sales tax should be turned back to the cities and towns for the reduction of the real estate tax. The plea from some cities, that they have become blighted and distressed areas, should not carry precedence over the need of the country towns. Surely if any blight and distress is to be recognized the cranberry grower should have a prior claim.

The Cranberry Growers should make his voice heard through his cranberry clubs, his local town officials and his representatives and senators. He should have allies in the growers of other fruit and agricultural products but he should not wait to be prodded into action.

The need is great, the cause is just, and the time is now.

Alden C. Brett

N. J. Growers Hold Annual Meeting

Earle W. Hill, president of the American Cranberry Growers' Association, convened the 87th Annual Meeting in Pemberton on February 7. About 65 persons were present and there was a lively program covering current problems such as marketing and taxes and papers by the Experiment Station research men. Officers were elected as follows

President, Milton V. Reeves, New Lisbon, N. J.; 1st vice president, Albert T. Andrews, Jr., Medford, N. J.; 2nd vice president, Hobart R. Gardner, Vincentown, N. J.; Secretary-treasurer, Charles A. Doehlert, Pemberton, N. J.

Three of the business items commanded special attention. (1) A resolution was passed to the effect that "farm real estate is being required to bear an undue tax burden and that municipal officials should be urged to assess farm land in closer relation to its use for agricultural production rather than assessing it at its real estate value". (2) Gilbert Beaton presented the views of the Cranberry Industry Marketing Committee as to why cranberry growers should ask the U. S. Congress to include processed cranberries in the jurisdiction of the Federal Marketing Act so that the cranberry industry will be in a position to request a Marketing Order should it be so desired. The membership voted unanimously to support the Cranberry Industry Marketing Committee in its effort to bring cranberries within the scope of the Marketing Act. It was clearly understood that this step is not a request for a Marketing Order. (3) Acting upon a letter from Kenneth Garside, secretary pro tem of the Cranberry Institute, the members elected F. Allison Scammell as a representative of this Association upon the Board of Directors of the Cranberry Institute.

Philip Marucci and Robert Filmer of the Agricultural Experiment Station presented a paper on blossom blast of cranberries.

Their data showed that blossom blast in New Jersey is largely the result of the superabundance of bloom produced by the plant, analogous to the "drop" of deciduous fruits. They showed that there was no relationship between the number of blossoming uprights and production. Bees were shown to be the only important agents of pollination but increasing the pollination could not compensate for the lack of vigorous blossoming uprights. Production of berries by about 40 percent of the blossoms and about 1.5 berries per blossoming upright are the best that can be expected and this cannot be improved upon by increasing the bees.

Charles Doehlert of the Experiment Station spoke on cranberry pruning. He pointed out that in small preliminary tests (a) new runners were found to carry about 7 percent of all the uprights, (b) when a runner is cut back there does not appear to be a stimulation to produce more uprights or to set a greater number of buds upon the remaining uprights, (c) in one experiment twice as much runner growth was torn off by scooping in the unpruned area as in the pruned area, and (d) considerably fewer berries were dropped during harvest in the pruned area. He stated that he would like to conduct more intensive experiments to see how consistent or dependable these observations are on bogs of various growth types, since it is well recognized that bogs vary tremendously from place to place.

President Reeves

Milton V. Reeves, new president of American Cranberry Growers' Association, New Jersey, has been familiar with cranberry growing all his life. At present he has 20 acres of cranberries and 20 of blueberries.

He worked for, and managed the bogs of his father, W. H. Reeves, prior to and following his marriage.

Mr. Reeves was born in New Lisbon, N. J., He and Mrs. Reeves have four children, two boys and two girls and six grandchildren.

A son, Robert is following in the family pattern and is in partnership with a brother-in-law in both cranberries and blueberries.



Mr. and Mrs. Reeves

Mr. Reeves is a member of National Cranberry Association and president of its advisory committee at Bordentown. He is also a township committeeman of Pemberton township.

Early Harwich Cultivation

CONTINUED FROM JANUARY
When the "Cape Cod Pilot," American Guide Series, Federal Writers' Project came out in 1937 after discussing the theories of "who fathered the cranberry in-

dustry," and saying, "the cranberry industry came into its own as a commercial crop in the middle of the last century in Harwich," it made reference by name to but one man. This was Captain Abiathar Doane, "who began to lay out his bog in 1847 with the vines set close together, a new-fangled method that made the neighbors laugh at him.

Another Captain and Another Variety

Concluding with the "Harwich era" and, switching back to the Pleasant Lake section, it is necessary that at least one more man of importance be included. This is Joseph N. Atkins, still another skipper and developer of a variety.

Captain Atkins born in 1844, went to sea at 11 and followed this trade until 1879. He was a "deep water" master, and was navigator on voyages to the Mediterranean, but also engaged in coasting.

When he retired from seafaring he became one of the more important growers, owning in all 25 or 30 acres, including the "Old Swamp" bog of Captain Alvin Cahoon, his first wife having been the latter's daughter. He produced crops of up to 700 or 800 barrels and at one time was interested in starting bog at Hanson in Plym-outh County.

The berry he developed was called "Atkin's Seedling," and was rather similar to the Mathew—an elongated berry, ripening after the Early Black. For a time it was somewhat popular, but did not

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possess especially good keeping qualities and, a long, pointed berry was not adapted to easy use in the separator.

His bog interests were carried on by his son, J. Burleigh Atkins, as present owner of the original Early Black bog of Captain Cyrus. Blacks, by a twist of circumstances, are no longer produced on Cyrus' bog, but it is set to Howes, Mathews and Atkins' Seedlings.

MASS. PROFESSOR ON WEST COAST

Prof. John S. Bailey, pomologist, attached to the East Wareham Cranberry Station has left with Mrs. Bailey for a six-month sabbatical to California. Mr. Bailey will study small fruit in California and make a trip up the West Coast as far as Vancouver, he expects, and to visit cranberry areas in Oregon and Washington.

MASS. CRANBERRY SCOOPS THEFTS

Twenty-five cranberry scoops were stolen last month in the Wareham, Mass. area and they were from three separate screenhouses. Police were investigating. Cranberry scoops in Massachusetts, with few being manufactured are becoming scarce.

Cranberry Poem

Eatmor Cranberries Inc., recently received a letter of appreciation of Eatmor cranberries from Kapuskasing, Ontario, Canada, accompanied by a poem, which follows:

EATMOR CRANBERRIES

I love Eatmor cranberries
I love them on my toast,
In pies when mixed with raisins
They please both guest and host
I simply can't resist them
With chicken, pork and roasts,
In muffins too, they are good
A simply scrumptious treat!
So bring me a package of cranberries,

I'll boil 'em up with glee
And we'll be going steady—
Cranberries and me.

Mrs. Lillian H. Hough

CORRECTION

An error was inadvertently made in last month's issue, page 12 headed "Beaton Report". This stated the American Cranberry Growers Association had voted unanimously in favor of a Marketing Order. It should have read that the present step which will include processed cranberries within N. J. the scope of the Marketing Law was voted for. After this is accomplished the growers may decide whether they want a Marketing Order or not. The vote taken at the New Jersey meeting definitely does not commit the growers to the idea of requesting a Marketing Order.

EASTERN STATES FARMERS' EXCHANGE INCREASE SALES

Members of Eastern States Farmers' Exchange bought \$85,375,000 worth of feed, fertilizer, seeds, agricultural chemicals and farm supplies through the cooperative in 1956, according to R. F. Morse and son West Wareham, Mass., local cranberry representative. This is nearly five million dollars more than during 1955, he said.

Paul R. Morse received this information from the report presented by W. D. Milsop, general manager, to the more than 1200 members attending the 39th annual meeting of Eastern States Farmers' Exchange at Springfield, Mass.

The all-time total of purchases through Eastern States is well over a billion dollars (\$1,343,408,000) according to Miss Mildred E. Pike, treasurer. Refunds to patrons have totaled \$25,951,340 much of this during recent years. The 1956 refunds will exceed two million dollars.

Milsop further reported that during 1956 Eastern States distributed commodities through 405 local representatives and 94 service centers. Total feed distribution was up 7.1% over 1955; fertilizer distribution was up 2%; and all-time highs were made by farm supplies.

One of the most successful

policy innovations during 1956 was the service cost adjustment program for fertilizer and feed. This benefits members through a price adjustment that recognizes cost factors in relation to service performed.

Cranberry Clubs Hold Feb. Meeting

Large attendances were present at February meetings of Massachusetts Cranberry clubs, Southeastern, South Shore, Upper and Lower Cape. These meetings heard talks which pointed out the following facts:

- 1) Cranberry bog taxation
- 2) Reconfirmation that cranberries keep much longer in retail outlets which have refrigeration.
- 3) Confirmation that Massachusetts berries were small last year.
- 4) The problem of underweight bags still exists.
- 5) That the value of the keeping quality forecasts continues high and accurate.

J. Richard Beattie, cranberry specialist and Irving Demoranville, technical assistant, explained the steps which had been taken this year in continuing the feeding quality program, which traced "tagged" samples of shipments from screenhouse through handlers to the consumers. There was one difficulty that prevented the close a comparison with previous surveys, this being that quality of last fall's fruit was excellent while that of '55 was rather poor.

Demoranville who had analyzed samples and assembled data at the Cranberry Station, presented statistical charts. He said the number of unusable berries found in the fruit of 1956 in retail markets was 9.3 percent less than in 1955, but that percentage of bruising was up.

Refrigerated and non-refrigerated fruit in retail samples varied from 9.7, former, 12.08 percent latter.

Shelf life studies showed declining usable berries from first week to the fourth. Survey showed that both the number of unusable

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Institute To Promote Sale Of Fresh Cranberries in '57

Feb. Meeting Also Votes Full Support Marketing Order

At a meeting of the directors of the Cranberry Institute, at the Statler Hotel, Boston, on February 1, it was voted to undertake a program of promotional activities to help move the 1957 fresh crop, according to Alden C. Brett, Secretary of the Institute. A special committee, consisting of Lester Haines, General Manager of Eatmor Cranberries, Inc., as chairman, together with Russell Makepeace and Louis Sherman, will have charge of the activity.

The Directors instructed its Marketing Order Committee, consisting of Chester Robbins, Chairman, Gilbert Beaton, Maurice Makepeace, Vernon Goldsworthy, Theodore Budd and Alden Brett, to use all possible means to secure as quickly as possible passage of the bill already filed in Congress which would allow cranberries for processing to be included in a Marketing Order.

Messrs. Karl Loos, of Washington, D. C., legislative counsel to the Committee, and John Datt, legislative agent of the Farm Bureau Federation also attended the meeting and participated in the discussion.

The Institute directors voted to affiliate with the United Fresh Fruit and Vegetable Association to take advantage of its national contacts and to participate in the activities of the United Merchandising Institute division.

Present at the meeting were Orrin G. Colley of Duxbury, President, Kenneth G. Garside and George R. Briggs, Vice Presidents; Theodore H. Budd, Frank P. Crandon, James E. Glover, Vernon Goldsworthy, Lester Haines, Charles L. Lewis, Maurice Makepeace, G. Howard Morse, John Roberts and Clarence A. Searles, directors, together with Karl G.

Glover Named To Board Of Directors

James C. Glover, president of NCA has been elected to the board of directors of the American Institute of Food Distributors, Inc. He has also been nominated as a member of the board of directors of National Cannery Association.

Loos, attorney, of Washington, D. C., John Datt, legislative agent of the National Farm Bureau, Gilbert T. Beaton, a member of the Marketing Order Committee, Louis Sherman, a member of the Advertising and Publicity Committee and Alden C. Brett, secretary.

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Mass. Cranberry Station and Field Notes

by J RICHARD BEATTIE
Extension Cranberry Specialist



Steps Toward Marketing Order

The industry's marketing committee has been hard at work acquainting growers, legislators, public officials and marketing groups with the need for a marketing order for cranberries. Chairman Chester Robbins and Gilbert Beaton of this committee have appeared before many groups this past month to explain the purposes and functions of marketing orders. There is every indication that their tireless efforts on behalf of our industry are bearing fruit. Growers have been polled in various cranberry producing areas and have overwhelmingly voted to support legislation that would include both fresh and processed fruit in such an order. They have also endorsed the general idea of a marketing order for cranberries and are now awaiting the opportunity to study and discuss the proposals that might be included once the legislative hurdle has been overcome.

"Wavering" Winter

Our weather pattern this winter seems to be alternating between warm and cold months. December averaged nearly 4° per day above normal while January was a cold 6° per day below normal, and by mid-February we were enjoying 4° per day above normal. We hope the trend towards warmer weather continues after the unusually cold seige experienced in January. There was one period, for example, in mid-January when temperatures dropped below zero on 6 out of 7 mornings with a low of -13° on the 17th. We had to go back to January 1, 1942, for a colder reading when a -24° was recorded at the Cranberry Experiment Station. The next coldest temperature

in recent history was a -15° which occurred Dec. 3, 1933. We are again indebted to George Rouns-ville for this weather data which he has so faithfully recorded.

Second O. D. Warning

A second warning on oxygen deficiency conditions was released in late January and read as follows:

"Tests made at the Cranberry Experiment Station and on neighboring bogs January 31 showed that the oxygen content in the flood waters was again considerably reduced on some bogs. The only practical technique of avoiding oxygen starvation of the buds and vines is the withdrawal of the flood from under the ice. If the flood is withdrawn, it is suggested that no water be left on the surface of the bog. Growers with ample water supplies for

reflooding should consider withdrawing the flood, according to the Cranberry Experiment Station".

In spite of extremes experienced in weather this winter, we do not believe that damage from winter killing to date (February 14) has been serious. Reference is made, of course, to those conditions where low temperatures are accompanied by high winds that continue for two or three days. March is often a month when these conditions occur.

Damage from oxygen deficiency could be a factor on bogs that have remained completely flooded this winter. However, we know that a very substantial portion of the acreage had the water removed during critical periods. We would like to emphasize again that the practice of withdrawing the winter flood to avoid oxygen deficiency conditions is recommended only where water supplies are ample for reflooding purposes.

There is another winter task that requires attention. 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

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10 lbs. per acre. Many times it is necessary to repeat the application in March. The past history of the scum problem is a demand for special treatments will be necessary. A word of caution is in order because copper sulfate is harmful to fish life. Therefore, a reasonable period of time should elapse before draining off the winter flood into a fish pond or stream after treating for scum.

Charts Being Printed

The Cranberry Insect, Disease, Weed and Fertilizer 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 growers who assisted with this work was a tremendous help to the Experiment Station staff. A discussion of the major revisions in these charts will be outlined in the March issue of Cranberries.

Agricul. Conservation Program

Growers are reminded again of the assistance they may receive under the 1957 Agricultural Conservation Program. Financial and technical assistance is available in the construction of ditches, dikes and underground drainage systems, and certain forestry practices. The Soil Conservation Service technicians, Agricultural Conservation Program field men, Forestry Service personnel, Farm Credit representatives, and County Agricultural agents are working as a team to help growers in these cost sharing programs. We suggest that those interested consult their County Agricultural agents for further details.

New Mass Survey

The new cranberry survey, conducted by the Massachusetts Department of Agriculture and sponsored by the Cape Cod Cranberry Growers Association, is nearly completed and is expected to go to press in April. A survey of this type is made every ten years and the information collected has proved to be most helpful to our industry.



Cranberries grown on the upland, as a garden or home ornamental is not strictly a new idea. But, now Dr. F. B. Chandler, Massachusetts Cranberry Experiment Station has several plantings at his home in Marion.

He has two main purposes in this experiment; to study how the vines react away from their natural environment and to prove they can be grown like any other home evergreen and are desirable for that purpose. He believes there might be a minor source of income for some growers in this —selling sods of vines from mar-

ginal or bogs being renovated.

These were taken from the State Bog during transfers of vines and would otherwise have been discarded, and their variety is unknown, but he thinks these may contain the new unnamed hybrid No. 17 which promises to be an unusually good cropper. He doesn't believe that cranberries can be grown commercially on uplands — that was once a major goal among earlier growers — but that cranberries do have a definite place as an ornamental evergreen plant.

Cranberries

THE NATIONAL CRANBERRY MAGAZINE

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FRESH FROM THE FIELDS

Compiled by C. J. H.

MASSACHUSETTS

January Very Cold

January was an intensely cold month, from start to finish except for an old-time January thaw starting the 20th. Temperatures on the minus side reached an average of nearly 6 a day.

Much Snow, Little Rain

It was a much snowier month than normal with total fall recorded at State Bog of 13¾ inches. Total precipitation, however, was below normal, only 3.04 inches as compared to the mean of 4.12. Nearly all of the precipitation was in the form of snow, with very little actual rainfall.

Little Winterkill

Despite the severe cold there was little or no winterkill in the opinion of Dr. Cross. When the cold was coldest and the frost the hardest there was more likely than not adequate snow coverage. The wind did not blow unduly cold much of the time. Fortunately situations were in the main, not favorable for winterkill. There probably was some, but such as there was was not wide-spread.

Probably Not Much

Oxygen Deficiency Damage

As to oxygen deficiency damage, Dr. Cross is not now inclined to think it was too severe. There was certainly some. There were periods when there was a definite deficiency, but at those times the ice was thick and vines were safely frozen in. Much acreage was protected by dropping ice in accordance with State Bog suggestion.

Not Much Ice Sanding

Little was accomplished in the way of ice sanding. One reason might have been economic. Another was that conditions were not too convenient. Times when bogs could be gotten on were usually preceded by rain and cold and sand pits and piles were pretty well frozen up. Some was done, with trucks and also wheelbarrow.

Cold And Insects

Whether such a below normal in temperature month as January turned out to be had any effect upon the over-wintering of insects didn't seem to be determined. There was a considerable cover of snow over much inland acreage for a large part of the month.

Good Jan. Sun—Bigger Berries

A bright side of the month for Massachusetts cranberry growers was that the Weather Bureau reported sunshine averaged 63 percent of the maximum. This is 14 points above the long-term mean. Boston reported 14 clear days, five more than normal.

Dr. Cross considers this of considerable importance in the sunshine factor of the year preceding cropping, a January is an important month in this connection. This excellent January sunshine indicates strongly the crop of next fall will be average to large in berry size.

WISCONSIN

January Very Cold

January averaged well below normal in temperature and about normal in precipitation. Temperatures ranged anywhere from five to fifteen degrees below normal.

area being about 18 degrees. Ex-Normal for the cranberry growing trames for the month were twenty seven below zero to 38 degrees above zero. On only two days in the entire month did the temperature get above freezing. At the end of January additional snowfall found all areas with from eight to twenty inches. The weather outlook for February is for normal temperatures and normal precipitation.

Cold weather and heavy snows hampered sanding operations during the month. Most marshes completed their work by the end of the month. Ice on the reservoirs was reported to be about thirty inches thick. The cold weather eliminated any chance of oxygen deficiency during the month, although there could have been some damage the later part of December.

85.1 Barrels Per Acre

According to figures supplied by the Federal-State Crop Reporting Service, Wisconsin broke its 1948 record of 85 barrels to the acre by producing 85.1 barrels per acre in 1956. This yield compares to last year's yield of 78.8 barrels.

Meetings

The Midwest Cranberry Cooperative and the Wisconsin Cranberry Sales Company held their annual meeting on February 15th. Eatmor Cranberries, Inc., Wisconsin members also held their winter meeting on that date.

WASHINGTON

Cold Month

January brought prolonged cold

weather, said to be the coldest in the past six or seven years. January brought a low of 11 twice and one 16. Maximum was 55 on two days. December had a low of 15 and a maximum of 62. During these winter months temperatures usually stays quite even and often does not vary more than four and five degrees between night and day. There was more snow than in several years, even though only an inch or so has fallen at a time. There had been no prolonged spells of low humidity, accompanied by a dry East wind at is customary.

Twig Blight

Twig blight up to February was practically non-existent. There is some showing on a few bogs. In Grayland there were isolated another fungus which contributes to this trouble. This fungus is one which causes some of the storage rots on the berries, but to Feb. had not been noted on the foliage. The control worked out by the Experiment Station seems to be satisfactory when applied during the sporulating periods of mid-summer and early fall. Investigations for this disease will continue during the coming season.

Amino-triazole

Weed problems continue to be most pressing. Trials with amino-triazole have indicated that this material will provide good controls for most weed species if applied correctly. (Tolerances and registrations for use on cranberries have not been obtained yet.) Apparently cranberries will absorb a part of this material and it becomes deposited on the berries themselves. Amino-triazole has a low level as far as warm blooded animals are concerned, however, there has been some toxicity to warm bloods encountered when feeding is continued over a prolonged period. Station is advising growers to go slow with experimental use of the material until registration is obtained.

EXCEPTIONAL CASE

Practice may make perfect, but no amount of knocking ever attained perfection.

Wisconsin Growers Hold Meeting

Wisconsin State Cranberry Growers' Association held its 70th annual meeting on January 11, 1957 at the Elks Club, Wisconsin Rapids, Wisconsin. Approximately one hundred members and guests were present.

C. D. Caproon, of the Federal State Crop Reporting Service, Madison, Wisconsin reported to the meeting that Wisconsin in the last decade has risen from producing one eighth of the annual national cranberry crop to producing one third. He pointed out that this is a faster increase than any other area. He pointed out that his office planned to conduct a new survey of the Wisconsin cranberry industry this spring to bring up to date statistics on acres in production, sources of water, use of agricultural chemicals and other items of interest. He stated that surveys had been made in 1949 and 1953 and remarked how well the Wisconsin growers had responded.

Dr. R. H. Roberts, Department of Horticulture, University of Wisconsin spoke briefly on the use of stoddard solvents for weed control on cranberry marshes. He advocates the use of ground spray booms for broad-cast application and urged the growers to time their applications to the emergence of the weeds. He thought better control would result if growers waited a little longer in

the spring for applying solvents. He pointed out that the early weeds and grasses killed better with heavier applications. He concluded that application rates with ground spray booms between 350-400 gallons of solvent on producing beds gave the best results.

Selective Herbicides

Dr. M. N. Dana, Department of Horticulture, University of Wisconsin reviewed his recommendations for experimental work with selective herbicides for cranberry weed control. He emphasized that the Pure Food & Drug Administration had not cleared such herbicides as Dalapon, maleic hydrazide and amino triazole by May 1, 1957. In view of this condition he pointed out that anyone wishing to use these materials should only do so on an experimental basis until clearance is given. He mentioned work was being done in other cranberry areas with these selectives and mentioned New Jersey reported no crop damage using No.2 of actual amino triazole per acre and good control on a number of weeds. He stated that Dalapon was selective on grasses, maleic hydrazide appeared to control sensitive fern and 2-4 D gave results on broadleaf prior to the white bud stage. He concluded by saying that he felt selectives would play an important part in cran-

(Continued on Page 19)

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Massachusetts' Growers Hear Problems At Start Of '57

Major Talks at Club Meetings Give Members Something to Think About, Wisconsin in Particular

Heavily - attended January meetings of Massachusetts Cranberry clubs, South Shore, Kingston, Jan. 22, Rochester Grange hall, Jan. 23, Upper Cape club, Cotuit, Jan. 15, (Lower Cape and East Harwich postponed because of weather) opened the "winter circuit."

Speakers were Alden C. Brett, executive secretary Cranberry Institute; Dr. C. E. Cross, J. Richard Beattie, and Dr. F. B. Chandler, Cranberry Station, Chester Robbins, chairman Marketing committee.

These were sessions at the beginning of the year designed to give Massachusetts growers the "jump" on the all-over cranberry situation, with particular reference to strictly Massachusetts problems.

Stressed at these meetings was the desperate need for promotion, merchandizing and especially advertising for the fresh fruit end of the business, as this is falling behind processed sales (which are advertised) at a rate greater than necessary, it is felt. Other main point was the necessity of cutting Massachusetts costs per barrel in competition with other areas. This perhaps to be accomplished in considerable measure by cleaner picking, and thus increasing barrels per acre. Where Wisconsin gets practically all berries grown, Massachusetts seems to lose from 20 percent to nearly 33, although this situation is expected to improve as more machines are placed in operation and vines become trained to Western or Dartington.

Beattie

"Dick" Beattie, in his companion talk to that of Dr. Cross as to how the Massachusetts Cranberry Station is helping growers

through research and planned aids, spoke on the educational phase--that is getting timely information to cranberrymen when desirable.

He mentioned how at the moment, the Station was determining the state of flood water as to its oxygen content and possible winterkill situations of exposed vines and getting "flash cards" out to growers through county agents. He said some of this information could be in the mail boxes of growers within 24 hours and it was also broadcast by local radio stations.

A new assistance approach is to be in schools for picking machine operators which will be conducted either in April or late August (as growers prefer) with assistance of picker manufacturers. This will enable operators to get maximum utilization from the machines.

Frost warnings are a vital service, and he advised growers to pay more attention to these on borderline nights, even though selling prices are down, as all losses count up in total. Keeping quality forecasts are valuable in suggesting to growers how to

operate bog management in a particular year. Growers are kept up to the minute on insects, through cards and meetings, also as to disease and weeds.

Fertilizer recommendations are given out, and also any drainage problems in particular as they arise through weather conditions. This applies also to drought conditions, growers are warned when conditions become acute.

Growers are kept abreast of labor - saving techniques all through the growing season.

Timely information also goes out through various mediums including CRANBERRIES magazine, he said, where more detailed articles can be prepared for growers' use. He urged greater growers readership, as being of value to growers.

Robbins

"Chet" Robbins in discussing the marketing order in conjunction with "Gibby" Beaton said he thought a number one fault with cranberry marketing is "fighting among ourselves." That is price cutting by various distributing agencies.

He also declared it is the grow-

(Continued on Page 12)

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Marketing The 1956 Crop — Recommendations For 1957

Alden C. Brett

Last September we approached the selling season with high hopes that it would be considerably better than 1955. The first government crop estimate made in August showed a total of 957,000 barrels against an estimate made at approximately the same time the previous year for the 1955 crop of 1,025,800.

From the standpoint of price, the situation looked good. With a total supply of 957,000 barrels, almost 7 percent off from 1955 and with the surplus reportedly under control, it seemed logical that a price substantially higher than the 1955 level could be maintained. "How much higher?" was the big question.

During the year 1955 the Cranberry Institute had retained A. F. Wolf, a nationally-known agricultural economist to make a study of various economic factors relating to the marketing of cranberries. One of his studies covered the Estimated Price and Returns to Cranberry Growers at Varying Crop Volume Levels." As executive secretary of the Institute I turned first to this study to shed some light on the current situation.

Mr. Wolf had estimated that with a total crop of 1,079,000 barrels the price at the bog should be \$15.50 per barrel. With a crop of 913,000 barrels the price to the grower should be \$18.00 per barrel. His studies also showed that the best allocation of the crop would be 40% fresh 60% to be canned or otherwise processed.

Low Opening Price

With a crop estimate of 957,000 barrels if we applied Mr. Wolf's reasoning the price to the growers for the season would have been a little over \$17.00. On this basis I argued with the shippers that the opening price be not less than \$17.00 and this opening level should give us a rising price throughout the selling season.

Both National Cranberry Association and Eatmor Cranberries, Inc., however, for reasons of their own opened at \$16.40 per barrel, and the battle was on. The independent shippers argued that they should have a differential of 10

cents against the advertised brands and then proceeded to take more. The big boys didn't stand firm so the price started on the toboggan.

I am going to say to you very frankly that I am not at all happy over the way the season developed. In fact I am not happy over the way in which fresh cranberries are customarily sold. Too many berries are shipped on what amounts to open consignment. The government reports of receipts and prices are probably more of a detriment than a help because of the manner in which they are used. When the shippers discovers that one market is better price-wise than another they immediately rush shipments into that area and the price hits the skids. So this year the price deteriorated from \$4.10 a quarter to \$3.75 and in some markets to \$3.25 and \$3.00 or less and during the shipping season there were two important influences bearing on the market. One was the forcing of berries into the fresh market because they were denied access to satisfactory processing or canning outlets.

Last year as you know, National gave an ultimatum to its members

--all or nothing--100% of your crop or none. Prior to that time certain shippers had held partial contracts with National to deliver berries for canning, the remainder being sold fresh.

Rush in Fresh Market

These shippers were obliged to seek an outlet elsewhere. Being unable to do so satisfactorily, several shipped a larger than normal proportion of their supply into the fresh market. Independent canners knowing the situation were willing to take berries only on contingent contracts amounting practically to a cut-price arrangement with plenty of plus to protect themselves. One which I saw could not return to the growers much over \$5.00 per barrel. One large shipper who was particularly affected by this condition dumped substantial quantities of his berries into markets hitherto unused by him; the effect on these market pricewise being disastrous.

The 40-60 ratio was badly upset. This year roughly 46% of the 975,000 or nearly 450,000 barrels will have been sold fresh. Another shipper made shipments to processors of 15,500 barrels in 1955 and only 6,500 in 1956. It seems clearly evident that if the industry is to dispose of its product satisfactorily every shipper must have

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free and satisfactory access to canning facilities on a basis which will bring a proper return to the grower. The rise to the 40-60 ratio has been a progressive one and undoubtedly will continue. Perhaps a 35-65 ratio this year would produce a better overall return.

Lack of Fresh Fruit Advertising

The second factor which affected the 1956 market and price situation unfavorably was the lack of advertising directed at the consumer of fresh cranberries. In 1955 National, then in its second year in the fresh fruit game, spent over \$300,000 according to its own reports or some \$2.00 per barrel of fresh berries, in advertising fresh fruit. In comparison to this amount its 1956 expenditures were practically nil. Last year the Institute directors considered the advisability of general non-brand advertising on an industry basis for fresh cranberries, but decided against it. This, I believe was a mistake. Fresh cranberries will not sell themselves in satisfactory volume. The housewife must be coaxed, lured and induced to buy and, one of the best sales stimulants that can be applied is point-of-sale advertising.

At its last meeting, the Cranberry Institute voted to lay out an advertising program for 1957. In my opinion any expenditure of from 10 cents to \$2.00 per barrel will return itself two-fold. The brokers who handle cranberries in terminal markets will do little. Other fruits with which cranberries are in competition for the housewife's dollar are spending substantial sums. We must see that our product gets proper attention. And don't think that we can lay back and "Let National Do It," because without industry-wide cooperation it will be only logical and fair for them to ride along on their own brand advertising and let fresh cranberries look after themselves.

Possible Solutions

Now, let us look for a moment at possible solutions for the problem which kept 1956 from being a more satisfactory year. I have mentioned several difficulties. Too

large a proportion of the crop sold fresh, unintelligent competition--failure to hold a price level, resulting in the loss of the confidence of the dealers--lack of necessary access to the canning market on the part of the so-called independents--disorganized shipping producing a glut in some markets and shortage in others and I could go on still further but this list is enough.

This brings me to the question of a marketing order. It is not my intention to go into this at any great length. It is however a present concern of the Institute. A year ago it was accepted as an objective to be sought and adopted if other means of straightening out the industry failed.

Marketing Order

In its simplest form a marketing order is simply a means of regulating the flow of the product into the market, its quality, quantity, velocity and direction. If the industry had been marketing under an order this last year, the quality to be sold fresh could have been regulated, the amount to be handled by each shipper determined and a system of price posting inaugurated. In my opinion we would have derived substantial benefits from the application of some of these restraints. The Institute now has a committee set up to institute action in this field.

Disposal of Surplus

There are several problems which accompany the operation of a marketing order. One of these is the disposal of the surplus, if one develops. The USDA will not condone the destruction of a surplus. In its opinion it is not good public policy to destroy food. This means that if we are to operate under a marketing order there must be developed secondary uses for cranberries which can be turned over for the disposal of any surplus.

Such uses must be non-competing with the regular channels of sales and might be for example--syrups or coloring for soft drinks, dyes, acids, seed oils, etc., items producing a lower return, but still of some economic value. The USD-

A has been of great assistance in working out similar problems for other fruit industries. Its laboratory equipment and trained personnel are far beyond anything available within the industry and its help should be solicited.

The prime objective of the Cranberry Institute is, and must be, "More money for the grower." It will not fight sectional competitive battles, but it will interest itself in anything which benefits all growers alike and it will fight for you in the market place in the competitive battle for the consumer's dollar.

The Institute needs and should have your support not only in the form of the few cents per barrel which will be deducted from your returns but also in its active operations.

At its last meeting the Institute members voted to take on its board of directors five members who will not be directly connected with shippers but whose chief interest in the industry is the growing of cranberries. You will be asked through your growers' associations to elect such directors. Just as it is important that you choose capable directors for your cooperatives who will be active in regulating their affairs to the benefit of the growers, it is important that you choose competent, active representatives on the board of the Institute.

Don't infer that I am pessimistic as to the future of the cranberry industry. It has problems to be sure. It must be active and aggressive in expanding its market through new customers, effective advertising and new products. Your shippers and cooperative can and must do a better job, but the opportunity is there and if we bestir ourselves we see a bright future for several years to come.

**ADVERTISE IN
CRANBERRIES
MAGAZINE**

"The Cranberry Situation"

Following is Dr. C. E. Cross's talk on "The Situation of the Cranberry Industry," with particular emphasis upon the situation in Massachusetts as compared with Wisconsin:

The present acreage of Massachusetts cranberry bogs is 13,200. Just 10 years ago it was 14,939 and at that time new bogs were being built and old ones were being renovated. The 11% decline is attributable to the abandonment of marginal, low-producing areas. On the other hand, Wisconsin now has 4000 acres, although 10 years ago the figure stood at 2700. New properties have been built there, some in new areas accounting for a 48% increase in acreage.

To account for the difference in the two states, let us look first at the production records. Just

prior to the 1956 crop the 5-year average annual crop in Massachusetts was 581,000 barrels which, based on present acreage, equals 44 barrels an acre. During the same period Wisconsin averaged 252,000 barrels annually, or on present acreage, 63 barrels an acre. Since a large number of the production costs in raising cranberries are "acre costs", it is easy to see how the unit cost of raising berries in Wisconsin is likely to be less than here.

Tax Costs per Barrel

For example, if property taxes in Massachusetts are \$35 an acre (and we know of a few individual cases where this is true) and the production is 35 barrels an acre, then the tax cost of raising the berries is \$1 a barrel. If property taxes in Wisconsin are the same as in the above case (and we know

of one large bog in Wisconsin that is so taxed), and the production of that bog is 70 barrels an acre, then the tax cost of raising the berries is 50¢ a barrel or just half the unit cost in Massachusetts.

Acre Costs

Consider in this connection the Massachusetts average crop per acre in 1956. It was just 34.5, with exactly 85 barrels an acre in Wisconsin. Sanding, ditching, insect and disease control, and most water-management expenses are, like the tax costs, related directly to acreage and may be spoken of as "acre costs". With the coming of machine harvesting, even picking is ceasing to be a unit cost and is more nearly an "acre cost". With the bulk of production costs related to acreage, and with many of these acre costs similar in the two states, it is easy to account for the increasing acreage in Wisconsin and the declining acreage in Massachusetts. There, with heavier crops and lower unit costs, they have been able to show profits; while here, with smaller crops and higher unit costs, it has been difficult if not impossible to show profits.

Markets-Processed

The present condition of the market for cranberries certainly constitutes an important part of the general situation. The total cranberry market at present absorbs about 1,000,000 barrels. Of this, about 550,000 barrels is sold in processed form and about 450,000 barrels is sold fresh, or a 55-45 relationship. Year after year with the gradual introduction of new products, and with a vigorous and even expensive advertising and promotion program, the market for processed cranberries is steadily increasing. Some will say this is the trend of the times--granted that it is--without the steady investment of funds in market-building campaigns; however, the demand for processed cranberries would gradually shift to other fruits that are being promoted.

Markets-Fresh

The market for fresh cranberries is steadily and even rapidly declin-

HELP FROM UNCLE SAM

Quotation from Plymouth County ACP Handbook for 1957, Part 2 — Practices and Rates of Cost-Sharing.

"Practice C-7

"Constructing channel lining, chutes, drop spillways, pipe drops, or similar structures for the protection of outlets and water channels that dispose of excess water.

"Maximum Federal Cost Share:

"(1) 50 percent of the average cost of materials, other than riprap or revetment materials, used in the permanent structure, excluding forms."

This means cranberry bog flumes. Many flumes have already been put in with this Federal help. If you put in a less-than-average-cost flume, the government will reimburse you for a considerable part of the cost, if you make proper arrangements first.

Do not order your flume until you have ACP approval. Consult your county agent or local chairman such as Howard Hiller, Ralph Crane, Lewis Billings or Albert Brown, and get signed up for the program and for the practices you want. There are practices for dikes, canals, ditches etc. If you are not certain just what you want, ask about a free SCS survey of your needs.

Then order your flume. Allow three weeks for delivery in the quiet season, or up to three months in the rush period.

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(Continued on Page 12)

STILL GREATER CONSUMER SPENDING

The agriculture cycle is turning upward, economists believe.

The nation's economic climate for 1957, as portrayed by the U. S. Dept. of Agriculture is one of a steadily expanding economy, perhaps growing faster in the first six months than in the latter part of the year. There may be a real possibility that prices will stabilize late in 1957.

Forces seem to be strong in the direction of increased consumer spending, and past experiences indicate that food expenditures rise in proportion to the increase in consumer spending. Country-wide high employment and prosperity didn't have much effect on cranberry prices last year. But, perhaps if there is a general rise in farm prosperity, cranberries may be carried along with it.

Competition Within the Industry

The cranberry club meetings in Massachusetts with so much talk concerning Wisconsin--the cost of production there, steady increase in quantity of berries produced, as compared to other areas, and regional competition between fruit in the fresh market may be disconcerting to our Wisconsin growers. We don't think it is intended to be detrimental to Wisconsin interests, or will work out that way.

"Competition" if it is not vicious, is helpful to all. Should Massachusetts succeed in cutting the per barrel cost, through increased production per acre and in other ways it will make for a stronger industry. It will spur Wisconsin to greater effort.

The aim of the entire industry should not be to produce less berries--but more. If the average cost of barrel production can be lowered it will aid all growers. It would place cranberry men in better position in the general market with other competitive fruits.

The old adage of a chain being no stronger than its weakest link holds true. We do not believe Wisconsin wants a "weak" segment of the industry to develop in Massachusetts and New Jersey.

We do not consider this "alertness" of

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Pemberton, New Jersey

the East to the West's gains a hostile move. It is rather an awakening, an awareness on the part of Atlantic Coast growers that they may be in danger of being left behind, and it is up to them to become better growers.

We believe we are fortunate this month is having some very valuable contributions in the form of manuscripts (or excerpts) of talks presented at the Massachusetts first winter meetings. There is much information in these and it is all timely and much preparation went into gathering this material now passed along to growers, in printed form for study.

CROSS

(Continued from Page 10)

ing. Again there are those who say this is a mere symptom or trend of the times. And again it must be granted. But it is evident that we are losing fresh sales fully as rapidly as we are gaining processed sales, and with steady or advancing production our total market outlet remains short of our supply. Why, then, are we allowing our fresh cranberry market to decline? It is now quite evident that no one seller of fresh berries can advertise or hold a price structure without incurring losses from non-advertising, price-cutting competitors. A serious stalemate has been reached and as for as advertising, promoting, or otherwise building a fresh market, activity has practically ceased. Only a rare enthusiasm for fresh cranberries by the consumers has kept the market as strong as it is. It seems evident to me that one way or another growers must organize to finance a market-building effort for their fresh berries, on the basis of a per-barrel assessment that is levied on all, or nearly all, fresh fruit cranberries regardless of the organization that sells them. It is conceivable that a marketing order could assist in this, but is more probable that the Cranberry Institute could be a suitable vehicle.

MAJOR TALKS

(Continued from Page 7)

er himself who must see to it that there is an adequate job of promotion of the fresh fruit crop. He said it was up to the grower to see that his particular selling agent did play his part in the advertising of fresh fruit. "I'm convinced our agents can do a better job than they did in '56 if the growers keep after them."

The Institute is now a going concern, he continued, and there is no substitute in an industry for good promotion and merchandizing and that is what the Institute must do.

He told of the present battle to get the necessary legislation

through Congress to permit a marketing order and of the strong opposition by National Cannery Association. Last year there were four or five within the industry who were represented in Washington in opposition to the bill, but several of these will not oppose this time. He continued to urge growers to get in touch with their representatives in the House and Senate.

Chandler

Dr. Chandler, who recently made a 6-month sabbatical trip to West Coast and Wisconsin where he made studies and surveys, explained harvesting methods in Wisconsin, illustrated by color movies obtained through Kenneth Garside and slides by himself. These included scenes on marshes of Guy Potter, Roy Potter, Vernon Goldsworthy. He explained the functions of "grass" machines and of mechanical dryers. He will discuss Pacific methods at a latter meeting.

BEATON REPORT

Mr. Beaton's talk upon the Marketing Order, which is one of the most thorough studies yet presented will be given next month in considerable excerpt, space not permitting in this issue. Although this talk has been given at several meetings, in Massachusetts, New Jersey and Wisconsin in printed form it will give opportunity for further study and become available for those who did not attend the meetings.

All three major state growers' associations, Cape Cod, Wisconsin State Growers and American Cranberry Growers' Association of New Jersey have now voted in favor of a Marketing Order. Vote of New Jersey after Mr. Beaton's appearance was unanimous. Mr. Beaton also appeared before the New Jersey Cannery Association where it was favorably received, despite opposition of commercial cannery in general.

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One of the most serious problems facing the Massachusetts cranberry grower is that of harvesting the berries he has raised. In view of the main thesis of my earlier talk, it is imperative that Massachusetts production per acre be increased. However, it is not practical to increase production if in the harvest a large percentage of the crop is left on or under the vines. In Dr. Zuckerman's article in this issue of Cranberries, he finds that in 184 tests, careful scooping of dry vines left 31% of the berries unpicked. Tests in previous years have shown averages of 25% of the crop unpicked, and what is more important, the percentage lost increases as the size of the crop increases!

With the coming of machine picking, these losses are being reduced and it is hoped that as vines are trained by this mode of harvest the losses will be further reduced. At present it is estimated that 20% of the Massachusetts crop remains unpicked! In Wisconsin 98 to 99% of all berries are harvested. The Cranberry Station proposes to harvest some berries of the 1957 crop in water, hoping to pick nearly all the berries raised and to study the costs and techniques necessary in water harvesting. The effect of water picking on subsequent crops will be compared with crops following dry picking.

One-Quarter Insect Loss

A study of insect damage to the 1956 crop in Massachusetts shows that approximately one-fourth was lost in this way. Root grubs, fruit-worm, black-headed fireworm, Sparganothis and others in that order, took the berries. Important savings could surely be effected by more adequate insect control measures. One of the difficulties of achieving better control is the dependence of growers on aircraft applications and the fact that these can be made only when weather conditions are about right. Treatments for good insect control must be timed rather carefully, and to do this it is felt that

growers should be in a position to command equipment capable of treating their property within 24 hours. It is felt at the Cranberry Station that the most practical way of achieving this is through a one-man-operation, 2 or 3-wheeled, self-propelled, boom sprayer for the application of concentrated insecticides. The design in mind would apply 10 to 30 gallons an acre at a forward speed of 4 miles an hour. The Station is at present constructing an experimental model and it is hoped to use this device in 1957 for experimental insect, disease, and weed control work.

Cranberry diseases, those that cause decay of berries, account for an annual loss of about 10% of the crop. Experiments in 1955 and 1956 with helicopter applications of fungicide concentrates look very promising. If satisfactory control of decay organisms can be achieved in this manner, it will pay growers to effect this saving and because of the many acres that can be treated in a brief time, proper timing of these treatments will also be possible. This, together with low gallonage ground applications, constitutes the Station's approach to cranberry disease matters.

For several years Mr. Demoranville has been carefully measuring the size, weight and density of Early Black and Howes cranberries from late August to late October. In general, he has been able to show a 10% increase in size and weight of the crop from early to late picking times. With the shift to machine picking has come a greater freedom in selection of picking dates so that if a grower has reliable frost protection, it is often possible for him to wait until his crop has reached its full size before picking it.

The Cranberry Station is assisting the Department of Agricultural Economics at the University of Massachusetts towns where cranberries are grown. Great variations are known to exist between towns and in some

cases the tax burden is so heavy that profits are almost excluded. It is hoped that at least greater fairness and equity in assessment can be achieved through a careful study.

Experiments are underway with growth inhibitors sprayed on the dikes and shores of cranberry bogs in the hope of achieving less costly maintenance. Mowing twice or three times a season is very expensive and it is hoped that chemical sprays can reduce if not eliminate, the need for mowing.

Winter and flood management tests are being made on the four areas of the State Bog. The Station staff hopes to demonstrate the losses suffered through oxygen deficiency injury, and the possible gains from considerable or complete winter exposure of the vines. The handling of spring floods is also being studied together with their effect on the keeping quality of the succeeding crop. The effect of various forms of flooding management on insect populations is being studied.

Under the direction of Mr. Beattie, the Station is working on several aspects of the fresh fruit marketing situation. Mr. Beattie is on your program and can speak of this work himself.

It should be clear to all serious students of cranberry growing in Massachusetts that there are many ways of improving the efficiency of cranberry production. With some progress in each of these, the Massachusetts grower can become fully competitive with growers in all other states.

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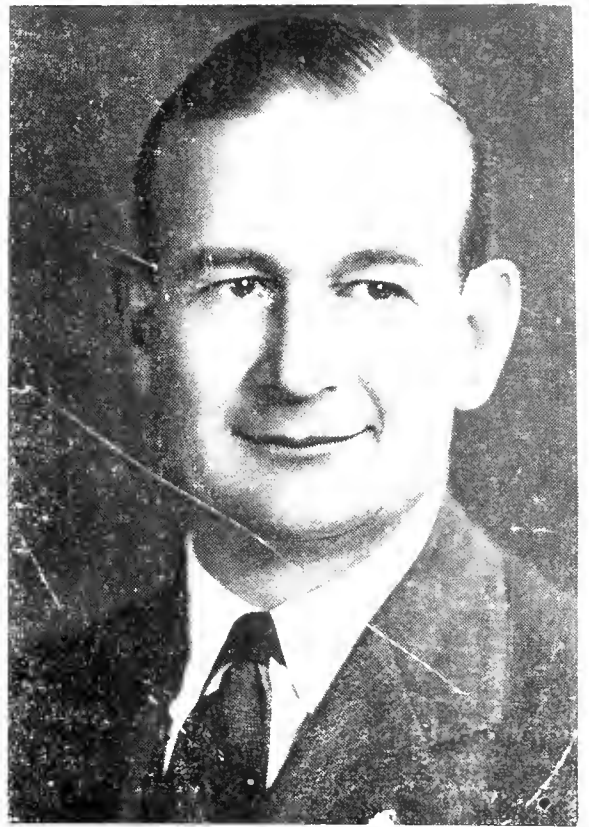
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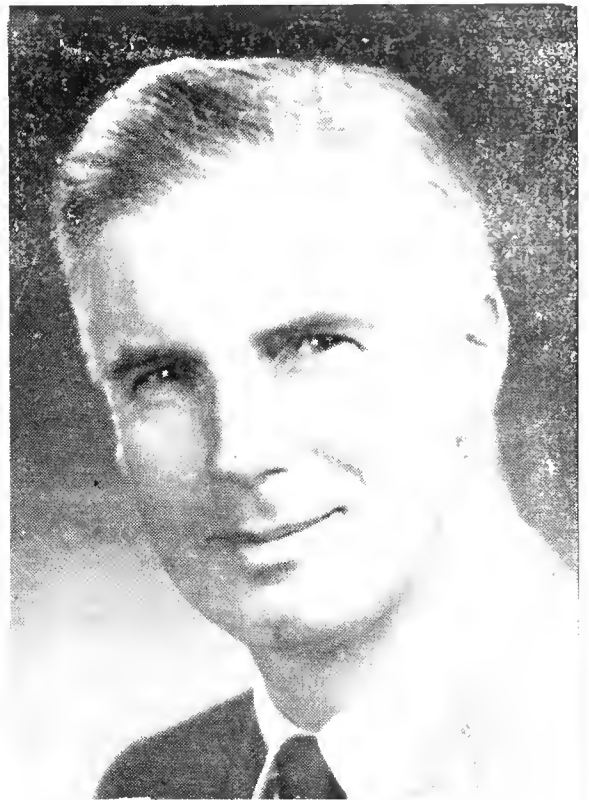
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able berries and the bruising increased as fruit was shipped from packing house to retail store.

An interesting feature of the study Mr. Beattie said, was that 1000 return cards, using the name of the University of Massachusetts, to retail stores and requesting a report on berry condition and suggesting comments for betterment brought in a response of about 32 percent. This showed retailer interest. All replies were acknowledged from the Station. When figures are completed they should prove to the retailer that refrigeration does pay off for him.

This quality study will doubtless prove to be a profitable one as more figures are obtained over the years, eventually showing how the utmost in quality of fruit when bought by the consumer can be obtained.

Tax Study

A survey by Prof. Bradford D. Crossman U of M, concerning Massachusetts cranberry taxes is expected to provide some really valuable information for growers when completed. A preliminary report showed how he made samplings in Barnstable, Bristol and Plymouth counties, with bogs of full flowage only being used. He selected a total of 276 and then used 171.

These figures, which are preliminary, show that 144 or 85 percent of these bogs were valued at between \$100 and \$700 per acre. Twenty-one were between \$700 and \$1,000 per acre, four between \$1,000 to \$1100 and one up to \$2233 and one to \$2920.

Examples of actual tax per acre were from \$1.00 to \$30.00 on 113 bogs or 72 percent. Forty-six were between \$30 and \$60 per acre, one was taxed at \$91 per acre and one at \$175 per acre.

Dr. Crossman selected five leading cranberry towns, Carver, Plymouth, Harwich, Dennis and Wareham, obtained the tax rates, which varied from \$43 to \$53 per

\$1,000 (1955). Of these samples the largest number of bogs (Carver and Plymouth) 13 in number, ranged between \$901 and \$1,000 value per acre, second largest grouping was 12 between \$601 and \$700. Only four ranged between \$1001 and \$1100. Of the 81 bogs sampled 37 ranged under \$500 value per acre.

In arriving at final figures in this survey Dr. Crossman will compare the results of these bog valuations with other state agricultural products, such as eggs, milk, apples, potatoes. They will show where cranberries come within the state tax scale. Preliminary figures—which may change as the survey goes on—so far do not seem to indicate that cranberry taxes may be so far out of line, with other taxes as has been suspected. However, only full figures will tell this story.

Speaking at the Cape meetings on ACP, Soil Bank and Drainage problems was Darrell Sheppard, soil conservationist and at Plymouth County meetings was Dominic A. Marini, Associate County Agricultural Agent.

CRANBERRY COCKTAIL, PLYMOUTH LAUNCHING

Cranberries played their part in the launching of the Pilgrim II, shallop at Plymouth, Mass. on March 16th. After the ceremonies and while the boat was cruising, guests toasted her with cranberry cocktail.

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CARROLL GRIFFITH, Carver Grower, "From snaps to pickers."
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Mass. Cranberry Station and Field Notes

by J. RICHARD BEATTIE
Extension Cranberry Specialist



Frost Season

The frost season is here again and arrangements have been completed to send out frost reports over the telephone and radio. The Cape Cod Cranberry Growers Association is sponsoring the telephone frost warning service. This is a fine service and one that deserves the growers' support. The following radio schedule supplements the telephone relay system:

Before leaving the subject of frost warnings, we would like to pay tribute to the late Mrs. Helen Griffith who passed away in early March. Mrs. Griffith was our telephone distributor in the Carver area for over 30 years. Her devotion to this important task was greatly appreciated by the many growers who depended upon her for this vital information. In 1953, at the summer meeting of the association, it was the writer's pleasure as chairman of the frost committee and on behalf of the Cape Cod Cranberry Growers Association to present Mrs. Griffith with a suitable plaque recognizing her long years of faithful service to our industry. We at the Cranberry Experiment Station join her many friends in extending our deepest sympathy to the members of her family.

The suggestions dealing with frosts were so well received last spring that we believe they should be repeated again. These tips are not infallible by any means, but should be very close to the actual

but have proven to be useful guides for the cooler than average bogs—not the coldest locations. George Rounsville, who is in charge of the frost work, gleaned the following suggestions from Dr. H. J. Franklin's weather bulletins.

1. One-half of the 8 a.m. Eastern Standard Time dry bulb temperature in a shelter will give an indication of the possible minimum bog temperature that might be expected on a frosty night.

2. Subtracting 20° from the U. S. Weather Bureau's minimum temperature for Boston indicates a possible minimum bog temperature.

3. Temperatures on frosty nights drop no more than 1° per hour after two hours of complete calm. Example: If the temperature is 40° at midnight and it has been absolutely calm since 10 p.m., the temperature will not drop below 35° before sunrise (5 a.m.).

4. A brisk wind starting early in the day with a rising barometer is quite likely to die out during the night.

5. A brisk wind that develops late in the day often continues during the night.

6. On a frosty night with winds still influencing bog temperatures, subtract 10° from the existing bog minimum temperature, then deduct 1° per hour until sunrise minus two. The resulting figure should be very close to the actual

minimum bog temperature for that particular night. Example: If the bog temperature was 40° with the wind blowing at 12 a.m., subtract 10° which would leave 30°. Deduct 1° per hour until sunrise (5 a.m.) or a total of 5° in this particular case, leaving 25°. Finally, subtract 2° leaving a balance of 23° which could be the minimum bog temperature.

7. Whenever the frost warning refers to uncertainties, such as "if the winds die out" or "if it remains clear", we caution growers to remain alerted because of these unsettled conditions that might result in frost damage.

8. An allowance of 1-2° can be considered for bogs that have been freshly sanded, particularly if the sand is moist.

It should be clearly understood that the frost warnings themselves serve only as guides and if combined with a thorough knowledge of individual bogs can serve a very useful purpose.

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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

If growers would like to have their thermometers checked, we would be glad to perform this service for them here at the Cranberry Experiment Station.

Quality Forecast

The preliminary keeping quality forecast was prepared April 3 and has been mailed to growers through the county agents offices. It reads as follows: "**PRELIMINARY KEEPING QUALITY FORECAST:** Examination of weather records through March shows only three points out of a possible ten which favor good keeping quality fruit next fall. This, however, is one point more than a year ago, and the fair to poor prospect will change only if April, May, June are colder and drier than normal. However, present data indicates that fungicide treatments or "late-holding" will be required on many bogs if the 1957 Massachusetts cranberry crop is to be one of good keeping quality". The Final Keeping Quality Forecast will be released early in June and we hope that it will be more favorable. It should be clearly understood that these forecasts are intended only as guides and to that extent have been most helpful to the growers who have used them. Their reliability as guides have been well demonstrated.

Visitors

Recent visitors to the Cranberry Experiment Station from other cranberry producing areas included Charles Lewis, Sr. of Wisconsin Rapids, Wisconsin; Leonard Morris, Long Beach, Washington; David Pryde, Grayland, Washington; and John Dean, Bandon, Oregon. It is always a pleasure to have visitors from out of state. New friendships and the exchange of ideas is a most rewarding experience.

Massachusetts shippers, plus three growers from the west coast, met at the Cranberry Station early in April to deliberate further on a proposed set of U. S. standards for fresh cranberries to be used for processing. A few changes in the standards were adopted as recommendation. They have already been forwarded to the proper authorities. There was

general agreement that the proposed standards were reasonable and could play an important role in the industry's quality control programs.

The latest information on **Amino Triazole** appears in this issue of Cranberries Magazine as a special article written by Dr. C. E. Cross and Irving Demoranville. They have brought together the results of two years of research and have prepared a most interesting and informative paper. Each grower will want to secure a copy of this magazine and carefully read the article. If an approval for the use of Amino Triazole is received for pre-bloom treatments, growers can rest assured that they will be immediately notified.

A final note is called to the growers attention. The regular April meeting of the Cape Cod Cranberry Growers' Association will not be held this year, but a June or July meeting of the association is being planned.

EARLY APRIL IN MASS. WET-COLD

Until the 10th of April Massachusetts weather was nearly 2 degrees a day colder than normal with rainfall (including some snow) being 3.65 inches, much

higher than normal."

The rainfall was very helpful to reservoirs which were low and causing a little apprehension as the frost season approached. The rainfall was detrimental to the keeping quality, but the cold weather distinctly beneficial and it also tended to retard vine growth and not becoming too tender too early. A warmer spell was expected to set in at the time.



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FRESH FROM THE FIELDS

Compiled by C. J. H.

MASSACHUSETTS

March Snarly, But Warm

March came in with a snarl and went out with one; there was snow on the ground the first day and the last and a blizzard (a rather miniature one) on the first day of spring, the 20th. Yet it was a month which averaged up to a little more than a degree a day above normal and brought the temperatures for the year from January 1st to a few degrees on the plus side.

More Precipitation

This storm brought a fall of heavy, wet snow totalling 4.77 inches. Total for the month of this "poor man's fertilizer" was 12 inches as recorded at Cranberry Station. Total precipitation was 5.18 inches with the normal for March 3.85 inches.

In spite of the heavy precipitation in that month, streams and reservoirs for spring flooding were rather on the scanty side. A heavy fall on April 2, helped the situation. April was starting chilly and rather cloudy.

NEW JERSEY

Nearly Normal Winter New Jersey

The weather at Pemberton during March was slightly colder and wetter than normal. The temperature averaged 41.1°F. per day, which is 1.1°F. below the norm. Extremes of temperature were 75° on the 14th and 18°F. on the 4th. There were 7 days above 60° and two above 70°.

Precipitation totalled 3.67 inches

and it occurred on 12 days. This is only .08 more than normal for this month.

For the winter months from December through March the temperature averaged 37.4°F. per day as compared to the normal of 36.8°. Despite an extremely cold spell in January, when the second lowest temperature (16° below zero) ever recorded at Pemberton occurred, the winter averaged out very close to normal. Total precipitation amounted to 12.72 inches, only 0.15 inch more than normal. There were 6 snowfalls totalling 8.60 inches and the duration of snow coverage was only 7 days. Thus the 1956-57 winter was not a snowy one, since the number of snowy days, the length of snow coverage and the total snowfall was deficient by 2 days, 11 days, and 6.5 inches, respectively.

WISCONSIN

March Dries

March averaged normal in temperature and well below normal in precipitation. Average temperature in the southern area being about 30° and 26° in the north. The entire state received less than half of normal precipitation. Southern marshes were bare of snow all during March and by the middle of the month vines were coming out of the ice. Some re-flowing was done by the end of the month. Ice on the beds had disappeared and from two to three inches of frost was out of the beds. A few marshes in the south had pulled their water by the end

of the month and had started pruning. Northern marshes were still covered with ice and snow at the end of the month.

Water Supplies Low

Water reservoirs were low in all areas. This was due to the extremely dry fall and lack of precipitation during the winter months. Pumping operations were being conducted the end of March for the Cranmoor reservoirs from the Wisconsin River. Heavy precipitation was hoped for in April to restore water levels although the extended forecast for April was normal for both precipitation and temperature.

Frost Warning Service

The Wisconsin Cranberry Frost Warning Service will begin operations May 1. James Georg who has been meteorologist in charge of this service for the past three years will again conduct the operations. The service will continue to operate from the U. S. Weather Bureau Station at Madison, Wisconsin under the overall supervision of Mr. Joseph Rigney.

WASHINGTON

March Mild

First of April found this area well along in the spring weather and work. On the whole month of March was mild, with a minimum temperature of 26 on the 25th and a maximum of 63 on the 27. Maximum humidity for the period was 58 on the first.

Bogs Greening

Bogs were starting to green up at both Long Beach and Grayland districts, with buds on some of

the younger bogs beginning to break. Set on most bogs appears to be adequate for a good crop in 1957. Crop will depend from now on to a very great extent on the number of damaging frosts. Sprinkling for frost protection, it was expected might be necessary most any time.

Spring Work

Spring work during April was consisting of planting new acreage, with not much being put in this year; fertilizer applications and some late pruning. Increase in new vines will comprise only a very small percent of the total Washington cranberry acreage.

Engineer, Full Time For Mass. Exp. Station

After a long search since funds have been made available, an agriculture engineer has been appointed to the staff of the Massachusetts Cranberry Experiment Station, Director C. E. Cross has announced. The new man is John S. Norton, 32, of Gainesville, Florida.

Mr. Norton is presently on the research staff of the University of Florida at Gainesville. He has both a bachelor's and master's degree. He is expected to begin his duties about July first, and this will be the first time such a man has been made available to the East Wareham staff.

His work will include studies of machinery for cultural operations, harvesting and preparation of fruit. It is hoped to construct a machine shop at the Station to enable him to make experiments in cranberry mechanical projects.

Some of the projects Dr. Cross has earmarked for Mr. Norton include:

1. A low gallonage boom sprayer for insect disease and weed control.
2. An all-purpose bog tractor which will not damage the vines, and attachments for the vehicle.
3. A machine for harvesting the berries while they are under water.
4. A design of a separator of

fresh fruit which eliminates bruising.

Mr. Norton will be attached to the University of Massachusetts Agricultural Engineering Department at Amherst but will be stationed at East Wareham. Details of his background are not immediately available.

In the past, part-time agricultural engineers have worked there, including Profs. Herbert Stapleton and Earle Cox.

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Glover Startles Industry With Resignation From NCA Posts

James E. Glover, who has been president, a director and general manager of National Cranberry Association offered his resignation to the Board of Directors at a meeting at Hanson, April 2. His resignation as president and director became effective immediately at his request, while he agreed to stay on as general manager for about six weeks or until May 15.



James Glover

In his letter of resignation, Mr. Glover said he was resigning to accept a better position, the nature of which he was not at liberty to disclose at the time.

Frank P. Crandon, Acushnet, vice president will be acting president until the annual election in August, or until the post of president is filled by board of directors. In the meantime a special committee has been named to consider his successor. The resignation came as a surprise to those even within the cooperative and to the industry in general. It was accepted with regret.

Acting President Crandon said that National will continue to go forward, and a statement will be issued shortly as to what has been accomplished under the administration of Mr. Glover and what plans had been developed. "There is a sufficiency of competent men within the organization to make certain our progress will continue," he said.

It is understood that in selecting a new general manager, a highly-competent man will be sought from outside (or perhaps within) the industry as general manager. Chairman of this

committee is Russell Makepeace, who is secretary of NCA and will represent Massachusetts membership. The others, each representing a cranberry-growing area are: Edward V. Lipman, New Jersey; Emil Arbet, Wisconsin and David E. Pryde, Washington, for the Pacific Coast.

Mr. Glover succeeded Marcus L. Urann as president and general manager in December 1954. An attorney, and business executive, he joined NCA's staff in 1951 as executive secretary to Mr. Urann.



Frank Crandon

He was later made the president's assistant and in 1953 was elected first vice president.

He received his L. L. B. degree from Boston University School of Law in 1940. He combined law, political activity and sales in his experience. He was admitted to the Maine Bar in 1941 and became Associate Justice of Waterville, Me., 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 Shoemaker & 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 has been making his home at Hanson, and he and Mrs. Glover have three children.

POSITION SPLIT

It is announced the board plans to follow out a recommendation by Mr. Glover that there "be

two positions, one a grower-president, subject to election at the annual stockholder's meeting, and the second a general manager whose duties would be largely the operational features of the company."

It was asserted that during his short term of office Mr. Glover had made valuable contributions to the cranberry industry and of timely importance has been Ocean Spray's accelerated research and quality control program. His has been called a forward-looking policy and that it was important that the surplus has been brought down to a workable volume to assure an increase in grower returns.

Carver Reduces Bog Valuations

In announcing its 1957 tax rate, Carver, Massachusetts, largest cranberry-acreage town of them all, gave out news of a re-evaluation of cranberry bogs and other cranberry property. Of the town's real estate valuation of \$3,365,125, cranberry property valuation made up approximately \$2,000,000. This was reduced by approximately \$400,000, mostly on actual bog acreage.

Carver uses as a cranberry taxation basis, a five-year average of production per acre and income. The top has been \$1,100 per acres this was slashed by \$100 and this reduction was continued straight down the line.

There was an increase in tax rate of \$10.50 over last year's \$43.00 per thousand and assessors explained this was due in part to increased appropriations and in part to the reduced cranberry bog valuation. The distressed market condition of the industry was taken into consideration in the decision to re-valuate.

All the world may be a stage, but the spectators are not charged admission fees.

From Snaps To Mechanical Picking Is Jump Of Carver, Mass. Grower

Carroll D. Griffith Forced to make change
by increasing costs—Had been opposed to
scooping damage

By
Clarence J. Hall

From an almost entire harvest by snap machine to almost entire machine picking is the transition last fall by the Carroll D. Griffith Company of South Carver, Massachusetts. Mr. Griffith, with 60 odd acres of bog, and an average crop of 3,000 barrels gave up scooping more than twenty years ago as being too destructive on the vines.

The snap machine, which generally preceded the introduction of the scoop about the turn of the century, has been relatively little used in Massachusetts in recent years. There has been but one other large grower—H. Clayton McFarlin, also of South Carver, one of the finest of growers of the "old school," who has used snaps entirely—and did again this fall. Use of the small machines which "combs" berries from the vines has in recent years been almost exclusively confined to where vines were new and thin. They do not tear up vines as do the heavy scoops, which are operated with a different motion.

Snapping, or "trapping" as this method is often referred to, in the opinion of Mr. Griffith has certain very definite advantages over scooping. These advantages offset the extra cost of the slower snaps. Scooping also, as proven by many tests leaves a considerable portion of the crop on the bottom.

Advantages of Snaps

Advantages were that no raking is required as vines which are consistently snapped cannot grow long runners, and, as vines are not bank in growth do not need pruning, or heavy sanding as often. He has been convinced the vines are healthier, and healthy vines are more resistant to frost and insect damage is not as severe.

His snapped bogs with thick growth have also apparently produced better crops in times of drought.

Harvest Never So Simplified

Mr. Griffith used three Darlington machines this fall. With the principal upon which the Darlington works, he feels this machine is almost only a "glorified" continuation of snapping in principal and the transition is therefore more one of simply a change of machinery than of method in operation. He is definitely opposed to scooping, and even to hand picking, as runners are torn up and vines in general are too much disturbed even by this "gentle"

method, as he sees the picking situation.

"My harvest has never been so simplified as it is now," he declares. "The Darlington has removed one of my greatest problems. I hope I continue to be as satisfied with the machine method in future falls as I am this first trial."

He admits he was practically "driven" to making the change to machine harvest by the factors so common to many today—the law of diminishing returns in recent low selling prices and the ever-increasing cost of manual harvesting. "These costs were becoming absolutely prohibitive." While the increasing scarcity of harvest labor has been a major problem for many growers, this did not particularly apply to him, as he had had the same, or substantially the same crew for many, many, years.

"I'm awfully glad I was driven into the change," Mr. Griffith says, "and I only wish I had done it before." Figuring in the change to a large extent, was the fact his son, 24, is now engaged in the cranberry business with him. "This new generation, as everybody agrees, is a mechanical generation, young folks take to machinery naturally, any kind of machinery." He admits it was not hard for Clark, the son to "talk" him into buying some Darlington pickers.

Snap Made Long Harvest

He formerly employed some 30 snappers, men and women, most-

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ly from the New Bedford area. Some had been so long at the Griffith bogs that they had worked for Carroll's father. He has maintained small camps or cottages at the upper or Indian Brook sections of the bogs where some stayed for the entire season.

It formerly took this crew from the last of August or first of September, whenever it was possible to start until November first, approximately seven weeks. This year with a regular crew of five-three machine operators and two to carry, plus himself at times and son, he began the middle of September and was finished by October 14. He retained four or five snare operators this year for certain sections.

Father Built The Griffith Bogs

Mr. Griffith has been a grower all his life and has been known as a consistently good bog manager. His crops have seldom fallen below the 3,000-barrel average and his largest has been one of 4700 in the big year of 1953. He is the son of Alton H. Griffith, who, with his brother, Lloyd began in a small way at the present location with two acres in the first years of the 1900s. They obtained most of the money to become bog owners by working as contractors in setting vines, chiefly for Makepeace interests. This was a well-paying occupation at one time, requiring quite a bit of know-how.

They began near beautiful Sampson's Pond, the first pieces being incorporated in the present Griffith holdings. They gradually increased in acreage until they had built up about 60 acres, the same as at present.

The Griffith bogs extend in a chain, westward from Sampson's Pond nearly a mile and a half toward Tremont. Bogs are flooded from Sampson's and from Sampson's brook. Coverage for frost is about 50-50 between gravity and pumps, some pumps powered by gas, others by electricity. Besides the pond and brook there are several small reservoirs as water sources.

Largest planting is to Howes, with only slightly less Blacks and a few acres in odd varieties, as is



Clark Operating the Darlington

(Cranberries Photo)



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One of the remaining scoopers, Peter Gomes, who has been employed by the Griffith's more than 50 years and helped in the original building of the bog is shown picking. (CRANBERRIES photo)

so often found in bogs built several decades ago. These include Shaw's Success, which have been utilized in some of the new crossings for the modern hybrid program and also "Keystones." These latter, are a practically unknown variety, which is almost square on the stem end. Both of these "odds" were developed by Alfred M. Shaw, a widely-known grower of an older day.

Mr. Griffith assumed the management of the bogs when his father died in 1931. The properties are operated as a company, the other partner besides Carroll being his sister, Miss Marjorie Griffith who also lives near the bogs at Sampson's pond. Mr. Griffith has never employed a bog

foreman, having taken charge himself.

His father had made a practice of scooping, as did nearly everybody else, when scoops were the accepted procedure. Mr. Griffith thought scoops were doing too much damage to vines; production was falling off. It is well established that berry loss in scooping, in every cranberry area, is rather heavy, although the percentage varies considerably. Mr. Griffith thought over his cut in crops and decided scoops were perhaps to blame.

He began experimenting by snapping a single section, turning back to the snap machine method. He gradually stepped up in the use of snaps, more and more pleased

by results until in three years or so he was entirely harvesting with the snaps. He has continued satisfied with the results, until, as previously mentioned, he found picking costs running too high and made the switch over.

Clark Alton

His son, Clark Alton, naturally was all for the change. He is a graduate of Bates College, where he majored in chemistry, and has served two years in the U. S. Army with the signal corps. His stint of duty consisted of about a year each in Georgia and New Mexico. Finished with the army, he returned last February and has since been engaged in cranberries with his father.

Clark is fully determined to make a career of growing cranberries and is taking some of the active load from the shoulders of the elder Mr. Griffith, particularly in all things mechanical.

Besides having been sold for so many years on the easy-on-the-vine snap method, Mr. Griffith has something of a reputation for taking chances with frosts, especially spring frosts. He belongs to the school, which is perhaps growing in Massachusetts that more harm has been done by too much flowing than might have been experienced in not flowing. He believes that water damage in cranberries has been under-estimated. Cranberries, on a healthy bog, he is convinced, will stand more frost than is generally accepted.

It is probable, he says, he got into the practice of flowing less than others by a fluke. One time some years ago he was repairing a broken pump on one small bog. He had it all but repaired and ready to go but he couldn't quite make it with a frost coming on that night, to 17, as he recalls yet that particular piece bore a good crop the following fall. He gradually adopted the practice of only frost flowing when he deemed it was absolutely necessary. Some of his bogs run to below-average temperature in time of frost.

Mr. Griffith has always done all his own frost work. It has at times been quite a stint with three or four pumps and more than

30 flumes to take care of. In regard to his theory on frost control, he has always kept his bogs well sanded. He rarely lets a piece go without sanding for more than three years and, when conditions were more prosperous than they have been recently, his bogs get a sanding every other year. This was usually only a very light dusting--all that was necessary for the thick but short vines, without runners.

Strong Believes Co-operatives

Mr. Griffith has always been a cooperative man. His father before him believed in cooperatives. He is convinced that a strong co-operative can produce and sustain a strong market. "The old American Cranberry Exchange did give us good stability at one time," he asserts. He, as his father was, is a former member of the New England Cranberry Sales Company, and for many years he was a director of that ACE body. He regretted the absorption of the New England by the National, even though he was a member of the negotiating committee at the time. He felt the step had become necessary. He was always a loyal Sales Company member and is now loyal to NCA of which he has been a director for several years.

"A sound, strong and respected co-operative is necessary in marketing," is his considered opinion. "I think National Cranberry Association will become such a co-operative." He is fully aware there will always be independents, but, at the same time, he is certain the industry has to have a powerful and respected "big" co-op to give growers a dependable, stable return for their efforts.

Mr. Griffith is a member of Cape Cod Cranberry Association, Southeastern Cranberry club. He has been a member of the Carver finance committee and is a member of Social Harmony Lodge, Masons, and Agawam Chapter, O.E.S., Wareham and of the Carver Methodist church. He also is a past master of the South Carver Grange.

He is married to the former Hattie Jacobs, who teaches grade

2 in the Point road school, Marion. She is interested in collecting and redecorating antique furniture in authentic designs, and this runs right along with one of Mr. Griffith's hobbies which is wood-working. In a well-equipped shop in his basement he makes cranberry-scoop magazine racks and other items. But, his main recreation is in hunting and he is one of a group which owns a camp on the St. Croix river on the Canadian border in Maine. Immediately his harvest is completed he goes on a deer hunting trip at the opening of the season on November first. Both Mr. and Mrs. Griffith are members of the Carver Methodist church and active in its affairs.

month, Philip Mareucci and Robert Filmere of the Agricultural Experiment Station were quoted as "showing that there was no relationship between the number of blossoming uprights and production." An entire line was dropped out and it should have read: "They showed that there was no relationship between the production and the amount of blast but that there was a direct relationship between the number of blossoming uprights and production."

ADVERTISE IN CRANBERRIES MAGAZINE

CORRECTION

In the account of the American Cranberry Growers' Association meeting in New Jersey last

HELP FROM UNCLE SAM

Quotation from Plymouth County ACP Handbook for 1957, Part 2 — Practices and Rates of Cost-Sharing.

"Practice C-7

"Constructing channel lining, chutes, drop spillways, pipe drops, or similar structures for the protection of outlets and water channels that dispose of excess water.

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Increased Yields With New Selections

by **I. E. Demoranville and F. B. Chandler**

A number of years ago a cranberry breeding program was started by the United States Department of Agriculture in cooperation with New Jersey and, later, Massachusetts experiment stations. From thousands of seedlings of various crosses, first 40, and then a few years later, an additional 93 were selected for further trial. In addition to these, 19 other seedlings were selected from tests made in Massachusetts. This gave a total of 152 seedlings that appeared promising enough for trial. These were planted in a number of locations in Massachusetts and compared with Early Blacks and Howes at all of these locations. For ease of identification and convenience, the first selections were numbered, the next were identified by a two-letter code (AA, AB, etc., to DR), and the Massachusetts selections were identified by letters also (MA, MB, MC, etc.). In 1950, three of the seedlings of the original "40 Selections" were considered promising enough to be named. These were No. 15 - "Beckwith" for New Jersey, No. 33 - "Stevens" for Wisconsin, and No. 36 - "Wilcox" generally for the east coast. In many instances these 3 named selections have not appeared too promising under our Massachusetts conditions.

In 1953 and 1954, 32 seedlings

out of the 152 originally selected were chosen for further observation and planting. Fifteen of these 32 selections, plus Early Blacks, were planted in various locations throughout the state in blocks of 16 small plots. All of the selections which the authors feel Massachusetts growers should try have cropped better than Early Blacks and Howes. The rot in most of the selections at all locations has been less than Early Blacks and Howes. There are 12 of these 32 selections worthy of grower trial in new locations. Only small amounts of vines are available of these 12 selections. The distribution of these vines to interested growers will be handled through a "Seedling Committee" of the Cape Cod Cranberry Growers Association. This committee consists of Raymond Morse, Ralph Thacher, and Arthur Handy.

From our experience with these selections, we feel that differences in soil, management, and perhaps climatic conditions affect each one differently. Therefore, recommendations are that each interested grower plant more than one of these selections at his location in order to determine which one reacts most favorably under his conditions. Due to the small amounts of vines available, each plot of each selection planted should be no smaller

than one-half square rod and no plots will be large. This size plot would allow the grower a large enough area for observation as well as giving a larger number of growers the opportunity to have these selections. The authors would also like to reserve the right to harvest a small portion of each plot when the selection starts fruiting in order to obtain yield and rot data in the new locations.

The following is a list of the available selections and some of the information pertaining to each.

Don't Forget The Bees

William E. Tomlinson, Jr.
Cranberry Experiment Station

Because of serious weakening if not outright killing of honey bee colonies that has resulted from insecticide applications during the cranberry blooming period, considerable criticism has been directed at the Cranberry Station and cranberry grower by beekeepers that rent bees for cranberry pollination. Here are a few suggestions to both bog owners and bee keepers that may help minimize bee losses to the benefit of both parties, to say nothing of the bees:

1. Don't apply insecticides unnecessarily during bloom. Applications of insecticides during bloom just to kill any insects that might be present is a luxury bog

Description of Selections for Distribution*

Selection	Harvest Season	Shipping Season	Size	Yields as Barrels per Acre	
				Highest so far observed	Average of the highest at each location
17	Late	Med-long	Very large	198	94
8	Midseason	Med-long	Med-large	129	103
35	Very late	Medium	Large	177	76
31	Early	Long	Medium	155	87
E	Early	Short	Small-medium	147	63
H	Late	Long	Medium	124	67
28	Late	Short	Large	129	76
20**	Late	Long	Large	95	76
32	Mid-late	Long	Medium	143	102

*There are more that may have promise, particularly five, but the propagating material is very limited.

**There are vines enough to set only one or two plots of one-half square rod.

owners shouldn't indulge in, even when times are prosperous. If an insect infestation does develop during bloom, it has to be controlled. Be sure to use insecticides only at the rate and dilution recommended.

2. Do apply insecticides during early morning or late afternoon and evening at which times bees are the least active on the bogs. This rule is particularly important if you are using malathion or parathion. It is also important whether or not you rent bees yourself as your neighbor may be doing so. If he is supplying your pollination service gratis, don't be the cause of his being blamed for any bee killing. The neighbor doesn't even have to be right next door either, because bees forage over a radius of 2 or more miles from their hive for good pollen and nectar sources. If you are dependent on wild bees for pollination, these first two rules are just as important, if not more so, because what applies to honeybees applies to them and once they are depleted there is no quick way to bring them back.

3. Don't place hives on dams or on the shore close to the edge of the bog. Bog owners should not insist that hives be placed in such exposed locations. Locations that are at least partially shaded during the heat of the day near the bog are ideal. The bees will find the bog if the bloom is attractive to them even though they aren't right on the bog, and if it is not attractive placing them on the bog won't make them work it.

4. Do place hives to the southwest of the bogs so that prevailing winds will tend to blow sprays and dusts away from the hives rather than into them. Facing hives toward the west will delay flight in morning and prolong it in evening. Since most spray and dust is applied in early morning, it would probably pay to face hives toward west or northwest.

Beekeepers should do their part by supplying strong, disease-free colonies and providing proper management while the bees are rented to cranberry growers. Weak

or diseased colonies aren't going to be made strong or well just because they are placed at a cranberry bog, and their loss while at the bog or later should not be blamed on the cranberry grower.

Strong colonies require some management by the beekeeper while at the bog to prevent overcrowding and swarming or colonies that arrived at the bog strong may be weak a month or so later when they are taken away through nobody's fault but the beekeepers.

Establishment of artificial watering stations close to the hives where poisoning would be minimized might help prevent poisoning that occurs from poisoned ditch water that the bees consume.

If it is suspected that bees are suffering losses from poisoning, it is suggested that samples of dead bees be gathered and submitted for analysis as soon as possible following the insecticide applications.

If serious bee losses continue in spite of honest efforts on the part of both bog owners and beekeep-

ers, the only reasonable solution is for beekeepers to charge a rental that will more adequately repay them for their losses while the bees are rented for cranberry pollination.

Thacher Resigns Beaton Company

Ralph Thacher, 39, East Marion, who has been with the J. J. Beaton Company as superintendent and sales manager has resigned, this to become effective May 1. He is succeeded by Anthony R. Briggs, Plymouth. Thacher will become assistant superintendent of Cape Cod Shipbuilding Corporation, Wareham.

Mr. Thacher is partner and manager of Colonial Cranberry Company with 80 acres at Greene, R. I. and also property on the Cape. Mr. Briggs is owner and manager of bogs in Plymouth and one the Cape.

Thacher has been with the Beaton organization since 1950.



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Glover's Resignation

THE resignation of James E. Glover as president, director and general manager of National Cranberry Association is the big news of April. This came, apparently, as a very considerable surprise even to other officials of NCA and a rather disturbing note to the industry in general.

We know that many have been pleased and extremely hopeful that NCA, by so far the biggest unit of the industry, was making much progress towards stability; that it was on an upward trend which would help pull up all cranberry matters. In these rough times every ray of hope was needed.

This is not to say that National cannot replace Mr. Glover with a competent manager, and as Acting President Frank Crandon has stated, there is plenty of ability within the co-op to carry on in the interim. But Mr. Glover was making his personality and policies felt throughout the industry. To be sure he had critics, as any executive is bound to have. We are among those who felt he was bringing about improved relations in the industry, that his policies were aggressive and constructive.

It is regrettable a change of leadership in NCA had to come about at just this time. Yet, this is America and if an individual feels an opportunity has come to better conditions for himself and family it is fully within his privilege to make that change.

A couple of encouraging notes are, that Spring is at least here; at that time hope springs eternal, and that at last a full-time mechanical engineer is to be at the Massachusetts Experiment Station. Cranberry growing is so unique in its cultural aspects that it demands in many instances, specialized equipment. Any ideas which increase efficiency and cut production costs will be a blessing for all.

We Start Another Year

THIS is the final issue of our 21st volume, meaning that next month we will be starting on our 22nd year of providing a magazine for cranberry growers. That is more than a fifth of a century, it scar-

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CLARENCE J. HALL

EDITH S. HALL—Associate Editor

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East Wareham, Mass.

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ely seems that we have been at it that long.

There have been a good many ups and downs, including the present depressed period in marketing, which perhaps has been the most discouraging, prolonged period in the history of the industry.

We have tried to report the news of the industry as it has developed, to give you informative articles upon what various individual growers are doing, reports of meetings and the carefully-prepared articles by cranberry research workers in the various cranberry areas. We hope we have been helpful to you, as growers, and extend our thanks for your subscription and advertising support. We hope we may continue to have your support in this critical year, which we sincerely trust will see an upturn.

Newest Cranberry Weed-killer, Amino Triazole

by
I. E. Demoranville and C. E. Cross

Approval for the use of amino-triazole on cranberries has not yet been granted by the U.S.D.A. and the Food and Drug Administration. For this reason, under the terms of the Miller Bill, growers are not permitted to use this material on cranberry vines that are to be harvested. The manufacturers of A. T. are making many studies of the toxicity of this material and have analyzed many samples of cranberries from vines sprayed experimentally with A. T. to determine the residual amount of chemical on and in the fruit. These tests have shown that little or no residue is left at harvest when the cranberry vines are sprayed before any berries have set from their flowers. A considerable residue remains at harvest when A. T. sprays are applied in July to newly-set berries. Little or no residue is found on berries whose vines were sprayed the previous fall after the harvest of the previous crop.

Because of this, the manufacturers have applied for approval to recommend A. T. as pre-bloom and post-harvest applications in cranberry weed control. In years to come, as more is known of the toxicity of A. T., it may be possible for the Food and Drug Administration to establish a residue tolerance for A. T. that is high enough to permit sprays in July, but at present the cranberry industry can only hope to receive approval for use in the pre-bloom and post-harvest periods. The following report is a preliminary

statement of experimental work with A. T. on the weeds of cranberry bogs.

Amino triazole, chemically 3-amino-1, 2, 4-triazole, is a relatively new plant growth regulator. Its herbicidal properties were first discovered by William W. Allen of the American Chemical Paint Company. The chemical in its pure state appears as elongated, transparent, white crystals and is very soluble in water, fairly soluble in ethyl alcohol, and insoluble in oils. It forms a slightly acid solution when mixed with water, having a pH of approximately 6.0, and is relatively non-corrosive to equipment. The poisonous effects of this material on warm-blooded animals are not fully known at this time. However, the chemical companies report the following information: It appears to cause little, if any, skin and eye irritation when used on rabbits, and fairly large, single doses taken internally have not had any lethal effects on dogs. However, small amounts fed daily for 63 days to baby rats gave some breakdown of the fatty tissue in the liver.

Amino triazole (A. T.) is translocated in the plant to the growing points by the tissues of the bark and to the roots by the wood cells. The material kills by disrupting the normal plant processes. It increases the carbohydrate metabolism, stimulates respiration, inhibits growth of the auxiliary buds, and disrupts the chlorophyll-making process, caus-

ing the leaves of the plants to turn white (albinism). The material is particularly effective on young plants. A. T. has been used with good success as a cotton defoliant and regrowth inhibitor, and on weeds such as cattail, poison ivy, wild garlic, giant foxtail, Canada thistle, milkweed, southern nutgrass, and many grasses as well as on scrub oak and black oak. Soils should be free of this material and safe for planting to 4 weeks after very heavy applications.

Both present commercial forms of A. T. have 50% amino triazole as the active ingredient.

The concentrations used in our experimental work have always been expressed in pounds per acre of the pure material. However, in order to avoid confusion, all concentrations will, in this article, be expressed as pounds per acre of the commercial (50%) material.

The following table may be of some value when making spray solutions of amino triazole:

The first field testing of this material at the Cranberry Station came in mid-summer of 1954, although the U.S.D.A. and the chemical companies had been testing before that date. First trials were made on poison ivy. Three different concentrations were used (6, 12, 18 lbs. A.), as well as some concentrations in combination with a spreader. Applications were made in both July and August of 1954. A. T. looked promising on poison ivy at the two higher concentrations but the inclusion of a spreader did not seem to increase its killing power.

In 1955 A. T. was tried on a variety of bog weeds: poison ivy, ferns, morning glory, horsetail, nutgrass, loosetrife, pitchforks, 3 square, cutgrass, dulichium, and annual grasses, as well as on the small bramble on shore. The material was applied on bogs from mid-June through early September, and on the bramble in late April and May. The 1954 and 1955 plots showed that poison ivy could be controlled. At rates of 12 pounds per acre about 80% was killed, at the rate of 16 pounds per acre 95% was killed, and at higher rates the control

Pounds per Acre	Amount of 50% A. T. to Use at 300 gals./A.		
	For 1 gal.	For 3 gals.	For 100 gals.
8	4 level teaspoons*	4 level tablespoons	2-2 3 pounds
12	6 level teaspoons	6 level tablespoons	4 pounds
16	8 level teaspoons	8 level tablespoons	5-1 3 pounds

*3 teaspoons equal 1 tablespoon

was no better than at 16. Ferns and morning glory were not affected, brambles on the shore were moderately affected, and the other weeds treated showed promise of at least a top kill.

In 1956 the testing of A.T. included nearly all bog weeds, as well as a series of tests on the effects of A. T. on vines and yields of both Early Blacks and Howes at various concentrations and times of application. The material was applied to weeds from mid-April to mid-October. These plots and the 1955 plots showed that the following weeds were effectively controlled at the time and concentration indicated: poison ivy in June and July at 16 pounds per acre, cutgrass in June and July at 16 pounds per acre, annual grasses (corn grass and barnyard grass) in June at 12 to 16 pounds per acre, dulichium in June and July at 12 to 16 pounds per acre, white violets at any time at 8 to 16 pounds per acre, hairy panic grass in June and July at 16 pounds per acre, pitchforks in June (seedling stage) at 12 to 16 pounds per acre, and also to prevent seeding in early August at 12 to 16 pounds per acre, asters in June and July at 16 per acre, and also a good possibility of a post-harvest spray for control, and horsetail in June and July at 12 to 16 pounds per acre. Weeds for which there is still a promise of control are loosetrife, rushes, needle grass, small bramble, nutgrass, summer grass, sand spurrey, cinquefoil and ditch weeds (cattails, grasses, rushes). Marsh St. Johns-wort, morning glory and

wild bean are not greatly affected by A. T. A report on the effects of A. T. on vines and yields, together with information concerning residues, will be discussed in a future article.

The following table presents a summary of the successful weed tests to date. Reasonable control was achieved with each weed listed.

Research is continuing particularly with respect to rushes, ditch weeds, sand spurrey, nut grass, brambles, needle grass, loosetrife and some others. These appear to be injured, but usually resprout from the root, when A. T. sprays are applied.

Growers will be notified promptly if approval is granted for the use of A. T. If such approval is forthcoming, the authors urge every grower to follow closely the recommendations of the manufacturer and those of the Cranberry Experiment Station both as to the time and amount of the treatments.

Final Mass. Meetings Hear Timely Topics

Final meetings of Massachusetts cranberry clubs, South Shore, Southeastern, Upper and Lower Cape considered reports on insect control for coming season and "Effect of Insecticides on Bees" by Professor William E. Tomlinson; "Weed Control in 1957" by Dr. C. E. Cross and Irving Demoranville and "Cultural Practices in other areas and Fertilizer Recommen-

dations for 1957," by Dr. F. B. Chandler all of the Cranberry Experimental Station staff.

Statement has been made that insects took a toll of 25 percent of last fall's crop, and if Massachusetts is to up its production per acre this loss must be cut down.

Tomlinson declared it was just 50 years ago that "Preliminary Report on Cranberry Insects" was published on the results of observations and experiments of Dr. H. J. Franklin during the summer of 1906. The first insect listed was the cranberry fruitworm and the first sentence began, "This, the worst insect pest of the cranberry in Massachusetts, also known as the berry worm, is familiar in its injurious stages to every grower." Tomlinson said that the statement was then about as true as it was last summer, 50 years later. (His talk on this subject, with charts was published in last issue.)

Other insects which disturbed Dr. Franklin 50 years ago are still active pests today. Black-headed fireworm is one. Grubs are still another pest as are tipworm and girdler, both troublesome for a good many years. Dr. Franklin discussed girdler back in 1907. Tipworm was known to be present then and earlier, too.

Sparganothis was not mentioned in Franklin's old bulletin, but it was in another article he wrote for another publication the same year. He reported it in small numbers. Sparganothis was present again in 1956 but generally less troublesome in the Wareham-

May	Rate per acre	June	Rate per acre	Post-harvest	Rate per acre
Asters	12-16	Asters	12-16	Asters	16
White violets	8-16	White violets	8-16	Hairy panic grass	16
Hairy panic grass	12-16	Hairy panic grass	12-16	Cut grass	16
Horsetail	16	Horsetail	16	Carex	16
Dulichium	12-16	Dulichium	12-16		
Pitchforks	12-16	Pitchforks	12-16		
Giant reed	16	Giant reed	16		
		Cut grass	12-16		
		Annual grass	8-16		
		Poison ivy	16		

Carver area, and more troublesome in the Hanson area than in 1955.

Insecticides and Bees

Tomlinson said that particular care must be given when using parathion and malathion together, because of the increase in toxicity. To decrease danger to the bees, he suggested an agreement by the growers to notify beekeepers when chemicals are going to be applied; paying more for the use of the colony to make up for the deaths,

keeping bees off the bogs until the plants start to bloom and placing hives out of the path of the prevailing winds which carry insecticides.

He explained that beekeepers have complained about the heavy losses of bees on cranberry bogs.

Two movies on hail damage to crops were presented by Alvin Reid of Hanson and James Cline, Hartford Fire Insurance Company. Every year some growers have

some hail damage. It was pointed out how damage to crops can run from very little to total loss.

One film portrayed damage to crops in Pennsylvania such as corn, tomatoes, peas, showing degree of damage. The second was provided by University of Massachusetts which displayed the hail-making machine (demonstrated at Massachusetts State Bog two years ago). Use of this device permits a study of damage done by this simulated hail storm.

Officers were elected for the four clubs as follows:

Upper Cape: president Victor Adams, Osterville; vice president, F. Raymond Gifford, Cotuit; treasurer, Alvin Crocker, Forestdale; secretary, Arthur Handy, Pocasset.

Lower Cape: president, Osborne Bearer, Brewster; vice president, Francis Kendrick, East Harwich; secretary-treasurer, George Nickerson, Chatham; directors, Nathan Clark, Eastham; Ralph Crowell, Chatham, Warren Baker, Orleans.

South Shore: president, Louis Sherman, Plymouth; vice president, Alvin R. Reid; secretary-treasurer, John H. Garretson, Jr., Marshfield.

Southeastern: president, Oscar L. Norton, vice president, Howard Hiller, Rochester; secretary-treasurer, Stanley D. Benson, Middleboro.

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Western Harvest Methods

Rumors have reached the West Coast that some Eastern growers have been commenting adversely on water harvesting methods. Ralph E. Tidrick, county extension agent, South Bend, Washington, has sent us the following statement of facts.

"Perhaps this adverse criticism is because of misunderstanding of how water is used.

"Bogs are flooded, with fresh water. The berries are knocked loose from the vines by water turbulence created with a revolving reel. The berries are then scooped into boxes and transported to the screening house where they

re cleaned, sorted and sacked. "Bogs are divided into sections by dikes so that flooding and harvesting of a section can be done within a day or two.

"Any similarity between this method of harvest and method used in the East following harvest to recover 'floats' is pure coincidental.

"It is an efficient way of harvest where the water supply is adequate. Practically every berry is removed from the bog. It is a very cheap harvest on a per acre or per barrel basis.

"Disadvantages one might cite are the cost of diking, and frost pockets caused by interruption of air drainage with dikes.

"I am sending you this information in hopes it will clear up any misunderstanding, if any does exist."

Bills, Changed, Awaiting Action By Congress

The cranberry bills, HR 6026 and S1680, now introduced into Congress and awaiting action as they go to press, while similar to those of last year have different wording. Principal change is that it is made clear the industry does not want legislation and a Marketing Order which applies to cranberries as a finished processed product. Bills refer to the berries themselves, only, whether for fresh use or processing.

The bill was introduced in the House by Representative D. W. Nicholson of Massachusetts and in the Senate by Senators Saltonstall and Kennedy of Massachusetts with seven senators from other cranberry states giving backing. The bill, it may be recalled, was passed by the House last year in the closing days but did not get to the Senate before the close of Congress.

Bills last year had the support of American Farm Bureau Federation and of the Grange, this year has been added the support

of the National Council of Farmer Cooperatives. Should the bills be passed this year, they can scarcely be in time for use in marketing the crop of this fall, but many in the industry Committee, including Gilbert T. Beaton and Chester Robbins, chairman, have made a number of trips to Washington.

Carver Board Ask Consideration Of Cranberry Bill

Attesting to the vital importance of cranberry growing to the Town of Carver, Massachusetts, the Board of Selectmen Frank R. Massilli, chairman, have sent letters to Allen J. Ellender, chairman of the Senate Agricultural Committee and to Massachusetts Congressmen urging passage of the Cranberry Marketing Order bills.

Letter in part says: "The town of Carver is vitally interested in this matter, being producers of a very substantial percentage of the cranberries produced in the U. S., and having

nearly 3,000 acres of valuable cranberry bogland within the town. The bogs, directly and indirectly, account for more than 70% of our tax revenue and, therefore, the economy of the town is almost entirely dependent on the cranberry industry. As costs of the town government, schools and other public services provided by the town, continue to rise, it is becoming increasingly difficult to raise the necessary funds required to carry on these programs.

"Since the year 1947 the income of the cranberry grower has been steadily declining and has now reached the point where the income received does not equal the costs of production; this being due to the proportionately low prices which the commodity commands in the market. Therefore, it is believed that if processed and fresh cranberries were made subject to marketing agreements and orders under the Agricultural Marketing Agreement Act of 1937, that some of the evils that plague the industry might be remedied."

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Hardie Powerpak gives fast, complete coverage on hillsides, rough ground, narrow rows, and fragile plants where the conventional large power duster cannot go. It eliminates the excessive labor and variable, uncertain application of dust by the hand cranked dusters carried by the operator. It especially meets the dusting problem in grapes, tobacco and all bush type and staked crops.

Hardie Powerpak practically eliminates the troublesome soil compaction caused by heavy vehicles. It delivers a perfect mixture of dust and air. One man can dust 2 to 3 acres per hour. Discharge outlets can be held close to plants assuring quick, complete pest control. Always ready for any job. Operates efficiently as fast as a man can walk. Provides accurate metering from 5 to 100 pounds per acre. Anyone can operate it. Operators universally like to use it. Design features assure complete comfort and safety. It is used with equal ease and efficiency on both low and high growing crops.

Hardie Powerpak weighs 30 pounds, 60 pounds with full hopper. The half-gallon gasoline tank holds fuel for three hours of operation. Fan housing (rubber lined) and hopper are made of Fiberglas which has been found far more satisfactory and durable than light metals. There are no clutches, gears, belts nor chains to wear or cause maintenance

problems. A small quantity of oil added to the gasoline is the only lubrication needed. It is equipped with an air cooled engine, an Airtrotor Blower Wheel and an engine driven agitator. Volume of application is controlled by a lever within easy reach of operator.

Growers of gladioli and other flowers find the Hardie Powerpak as desirable and useful as do growers of tobacco, tomatoes, peppers, grapes, beans, broccoli and other vegetables. It can also be used for dusting small trees. Many large acreage growers use several Hardie Powerpak Dusters and say that they are more economical and efficient than one large duster costing many dollars more. Hardie Powerpak is manufactured in The Hardie Manufacturing Company's plants at Hudson, Michigan, Los Angeles, California, and Portland, Oregon. It is sold and serviced nationally. The Hardie Company has specialized in the manufacture of sprayers and dusters for agricultural pest control since 1898. Send for descriptive literature, Hardie Manufacturing Company, Hudson, Michigan.

Checking some questionnaires that had just been filled in, a census clerk was amazed to note on one the figures 121 and 125 in the spaces for "Age of Mother, if living," and "Age of Father, if living."

"Surely your parents can't be as old as this?" asked the incredulous clerk.

"Well, no," was the answer, "but they would be—if living."

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# Mass. Cranberry Station and Field Notes

by J. RICHARD BEATTIE  
Extension Cranberry Specialist



In mid-April the cranberry industry lost another of its real leaders by the untimely death of Nahum B. Morse of East Freetown, Massachusetts. He served the industry in many capacities but perhaps was better known for his splendid work as president of the Cranberry Growers Mutual which he helped organize in the spring of 1951. His tireless efforts on behalf of his fellow growers will long be remembered. We at the Cranberry Experiment Station join his many friends and associates in extending our deepest sympathy to the members of his family.

## Frosty Period

Temperatures averaged nearly 2° per day above normal in April and practically no rain fell from April 9 to date (May 9). Vines began turning green and to sewll the first week in April. The weather then turned cool so that frosts or threats of frost were almost a nightly experience during the first nine days of May. Seven warn-

ings were released during this period, which included both afternoon and evening warnings, compared with one a year ago and none in 1955. However, the record shows that 16 warnings were sent out during the same period in 1952. Temperatures dropped to as low as 17° the night of May 5 but we have seen very little frost damage to date (May 9).

## Dry Spell

The continuing "dry spell", however, posed a very real problem since water supplies were critically low on many properties. Incidentally, the weather pattern in April did not improve or strengthen our keeping quality forecast issued earlier in the month. Before leaving the subject of frost, a correction should be noted relative to one of the frost suggestions which appeared in this column last month. The writer was

at fault and the error occurred in the example used in suggestion No. 6. For the sake of clarity, the corrected No. 6 is repeated as follows: "On a frost night in the spring with winds still influencing bog temperatures, subtract 10° from the existing bog minimum temperature, then deduct 1° per hour until sunrise minus 2. The resulting figure should be very close to the actual minimum bog temperature for that particular night. Example: If the bog temperature is 40° with the wind blowing is 12 A.M., subtract 10° which would leave 30°. Deduct one degree per hour until sunrise (5 A.M.) or 5° minus 2 leaving a balance of 3°. Subtract this figure or 3° from 30° which leaves a balance of 27° as the possible minimum temperature in this example."

## Advanced Season

With a somewhat advanced season, insect problems will soon be with us. Special attention is in order for *Sparganothis* fruitworm. The losses incurred in 1955 by this particular pest created a very healthy respect for its destructive powers even though it was not as troublesome this past year. According to Professor "Bill" Omlinson *Sparganothis* fruitworm should be making its appearance about

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mid-May. Careful examination of the new growth for webbing of the new tips is strongly suggested. The insect net is an excellent tool for locating this and other pests. Control measures are carefully outlined in the new insect and disease charts.

Growers should not overlook the other early spring pests such as **weevil, false armyworm, blossom worms, spanworms, leafhoppers, and fire worms.** Weevils overwinter as adults and are active whenever temperatures reach 70° or above. If these pests are controlled in May and June, particularly those that have a new or second brood such as weevils and fireworms, they very seldom create a problem later in the season.

May is an excellent month to treat brush around the uplands using one of the brush killers. Dr. Cross has found that low volatile esters of brush killers are reasonably safe for use on shores and uplands for **poison ivy, brambles, and woody weeds** if greatly diluted—one part in 250 parts of water. Brush killers should not be used with oils on dikes or shores next to bogs at this time of the year because of damage to the turf. If the turf is destroyed, an erosion problem is created. For those planning to use **Stoddard Solvent** after "late water", Dr. Cross strongly suggests that such work be completed within five days after the flood has been withdrawn and within eight days if kerosene is to be used. Treatments should be made when temperature is below 65° if possible.

Irving Demoranville is putting out many plots to determine the effectiveness of a number of new weed killers and is continuing his intensive experimental studies on the use of **amino triazole.**

PLEASE NOTE—NO CLEARANCE HAS BEEN RECEIVED FOR THE USE OF AMINO TRIAZOLE AT ANY STAGE IN THE DEVELOPMENT OF THE CROP.

Dr. Bert Zuckerman is planning an extensive series of tests to check the effectiveness of low gallonage applications of fungicides

applied by aircraft to control fruit rots. He will continue to use radioactive materials to facilitate his studies.

#### New Seedling

Dr. Fred Chandler and Irving Demoranville have arranged to have a number of growers plant several of the new and promising seedlings this spring. Visitors to the State Bog now have the opportunity to inspect a section devoted entirely to seedlings and new varieties.

Dr. Chandler suggests that this is a good time of year to supply fertilizer to bogs that require it. Bogs that suffered winter killing injury would certainly benefit from a little extra fertilizer at this time. Inspection of a number of properties have indicated that some winter killing injury was present on a fair number of properties. The new chart contains the latest information on grades and amounts of fertilizers that are recommended.

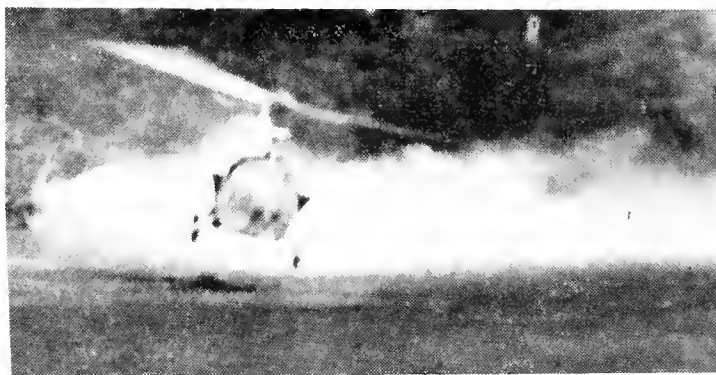
### Frosts And Fires Worry

A five day frost spell, starting May 2 which kept growers on the

alert and most bogs, including State Bog flooded, brought a low of 17 on the Cape on night of the 5th, and other low readings. There was little damage. Last heavy rain had been April 10 and following the frost, there began a woods fire epidemic. It was the worst April-May drought within memory and the burning index was 100.

On May 8th, with a huge fire burning in the Carver-Plymouth district, Gov. Furcolo who had already closed all Mass. woodland declared a state emergency. Some 80 fires were burning at one time and loss ran into millions. The Carver-Plymouth fire began on Cranberry road and was in an area of many bogs.

One 3-acre bog at East Sandwich from another fire was burned and there was some loss from the Plymouth blaze, called worst in the state. Experiment Station was beginning a survey of this loss as we go to press, but it was not believed to be too heavy. Rain ended the fires May 9.



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# Cranberries

THE NATIONAL CRANBERRY MAGAZINE

Issue of May 1957 - Vol. 22 No. 1

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## FRESH FROM THE FIELDS

Compiled by C. J. H.

### MASSACHUSETTS

#### April Warm

After a cold start, April piled up slightly more than two degrees a day average plus in temperature, and it was a month slightly wetter than normal, precipitation at State Bog being 4.17 inches as compared to normal 3.85. This despite the fact that during the last ten days of the month conditions were so dry the burning index was at 100 several times, there was danger of brush fires and there were brush fires.

#### Not Helpful to Quality

This warmer than normal and slightly wetter than average was not helpful to the keeping quality of the crop which in the preliminary forecast was given as fair to poor. This prediction will change only if April, May and June are colder and drier than normal. April would have helped normal of crop.

#### Terminal Bud Not Good?

As mentioned last fall, there is some apprehension as to the abundance of terminal bud. Now with the vines green and active this is a rather controversial point. Are buds on Howes and other odd and late varieties insufficient to seriously cut the crop? Some growers feel this is so. Others do not. Apparently time will tell if the current bud is inadequate. Early Blacks seem to be entirely normal.

#### Some Winterkill Showing

Slightly more winterkill than the small amount anticipated appears to be showing up. There is also quite a bit of leaf drop on

individual bogs, due presumably to oxygen deficiency during the winter. This is believed not enough to have any appreciable effect on production as a whole, but could effect some individuals quite a bit.

#### No April Frost

No frost warnings were issued during April, although there were a few nights when the temperatures were low.

#### Much Late Water

With the preliminary keeping quality forecast what it is, it is certain there will be a good deal of late water this season as there was last, with a somewhat similar situation. Probably as many or more bogs will be held under as last season.

#### Sunshine High

The sunshine factor was unusually high for the month. It was 68 percent of the possible hours, while the April normal is 56. This would be favorable to crop size.

#### Bog Work

There is rather a surprising amount of bog work going on on a limited scale, ditching, sanding, weeding, etc. Most growers are doing at least something, and there seems much interest on the part of growers as to bog conditions, more, in fact than is being taken in general over-all industry conditions.

### WISCONSIN

#### April Warm

April averaged slightly above normal in temperature and near normal in precipitation in the cranberry areas. Normal temperatures being 40° and rainfall about three inches. The first half of the

month was unusually cold and the last half unusually warm. Temperatures in the eighties were common the last week in April with a low of five degrees occurring the night of the 14th. The extended forecast for May is slightly below normal in temperature and precipitation.

#### Bud Good

Most marshes pulled the winter flood the third week in April, which was about normal. From four to seven inches of frost was out by that date. It appears that the vines came through the winter in good shape, although there was some frost heaving mainly on young buds. Budding appears to be from good to excellent based on early reports. Water supplies are adequate in all areas following the late April rains.

#### 100 More Acres

The warm weather the end of the month pushed bud development and frost protection was necessary by May 1. Normally protection starts about May 10. Last year protection did not begin until the latter part of May. Growers were busy combing and pruning vines the last of the month and fertilizer was being applied. Some stoddard solvent was being applied with under vine booms on a limited acreage. A small amount of work will be done with selectives, mainly on new plantings in most areas. Some new planting has been completed, but most of the work was scheduled for May. An estimated one hundred acres will be planted in Wisconsin this year.

(Continued On Page 17)

## **Kenneth Garside Named Acting General Manager Of National**

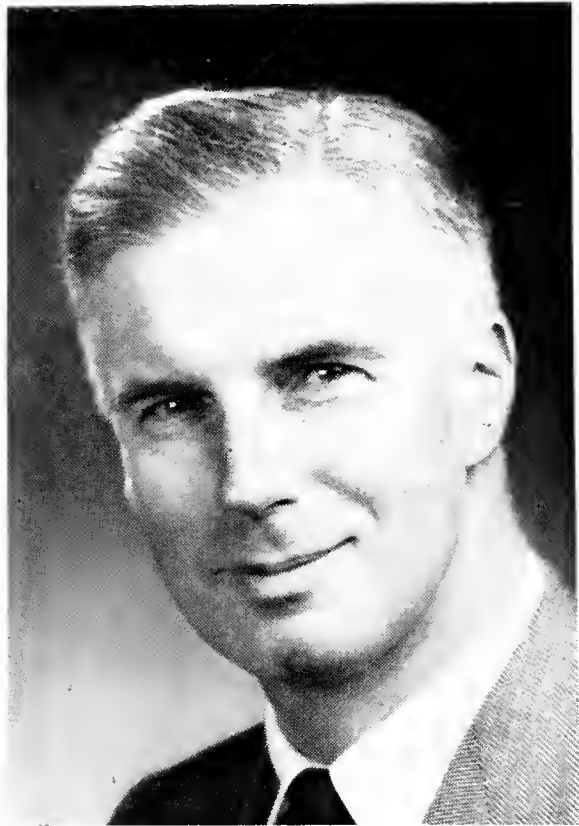
### **Committee Receiving Many Applicants for Permanent Appointment**

Kenneth G. Garside, vice president of finance for National Cranberry Association was appointed acting general manager at a meeting of the executive committee at Hanson May 2, and is now filling the unexpired term of James E. Glover, whose resignation became effective this month. Mr. Glover was granted severance pay of 6 months as he may be needed for consultation service because of his specialized knowledge of NCA problems. Mr. Garside will serve as acting general manager until the annual stockholders' meeting in August.

In the interim Frank P. Crandon has been directing operations of the company as acting president since April 2. Crandon was first vice president when appointed to fill the president's chair. Both Garside and Crandon have been closely associated with National for many years.

Mr. Garside was elected to the Board of Directors of NCA in 1946. He joined the staff of National in August 1955 as assistant to President Glover. During the past year his efforts have been concentrated on reorganizing and streamlining the Co-op's production operations; has been much interested in research problems, in stimulating fresh fruit sales economy systems and since January first his position has brought him into closer contact with financial problems, he acting somewhat as a comptroller.

A graduate of Harvard, he has a master's degree in chemical engineering from M. I. T. and for several years was associated with Central Hudson Gas and Electric Corporation before transferring his interests to cranberry growing in Duxbury, where he makes his home. He, like Acting President Crandon is a practical cranberry grower. Crandon has served National in many capacities as an active-grower member as president and treasurer of Cranberry Credit.



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He recently served two years as president of Cape Cod Cranberry Growers' Association and has been engaged in many industry-wide programs and committees.

The committee named to select a new general manager, from either inside or outside the industry, has received a considerable number of applications from both fields. The firm of Booz, Allen & Hamilton of Chicago (which made the industry survey some years ago) has been engaged as consultant and to assist in screening. This committee consists of Russell Makepeace, Massachusetts, chairman, Edward V. Lipman, New Jersey; Emil Arbet, Wisconsin and David Pryde, West Coast.

## Glover Goes With Consolidated Food

James E. Glover who resigned as president and general manager of National Cranberry Association April 2 to accept a "better" but undisclosed position has announced the new post as executive vice president with the Phillips Division of Consolidated Foods, Inc. of Chicago. He took over the job May 13, his family to follow from Hanson shortly.

The Phillips Canning Company at Cambridge, Maryland, where Mr. Glover will make his headquarters is one of three canning operations recently merged. Thirty-nine plants are involved these being in Maryland, Delaware and Pennsylvania. doing, it is reported, a gross business of approximately \$60,000,000.

Mr. Glover's duties it is understood will be to organize and supervise this new Phillips Division of Consolidated Foods, which is one of the larger corporations of the country, operating some 25 companies.

## C. A. Searles Again Chosen Pres. Eatmor

Clarence A. Searles of Wisconsin Rapids has been again re-elected president of Eatmor Cranberries, Inc. and Harold S. DeLong of Mather, Wisconsin, first vice president.

Directors for the ensuing year elected at the annual meeting at

Chicago April 23 were: Mr. Searles, Mr. DeLong, Charles L. Lewis and Toney Jonjak of Wisconsin; Theodore H. Budd, Sr. and J. Rogers Brick of New Jersey, George Briggs of Massachusetts.

The directors elected officers, who besides Messrs. Searles and DeLong are: vice presidents, Mr.

Budd and Mr. Briggs, executive vice president and secretary, Lester F. Haines; treasurer, Edna McKillip.

Following were elected to serve on the executive committee with Mr. Searles who is chairman ex officio; Messrs. Briggs, DeLong and Budd.

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# Grower-Assessor Victor Adams Of Cape Doubts Taxes Can Be Reduced

**But This Veteran Town Official Who Has Known Cranberry Growing All His Life Is Confident of Industry's Future**

Consistent good cropping per acre, as is so frequently pointed out recently, is an answer to remaining on the right side of the ledger in cranberry growing. More so than ever in these times of depressed returns.

"I have made money—some, not as much as I would like to, of course—but I have come out in the black every year."

That is what Victor F. Adams, Osterville, Massachusetts grower says. He is also chairman of the Board of Selectmen, member of Board of Assessors and Welfare department of the Town of Barnstable, shire town, largest in population and in cranberry acreage on the Cape. He was recently elected president of Upper Cod Cranberry Club.

He is only a part-time grower, to be sure, but his average production has been more than 85 barrels to the acre and on one bog of a little more than an acre he has averaged more than one hundred barrels for the past four years. This bog which he "brought back" from a run-down condition, he finds costs him less to produce on than any other piece he owns.

He has about six and a half acres of his own and operates about three and a half more for his mother, widow of Freeman C. Adams, who became a grower in 1933 and at one time had fifteen acres. He, himself, has been a grower for the past 14 years, beginning with the little run-down bog. All are in the Osterville-Centerville section of Barnstable and adjacent Mashpee.

Speaking both as a cranberry grower and as a town assessor, in answer to the question, he said he could not help but throw a little cold water upon the current belief that growers, particularly in Massachusetts may be able to effect a fairly substantial cut in production costs through lower real estate taxes.

"I cannot convince myself that cranberry growers in general are badly over-taxed," he says. "I don't think growers in the Town of Barnstable are being over-assessed. At least we have had no complaints".

He explains that Barnstable

has a rate of about \$41.00 per thousand including taxes from the various fire districts in the town.

About 18 years ago, Mr. Adams made a survey of Barnstable for purposes of cranberry bog taxation, sending out questionnaires to all growers. This asked for the number of acres owned, flowage facilities and other factors, including, and most importantly, the three-year average of production. "We really base our cranberry tax mainly on production records," he says, "and these were adjusted up or down as changes took place. I don't believe we have ever assessed more than \$1100 to \$1200 to an acre and the average was much less. In general, I think farm land should be taxed less than bog land because bogs are more valuable than most other agricultural properties".

Barnstable, which includes Hyannis, often called the hub of the

assesses on about 40 percent of actual value based on a survey in 1952. "I think it really comes down to about a third of true current value, at least for homes and other buildings." Barnstable

## HELP FROM UNCLE SAM

Quotation from Plymouth County ACP Handbook for 1957, Part 2 — Practices and Rates of Cost-Sharing.

### "Practice C-7

"Constructing channel lining, chutes, drop spillways, pipe drops, or similar structures for the protection of outlets and water channels that dispose of excess water.

#### "Maximum Federal Cost Share:

"(1) 50 percent of the average cost of materials, other than riprap or revetment materials, used in the permanent structure, excluding forms."

This means cranberry bog flumes. Many flumes have already been put in with this Federal help. If you put in a less-than-average-cost flume, the government will reimburse you for a considerable part of the cost, if you make proper arrangements first.

Do not order your flume until you have ACP approval. Consult your county agent or local chairman such as Howard Hiller, Ralph Crane, Lewis Billings or Albert Brown, and get signed up for the program and for the practices you want. There are practices for dikes, canals, ditches etc. If you are not certain just what you want, ask about a free SCS survey of your needs.

Then order your flume. Allow three weeks for delivery in the quiet season, or up to three months in the rush period.

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Cape, has a population in excess of 12,000 and a valuation of some \$50,000,000 and is one of the richest towns in Massachusetts. According to the last cranberry census in had cranberry acreage of about 500, which is larger than any other on the Cape proper and 6th in state production.

Mr. Adams was born in Ooster-ville and was graduated from Brown University in 1920 with a Ph. B degree in economics. He was Phi Beta Kappa. For a time he taught school in the town of Billerica and at Barnstable High. He has been a member of Barnstable Board of Selectmen for 24 years and is now in his 9th term. He became interested in cranberry growing through his father's activities in the field. He is also one of those individuals who "enjoy making anything grow."

He equipped the first bog he owned with sprinkler irrigation, Buckner heads. He makes use of this for frost protection and also applies insecticides through the system. He hasn't lost a crop by frost since he put in this form of irrigation, and his bog is in a cold spot. He is thoroughly convinced of the value of sprinkler systems for multiple purposes and hopes eventually to so equip his other bogs.

He finds cranberry growing a fine change from his occupation as a full time selectman-assessor. He does much of his own work, although he does hire help at times. "I really do enjoy cranberry growing and about the only time I can think of that I became sick of it, was last fall when I was up five nights in a row for frosts and working all day harvesting with a Western picker.

"I take my vacations from the town hall in the fall, and the only ones I have had since becoming a grower. I have spent in bog work." When he retires he hopes to devote his time mostly to cranberry growing and to golf, which he has been forced to neglect of late years. While in college he was captain of Brown golf team.

He is a member of NCA, and of National, says, "It is our Sal-

vation." He is much impressed by the new policies, and believes sincerely that the industry needs one strong co-operative controlling the bulk of production. He thinks much of the trouble of recent years has been brought about because of price cutting and that if one co-op controlled enough of total production prices could be stabilized.

However, he goes along with the general impression that there

must be two outlets, fresh and processed, "at least until such time as we can sell all we produce in processed form—and that time certainly isn't here yet."

Adams is not one of those who thinks the cranberry industry is doomed. "We will work our way out of the present unsatisfactory economic situation." This, in his opinion, can be done through research, reduction of operating costs and proper control of crops

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through marketing agreements and other legitimate devices. "I'm sure we will get back to normal again, and handle our surplus berries more advantageously if, and when, we have them."

He is a member of the Cape Cod Cranberry Growers' Association as well as of the Upper Cape Club—these being his only organizations, except Kiwanis. Succeeding Charles N. Savery as head of the Upper Cape, he says, he hasn't yet had much time to develop particular plans for that organization. He is certain the clubs serve a useful purpose at meetings, growers get a good deal of information from members of the Cranberry Station staff and other speakers, through offering a meeting place for organizations to keep growers up to date on developments. The club also acts as a forum where cranberry problems can be mutually discussed to the benefit of all.

These observations of Mr. Adams are interesting, coming from a man who is a successful grower, a man who has studied economics and has long served as "chief town father" of the Cape's biggest town. It is believed he has the added distinction of being the only man in Massachusetts who has (at different times) been president of both the Massachusetts Selectmen's Association and of the Association of Massachusetts Assessors'.

In short he is not discouraged with the future of cranberries, he proves that there can be a profit in the business; he is certain of the value of cooperation, but is not too hopeful of the lowering of production costs through lower taxation. He speaks on these matters as a man of practical experience.

If any more qualifications to speak are necessary, the following facetious note might be added. Not long ago he received a letter from a California school boy addressed to "The Mayor of the City of Cape Cod." Mr. Adams isn't a mayor and there isn't any city of Cape Cod, but the postal department sent the letter to him, anyway.

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# The Effects Of Amino Triazole Sprays On Cranberry Vines And Their Fruit

by

I. E. Demoranville and C. E. Cross  
Massachusetts Cranberry Experiment Station

This study was made in the spring and summer of 1956 on a section of Early Blacks and a section of Howes at the State Bog, East Wareham. The winter flood was drawn off the test sections on March 20 and was flooded thereafter as needed for frost protection. Standard insect and disease control measures as well as the usual fertilizing practices were used on the test sections.

East test plot was  $\frac{1}{4}$  of a square rod in area laid out in a 5 x 5 lattice square replicated 3 times, making a total of 75 plots for each variety. Five concentrations of amino triazole were used (0, 6, 12, 18, and 24 pounds per acre\*) and each of these was sprayed at five different times during the growing season: mid-April, mid-May, mid-June, mid-July and mid-August. A knapsack sprayer was used to apply the material or water at the rate of 300 gallons per acre. All plots in each time period were applied on the same day. At normal harvest time, all plots were scooped, the berries weighed immediately and put in large paper sacks for storing. All berries were screened within two weeks of harvesting and rescreened four weeks later.

## Effect on Vines

The terminal buds had started to swell very slightly but vines still had winter coloration when the mid-April plots were sprayed. Mid-May applications were made when the vines had reached the roughneck stage of growth. All plots treated at these times, the new growth of the vines developed a bright pink color. In the weeks following, the bright pink gradually turned to a dull pink and eventually faded out completely; the new growth returning to its normal green color. Plots sprayed with weaker concentrations recovered before those sprayed with stronger concentrations. All sprayed plots of both varieties showed complete recovery by June 25, 1956. All the April and May plots showed a normal number of apparently normal blossoms.

The mid-June applications were made when the vines had attained much of their new growth, flower buds were apparent on the uprights and most of these were in the "jewel stage". The new growth became a bright, deep pink at all concentrations within a few days, and the uprights in these plots appeared to be more seriously injured than those in the April and May plots. Eventually the new growth on nearly half of the uprights died. The older portions

of the vines were not affected. The 18 and 24 pounds per acre concentrations caused more serious damage than the 6 and 12 pound concentrations. The remaining uprights in these plots gradually recovered their normal color in much the same manner as the vines in the April and May plots; the 6-pound concentrations regaining normal color by July 15, 1956, the 12-pound plots by August 1, 1956, the 18-pound plots by August 30, 1956, and the 24-pound plots not recovering until harvest time. The uprights that were not killed blossomed and set some fruit which appeared normal.

The mid-July applications were applied when the vines were in full bloom or slightly beyond full bloom. The only plots showing an abnormal color were those treated at 18 and 24-pounds per acre; both concentrations causing a yellowish-green color in the tip leaves of the uprights. This color did not develop until two weeks after spraying and only persisted for ten days or two weeks. The vines flowered and fruited normally.

The mid-August applications were applied when the berries were at least  $\frac{1}{3}$  to  $\frac{1}{2}$  grown. There was no apparent change in vine color or berry size at any concentration.

## Effect on Yield

The yield of both Early Black and Howes plots is shown in Table I below. Each figure is an average of the yield of 15 plots at each concentration of amino triazole used, regardless of the time of application. All yields are in barrels per acre.

Table I

| Early Blacks |        | Howes |        |
|--------------|--------|-------|--------|
| Conc.        | Bbl./A | Conc. | Bbl./A |
| 0            | 83.7   | 0     | 71.2   |
| 6            | 80.3   | 6     | 75.9   |
| 12           | 70.1   | 12    | 72.1   |
| 18           | 63.0   | 18    | 65.6   |
| 24           | 59.0   | 24    | 66.4   |

The yield figures for Early Blacks show a decrease in yield as the concentration increases; the yields for the 18 and 24 pounds per acre concentrations are significantly lower than the yields for the check plots and the 6 pounds per acre plots. The yield for the 12 pounds per acre concentration is significantly lower than the yield in the check plots.

The yield figures for Howes show no decrease between the 0, 6, and 12 pounds per acre plots, and a smaller difference in yield between the 18 and 24 pounds per acre plots and the other concentrations than in Early Blacks. These differences in yield for Howes are not great enough to be significant.

In Table II the yield of Early Blacks and Howes is shown for each time of application, regardless of the concentration used. All figures are in barrels per acre, and each is an average of the yield of 15 plots.

Table II

| Early Blacks |        | Howes  |        |
|--------------|--------|--------|--------|
| Time         | Bbl./A | Time   | Bbl./A |
| April        | 76.2   | April  | 77.8   |
| May          | 81.2   | May    | 70.0   |
| June         | 51.2   | June   | 46.0   |
| July         | 68.7   | July   | 69.1   |
| August       | 78.7   | August | 87.7   |

The yield figures for both Early Blacks and Howes show a considerable decrease for the plots treated in June over all other times of application. These differences are significant. The Early Black

yields for the other times of application are not large enough to be significant. The yields of Howes at other times of application show the August yield significant higher than those of May and July. This difference may be partly accounted for by a variation of vine density in one of the replicates.

#### Effect on Size

In Table III the attained size of Early Black and Howes berries is shown for each concentration, regardless of time of application. Size of berries is expressed as a cup count which is taken immediately after the first screening. Each figure is an average of the cup counts from 15 plots.

Table III

| Early Blacks |         | Conc. Cup Ct. |     |
|--------------|---------|---------------|-----|
| Conc.        | Cup Ct. | Howes         |     |
| 0            | 131     | 0             | 104 |
| 6            | 133     | 6             | 104 |
| 12           | 135     | 12            | 105 |
| 18           | 135     | 18            | 105 |
| 24           | 137     | 24            | 107 |

The cup counts show a slight decrease in size of berries as the concentration increases for both Early Blacks and Howes. The difference for Howes is not large enough to be significant, and for Early Black only the 24 pounds per acre concentration has a large enough difference over the check plots to be significant.

In Table IV the size of Early Black and Howes berries is shown for each time of application, regardless of concentration used. Each figure is an average of the cup counts from 15 plots.

Table IV

| Early Blacks |         | Howes  |         |
|--------------|---------|--------|---------|
| Time         | Cup Ct. | Time   | Cup Ct. |
| April        | 133     | April  | 104     |
| May          | 132     | May    | 105     |
| June         | 135     | June   | 106     |
| July         | 139     | July   | 106     |
| August       | 134     | August | 104     |

The cup counts show a decrease in size of berries between April, May, and August-sprayed plots and July-sprayed plots of Early Blacks that is significant. All other times of application for both Early Blacks and Howes show no

significant differences.

#### Keeping Quality

No differences in either field or storage rot were discovered to be a result of treatments with amino triazole.

#### Summary

1. April, May, and June spray applications caused the new growth of vines to turn a bright pink which persisted for some time.
2. Vines treated in April and May resumed normal color in late June.
3. Some of the new growth was killed by June applications.
4. 18 and 24 pounds per acre caused yellowing of the tip leaves when applied in July. This was of short duration.
5. Howes appear to be slightly more tolerant of higher concentrations of amino triazole than do Early Blacks.
6. June applications decreased the crop considerably in both varieties, probably because of the killing of some of the flowering uprights.

\*All rates are in pounds of 50%  
**WARNING:** Growers are warned that the above article contains only research results, which are not to be taken as recommendations for using amino-triazole. This material has not yet been cleared for use on cranberry bogs, and under the provisions of the Miller bill cannot legally be used on cranberries.

## New NCA Storage Building At Onset Plant

National Cranberry Association is laying foundations for a new cranberry and box storage building at the Onset Ocean Spray plant. This structure, just to the north of the present buildings on Rte. 28 will be 216 feet long, 70 feet wide, one story, giving floor space of 15,120 square feet.

Building is of prefabricated steel with black top floor space clear of all supporting pillars or other obstructions. Cost is approximately \$35,000. The cooperative recently sold the West Ware-

ham screenhouse property formerly owned by the now-defunct New England Cranberry Sales company to Emil St. Jacques of Wareham. NCA has also so another former N. E. Sales screenhouse at North Carver to M Rhodes of Sharon Box Company for purposes of investment.

The step is considered as providing a more convenient location for members to bring in berries and is in line with the plan of centralizing activities at the Onset plant on the main Cape highway where all Massachusetts processing is now being done.

Corporation is also building storage building, although considerably smaller at Whitesville New Jersey, this being of wood post construction. Whitesville about 15 miles from Berdentson center of NCA's New Jersey activities.

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# CRANBERRY MACHINE DRYERS

by  
**Dr. George L. Peltier**  
Consultant Indian Trail, Inc.

Since the early 1950's machine drying of cranberries has come into vogue, so that in 1956 upwards of 90% of the cranberries harvested in Wisconsin were machine dried. Improvements made from season to season have enhanced the efficiency of the drying process.

Basically this consists of exposing wet cranberries, raked on the flood, to a volume of warm dry air sufficient to absorb the surface moisture present on the berries. Two types of equipment are utilized: (1) the berries are dried on an endless mesh conveyor, and (2) the berries flow through the dryer by means of gravity.

The secret of removing the surface moisture from the berries is allowing a sufficient volume of warm dry air to take up the moisture. In 1953 it was found that most growers were using air at too high a temperature, and some of this heat was transferred to the berries themselves, with the result that when they were stored in the cool houses, free moisture would condense on the berries. This condition was eliminated by cutting down on the air temperature in the dryer and installing a second blower that cooled the berries to the temperature that prevailed in storage.

The conveyor type of dryer, commonly known as the Dana dryer, consists of an enclosed steel mesh (3/16") conveyor (4 x 26'). The berries (to a depth of 4 to 6") pass over a blast of warm heated air (28,000 cu. ft. per min.) and are exposed for approximately 10 mins. (20 ft.). The air blast is of sufficient force to move most of the individual berries so that their entire surfaces are exposed to the dry air. A second blower (9200 cu. ft. per min.) forces cool air (from the outside) at the lower end of the dryer (6 ft. and 3 minutes) in order to lower the temperature of the berries as they flow from the dryer into the crates which are then stacked in the warehouse. The capacity of the dryer under ideal conditions is upward of 200 picking lugs (40 No. net) per hour.

The gravity type consists of an enclosed stationary perforated steel plate (mesh or grating) approximately 4 x 16 feet. The movement of the berries down the stationary plate is controlled

by a series of flexible baffles inserted at intervals along the length of the dryer. Blowers for the warm dry air and cooling are similar to those described above.

Both types of dryers are equipped with a slatted hopper at the receiving end. The large sized litter is removed by hand, while the excess moisture, leaves, and other debris are expelled by a rapidly moving belt equipped with roller brushes. The berries move from the belt either directly or indirectly by means of conveyors to the dryer. The source of warm dry air usually consists of passing air in large volumes through a grain dryer which is heated by oil or gas.

Within the past 2 years a 13/32 grader is attached at the point where the berries come out of the dryer so that the small berries are removed before storage. These pie berries then can be milled and sent to the processor immediately.

## Efficiency Evaluated

The efficiency of these two types of dryers was evaluated during 1953 and 1954. The result can be summarized as follows:

1) The temperature of the berry itself never needs to get much above the wet bulb temperature of the heated air. As soon as the berry temperature begins to increase above this point, it is an indication that the surface moisture is practically all removed and thus no longer is cooling the berry through the evaporation process of the free surface water.

2) If a proper balance can be

maintained between the prevailing weather conditions, the amount and temperature of warm dry air delivered, the amount of surface moisture on the berries, and the quantity being dried, it is possible to do an excellent job, and at the same time avoid excessive heating of the berries and thus save on fuel consumed.

The question naturally arises concerning the amount of bruising and subsequent quality of the berries dried by mechanical means. In 1953 a comparison was made of machine (Case) raked berries, air and machine dried. The results showed that the machine dried berries had an average of only 3% more visibly bruised berries than those air dried in crates. In another test, hand raked and machine (Getsinger) raked berries, both machine dried, the percentage of bruised berries was 9 and 13, respectively. The same test repeated in 1954 gave similar results, i. e. 9% for machine raked vs. 10% for hand raked berries. The differences are not too outstanding one way or another.

In 1954 a rather extensive comparison was made which included a study of hand vs. machine raking: wet vs. dry raking: air dried vs. machine drying, with one variety (Searles) in an effort to determine the effect of the various methods on the keeping quality of the berries. The tabulated results showed no significant differences in the keeping qualities of the berries between:

- (1) Dry and wet raking
- (2) Hand and machine raking
- (3) Air and machine drying

There did appear to be slightly more bruised berries in the lots that were machine raked and machine dried, but these differences were not outstanding and seem to have little or no effect on keeping quality.

It can be tentatively stated that irrespective of the methods of harvesting, machine dried berries keep as well as those air dried in crates, although it can be expected that more bruising may occur.

# CRANBERRY INSTITUTE

## MONTHLY REPORT TO THE INDUSTRY

By

ALDEN C. BRETT, President

This is the first of a series of reports of the plans and activities of the Cranberry Institute which will be published regularly in "Cranberries" magazine.

It cannot be stated too often or too emphatically that the Institute's objective must be the improvement of conditions in the industry for the ultimate benefit of all growers. Otherwise it has no reason for existing. Obviously most of its undertakings must be in the commercial field. As in any business serving consumer needs the final authority is the cash register in the retail store but the pipe lines leading back to the grower must be kept free from waste and unclogged so that the returns will be greater than the mere trickle which has come back to the grower in some former years.

At a recent hearing in Washington which will be reported in more detail later the objectives of the Institute were defined as follows:

1. Through non-brand advertising and publicity to increase the consumption of both fresh cranberries and cranberry products. This activity is just getting underway.

2. To establish in cooperation with the United States Department of Agriculture standard grades both for cranberries to be sold fresh and cranberries for processing in order that the consumer may buy with confidence. Such grades have already been defined and approved and are available for use.

3. To educate growers, handlers and especially retailers in the best method of packing, storing and handling in order that fresh cranberries may reach the consumer in the best possible condition. Last season, largely as a result of a quality survey made

in several retail markets in 1955 by Mr. Beattie of the Massachusetts Cranberry Experiment Station a campaign of dealer education was initiated with beneficial results.

4. In cooperation with the U.S.D.A. and private agencies to develop more and better uses for cranberries and to investigate especially secondary outlets which might be used for the disposal of a surplus. This should be a very valuable activity.

5. To collect and disseminate accurate statistics as to volume, inventories and crop movements in order that all shippers will be fully informed.

6. As a final and comprehensive objective, to develop stability in the industry. This objective has first been approached by an effort to put Industry in a position to apply to the Secretary of Agriculture for a marketing order should it become apparent that the growers were again to be faced with an unchangeable surplus.

If consumption can be stimulated and new products developed resort to a marketing order may never be necessary. On the other hand a 1,200,000 barrel crop such as was produced in 1953 might again throw the industry into a tail-spin.

Recognizing that no effective control of such a surplus could be had without the ability to regulate the berries to be processed as well as those to be sold fresh an Institute Marketing Order Committee consisting of Chester Robbins, chairman; Gilbert Beaton, secretary; Theodore Budd, Vernon Goldsworthy, Maurice Makepeace and Alden Brett was instructed to find a means of remedying this situation.

Without going into detail regarding the past activities of this

committee which have been covered quite thoroughly in past issue of "Cranberries" magazine, it will suffice to say that last year an Institute bill which would have made it possible to include cranberries-for-processing in a Marketing Order passed the House but failed to pass in the Senate before adjournment. This year the bill with minor modifications was reintroduced. It was sponsored in the Senate by a strong group of senators from the cranberry producing states.

This bill (S 1680) was called for hearing before a special subcommittee of the Senate Agriculture and Forestry committee on Monday, April 29. Senator Young of North Dakota and Aiken of Vermont presided and Senators Kennedy and Saltonstall opened for the proponents. They were followed by Messrs Hedlund of the U.S.D.A., Trigg of the National Farmers' Cooperatives, Baker of the Farmers' Union, Zimmerman, Research Director of the National Grange, Chester Robbins, Gilbert Beaton, Alden Brett, Arthur Handy, Kenneth Garside, Lester Haines, Vernon Goldsworthy and Edward Lipman. All these spoke in favor of the bill.

The only opposition was voiced by the representatives of the National Canners Association. John C. Hemenway and H. Thomas Austin who nevertheless presented their side of the question quite ably. The last speaker was Leon April, a canner of New Jersey. The sub committee will now report to the full committee.

Referring now to other undertakings of the Institute during the last month, significant progress has been made in organizing the program of advertising and publicity to be carried out during the coming season. On March 22nd, the directors of the Institute voted to levy an assessment of several cents a barrel based on the 1937 crop the major portion of this amount to be used for advertising and publicity.

With this authorization in hand the Advertising and Publicity com-

(Continued on Page 16)

(Adv.)

## A STATE OF FLUX

The cranberry industry continues in a state of flux, not to say considerable confusion—as it has for some time. The fate of the Marketing Order (at this writing) is still unknown; NCA, following the sudden resignation of James E. Glover as president and general manager has still to make permanent replacement to these offices which in the future will presumably be separate and not combined as previously; there are rumblings beneath the surface of other developments. Growers are confused as to the future and have a right to be.

What are they doing in this interim period? From reports we get from various areas, primarily most of them are tending to their spring cranberry work. In spite of the fact there is no complete assurance of better prices for the coming crop, a surprising amount of bog maintenance is in progress. Out in ever spurning Wisconsin there will be about 100 new acres of planting and a little elsewhere.

Cranberry growers prove again and again they are tenacious. There have been many lean years, and the vast majority of growers somehow manage to weather them. Yet, it would be hard to deny that as hard-pressed as so many are for adequate returns for their investment and work, that this is not a crucial year. There almost must be an upturn this time.

National will not name permanent appointments to the vacancies until the annual meeting in August. The interests of member-growers should not suffer in the meantime with two "career", and sincere cranberrymen, Frank Crandon, elected vice president acting as president and Kenneth Garside, who has been assistant to Mr. Glover besides holding other cooperative posts, acting as general manager.

A stabilizing factor in this uncertain period is that we have a Cranberry Institute. This unit made up of both cooperative and independents can perform a valued function, particularly at this time. It can be a central rallying point.

This month the Institute begins a special page in this magazine which should be of interest to every grower. It will keep you informed of what is being done.

Editor and Publisher  
CLARENCE J. HALL

EDITH S. HALL—Associate Editor

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Wisconsin Rapids

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Long Beach, Wash.

### Massachusetts

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Barnstable County Agricultural Agent  
Barnstable, Mass.

### New Jersey

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

Last month we were privileged to carry informative articles by Dr. Chandler and I. B. Demoranville on "Increasing Yields with New Selections," and by Dr. Cross and Mr. Demoranville an article on the new promising herbicide "Amino Triazole." This month we have another instructive article on Amino, a comprehensive story upon cranberry driers as used in Wisconsin by Dr. George L. Peltier of Indian Trail, Inc. With current interest in Wisconsin producing methods we hope this will prove informative.

CRANBERRIES magazine and we are sure the cranberry industry extends to Mr. "Jim" Glover best wishes in his new endeavor. In announcing his leave-taking he requested us to express his heart-felt "Good Luck" to all engaged in the cranberry field.

## INSTITUTE

(Continued from Page 14)

mittee consisting of Lester Haines, chairman; Russell Makepeace, Lawrence Proesch and Louis Sherman entered into two commitments.<sup>6</sup>

The first, with the United Merchandising Institute, a branch of the Fresh Fruit and Vegetable Association of which the Cranberry Institute is a member, provides for the furnishing of 35,000 retailers' kits containing point-of-sale advertising material. This nation-wide publicity should provide a real impetus to increased sales of fresh fruit from the 1957 crop.

The second commitment is with the Charles F. Hutchinson Advertising as well as overall publicity including tie-ins with such organizations as the Turkey Federation, Meat Institute, National Poultry and Egg Bureau, Sugar Refiners and others.

This contrast will give the Institute substantial coverage in the processed products field. Advertisements will appear in such trade magazines as "Food Topics", "Progressive Grocer", "Supermarket Merchandising", "Chain Store Age" and the "Product News and Barometer".

Although the overall expenditures of some \$50,000 is not large when compared with the amounts expended by some other fruits nevertheless it represents a tangible start and should produce beneficial results.

### "GLORIFIED" TWILIGHT MEETING IN JUNE

While a definite date has not yet been set, there will be some sort of a "spring" meeting of Cape Cod Cranberry Growers' Association in late June. This will be at the Cranberry Station, rather than at Wareham town hall, and it may be a "glorified" twilight session.

## ADVERTISE IN CRANBERRIES

## Jersey Growers Hear Talks On Soils, Water

Ocean County Cranberry Club held its annual meeting at Donardo's Restaurant, Lakewood, N. J., under the guidance of President Harold Scammell.

Daniel M. Crabbe reported on the 1956 frost warning service for Ocean County. There were 10 spring warnings and 13 autumn warnings put out under the direction of Isaiah Haines. Arrangements were made with Mr. Haines to continue the service in 1957.

Dr. Russell Alderfer, Chairman of the Soils Department of the Agricultural Experiment Station, spoke on the subject of soils. He pointed out that soil is not merely a mixture of small bits and particles of mineral substance and decaying organic matter. The presence of air in soil is extremely important. Good ventilation is an absolute requirement of a good soil because roots need a continuous supply of oxygen brought to them. Plant roots live in the openings between soil particles. The larger openings also provide the channels for draining out excess water from the soil and letting the good air in. The smaller openings between soil particles are useful for holding films of water. At least 15 percent of a soil must be devoted to large openings if that soil is to be fertile and productive. As much as 35 percent additional space may be occupied either by air or water, leaving 50 percent total volume for actual soil particles in an average soil.

Water in the soil is of three classes, (1) the easily available water, (2) the more slowly available water and (3) the water which the plant roots cannot remove from the soil particles. Normally only 60 percent of the water in a soil is in the easily available class. Nutrients are "fastened" to soil by electrical charges. A certain number of nutrient particles are constantly leaving or returning to the surface of the tiny soil particles. As these nutrients move around in the soil

solution, they are absorbed by the tiny plant roots and for every particle so absorbed, some other particle or ion takes its place. Very often these replacement ions are hydrogen which then creates the soil acidity so familiar to farmers. Aside from adding nutrients to the soil and improving the drainage or ventilation of the soil, many New Jersey farmers are providing necessary water through irrigation. The Soils Department has begun to work out a practical time table for irrigation so that water is not used needlessly. Good practical progress has been made so far in this work but many problems still remain unsolved and present a very demanding research challenge.

The Club directed its Secretary to write to its State Senator and Assembly-woman to protest the threatened cut in the State University and Experiment Station budget.

Officers for the new year were elected as follows: President, Roy Sickles; Vice President, Martin Gaskill; Treasurer, Daniel M. Crabbe; Secretary, Richard P. Hartman.

Mr. Sickles is manager of the Whitesville screenhouse, NCA.

## Betty Buchan Receives Award For Festival

Miss Betty Buchan, public relations director of National Cranberry Association, was one of 34 to receive a certificate of achievement at the Annual Awards Dinner of the American Public Relations Association in Philadelphia, April 26. The presentation ceremonies were part of the Association's thirteenth national conference and the certificates were given in 17 categories for outstanding public relations programs.

The cranberry award, in the field of agriculture, was in recognition of the 1956 Cranberry Festival last fall at Edaville, South Carver, Massachusetts, sponsored by National.



**Nahum B. Morse**

Nahum B. Morse, 58, long active in the Massachusetts cranberry industry passed away April 24 at St. Luke's Hospital, New Bedford, where he had been a patient for three weeks. He was in partnership with Lyman G. Bryant operating the Chippeway Corporation with large bog holdings at East Freetown where he resided.

He had long been prominent in cranberry and other agricultural activities. He was one of the sponsors and first president

of the now-defunct Cranberry Growers' Mutual. At the time of his death he was a member of the Marketing Order Committee of Cape Cod Cranberry Growers' Association. He had been president of Southeastern Massachusetts Cranberry Club and a director of the Cape association. He was a director for a number of years of the former New England Cranberry Sales Company and of the Eastern State Farmers Exchange.

He had given generously of his time and talents to many civic and charitable projects. He was an accomplished musician and vocalist, and has for several years directed the Junior Cabot Club Girls Chorus in Middleboro, among other such activities.

Mr. Morse and his family have resided in East Freetown for the past 15 years. He served as selectman of that town for 10 years, and at the time of his death, was serving as tax collector.

He was a charter member and Past Master of the West Wareham Grange and was first Gatekeeper of that organization. Later, he served as Deputy in the State Grange. He was a member of the East Freetown Grange, and president of the East Freetown Mens Club.

Mr. Morse served with the U. S. Army during World War I, and was a member of Wareham Post

American Legion. He belonged to the Congregational Christian Church in East Freetown.

He was born in Wareham, the son of Isaac and the late Ellen (Ellis) Morse of Rochester and attended schools in Rochester and Wareham. His father was a small grower before Nanum began.

He leaves his father; his wife, Lucille (Haddon) Morse; three daughters, Mrs. John Mullen, of Middleboro. Mrs. Robert Mees, East Freetown, and Mrs. Robert Bishop, New Hartford, N. Y.; two sons, William L., South Deerfield and Phillip R., Washington, D. C.; two brothers, Raymond F. and George, of Rochester; and 10 grandchildren. Raymond is also a grower and prominent in cranberry activities.

Services were held at the Cornwell Memorial Chapel, Wareham, April 27, at 2:00 pm., with Rev. Clarence F. Gifford, of Assonet, officiating. Interment was at Center Cemetery, Wareham.

## FRESH FROM THE FIELDS

(Continued from Page 5)

## NEW JERSEY

### April Hotter, Wetter

The weather at Pemberton averaged 54.2°F. per day during April, which is 2.4° warmer than normal. It was the sixth warmest April in the 28 years of weather recording at the Cranberry and Blueberry Research Laboratory.



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Two extremely warm days of 87° on the 21st and 28th were among the warmest ever recorded in April. An intense storm occurred on April 28, during which 1.29 inches of rain was recorded. Some hail was noted during this storm but very little damage to blueberries resulted. During the month a total of 4.53 inches of rainfall occurred on 13 days. This is 1.13 inches more than normal.

#### Jersey Cold Week

A week of cold weather began with the night of April 30, when minimum temperatures ran between 26° and 33°. The next night it was 35°; May 3, 15-21°; the 4th, 14-21°; the 5th, 23-24°; the 6th, 20-27°. Several growers had drawn their bogs during the first half of April but all, it is believed, were able to reflow. here was undoubtedly some loss of buds along the shallow edges of bogs and places where vines were not fully submerged.

In the coldest blueberry fields and particularly where there was not good air movement, there was frost injury. In a number of fields, mummy berry blight is being mistaken for frost injury.

The damage done would have been much greater if the cold wave had begun with the night temperatures of May 3 and 4 (actually the mornings of May 4 and 5). Following the hot day of April 28, these two nights gave valuable service in hardening the buds and blueberry blooms.

### WASHINGTON

#### Good Growing Conditions

The month of April has been quite mild with a comparatively low rain fall for this area. The minimum temperature recorded was 25° on April 19th with a temperature of 28° reached on several other occasions. Maximum for the month was 72° on April 29th. The minimum humidity was recorded on April 8th at 58%, maximum temperature on that day was 64°. On the whole this month has given good growing conditions for cranberries and they

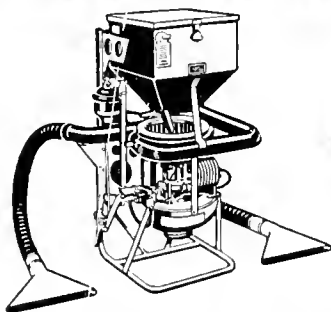
are coming out rapidly. The sprinklers have been used for frost protection only once or twice. Our blueberries are coming into bloom and are very subject to frost from now on. The hard frost on April 19th killed some blossoms but we will have enough left for a crop. Some of the younger cran-

berry bogs are coming out quite rapidly with the hooks starting to show May 1.

#### April Tipblight

"Twig blight" has just appeared during the past month. On trial plots, Fermate, Manzate, Captan and Wettable Sulphur have again given good control. Two other

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On all chemicals, follow label instructions and warnings carefully.

# Fermate

Ferbam Fungicide



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fungicides have, however, apparently made the vines more susceptible to one phase of the "twig blight" disease. These are Phygon and Ortho-rix or Poly-sol. The two fungi which are active in the Phygon and Ortho-rix plots are "fusisocum" and "sporonema". These two fungi can be distinguished from the "lophodermium" species in the way they attack the cranberry tips. The fruiting bodies of the fungi of the former two appear on the upper surfaces of the leaves usually starting in the tips of the uprights and working downward. The "lophodermium" species on the other hand produce their fruiting bodies on the under surface of the leaf and have in the past started first on the lower leaves of the upright working upward. This is the first time cranberry station workers got this clear distinction from trial plots. The cranberry variety "Howes" again appears to be much more susceptible to this disease than is the "McFarlin". The control program recommended last year has given good control over those bogs where it was followed. Three applications of one of the above mentioned fungicides were recommended. The first being in late June or early July the others spaced at three week intervals.

**Fungicides**

The fungicide used mainly last year by the growers was Wetttable

Sulfur. Most of the growers this year are turning to Fermate or Captan as there was some indication that Wetttable Sulfur had a depressing effect on yield. Fungicides will be applied this year on the Experiment Station bog to determine as accurately as possible just how much this depressing effect is.

**Fair Crop Outlook**

Most of the bogs here appear in good condition with a good set of buds and barring a serious frost damage, a fair crop.

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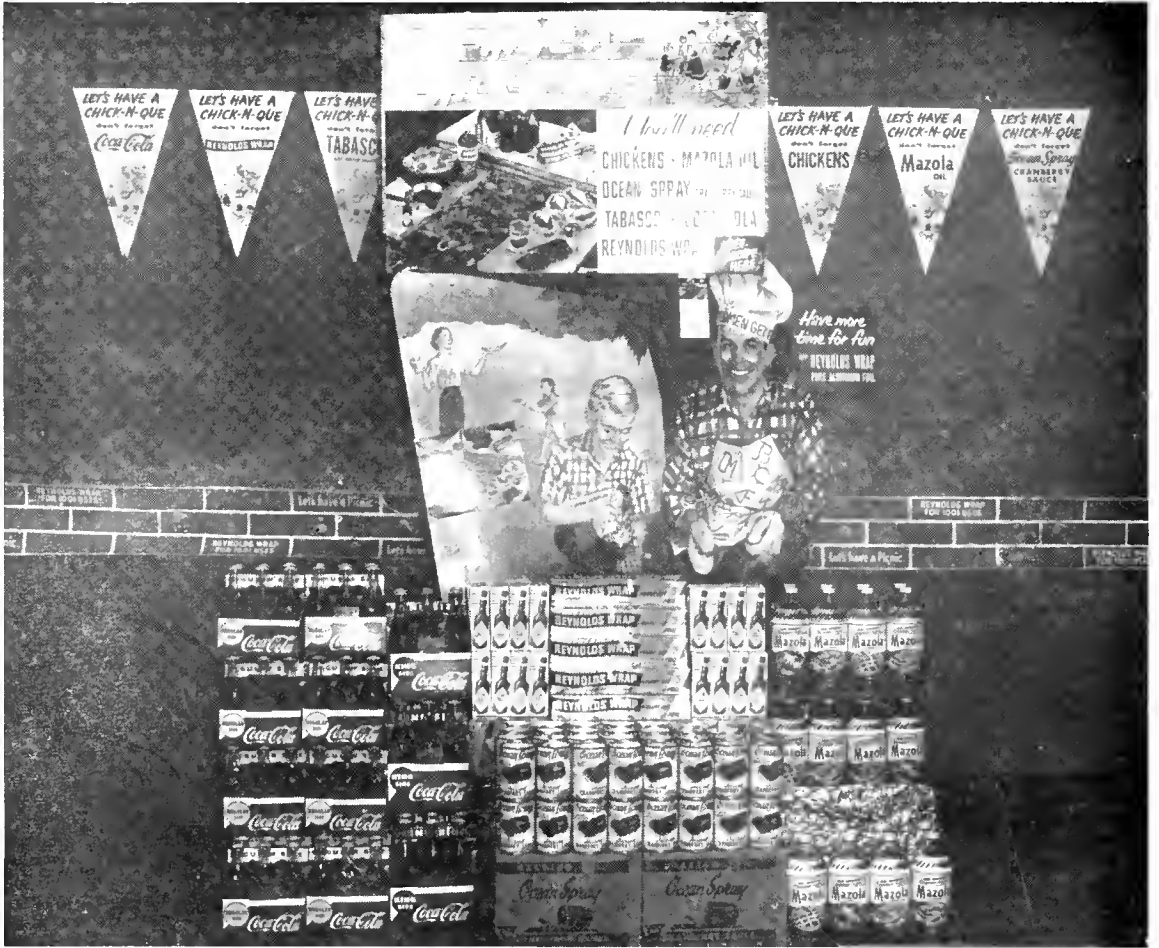


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WALTER E. PIPER, Massachusetts Marketing Specialist.  
(CRANBERRIES Photo)

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## CRANBERRIES Magazine

# Mass. Cranberry Station and Field Notes

by J. RICHARD BEATTIE  
Extension Cranberry Specialist



Recent visitors to the Cranberry Experiment Station have observed the construction of two new buildings. The one nearest the blueberry plantation will be a small greenhouse which will be completed early in July. This important addition to our facilities will enable staff members to continue many of their research projects during the winter months. The second building will be attached to the present garage and will house our new agricultural engineer, John Norton, who begins his duties on July 1. He will have a fully equipped machine shop in which to carry on his work. We at the Cranberry Experiment Station are looking forward to meeting our new colleague and are sure that growers will be much encouraged to learn that a full-time agricultural engineer will be located at this station devoting his energies to the greater mechanization of our industry. The many details involved with this building program, Mr. Norton's ultimate arrival, and attempting to learn whether the new expressway will bypass the station have been capably handled by Dr. Cross. Incidentally, according to the latest report, the expressway will just miss the station itself.

Temperatures averaged nearly 2° per day above normal in May and rainfall was far below the normal of 3.18 inches with only 1.41 inches recorded at the station. The serious drought conditions have continued into June with only .12 inches of rain experienced as of June 12. Many growers have been irrigating their bogs just prior to bloom in hopes of carrying them through this critical stage of development. We realize that flooding during the

bloom and shortly afterwards definitely increases the rot problem and often injures the small berries. Low temperatures recorded June 7 through the 10th enabled growers to combine frost flooding with irrigation on many properties.

Our spring frost season has been unusually active with 19 warnings being released as of June 12. 6 warnings were sent out during this period in 1956, 9 in 1955, 11 in 1954, 23 in 1953, and a record of 41 in 1949. These include both afternoon and evening forecasts. The most damaging frosts this season occurred May 16 and June 7. Temperatures dropped to 20° on some bogs May 16 and to 25° June 7. We have placed the frost damage at approximately 6 percent of the Massachusetts crop, or 30,000 barrels. We believe that the prolonged dry weather is responsible for the average

bogs dropping to our forecasts and the colder bogs often dipping well below our figures. Water supplies are critically low and unless heavy rains are experienced very shortly, extensive drought damage will have to be added to the frost losses.

The weather pattern in April and May has also had an adverse effect on the final keeping quality forecast which was released June 4 and is as follows:

**"FINAL KEEPING QUALITY FORECAST:** Careful examination of weather records since April shows only one additional point, or a total of 4 out of a possible 16 which favor good keeping quality fruit next fall. The prospects, therefore, on 'early water' bogs can be considered only fair to poor for the general keeping quality of the 1957 Massachusetts cranberry crop unless corrective steps are taken now. Growers are reminded that we had 8 points a year ago this date and enjoyed unusually sound fruit, whereas in 1955 we had the same number of points as this year (4) and experienced unusually poor keeping quality fruit. Growers who have bogs that tend to produce weak or tender fruit should seriously consider spraying them twice with fungicides. See chart for details".

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Four successful field meetings were held the last of May to acquaint growers with the latest information on the control of insects, diseases and weeds and their identification plus the proper use of fertilizers. These meetings were arranged by the county agents in Plymouth, Barnstable and Bristol Counties and were well attended.

Insect activity has been rather less than normal to date. The first brood of *Sparganothis fruitworm* certainly has not been too troublesome and only a few bogs have required treatment. **Black-headed fireworms** have been fairly common and a number of those bogs that are usually troubled by this pest have required treatment. Heavy counts of weevils on the other hand have not been too common. The same is true with green spanworms and cutworms. **Blunt-nosed leafhoppers** are becoming plentiful on a number of bogs and will require control measures.

With the returns to growers being so discouragingly low every expense item has to be carefully studied before spending any of that precious budget. Wider use of the insect net is an important method of determining the types of insects present and whether they are numerous enough to warrant treatment. Bogs should be "swept" every four or five days from mid-May to about mid-July. The county agents and the men at this station are always willing to teach or demonstrate the proper use of the insect net.

Dr. Cross has not received clearance for the use of Amino-triazole on cranberry bogs which is a discouraging situation for us all. He does recommend greater use of weed clippers this season, particularly where grasses, sedges, and rushes are a problem and chemical treatments have had to be postponed. There is still a place for spot treatment of such weeds as small brambles, loosestrife, and asters using Stoddard Solvent. Care should be used to direct a single stream of this chemical to the base of the above weeds. New vine growth will be severely damaged if it comes in

contact with Stoddard.

Dr. Chandler reminds us that Urea can be combined with insecticides and fungicides and is non-corrosive to equipment. Those who would like information on the use of plastic tubing to improve the drainage of their bogs would do well to discuss such problems with Dr. Chandler and the Soil Conservation technicians. The equipment and tubing is available for those interested.

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# Cranberries

THE NATIONAL CRANBERRY MAGAZINE

Issue of June 1957 - Vol. 23 No. 2

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## FRESH FROM THE FIELDS

Compiled by C. J. H.

### MASSACHUSETTS

#### Bad June Drought

As this issue went to press (June 20) bogs were in the grip of a severe drought. An uncomfortably early one. The whole eastern part of the state was suffering. Town and cities were curtailing use of water. Lawns, gardens were browned and burning and cranberry vines were beginning to suffer.

What had the Experiment Station staff—and growers worried—was the fact it was only June. Such prolonged dry spells are not anticipated so early in the season. It is usually July and August when conditions in bad years approach the present situation. Unless there was heavy, soaking rain soon, it was not predictable as to what damage might occur.

Conditions were the worst since the late June and July drought of 1952 and comparable to the bad drought of '49 which likewise began in June. Conditions were so critical that on June 19th the following flash-card for growers was prepared by Cranberry Specialist "Dick" Beattie and sent out:

Drought conditions are becoming serious on many bogs. Only .24 inches of rain has been recorded at the Cranberry Experiment Station in the last 29 days, and only 1.51 inches since April 9. Many growers irrigated their bogs during the last frost period (June 7-9), but this moisture will not carry many bogs through the blooming period. This is the time to use all available irrigation equipment. However, wise use of water is very important. Holding water well up in the ditches will help. Flash flooding is effective

but should be done at night in order that bogs be thoroughly drained by sunrise. Blossoms and small berries should not be under water more than 6 hours. Overhead irrigation equipment can be used during the day as well as at night without damage to blossoms, berries, or vines. For further details, consult your county agricultural agent or the Cranberry Experiment Station.

**INSECT NOTES:** Cutworms and spanworms are active on many "late-water" bogs. It is too late to treat weevils on "early-water" properties. Growers are reminded that Dieldrin, Malathion and Parathion are deadly bee killers and treatments involving these chemicals should be avoided during bloom.

Temperatures were searing hot the week beginning June 17th. The entire area was suffering. For the month to the 19th temperatures had ranged 65 above the normal, or more than three a day.

#### More Frost Loss

Despite the warmth of June as a whole three frost nights struck the cranberry area on June 6, 7 and 8. In this the dryness of bogs made conditions more hazardous as Dr. Cross had anticipated last month. With bogs so dry readings were substantially below those expected on bogs known as "cold," while on normal properties the temperatures were fully as cold as forecast. There were even some 25, 26 and 27 reports with many of 29, all below the 30 indicated. The frost area was mostly in Barnstable County and in lower Plymouth from Middleboro South, Carver, Wareham, Rochester. Account of Mass. spring frost loss is given by Beattie in his monthly report.

#### Crop "In State of Flux"

As a result of the hot weather the crop was reported as perhaps ten days ahead of normal and early blacks were setting by the 19th, later water in many instances had an excellent bloom. There could be a good crop of cranberries in Massachusetts this year. Bumble bees were noted as unusually common everywhere. Insect damage to date had been relatively light. With the situation as it was Dr. Cross commented "Even the crop at the present time is in a state of flux, like the industry."

### WISCONSIN

May averaged well below normal in temperature and normal to above normal in precipitation. Temperatures were down 5 to 8 degrees from a monthly average of 60 degrees. Fourteen frost warnings were issued and protection was necessary on twelve of these nights. Coldest night was May 4 when mercury dipped to 10 degrees followed by 16 degrees the last of the month. Protection was necessary in the southern marshes starting the first of the month and the north after the middle of the month. Rainfall was normal in the north and west central areas and above normal in the central and southern areas; normal being 3 inches. Heavy precipitation with temperatures averaging below normal in the south and east and much below normal in the northwestern counties is the extended forecast for June.

Editor and Mrs. C. J. Hall of "Cranberries Magazine" were

visitors to the Wisconsin cranberry areas the latter part of May. Their many friends were pleased to see them and this was their first visit in eight years.

First brood blackheaded fireworm were found hatching on early vines the latter part of May. Hatching had been curtailed due to the wet cool weather. Infestations are expected to be light except for occasional local build ups. Control measures were expected to start the first week in June.

A number of growers are planning on applying dalapon and amino triazole on grass and weeds using swab type applicators in June. Results have been quite promising on areas that were treated last year. The cost of the material and applicators compared to previous methods is materially cheaper. This method of application prevents the material from coming directly in contact with the vines and is being done strictly on an experimental basis.

### **NEW JERSEY**

May was a dry month at Pemberton with a total rainfall of only 0.74 inch, which is 3.3 inches below normal. The rain was divided into four showers, no one of which was heavy enough to break the drought. The temperatures on the whole were normal, with a daily upland average of 62.7° (normal 62.9°F.).

The serious frosts occurred on May 3, 4, 7 and 22. On May 3 the bog temperatures ran between 15 and 21 degrees; on May 4 between 19 and 21 degrees, according to Isaiah Haines of Whitesbog. These two frosts caused damage to early drawn bogs that were not flooded. On May 7 the record shows 20 to 28 degrees, but apparently the early drawn bogs at that time were sufficiently hard to take it. On May 22 the temperatures of 20 to 29 degrees caused injury to the new growth on bogs which had been drawn in May.

Mr. Haines further reports that on May 4 some blueberry fields

had temperatures as low as 22 degrees, which caused considerable damage to the bloom. A greater cause of damage on blueberries this year, however, was the low temperatures in January which ranged from 12 to 17 degrees below zero. These caused the killing of many leaf and fruit buds, or a partial injury to them. In some cases the fruit buds expanded their flowers in an apparently normal fashion, but just before the blossoms opened or soon after, the whole cluster quickly died. Some of the weakened flower clusters were able to set a berry or two which were not always normal. The shoots of many tips of such bushes died back for several inches during late April and early May. The remains of such injured flower clusters are conspicuous at the present time because there is nothing there except a bare stem and several widely separated bud scales. This blueberry damage is scattered over the State in an irregular and spotted fashion.

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# Eatmor Cranberries Dissolves After Fifty Years Of Industry Leadership

## Had Long Been Factor In Fresh Berry Market

Oldest cranberry cooperative, Eatmor Cranberries, Inc. for so many years operating as American Cranberry Exchange has been forced by industry circumstances to make a decision to dissolve, this action being taken at Chicago, June 10th. Existing for 50 years, since 1907, with its beginning (and primarily its ending) in Wisconsin, for half a century this organization had been a major influence and a stabilizing, progressive factor in the marketing of cranberries, over the years, chiefly in fresh fruit.

The decision that it could no longer continue came as no surprise, its difficulties particularly in the processing field, having been known for some time past. The action, which came by a proxy voting at Chicago had been anticipated.

Notice of this action released from Eatmor headquarters is as follows:

"At a Members' Meeting of Eatmor Cranberries, Inc., held at headquarter's office in Chicago, June 10, members of EATMOR voted to dissolve the corporation."

"After fifty years of successful marketing of fresh cranberries the membership was caught in the current trend of the cranberry business involving processing."

"Due to prepackaging of fresh cranberries about 30% of the crop is now unsuitable for shipment on the fresh fruit market."

"This is due to size, color or other irregularities. These berries must be processed."

"EATMOR endeavored to work with private processors for distribution of this portion of their crop. This has proven so unsatisfactory that the members feel they can no longer afford to underwrite such a venture."

"It is, therefore, for this reason that the above action was taken."

Bulk of the membership had in recent years shifted to Wisconsin, and Wisconsin had also by far the largest barrelage. Total membership until this year had been 177, this recently having dropped to 134, as the dissolution seemed more and more inevitable. It was reported only 21 were ready to sign up contracts for the 1957 marketing season. There were 77 members in Wisconsin, 32 in New

Jersey, and the remainder in Massachusetts, Long Island and Canada.

Of the 1956 production, Eatmor handled a total of 177,040 barrels as contained in the treasurer's report to the directors just before dissolution. A total of 125,909 barrels were sold fresh while 51,082 were handled as processed. Eatmor (Exchange) always was predominantly fresh.

Last year Wisconsin provided a total of 135,926 barrels; New Jersey 15,533, Massachusetts 12,005; Long Island 826, Canada, 418, "non-members, Massachusetts," 12,283.


Average F.O.B. Shipping Point price was given as \$12.96 per fresh barrel, that for Massachusetts being, per barrel, \$14.18; New Jersey \$14.62; Wisconsin \$12.51; Long Island \$13.97 and Canada \$18.06.

Eatmor's headquarters were at 1144 W. 14th Place, Chicago, Lester E. Haines, general manager; sub-divisions; Carver, Massachusetts, managed by Stanley D. Benson, assisted by Raymond Morse; New Jersey, Growers' Cranberry Company, Pemberton, managed by Walter Z. Fort; Wisconsin, Wisconsin Rapids, managed by Leo A. Sorensen, assisted by Jean Smullen and Jean Walters. Clarence A. Searles of Wisconsin Rapids was president.

## EATMOR MEMBERS WILL SEEK SALES OUTLETS

Members of Eatmor will now, it is assumed, seek membership in other sales organizations as individual desire. A number have made contact with National Cranberry Association, application first being made to that co-op's membership board and then for approval by either board of directors or executive committee. NCA has recently taken on additional tonnage of about 60,000 barrels, it is announced a considerable portion of this being from former Eatmor members, but some from independents.

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## CRANBERRY PRODUCTS, INC

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## **National Holds Series Of Explanatory Meetings For Mass. Member-Growers**

**Large Attendances Hear '56 Pool Returns Will be Less than Previously Estimated—Management Representatives Under Heavy Question Fire.**

National Cranberry Association in June conducted a series of Massachusetts area meetings for grower-members in which management reported on current standing of the association and prospects for the 1956 crop returns. In these sessions at Wareham Town Hall, South Carver Grange, Kingston, NCA headquarters, Hanson, Cotuit and East Harwich on the Cape, staff representing the unit was often under heavy fire in the question period, and on the defensive.

Point which, naturally, brought out the greatest ire of members was the admission that returns on the '56 pool would not be "\$11 or better," but "probably in the neighborhood of \$8.61 per barrel." This, and what could present NCA management promise definitely for the future seemed to be the crux of the sessions.

Admissions that there had been errors were rather frankly made, the word "debacle" being used more than once in referring to what had happened during the past year. Many members hearing the explanation of officials were frequently obviously angry, some of the questions were bitter and personal, very critical; others were in calmer more constructive moods. On one point there was unity. That was that grower-members were demanding an adequate return for their fruit for the future.

Meetings were conducted by Acting President Frank C. Cranston, who briefly stated he had accepted his election as first vice president last August in good faith and sincerity, had carried on his duties to the very best of his abilities and now, as acting head was continuing to do his level best for the organization.

Second and main speaker in the pattern of the meetings was acting General Manager Kenneth Gar-side, who courteously and capably

made many answers. It fell to his lot to announce the anticipated payment of the '56 pool. He said former President and General Manager Glover had estimated \$11.40 "or something around that figure." This was "out, fantastically," he admitted, the inaccuracy being due to the fact it was based on accounting which

had not been currently accurate. He said there had been five different persons heading up accounting during the two years and that the system had been changed over from manual to machine accounting.

"When you turn to IBM accounting machines you are putting all your eggs in one basket," he said. Not enough time had been given for the change-over, and to make such a change many months should have been allowed. Some accounting is still done manually, but, he explained, to change to machines is a time-taking, major,

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scientific operation and it had to be learned how to feed the machines the proper information to get the right answers.

He referred to the increase in cost of sugar and cans which helped throw the estimate off, and also to the fact that '55 pool was closed too soon and some of the costs of this payment had to be carried over into the '56 pool accounting.

He said that on January 22 he was made vice president in charge of accounting. "I was assigned to clean up the accounting."

"What have we done since Glover left? We have established a budget, something NCA never had before, strange as this may seem for a business of our size. We have reduced expenses some and I think we can reduce them still more."

In announcing the new estimate return he declared the figure was naturally disappointing and it "probably will make you pretty mad. In fact you may beat us if you want to. We will take it. But I do want to say we are an honest bunch. We will try to answer your questions honestly. The company really has an unusual amount of talent in it. Ask us any questions you wish and we will try to answer them."

Before concluding he said he had thought "Mr. Glover quite a guy when he took over the management but it developed he had a dislike for organization and detail work. Under questioning it developed it was Mr. Glover who ordered the IBM installations.

James V. Sands, assistant to the general manager asserted that in the future, department heads were to be held to the budget; accounting has been set up so "we can forecast every quarter and management has been working on the budget system since January."

John Harriott, treasurer, said the truth of the matter was a miscalculation of about 4 million dollars in gross income, had been made, that about 25 million had been expected whereas this will only be about 21 million. He referred to the lack of a budget system previously for the past 25

years, and said "now the system is realistic."

He emphasized there is no shortage of cash, "that is my job to see there is none." "We have adequate insurance." He repeated there was absolutely no cash shortage and, from a banking point of view, the corporation was completely sound.

Maynard Holmes, eastern production manager discussed how production had been stepped up and of plans for further improvement in methods and lowering costs.

Lawrence Proesch, marketing director, told of the marketing program and said that if adequate returns are to forthcome there must be increased volume of sales and orderly marketing. He referred to "cheap competition." He said advertising must be continued, and be consistent, but there had been a reduction made. He said price for canned sauce bore

a direct relation to prices at which fresh fruit was sold. In answer to questions he said there was a now-proven great potential for cocktail but promotion was extremely costly; that frozen fresh fruit had not gone over as well as hoped for, but that cranberry relish was going ahead very well.

Gilbert T. Beaton, fresh fruit, told of NCA opening price last fall of \$4.10 for early fruit and its attempts to hold the line, but that it could not with undercutting by others and had to reduce this price. He said there must be orderly marketing and that today there were "too many people selling cranberries who do not know anything about selling cranberries."

Questions were such as these: "I'd like to know the amount of Mr. Glover's expense account?" The answer was \$23,000 one year. "How did your accounting get so far in error?" "Has this now

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been corrected?" "Why is management just finding out what you are telling now?" "Why was it when Mr. Urann was president we made money;"

There was considerable debate about the given reasons for the accounting system failure; about delegating so much authority to the general manager and to the executive committee of 7. Some felt the board of directors should have held management to more strict account and that the directors should make all decisions. Management pointed out it cost a great deal of money to call in all board members from all over the country too frequently. There was mention of eliminating Wisconsin directors. This was declared to be obviously impossible.

Meetings at various points varied considerably in details as they worked out, and in questions asked. Observation might be, that management represented made every attempt to supply desired information, usually without personal irritation, but admittedly embarrassed at times by replies necessitated, and a willingness to confess to errors when they existed — and to shoulder blame, but

declaring all errors to be honest mistakes. Membership showed a determined desire to get at facts, and even more determination that information in the future be made easily-available, many showing sound, constructive attitudes, and many a willingness to let the past be the past and to join in for a future more responsible part with management, present or otherwise.

## **Mismanagement In NCA Charged By Wisconsin Director**

### **Emil Arbet Makes Accusations and Urges "Shake Up" of Management**

An informal meeting of Wisconsin members of NCA at Elk's Hall, Wisconsin Rapids, June 6th heard charges of "gross mismanagement" of affairs of the National from Emil Arbet, president of Cranberry Lake Development Company and a director of the cooperation. Mr. Arbet urged a "shake-up" of management.

He declared, according to a report in Wisconsin Rapids Daily Tribune, that returns of growers

have been "dissipated through incompetence, inefficiency and unwarranted expenditures by the NCA staff." He was quoted as saying "They will not change unless we force them out of office. He disclosed he had made a demand on the board of directors a few days previously for instituting legal action aimed at restitution of funds which he alleged were improperly used.

He accused that NCA Canadian processing plant was sold in 1955 "without the required three quarters vote of approval by stockholders." He also charged that acquisition of the New England Cranberry Sales Company assets was "another costly venture," and it was done without proper approval. He had hoped resignation of James E. Glover as president would result in improvement of general management, but that since then "nothing has been accomplished but a continuation of job holding," he was further quoted as saying. He declared Mr. Glever's administration had been a failure and some of his expense accounts were exorbitant. He reportedly accused of stock manipulations which were costly to grower-members.

Recalling that NCA last January had estimated the 1956 crop would bring growers \$13 a barrel, he said he had sent his own auditors to NCA headquarters to conduct an audit which showed this



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estimate to be "unrealistic." His auditor was reported as saying his audit based on sales through Dec. 31 indicated the crop pool would be close to \$8.50 instead of the higher figure.

Another of Wisconsin's four directors, Rolland Potter was reported as not refuting Mr. Arbet's charge, but declaring "I think NCA is still the best place for the grower. The auditors have agreed that we have a good, solid basic organization which ranks among the top 10 distributors in the United States. He said that henceforth, according to actions by the board of directors all expense accounts would be audited once a month; that auditors are to report directly to the board and not through the general manager, and that no NCA employees will be allowed to serve as directors. The latter rule would effect five present members of the board. Mr. Potter is also quoted as saying that three jobs on NCA staff have been eliminated representing an annual salary saving of \$25,000, and he expressed the opinion that all salaries should come under review. Stanley L. Shetler, Chicago director of Cranberry Creek Development Company said there was evidence of "preferential treatment for some members. He said Mr. Arbet was conducting a crusade at his own expense to get a fair price for growers. A. E. Bark, Wisconsin Rapids grower said something could be done about the described situation if voting power was based on membership rather than stock ownership.

No action was taken as the meeting had been called informally at the request of Mr. Arbet to hear his views of conditions within the cooperative.

### ***Civil Suits Filed Against NCA And United Cape Co.***

**Edward C. Bloom, National Stockholder, Disputes Association Actions and Names 18 Individuals.**

A civil suit was filed in Federal Court, Boston June 13 by

Edward C. Bloom of New York, owner of four shares of stock of National Cranberry Association, against National Cranberry Association, Hanson, Mass., United Cape Cod Cranberry Company, Hanson and 18 officers or directors of the cooperative.

Plaintiff declared he filed the suit in his own behalf and that of all other stockholders of NCA. Action is divided into three parts. One concerns the Yarrow processing plant in British Columbia, averring that NCA sold this to United Cape Cod Cranberry Company for \$200,000 without the affirmative approval of three quarters of NCA stockholders. A second is that in March of 1954 New England Cranberry Sales Company, Middleboro, Mass. was merged with NCA without the approval of three quarters of NCA stockholders. The third alleges manipulation of common and preferred stock.

A loss of \$6,000,000 was incurred by National in the N. E. Sales Company merger it is alleged. Plaintiff asks the court to direct the individual defendants to reimburse National for losses incurred and that the officers or directors named in the complaint be removed and barred from holding office in the future. Those named were directors or other officers at

the time of the alleged transactions.

Individuals named as defendants are Frank P. Crandon, Acushnet, Mass., Kenneth Garside, Duxbury, James E. Glover, former president and general manager of NCA, Russell Makepeace, Marion, John C. Makepeace, Wareham, Marcus L. Urann, Marcus M. Urann, Hanson, Elthea Atwood, South Carver, Carleten Barrows, Boston, Samuel Gurney, Harrison Goddard, Thomas Darlington, Enoch Bills, New Jersey, Guy Potter, Robert Rezin, Wisconsin, Leonard Morris, Washington, David Pryde, Washington and John Harriett, present treasurer.

### **GOV. CIVIL SUIT TRIAL POSTPONED**

As this goes to press, trial of the Government's civil anti-trust against National Cranberry Association, et. al., has been postponed further until next fall, it is reported, action being taken by Judge George C. Sweeney. No date was named.

It is understood there is possibility an agreement may be reached and the case settled without going to trial. Defendants include A. D. Makepeace Company, Wareham, Mass., United Cape Cod Cranberry Company, Hanson, Marcus L. Urann and John C. Makepeace.

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## Walter E. Piper, Mass. Marketing Specialist, Does Much For Cranberries

This "Thorough Yankee" Is Basically a Nature Lover with Interest in People and History Which He Puts to Use in Promotions

by  
Clarence J. Hall

It's always well to have a friend in high places. Walter E. Piper, Marketing Specialist, Division of Markets, Massachusetts Department of Agriculture is such a friend of the cranberry industry, particularly, of course, in the Massachusetts branch. He's also, naturally, a booster of apples, strawberries, potatoes, be a ch plums and other Bay State fruits and vegetables.

He is, and has been a familiar figure now to Massachusetts cranberry growers and the consuming public for more than a quarter century; through personal speaking appearances, his writings heard over radio and read in the press and various periodicals. His name is always popping up in print or over the air waves with a timely comment upon some form of agriculture or marketing. He has done a great deal to stimulate interest in agricultural products and hence marketing and consumption.

Mr. Piper has been with the department permanently since 1924 in various capacities, including statistics and marketing inspection, but his "bent" has proven to be especially in promotion. He admits this is "a natural for me." Indeed, it should be so, with his keen interest in agriculture of every sort—perhaps more specifically in horticulture—New England history, alertness to the odd and curious, recognition of the unique and to the beauties of Nature in all her aspects.

Walter Piper is a thorough Yankee. He explains his father's folks were chased early out of Portland, Maine by the Indians. He was born on a farm in New Hampshire, college education in Connecticut (Univ. of Conn.) and has spent most of his adult life in Massachusetts.

His father, the late Walter E. Piper, Sr., was for several years treasurer of the City of Quincy, a member of the Massachusetts

legislature and Norfolk County Commissioner and otherwise active in public life. One of Quincy's main thoroughfares is now called Granite Street. Its many twists and turnings, are caused by the fact that it was once known as "Mutton Lane," following the sheep trails of Piper's great grandfather, Thomas J. Nightingale, from Quincy Center to South Quincy. A Quincy homestead of the Piper's dates from 1762 and Walter can remember that at Thanksgiving time his grandmother always baked 100 pies, apple, mince, pumpkin, squash and cranberry. If these were not all eaten at the time, as they seldom were, left-overs, were placed down cellar for gradual use.

He was graduated from the University of Connecticut in 1916, where he majored in dairying, but also studied horticulture, which turned out to be his main love. He still owns the family 300-acre farm in New Hampshire, which has a sugar "bush," although he does not operate the farm at present. The designation sugar "bush," may be a surprise to most, but Mr. Piper adds that a stand of sugar maples is a "bush," up there, just as a grove of apple or peach trees is an orchard, technically. His own farming now consists of a backyard garden at his home in Quincy. He commutes from that nearby city to the quarters of the Massachusetts Department of Agriculture at 41 Tremont street, Boston which serves as an overflow from the famous but crowded Massachusetts State House, on Beacon Hill. Very appropriately, his own office overlooks noted King's Chapel Burial ground on Tremont street, where many early patriots and other famous persons rest.

### A "Collector" of Hobbies

His hobby has been called (by his wife) "the collection of hobbies." A little later a few of these will be named. Most of them have to do with horticulture, local history, love of nature. They show an acute New England curiosity into many things, and most of these come into his work.

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college he was engaged in apple orcharding and special departmental work before he entered full time employment with the Massachusetts department. During his first year, he became acquainted with cranberry growers and cranberry growing; since then he has made innumerable visits to Cape meetings, especially those of Cape Cod Cranberry Growers' Association, where he usually takes a part in the program with a few pertinent observations, mostly on marketing.

**His Broadcasts Wide-Spread**

His material is broadcast over Boston radio station WEEI, WBZ, and occasionally on other stations. Several hundred thousand listeners are reached in a single broadcast; cranberries are frequently mentioned, particularly in season and the influence is tremendous. Oddly, he says, statistics have shown that while this is a program designed for farm people there are more urban people and consumers listening than farm families.

"We try to tell the apple story, the potato story, the cranberry story," he says, always looking for the interesting which will catch the attention of the listener. Examples of his astuteness in this will be spoken of later.

This is the promotional aspect of his work, but he has more precise, prosaic tasks as specialist. He has recently been engaged in assisting in the compilation of material for the new ten-year Massachusetts Department of Agriculture survey of the Massachusetts Cranberry industry. This will be available for distribution sometime very soon. A major interest in this one, among growers, Mr. Piper says is what will the figures show for current acreage as compared to the last survey? This is a 50-50 project between state and federal departments and the authors of the last one included Mr. Piper along with C. D. Stevens, H. J. Franklin and F. B. Chandler. He gave no inkling as to what the new figures will be, but it is no secret total acreage is expected to be less. Mr. Piper's contribution to this work is chiefly in marketing

aspects. His department arranges the finances, hires the enumerators, and cooperates with the New England Crop Reporting Service in preparing the bulletin.

His Department last fall inaugurated a new service, which is really a "quickie" bulletin sent out to key Massachusetts growers and others, concerning the latest crop estimates during the season. The Boston department has a direct, leased wire to USDA in Washington and when at 3 o'clock on the afternoon of the 10th (or nearest working day) new figures have been compiled, it is received in Boston by 3:30 of the same afternoon, is put out in a mimeographed copy for the mails at 4:30. This is simply a summary of revised figures and not designed to interfere with the releases sent out by C. D. Stevens of the New England Crop Reporting Service at Boston. The comprehensive report of Mr. Stevens gives the reasons behind the changes in figures, if any, with reference to quality, etc. The releases from Mr. Piper are merely a speedy summary "right off the wire," and useful as fast information.

Should the cranberry industry succeed in the marketing order attempt and this be obtained,

the inspection as to quality standards in Massachusetts would be under Mr. Piper's jurisdiction.

What does he think of a marketing order for cranberry growers?

**Marketing Order Should be Tried**

"I have had experience—I have seen such an order work out favorably—for potatoes in the Connecticut Valley, for instance.

(Continued on Page 16)



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# Cranberry Institute

MONTHLY REPORT TO THE INDUSTRY

By

ALDEN C. BRETT, President



Conditions in the distribution end of the cranberry business seem to be approaching a climax, apparently not a happy one. The question now is, "How much worse can they get?" The largest cooperative has been obliged to tell its members that they have been misinformed regarding the probable returns for the 1956 crop and, in addition, on account of the resignation of its president, is seeking new leadership.

The second largest cooperative has voted to dissolve. The Department of Justice is still dragging its heels after some two years, to the great disadvantage of the industry. Uncertainties seem to be multiplying and the grower has good reason to be confused and concerned as to what the future has to offer. No industry can make progress under such conditions and right now progress is badly needed in the cranberry industry.

For these reasons we want to discuss with you the role which the Cranberry Institute can and should play in this difficult situation. It is clear that it cannot be partisan; it must remain entirely neutral. It must not take sides in the controversies which will arise between and within the organizations of its various members. It must be entirely fair and objective and keep in mind its proper role to promote vigorously those activities which will benefit the industry as a whole. It should be obvious, however, that the need for the Institute is now greater than ever.

The grower is the one whose interests must have first consideration. The cooperatives and the shippers are simply vehicles set up to serve him and to return to him with a minimum of expense

the amounts paid by the consumer for cranberries and cranberry products. The job of the Institute, on the other hand, is to create a business climate within which the shippers can operate to the best advantage.

The first part of this job, as agreed on by the Institute's directors, is to stimulate consumption. When demand exceeds supply in any industry the producer is in the driver's seat. Then prices can be set at a satisfactory level, the surplus problem disappears and the grower can make a profit. Accordingly the Institute has directed its first undertaking in this direction by inaugurating an advertising and publicity campaign.

The United Merchandising Institute has been engaged to place in 35,000 food stores advertising material to promote the sale of fresh cranberries. "Fresh-for-Health," an organization affiliated with the United Fresh Fruit and Vegetable Association, will provide a cranberry recipe and menu service to household and food editors in a wide range of women's publications, Sunday supplements, newspapers and publications of general circulation.

The Charles F. Hutchinson Advertising Agency has been engaged to provide advertising coverage to the Chain Stores and Institutional buyers and to develop advertising tie-ins with other food products. Mr. Hutchinson is well fitted to do this as he has had previous experience in the advertising of cranberries and cranberry products.

All this is a start. The initial commitments made by the Institute are probably too modest but here is a field in which the entire industry should cooperate.

The promotions will include fresh cranberries and all cranberry products but no mention of brands will be made. Every shipper should benefit.

A second method of increasing sales is by the broadening of the product field by the development of new products. Much of this work should be done by individual processors. Nevertheless, the Institute can play a part in this undertaking. Work undertaken by the Wisconsin Alumni Research Foundation has already resulted in the development of several new cranberry products which have been licensed to a Wisconsin processor. The University of Massachusetts Foundation has been approached by the Institute to do work along this same line. All such developments, like the Wisconsin development, will be available under license to all cranberry processors.

During the past month the United States Department of Agriculture has completed its work in the establishment of U. S. Standards for Cranberries for Processing. This work has been done at the request of the Institute and the standards will be available for use by all processors. Fresh fruit standards have already been developed.

During the coming season the Institute is planning to continue its effort to improve the quality of fresh cranberries as they are offered to the consumer through the education of growers, handlers and retailers in the proper methods of handling. This is important as the housewife will not repeat her purchases of cranberries if they continue to be poor in quality. Last season considerable progress was made along this line.

No industry can distribute its product satisfactorily without adequate knowledge of its movement in the various distribution channels and the condition of its inventories. To collect confidentially and disseminate such information in total to its members is an important function of the Institute and it is a job which cannot be done well by any other

(Continued on Page 20)

(Advt.)

## FIND A WAY OUT—OR BUST

"HOW much worse can things get," asked Alden C. Brett of the Institute in his article in this issue. "What is the answer?" "How much more can we take?" "Is the cranberry industry bound on committing Hari-Kari?"

These are some of the questions desperate growers are asking, as the industry is dealt blow upon blow. For some years now we seem to have acquired the habit of doing things which hurt ourselves. We are torn with strife from end to end.

"Hari-Kari" is defined as a custom of the Japanese of "suicide by compulsion," or "happy dispatch." In this the condemned person gives himself the first cut, and, if his courage then fails him, the fatal blow is given by a friend.

We do not believe the industry is determined on suicide - self-destruction. Rather, to change the figure of speech it is more like a fish out of water. It is floundering, desperately. It is trying to get back into its proper element. That is orderly marketing which brings a proper return for the crop to all growers.

Perhaps only through these flounderings, through repeated trial and error will a satisfactory answer to our woes be obtained. Solutions may lie ahead. We do not profess to know the answers. There is confusion, a sense of helplessness, frustration in the heart of nearly everybody in the industry. Few profess to know exactly where or how to turn. Where is the respected leadership the industry has had in the past?

We can only feel that out of desperation, with things at bottom, leadership or solutions will come. We have, or by and large have, conquered our cultural problems. We are much better equipped to produce cranberries in greater quantity, quality and more efficiently than ever before. It seems ridiculous that we cannot find a way to successfully market the crops we grow.

We know many growers share our regret in witnessing the dissolution of our oldest and a generally much respected coop, Eatmor Cranberries. This, formerly as American Cranberry Exchange was a bulwark of the industry for half a century. Our largest coop, National Cranberry Association is torn by internal strife.

Editor and Publisher  
CLARENCE J. HALL

EDITH S. HALL—Associate Editor

## CORRESPONDENTS—ADVISORS

### Wisconsin

LEO A. SORENSON  
Wisconsin Rapids

### Washington—Oregon

CHARLES C. DOUGHTY  
Cranberry Specialist  
Long Beach, Wash.

### Massachusetts

DR. CHESTER E. CROSS  
Director Mass. Cranberry Experiment Station  
East Wareham, Mass.

BERTRAM TOMLINSON  
Barnstable County Agricultural Agent  
Barnstable, Mass.

### New Jersey

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

It's present management, or any new management is, and will be definitely on trial before the mass of the growers.

It is inconceivable the cranberry industry will perish. It is, if you stop to consider seriously, "sound fundamentally." That may appear a trite and futile expression. But we do have an agricultural product which is desired by a consuming public. There is bound to be a way to get this product successfully sold. Things have come to the point now where a way out must, and we believe, even if nothing more than through the law of averages will be found. Situation now really is find it—or bust.

WE made an all-too brief visit to Wisconsin this month. Wisconsin is suffering like all cranberry areas, but the atmosphere is not quite so depressed as in East. We expect to run a series of articles upon Wisconsin and the doings of the growers there in the next few issues.

## WALTER E. PIPER

(Continued from Page 13)

From my observations with other crops it might well be tried out. It may be more difficult with cranberries because of their perishability. Cranberries are not a 'hard' crop, such as potatoes. They are 'soft,' with a high degree of perishability like cherries or plums. A quality check would be very important in the effectiveness of a marketing order.

From his experience with such orders on other crops, Piper emphasizes that full cooperation of the industry is a vital factor. "No amount of policing can bring about the desired results", he observes, "unless there is a whole-hearted desire on the part of all participants in the deal to see that the desired aims are accomplished."

"What do you see in the future for cranberry marketing?"

"I've seen big booms and I've seen heart-breaking periods of depression in most farm crops, and practically all have come through the wringer and prices have stabilized at a proper level, which has made it possible for the industry to carry on, on a sound and economic basis. And, if this has happened without government aid, but by the efforts of the growers themselves the result has always been better."

Mr. Piper, then, it appears from his long experience in the marketing of fruits and vegetables, with a situation as the cranberry industry is now in, would be inclined to a try-out of a marketing order—which can always be abandoned if found unsatisfactory by a majority of growers or volume of shipment, but not in favor of seeking federal financial assistance.

As to increased consumption of cranberries, he says he is much interested in the possibilities of a future in frozen fresh cranberries. "This is right in line with the present trend."

"I'm hopeful more can be done in the way of cranberry juices. I believe this market can be widened. I'm a cranberry juice fan myself,—you might call me an

'adict,'" he adds. "I find it a grand 'pick-me-up, especially when on the road. I often stop for my cranberry juice on my many trips around the state. If I don't find a cranberry 'bar' open, I pick it up at a store and drink it out of the bottle. I personally think there is nothing like cranberry juice."

### His Promotional Activities

In his promotion of greater consumer use of cranberries each fall, Mr. Piper has arranged bus tours from Boston to the Cranberry Festivals at Edaville. Last fall he helped arrange and bring in nine bus loads of visitors. Some of the broadcasts over radio are on the morning of, or prior, to a cranberry meeting or festival. He has issued advance travelogues, beginning in this way:

"On Saturday of this week, thousands of people will be headed toward South Carver, the site of the cranberry festival."

He will then point out routes which may be taken, telling of historic sites along the way, or merely describing the glories of the drive. "As you travel along this route through this part of Southeastern Massachusetts, there is much of pastoral beauty that can add to your trip to Cranberryland. At this season of the year there are many interesting displays of fall wild flowers. . . Nature-loving highway browsers will be well rewarded by making occasional stops at the most attractive spots and viewing more closely some of this autumn beauty. . . Along the banks of the streams you will still see some fading Joe-Pye weed which has presented a fine display over the past month or two. If you are lucky you might come across an interesting fall flowering plant known locally as 'turtle head.' This grows to medium height, a couple of feet or so, with a rather large blossom much resembling the shape of a turtle's head. It is recorded in the botanist's book as of the genus, *Chelono*. . . . Fields and meadows all along the road abound with fall flowering goldenrods and asters. If you want to make a hobby of it, you might try to see how many spec-

ies of these you can collect."

Or, historically: "This is cranberry Day. Such a statement may sound a little surprising during the early spring season (April 21) because we normally think of the autumn as the occasion for setting aside a particular time to honor this important Massachusetts fruit. Our reference to the fact is this is the date of the annual spring meeting of the Cape Cod Cranberry Growers' Association." Then will follow an intriguing account of cranberry lore with facts and figures. All this tends to whet the consumer cranberry appetite.

Mr. Piper declares he has two special interests in cranberries. One is Edaville. "I worshipped Mr. Atwood (the late Ellis D. who developed this center of cranberry interest.) He helped me tremendously in becoming familiar with cranberries. The other is the 'Cranberry Room' at the Middleboro Public Library. The following went over the air:

"I recently dropped in at 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 Middleboro Library, which has been set apart for the use of the cranberry industry in preserving its records and mementos. It is in line with many similar endeavors in various branches of industry and agriculture. The aim is admirable. Certainly it may be of untold value to cranberry growers of a century hence to have easy access to records.

"It has been said that history is philosophy taught by example. In any industry or business much can be learned from the experiences of predecessors—much can be of immense importance and value in preventing a repetition of earlier mistakes, and in capitalizing on earlier accomplishments and successes." This might be taken to heart by cranberry growers.

Or, "This week I have had the pleasure of watching a fine demonstration of agricultural relations in action. I am referring to the Open House held by the National Cranberry Association at

its big Ocean Spray plant in Onset. It certainly was a sight to please the eye of one interested in New England agriculture . . . to see the hundreds of parked cars and the long lines of visitors waiting their turn to get into the building . . ."

An historical bit: "Some old-time cranberry bogs are capitalized on a basis of 64th interests. This goes back to the time when old sea-faring men turned from the sea 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. It was only natural that they use this method of Cape Cod financing in the construction of their bogs.

When it comes to the hobbies and special interests of Mr. Piper it is difficult to tell where the hobbies leave off and his business begins. Many of them entwine. He is a former secretary and former chairman of the National Association of Marketing Officials, and with their 1956 convention in Boston he arranged a trip which took the group to Hanson, Edaville and to Plymouth through cranberry country.

He is a director of the Massachusetts Fruit Growers' Association and secretary of Massachusetts Federation of Vegetable Growers Association. In fact, he is a member of about every similar association. During World War II he was advisor to the War Production Board and OPA on matters concerning New England fruits and vegetables in connection with price control.

He is an ardent member of the Horticultural Club of Boston. He is particularly interested in goldenrod, wild asters and bearberries (*Arctostaphylos ova-urs*) the latter also known on the Cape as "wild" and sometimes "hog" cranberries. He wrote entertainingly of this in one release:

"This summer, I stood on top of Corn Hill in Truro and in my imagination thought of that day so many years ago when that little party (the Pil-

grims) discovered corn on top of that hill. A tablet half buried in the sand now marks the spot (where the Pilgrims 'borrowed' this Indian corn. It is still a very quiet spot, one of several sand hills that feature the topography of that part of the Cape. From it a fine view can be had of the entire bay of Provincetown and of the Cape, as it stretches southward and across toward Plymouth. It is heavily covered with bear berries. Natives down there frequently refer to them as "wild cranberries!"

This native wild cranberry makes a wonderful ground cover, he has ascertained and is trying to promote its use, along Cape highways. While admittedly hard to propagate, once established it holds the soil admirably. He suggests that cranberry growers might try it for dikes or other uplands. The vine is a member of the heath family, as is the true American cranberry of commerce.

#### "Cranberry Walks"

One hobby of his is taking "cranberry walks," the idea being similar to that in bird walks." He is a member of the Audubon Society. A favorite walk of his is from White Island pond in Plymouth woods to and around Swan Holt in the same great wilderness. He suggests these "cranberry walks" might be stimulated among nature lovers. He has many times mentioned the beautiful colors of cranberry bogs, especially in spring and fall.

"Farmer's button" is one of his collecting hobbies. These are the buttons members of farm organizations have pinned on their coats, and he has one button as early as 1895. If there is any such farmer's cranberry button he would appreciate learning of it, as he has never heard of one.

Currier and Ives prints are another hobby—in fact he has a small room covered almost from floor to ceiling. These are mostly farm scenes. But he has never yet found a Currier and Ives of cranberry culture, although he has constantly been on the look-out for one.

He collects first editions, spec-

ializing in New England authors of the past mid-century with particular emphasis upon Emerson and Thoreau.

Yet, despite his interests in old New England books and prints, history, Walter Piper is basically a nature lover. He is an out-doors man, as are most cranberry growers. However, he does not fish or shoot (except occasionally with a camera).

All these interests tie in very, very well with his main occupation which at present is the promotion of cranberries and all other Massachusetts agricultural products.

## Marketing Bill Still Bogged Down

The "cranberry bill" necessary to pass Congress before a marketing order can be considered by the industry is still in committee in the Senate, G. T. Beaton of the Industry Marketing Committee has reported. National Canners Association has vigorously opposed this passage, charging it would give National Cranberry Association a monopoly and the bill was sponsored by National, which is untrue, he said. Charge has now been referred to the Justice Department for an interpretation.

History proves that a man's past sometimes takes a short cut and heads off his future.

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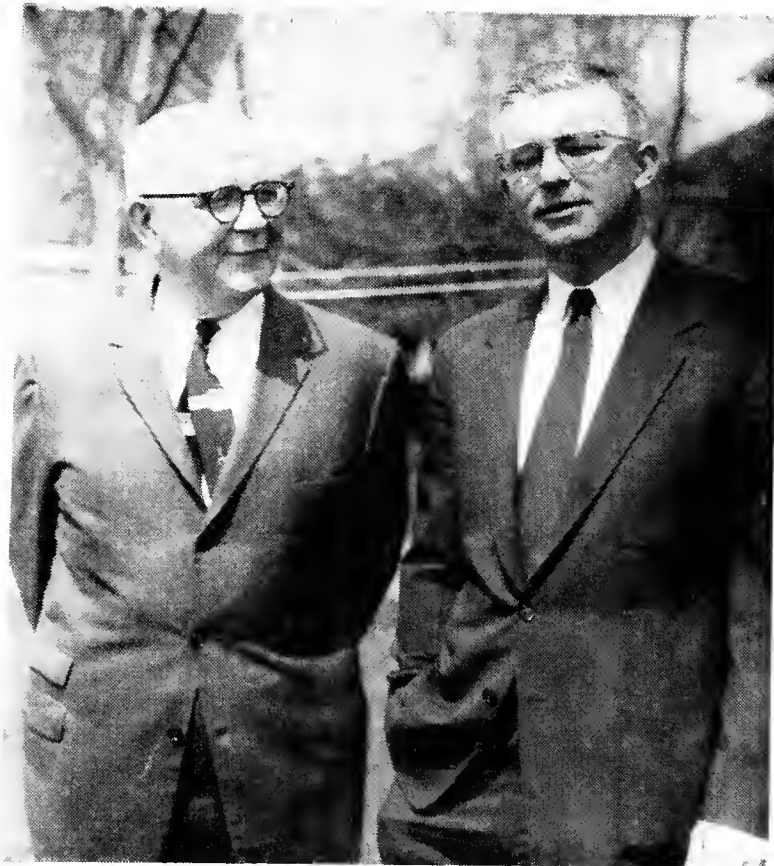
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Mr. St. Jacques and son, Robert

## **Hayden Separator Company Buys Former West Wareham Screenhouse**

**Cranberry Industry Moving to 30,000 sq. ft. Property.**

A progressive step of considerable interest to the cranberry industry is the purchase of the former New England Cranberry Sales Company screenhouses at West Wareham, by the Hayden Separator Company of Wareham. E. C. St. Jacques, who operates the business, assisted by his son, Robert, made the purchase from National Cranberry Association, which acquired the property with other assets several years ago when the Sales Company was dissolved.

Reason for the change is that the Hayden business has outgrown the former quarters on Main street, particularly since the St. Jacques have taken on the sole manufacture of the Darlington Cranberry Picking Machine, developed by Thomas Darlington of Whitesbog, New Jersey.

The property on Tremont street

has total floor space of approximately 32,000 square feet, consisting of four buildings plus, main building, having six units, two of these being two story and one having a basement in addition. Raymond F. Morse and son, Paul, who handle bog service and supplies have leased about 3,000 feet of this space. They are now located on route 28 at West Wareham.

As Hayden Separator manufactures or handles nearly every possible line in cranberry equipment and the Morses have insecticides, fertilizers, fungicides as well as being agents for Wiggins Airways helicopter service, the project will really become a cranberry service center. Space is available for a third enterprise, cranberry or otherwise.

The Darlington picker, with

scoop harvesting fast going out, will be a main feature of production at the present time. About 200 of these machines have already been manufactured by St. Jacques and the schedule calls for 150 more this season ready for picking time.

The Hayden company continues the manufacture of the old-established Hayden cranberry separator, now modified, of course, pumps, industrial conveyors, plus bog tools and equipment of every sort. It also handles irrigation systems, Rain Bird heads and Shur-Rane pipe, giving engineering design service for cranberry layouts. The company manufactures dusters and has sales and service of Myers power sprayers.

The Hayden separator has been manufactured since 1892, having been developed by the late Lothrop Hayden of South Carver. Emile St. Jacques came into the cranberry business in 1926, having taken over rights to the Hayden business from the widow of the designer.

Born in Marlboro, he attended school at Whitinsville in the industrialized Blackstone Valley, working summers at the Whitin Machine Works, a concern which made textile machinery. He was graduated from Worcester Polytechnic Institute, with a Civil Engineering degree in 1913, but later turned to mechanical engineering.

For a time employed as a field erection engineer for a Pittsburgh firm, his work took him over about fifteen states. He later became an appraiser of machinery and equipment and it was this work which brought him in contact with the cranberry business where he saw a future, located at one place, as his appraisal work had added enough states to his travels to make up about 40, plus work in the Yucatan Peninsula of Mexico.

"Bob" St. Jacques, born in Pawtucket was graduated from Wareham High School in 1942 and then entered Cornell Engineering. His studies were interrupted by the Second World War, when he served in Italy. He was graduated with a degree in tech-

(Continued on Page 20)

# Malathion

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# Kills Cranberry Insects!

---

Don't let cranberry pests get a start in your new crop! Early spraying or dusting of malathion has proved effective against Black and Yellow Headed Fireworm, False Armyworm, Blossom Worm, Tipworm, Cutworm and Blunt Nosed Leafhopper.

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DEVELOPMENT AND PRODUCERS OF MALATHION TECHNICAL

## HAYDEN SEPARATOR CO.

(Continued from Page 18)

anical engineering in 1948, immediately becoming associated with his father in the cranberry equipment business. He has worked there summers, however since he was a small boy. Eight men are employed full time, with Bob as general manager.

Robert is married to Bernice Walker of Onset, and the couple have a daughter, Roberta. He is currently a member of the Wareham finance committee. Emile St. Jacques was Wareham ERA administrator during the war and has been Wareham town auditor. Both are widely known in the cranberry industry. Emile, in particular because of his many years and the fact he seldom misses being present at any cranberry meeting. He is a past president of Southeastern Massachusetts Cranberry Club and former director of Cape Cod Cranberry Growers' Association.

The St. Jacques work in close cooperation with the Cranberry Experiment Station at East Wareham, assisting in mechanical developments.

With the large amount of floor space at this "cranberry center," with complete machine shop, woodworking shop, welding and assembly the firm will continue and enlarge the old lines and intends to venture into other lines not possible before.

There is, as a matter of fact, a third occupant of the building already. Mr. St. Jacques has leased the small building known as the Old Coyne Screenhouse for \$1.00 a year to Robert Pierce for use of the West Wareham Explorer Scouts.

St. Jacques continues ownership of the property he is slowly vacating on Main street, and it will be available for industrial purposes.

## INSTITUTE

(Continued from Page 14)

agency.

The Industry's contact with governmental authorities, such as the U.S. Department of Agriculture, is and should be through the Institute in order that it may

present a united front. The Institute has exercised this function and intends to continue to do so.

This then is the Institute's role. It cannot solve the internal problems of its members. The growers must do that job themselves through their control of the organizations which serve them. The Institute must stick to these and such other activities as benefit the Industry as a whole and given adequate support we feel certain that it can do a worthwhile job.

## FRESH FROM THE FIELDS WASHINGTON

Washington has had a very good spring. For the past two months the mean temperature has been only one frost alarm. The minimum temperature for May has been 35° on the 14th, most of the other daily minimum temperatures were in the low forties, with several others in the low fifties. The maximum temperature was 65°. This occurred on May 9th and 16th, with the remaining daily maximums ranging down to 56°. There has been enough moisture to keep plants growing without

irrigation although at the present time it is becoming somewhat dry on the sand ridges. The cranberry bogs still have an abundance of water, some are even too wet.

An attack of rose bloom on the cranberries is quite widespread both in Long Beach and in the Grayland area. On some bogs the infestation is quite heavy and lighter on other bogs. Those bogs which received an application of fermate or bordeaux when the rose bloom first began to appear have considerably less of this disease than those which did not receive a fungicide until later. Some of the bogs will require a further application of fungicide to check this disease.

The tip-blight has appeared considerably later this year than the previous years. Very few blighted tips appeared even on susceptible varieties until mid-April. The number of blighted tips on unsprayed bogs are quite extensive at the present time. The variety Howes again appears much more susceptible to this disease than the McFarlins or Early Blacks.

# JUNE—

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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.

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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"Ammate" X Weed and Brush Killer . . . For control of brush, poison ivy and to prevent resprouting of stumps, you can't beat Du Pont "Ammate" X. It kills both foliage and roots; prevents regrowth. "Ammate" X is non-volatile, reduces to a minimum the hazard of damage by spray drift. This is the ideal chemical wherever brush is a problem.

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On all chemicals, follow label instructions and warnings carefully.

# Fermate

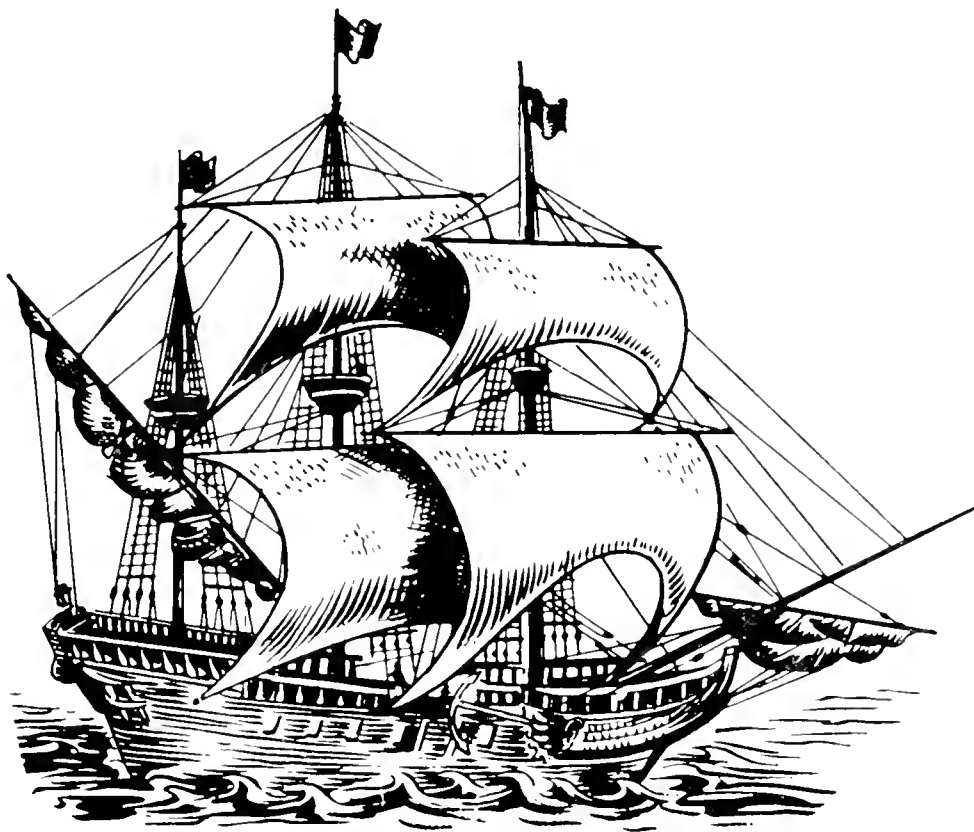
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# Mayflower 2 ..... and Ocean Spray



Plymouth, Massachusetts is the center of interest this month. The impending arrival of Mayflower II has created a tremendous amount of national interest.

Cranberries, as in 1620, will be on hand to greet the Mayflower crew and the visitors to Plymouth.

Ocean Spray's Chicken-Cranberry Barbecue will have a prominent part in the Festivities and in the national TV, Radio, Magazine and Newspaper coverage of the event. This publicity added to the thousands who will enjoy Ocean Spray products at Plymouth mean many favorable impressions for Ocean Spray.

**LOOK TO NATIONAL FOR LEADERSHIP !**

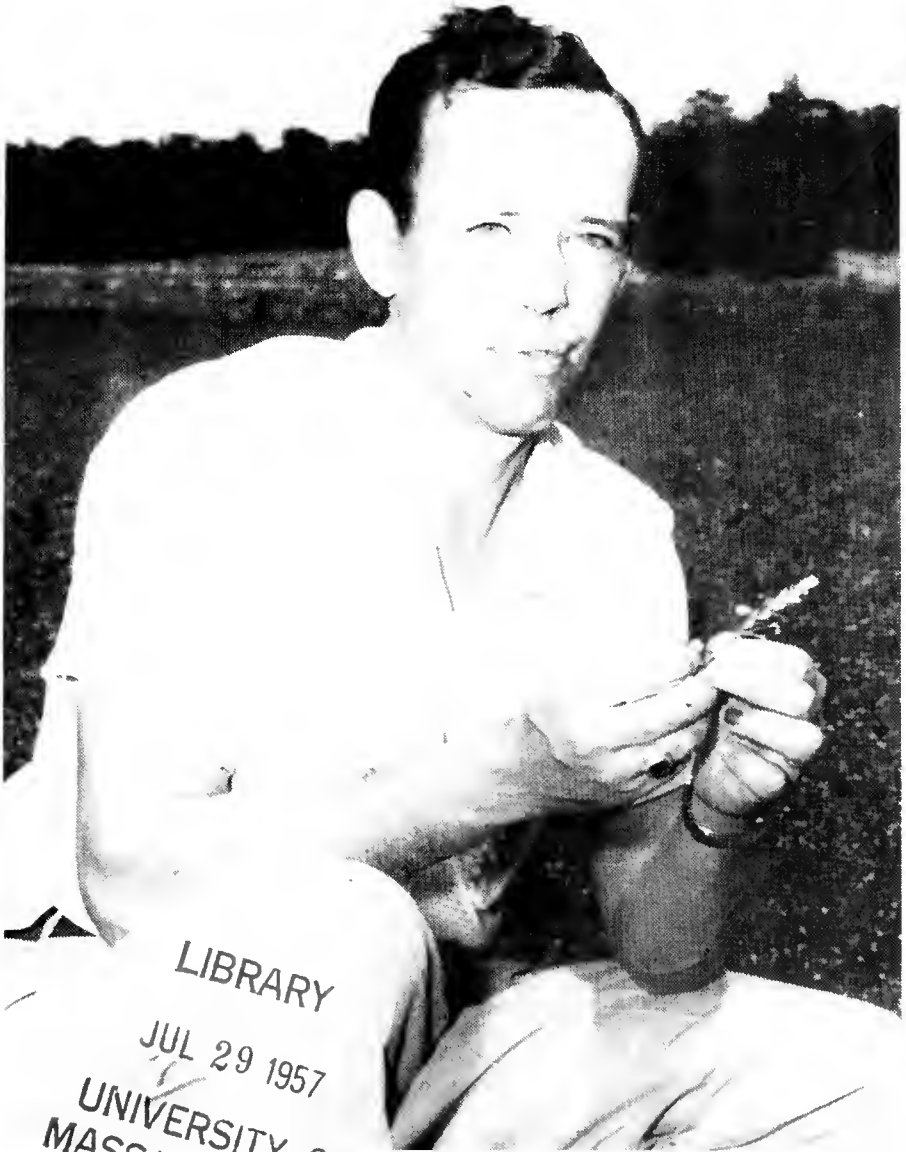
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STAN NORTON, Research Mechanical Engineer, Gets Acquainted with Cranberries (CRANBERRIES Photo)

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## Lester Haines To Head Fresh Sales For National

Lester H. Haines, formerly General Manager of Eatmor Cranberries, Inc., has been named General Sales Manager of National Cranberry Association, fresh fruit division. Haines will be headquartered in Chicago and will personally contact customers in the middle west. Clyde McGrew will be responsible for fresh cranberry sales in western United States and northwest Canada, and Gilbert Beaton will handle all eastern sales. Both McGrew and Beaton will continue to work out of the Hanson, Massachusetts headquarters.

Mr. Haines has been associated with the cranberry industry for more than 20 years. Following his graduation from Rider College in Trenton, New Jersey in 1934, he spent a year with the Blueberry Cooperative Association and then joined the American Cranberry Exchange, Inc. During his first 7 years with the Exchange, he also worked with G. H. Robinson Company, fresh produce brokers in New York City, gaining experience in sales, market surveys, merchandising and sales promotion. For the next 10 years, he continued with the Cranberry Exchange as Traffic Manager and Assistant Sales Manager.

When the Exchange became Eatmor Cranberries, Inc in 1951, Mr. Haines continued with the organization as District Sales Manager. In 1954, he was named Executive Vice President, General Manager and Secretary and served in these capacities until Eatmor dissolved in June.

He took over his new duties for Ocean Spray this month and will be responsible to Larry E. Proesch, director of marketing for both processed products and fresh fruit.

### *Cape Meeting Changed To August 19th*

Officers and directors of Cape Cod Cranberry Association voted a step, probably unprecedented — to change date of annual meeting from Tuesday, August 20th to Monday, August 19th for this year. Session held at Cranberry Experiment Station July 18 found this step necessary because of

conflict of dates with annual National Cranberry Association meeting. NCA said it could not change this year, but is expected to next.

Program, tentative at the moment, is for the meeting to open at 9:30 a.m. at Experiment Station, East Wareham, with probable chicken barbecue lunch. At that time it is hoped to bring growers up to date on the Market-

ing Order situation, to hear from officials of Cranberry Institute, have a report from President Arthur Handy as to what the association has done in the past year and plans for the future.

Growers will also be shown experiments in progress on Stage Bog and to see the improvement

Life is nothing more than a sentence at hard labor — with a few things added for good behavior.

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For Efficiency and  
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Nothing Better Than  
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SMALL SPREADER

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We have a small spreader especially fitted for the spreading of Sulphate of Ammonia or Diieldren. Can control the spread to 50 pounds per acre and up.

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# Mass. Cranberry Station and Field Notes

by J. RICHARD BEATTIE  
Extension Cranberry Specialist



## Drought

Massachusetts cranberry growers are experiencing one of the most severe droughts in history. Only 3.63 inches of rain has been recorded at the Cranberry Experiment Station since April 9 — the date of the last heavy rainfall, or an average of only a little over one inch of rain per month during the last three months. George Rounsville's weather records show 1.41 inches of rain for May, 0.13 inches for June, and 1.53 inches for the first 18 days of July. The 0.13 inches recorded for June was the smallest amount ever measured for this month. The nearest to this figure was a 0.29 inches in June, 1953. It is interesting to note that the present drought conditions are somewhat comparable to those experienced in 1953 when only 1.53 inches of rain fell between May 8 and July 7. However, the rain began that year July 13 and continued at regular intervals through August. We sincerely hope that our present drought pattern is reversed long before August, but the long-range forecast is not encouraging at this time (July 18).

## Damage To Date

We at the Cranberry Experiment Station have been besieged to place an estimate on our crop losses. Drought damage is extremely difficult to estimate because of the many factors involved. The red or dying vines can be readily seen, but injury to the bloom and small berries prior to the vines changing to the reddish color cannot be detected easily and involves considerable tramping of bogs. However, according to our best judgement, approximately 6 percent or 30,000-40,000 barrels of cranberries have

been lost as of July 18; but this figure could increase very appreciably if heavy rains are not experienced within ten days. The two showers enjoyed July 10 and 14 totalled 1 inch and gave temporary relief in the Wareham, Carver, and Rochester areas. Cranberry roots are near the surface and respond nicely to light showers, but the only real answer is for a two or three-day rain that will thoroughly soak the bogs and help replenish the depleted reservoirs.

## Insects About "Normal"

Insect activity is considered to be about normal for this time of season. Rather substantial fruitworm egg counts were observed and reported early in July. In fact, the State Bog was treated for this pest on July 2 which is definitely one of the earliest dates in our records. Egg counts have tapered off a bit by mid-July but

bogs should be checked every three or four days until early August. The second brood of the blackheaded fireworm is common and has required treatment on many properties. This pest is still most unpredictable and merits constant attention. The new brood of weevils has not been too plentiful, and the same is true for the second brood of Sparganothis fruitworm. We want to emphasize again the importance of using the hand lens and the insect net to determine the type and numbers of insects present so that proper control measures can be taken. A little extra effort with these tools will enable growers to properly time their pesticide treatments and often saves the expense of extra spray or dust applications. Before leaving the subject of pests we would like to again urge growers to carefully heed the warning outlined at the bottom of the Insect and Disease Control Chart. Too many growers are still exposing themselves unnecessarily to parathion and related chemicals. A word to the wise should be sufficient. The warning reads as follows:

"PARATHION is extremely dangerous. Repeated exposure to it and other phosphate type insecticides such as MALATHION may, without symptoms

## R. F. MORSE & SON



West Wareham, Mass., Phone 1553

Cranberry Growers Agent For

## Eastern States Farmers' Exchange

Insecticides - Fertilizers - Fungicides

## Bog Service and Supplies

## Agent for Wiggins Airways

Helicopter Spray and Dust Service

DEPENDABLE ECONOMICAL SERVICE

increase susceptibility to phosphate poisoning. Stay off bogs at least 48 hours after application.

**IMPORTANT:** Before using parathion, study warnings and safety directions. Obtain a supply of 1/100 grain atropine sulfate tablets for emergency use (obtainable only with physician's prescription).

Do not dust or spray materials containing DDT, ROTENONE, MALATHION, PARATHION, DIELDRIN, or CHLORDANE near streams or ponds because they kill fish. When using any pesticide, follow warnings printed on the label".

#### Ditch Weeds

We have a timely note from Dr. Cross on the control of ditch weeds. He suggests that growers burn off the weeds growing in the ditches using one of the weed killers. Weed-choked ditches are responsible for spreading many troublesome weeds over our bogs. The knapsack sprayer be used effectively for this work and it will save considerable time if the nozzle opening is enlarged to about 1/16 of an inch in diameter. The ditches should be dry for best results and we certainly have this condition on many bogs at this time. **Sodium arsenite** and **fuel oil** are the recommended materials.

Growers should keep in mind that sodium arsenite is a deadly poison. See weed chart for further details.

#### "Stan" Norton

The Station's new agricultural engineer, John S. Norton, arrived on the job July 1 as scheduled. We were very much impressed by the fact that Mr. Norton drove day and night to reach the Station at the appointed time. Mr. and Mrs. Norton, their two children and a trailer left Gainsville, Florida, Thursday night, June 27, and arrived in East Wareham at 5:30 a.m. July 1. It was a tight schedule but they made it. His new machine shop is nearing completion and he is already getting acquainted with the cranberry industry and its problems. We at the Cranberry Experiment Station extend a cordial welcome to Mr. Norton and his family and wish him every success in his new work.

August will soon be here and with it comes the task of estimating the size of our crop. We are all aware of the importance of reliable crop reports so that our marketing organizations can plan their programs. The growers cooperation in furnishing Mr. C. D. Steven's office with this valuable data is extremely important to the welfare of the cranberry industry.

The 70th Annual Meeting of the Cape Cod Cranberry Growers' As-

sociation will be held **Monday August 19**, at the Cranberry Experiment Station beginning a 9:30 a.m. The program will include guided tours of the State Bog to inspect some of the insect disease and weed control work, the new seedling plantation, and experiments in water management. There will be the popular chicken cranberry barbecue served at noon and a fine speaking program after lunch. President Arthur Handy announces that all cranberry growers and their families are cordially invited to attend this annual meeting.

#### DUSTING PLANE HAS ACCIDENT IN MASS

A Massachusetts dusting accident June 7th resulted in bad damage to a plane but none to the pilot. George Thomas, 26, flying for Marshfield Airways, Inc. It was believed, he struck a sudden draft in the hot, dry air hit a tree and crashed near the Potter Bog of Cape Cod Cranberry Company in Rochester near the Marion town line.

Accident happened about 8 a.m. and he had been flying for two hours and had almost completed a hundred acre assignment. Thomas S. ("Whitey") Weitbrecht, Airways owner and Oscar Norton, manager of the property were watching from the ground, saw Thomas go down and rushed to aid him from the plane. He was sent to his home, and later in the day returned to assist in taking the plane away. Rochester Police Chief Elmore G. Howes and Rochester firemen were called to the scene, and assisted in salvage operations.

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# Cranberries

THE NATIONAL CRANBERRY MAGAZINE

Issue of July 1957 - Vol. 23 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, 1879

FRESH FROM THE FIELDS

Compiled by C. J. H.

## MASSACHUSETTS

### Drought Toll July 1

As of July first the drought had already taken an estimated toll of 2 to 3 percent, or 10-15,000 barrels of a normal Massachusetts cranberry crop of 600,000 barrels, a preliminary survey has shown. The frost less this spring was 6 percent or an estimated 30,000 bbls. Should adequate rainfall occur, however, there could still be a good crop in Massachusetts as there was an excellent setting on early-drawn water on both Blacks and Howes, and later water is generally good production, although there are some unfavorable reports.

### June Rain Only .39

It all depended on weather as July began. Rainfall from April 9 to July first had been only 1.78 inches. June rainfall is normally 3.21 inches. Precipitation as recorded at State Bog for this June was only .39 for the period. Twenty-sixth hundredth of an inch fell on the last day of the month, .12 on the 2nd and .01 on the 28th. There was a fall of 1.55 inches at Provincetown at Cape tip where there are no bogs; only .07 at Hatchville (Falmouth) and .12 at Barnstable fire tower for the 30 days.

The lack of rainfall had been coupled for much of the month with high temperatures and dry winds. Not extremely high but consistently in mid-80's in the shelter, hotter in the sun. There was an excess (Boston) of 129 degrees for the month, or an average of slightly more than four degrees a day. Not only was the current crop being injured, but considerable areas of vines were being browned and killed, a more serious loss in the long run.

As July was progressing without rain there was an added toll each day. Growers have utilized every means of irrigation possible, (Turn to next Page)

## Now Fear Massachusetts Drought May Extend Until Middle Of August

### Cranberry Crop Already Cut 30,000 to 40,000 Barrels in Mid-July.

Big question at mid-July as concerns the 1957 crop was the drought in Massachusetts. June was the driest in the 79 years of Massachusetts Weather Bureau. The spell of dryness really began early in April and had continued up to July 15th.

How much injury had been done to cranberries? But more important how much more might occur from that date on? An early July survey by Experiment Station officials placed damage at 2-3 percent of a normal 600,000 bbl. crop. A second survey just prior to the 15th raised that figure to 4-5 percent or a barrel loss already sustained of 30-40,000. This is in addition, of course, to an estimated 30,000 spring frost loss.

July normally brings 3.21 inches of rain. The first relief of any consequence came on the 9th when .45th of an inch was recorded at State bog, which appeared to get as much and more than other areas of cranberry southeastern Massachusetts. Dr. C. E. Cross could at best call that a "temporary respite," good for four or five days. There was more precipitation, which totalled .65th of an inch at State Bog, which again received more than did most other cranberry areas on night of July 13. This Cross termed a "good breather," but a respite of only about a week. A third survey was being planned. To really rescue the situation a prolonged slow-soaking rain of two or three inches was needed immediately. First fifteen days of July wouldn't have average much more than an inch anywhere.

Many bogs were effected to some extent. State Bog, for example, was scarcely injured at all, with ample water supply, available help when needed, and two or

three auxiliary pumps to take care of high spots.

### Irrigation Costly

Cranberry-drought situation as second half of July began, had not assumed disaster proportions although definitely long in the critical stage. Last comparable situation was in 1952 when an estimated one-third of the crop was taken by dryness and extreme heat. June had been a hot month, first half of July not quite so hot, with a number of surprisingly cool nights. However, the excess degrees had piled up to more than one and a half per day.

A U.S. Weather Bureau official of Maryland's climatological headquarters forecast on the 15th "drought conditions in Massachusetts at least through August 15." This was somewhat qualified by addition of possible heavy local showers. Although most critical in Southeastern Massachusetts (and parts of adjacent Rhode Island) so acute had the situation become that Massachu-

setts Gov. Furcolo, state agricultural weather and farm organizations were conferring on three steps as this issue went to press; a state bond issue to aid farmers, which was not thought likely to be resorted to; declaration of a state of disaster and the seeking of federal funds, and cloud seeding to produce rain. One of the areas to be cloud-seeded from airplanes would presumably be the general cranberry area. Most businessmen of vacation Cape Cod would not welcome rain. There was thought of probable hail from such artificial rain-making, although it was pointed out cloud seeding does not bring about hail storms. But, best estimates of total state loss if the drought continued into mid-August were four million dollars.

Fruitworm infestation (egg count) appeared to be at least as high as average, to add to the troubles of growers of Massachusetts.

#### Other Areas Good

There is usually little to be gained in attempting to jump the gun on first official USDA crop report scheduled for August 20. But a compilation of reports from various sources seems to indicate, as of present moment total production will be about as good as last year. This was rather small due chiefly to smaller Massachusetts yields. Then Massachusetts had 455,000 barrels, Wisconsin a record 340,000, New Jersey 75,000 (with possibly more this fall,) West Coast about 100,000 with perhaps the same 64,700 in Washington and maybe a little more than Oregon's 40,000 of '56.

#### Fresh From The Fields (Cont.)

flash flooding, holding water deep in ditches and overhead sprinkling; this has been effective as far as it has gone. Some damage has resulted from water injury, but this is the lesser of two evils, that of having vines destroyed.

#### Water Supply Going

As there continued to be no rainfall of consequence, reservoirs, ponds, brooks were drying up in the hot, dry atmosphere. When July came in, the situation was definitely classified as critical. July and August are normally rather dry months when droughts usually come. With a drought

starting so unusually early if there is no rain, total crop and vine loss could be very bad.

The long, dry spell recalled that of 1952 when an estimated 33 percent or 200,000 barrels of the potential crop was destroyed. At that time the drought was accompanied by extremely high temperatures, with 90 degrees or more being recorded for 12 days.

Drought conditions seem to be most severe in Plymouth County where the bulk of production is. While the Cape proper was almost without rain, temperatures had not run as high, nor were winds quite so lacking in humidity. Burning indexes were high, often at maximum all over the area, with forest fires a constant threat.

#### Worst In S. E. Mass.

On July 2, Walter E. Piper, state marketing specialist issued a statement that most of the state had had some helpful rain, except for the southeast counties. These are Plymouth, Barnstable, Norfolk, containing the greater part of cranberry acreage. (Barnstable County loss now figured 20%.)

the upland at New Lisbon of 39° on the morning of June 9. Naturally there was frost on the bogs that morning. Following this period there were 13 days of 90° or over, with 100° in the shade on the 16th and 18th.

#### Bogs Look Promising

There were no showers that were truly beneficial to the soil. Those which did occur totaled a rainfall of 1.78 inch compared to a normal of 3.96 inches. Because of water being held in ditches, most cranberry bogs are still in a good condition. The bloom has been excellent and the set of berries looks very encouraging.

Moisture prospects for the future are not too agreeable, since for the combined months of May and June some areas have had only about one-third of the normal rainfall. Other areas, however, have fared considerably better due to heavy, scattered showers.

### WISCONSIN

#### Normal Temperatures, Rain

June averaged slightly above normal temperature and from normal to slightly below normal in precipitation. Temperatures averaged 2-5 degrees above a monthly average of 68°. Precipitation averaged ½" above normal in the

(Continued on Page 15)

### NEW JERSEY

#### June, Dry, Hot

June has been a dry, generally hot month. The average temperature of 72-7° for the month is only 1.2° above normal. Actually this average was brought down by cool nights in the first third of the month with a minimum of

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## Advance Notes On NCA August Meeting

Annual meeting and election of National Cranberry Association is set for Tuesday, August 20 at headquarters, Hanson Massachusetts. This can be one of the most "explosive," or it could be one of the most constructive sessions, with rank and file members, management and officers discussing various problems now in the open in greater detail and with frankness.

Officials have stated that it is hoped the reading of reports may be kept to a minimum and the opportunity for growers to ask questions and receive answers at a maximum. This will undoubtedly meet with approval of most growers.

Call for the meeting will go out August first, as required that growers receive this notification not more than 20 nor less than 10 days in advance. With the call, management stated it is expected to send out the annual report which contains the audit. This has in the past been distributed at the meeting and protest was made last year, this did not give membership opportunity to digest the contents thoroughly beforehand. Results of the membership nomination for directors was also to go out.

This year more interest is shown in nomination and election of officers than before because of the circumstances, and there seemed to be some confusion as to exactly how "democratic" this process is.

The by-law itself, article VII of articles of incorporation does not seem very explicit. It reads: A board of not less than ten nor more than twenty-five directors shall be elected annually by the stockholders. The number of directors for each corporate year shall be fixed by vote at the meeting at which they are elected but the stockholders may at any special meeting held for the purpose during any such year, increase or decrease the number of directors as thus fixed, and elect new directors to complete the number so fixed, or remove directors to reduce the number of

directors to the number so fixed. No director need be a stockholder. Subject to law, to the Certificate of Incorporation and to other provisions of these By-Laws each director, whenever chosen, shall hold office until the next annual election and until his successor is chosen and qualified."

There is no limitation that a director must be a stockholder nor apparently holder of a contract agreement or any other limitation. Practice has been the past few years to elect a board of 24; 13 from Massachusetts divided into six districts, 4 from Wisconsin, 4 from New Jersey, one from Oregon and one each from the Grayland and Long Beach districts of Washington.

Holders of marketing agreements are sent a list in their district or state and they make their selections. On the West Coast nominees are made in open meetings. In New Jersey ballots when marked are sent to the Growers' Advisory Council at Bordentown, in Wisconsin to a certified public accountant, this year Harold A. Becker of Wisconsin Rapids. In Massachusetts returns are sent to the National Bank of Plymouth County at Brockton which also

makes the total tally and thus returns to NCA. This has been sometimes termed a "management" slate although management appears to have no hand in it other than preparing and handling the nomination ballot. Closing mail date on ballots was July 15th.

At the annual meeting any stockholder may make any nomination as in any parliamentary proceeding, a stockholder from one area may nominate from another district or state. Stockholders after nominations then cast secret ballots on a stockholding basis as at present set up.

Last year Edward C. Bloom, attorney of New York City and Centerville, Mass. small grower and stockholder created a sensation with charges of mismanagement and an attack on James E. Glover, now resigned president and general manager. Mr. Bloom has filed a civil suit in behalf of himself and all other stockholders in Boston Federal Court on June 13 against NCA, United Cape Cod Cranberry Company and 18 officers and directors of the co-operative.

Reached over the telephone Mr. Bloom said shortly before this issue went to press his plans for the meeting were at the moment



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uncertain. He said he was waiting to see what NCA would do.

The so-called Bloom slate last year in the majority coincided with the "management" slate, there being something like nine different candidates between the two. Several of those on the Bloom slate last year were among those named in his suit this year.

He asserted he was waiting to see what sort of slate was proposed for nomination. If those nominated were such as he thought would work in the interests of the growers he would not offer an opposition ticket again. He said he was not opposed to all present directors, but only those he considered had not and would not work for the grower. Asked if he wished to be a director, himself, he said he would be highly gratified if he was nominated, but was not going to actively campaign.

He declared his sole interest was in trying his best to see that

NCA is properly run for the benefit of the growers, that he was not retained by anyone and was paying his own expenses such as they were.

Whether he would make an address containing charges as he did last year, if he was given the floor "all depended upon what NCA does".

It would seem more than likely that if he does take the floor he may receive more sympathetic attention in view of developments and of accusations made in Wisconsin by Emil Arbet, director.

Whether the name of a permanent general manager would be presented by the time of the meeting was not certain. Russell Makepeace, chairman of a committee named to select a candidate said the committee was at work through Boos, Allen, Hamilton, which was screening applicants and there had been applicants from both within and without the cranberry industry. He said

a decision had not been reached.

A matter which will be of considerable moment to members of Cape Cod Cranberry Association is that NCA directors have voted that the date of annual meeting be changed from Tuesday to Wednesday, and this will be presented to membership for vote. The Tuesday date last year made a sad conflict with the long-established date of annual meeting of the growers' association. At this growers' meeting U.S.D.A. announcement of the coming cranberry crop report is made possible by a special act of Congress many years ago.

At a meeting of directors a few weeks ago the following vote was taken: "That no directors, excepting only those elected as president, secretary and treasurer receive a salary from National Cranberry Association except for attendance at regularly called meetings, or committee meetings; this action to take effect at the next annual meeting of the corporation." Stockholders received copies of the action.

## HELP FROM UNCLE SAM

Quotation from Plymouth County ACP Handbook for 1957, Part 2 — Practices and Rates of Cost-Sharing.

### "Practice C-7

"Constructing channel lining, chutes, drop spillways, pipe drops, or similar structures for the protection of outlets and water channels that dispose of excess water.

"Maximum Federal Cost Share:

"(1) 50 percent of the average cost of materials other than riprap or revetment materials, used in the permanent structure, excluding forms."

This means cranberry bog flumes. Many flumes have already been put in with this Federal help. If you put in a less-than-average-cost flume, the government will reimburse you for a considerable part of the cost, if you make proper arrangements first.

Do not order your flume until you have ACP approval. Consult your county agent or local chairman such as Howard Hiller, Ralph Crane, Lewis Billings or Albert Brown, and get signed up for the program and for the practices you want. There are practices for dikes, canals, ditches etc. If you are not certain just what you want, ask about a free SCS survey of your needs.

Then order your flume. Allow three weeks for delivery in the quiet season, or up to three months in the rush period.

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## *New NCA Field Man Named For Wisconsin*

Replacing John S. Roberts of Hayward at the Wisconsin office of NCA at Wisconsin Rapids as field manager, is Dale Johnson. Mr. Johnson was brought up on his father's dairy farm in Western Wisconsin, graduating from high school at Pepin in 1946. He spent 18 months with the army as postal clerk, 13 of these overseas.

He was graduated from Wisconsin State College at River Falls in December 1951, with a major in both agriculture and science. He taught vocational agriculture for two and a half years at Columbus, Wisconsin.

For the past three years he has worked for Swift and Company in the plant food division as territory manager for Central Wisconsin.

**READ CRANBERRIES**

# Wisconsin — An Increasing Production Challenge to East

Being Some Observation of Cranberries Editor on a Re-Visit to the State which Always Inspires

by  
Clarence J. Hall

Part 1 of a Series

There is one thing to be said for Wisconsin. A visit to that second-producing cranberry state always inspires confidence in, and a sense of pride of the cranberry industry. Even in times such as these.

There will always be a cranberry industry — even if only in Wisconsin. Wisconsin could be self-sufficient. But we do not think for an instant that the cultivation of cranberries will disappear from other present areas. We don't believe there is much sentiment in Wisconsin to break the ties with other segments. Wisconsin growers realize fully there is greatest strength in a broad, prosperous growing industry — rather than in a contracted one.

Every cranberry grower everywhere is fully awake to the strides, percentagewise in production, and of acreage increase in Wisconsin. With many relatively young marshes and their high rate of production; plans to put in more (100 acres new plantings this year there is every promise for Wisconsin production to continue to increase.)

This may sound as if Wisconsin growers are not fellow-sufferers in the current price-depressed condition of cranberry marketing. They are. But we wouldn't say to as severe an extent, generally speaking, as are those of other sections. In a comparatively small number of conversations with growers there we found more who were willing to say they were not losing money, and even making a few pennies, than would be found among a similar number in Massachusetts. These would be those who are getting good yields with economical, efficient practices all along the production line. Conditions are tough, everywhere, but perhaps not quite as rough in the Badger State as elsewhere, this first re-visit in several years revealed.

## Efficiency, Not Nature

Every grower now for some time has heard much of the natural advantages of cranberry growing in Wisconsin. There are such advantages. But, it may come as something of a surprise to find that most Wisconsin growers would attribute their yields more to their own efficient practices than to Nature.

Nature provided and continues to provide in almost limitless quantity the flat terrain, proper soil, water and drainage. There was not the mass of trees, stumps,

brush or other material to be first removed as in the cranberry bogs of say, Massachusetts. Marsh builders were not bound in contour of bog by beds of peat. Yet it was the grower-builders themselves who had to design, layout these marshes, plan efficient water supplies for irrigation, frost, winter flooding with the right kind of drainage. And it was the growers not Nature, who developed water raking of the crop as being better than the older eastern dry harvest method at least for Wisconsin. It is true that the drying mid-continent air provided a natural aid in removing the moisture from the raked fruit. But the 200 feet long air drying sheds are becoming practically museum pieces, replaced by mechanical drying.

Last year some 200 Wisconsin growers on approximately 4,000 acres produced 340,000 barrels of cranberries, which gives a state average of nearly 81 barrels to the acre. Marshes are spread over a very considerable area of the state, perhaps 175 miles east and west and 200 north and south, with the industry still centering around Wisconsin Rapids in Wood County in the central part of the state. But cranberry growing is spreading out, mostly north, especially to north central in Vilas and Oneida Counties, where vast new virgin areas have been opened

up. No Wisconsin acreage so far is reported as being permitted to run out or go to abandonment, recently, with maybe two exceptions, which were turned to other utilization. Growers in number are not decreasing, nor increasing at the moment, although of course there are changes in ownership due to ordinary causes. There is not too much re-building necessary in Wisconsin. Many growers will tell you they have definite expansion plans.

What are some of the obvious natural Wisconsin advantages? The variety, Searls Jumbo is one which might be called a natural. The very size of this berry (think what you will of its keeping quality) is an important factor in barrels per acre. This native was found and developed in 1893 by the late Andrew Searls, and is today the most popular variety. According to a survey in 1953 it is grown on 51.9 percent of an acreage. Next, incidentally, comes the McFarlin, eastern variety with 20.8, then Natives, 18.1, the eastern import Howes, 3.8 and others, less than 3 percent. This survey showed even five years ago that Searls averaged 66 barrels per acre. Prior to 1934 the Wisconsin yield per acre was lower than, for instance, Massachusetts. But since that time Wisconsin yields have risen markedly.

## Flood Machine Raking

Raking on the flood, which is done on almost all properties as compared to the dry scooping of the East admittedly leaves fewer berries. This raking was done until after the last war, mostly by Indian labor using the Wisconsin water rake. Now the fashion is to machine harvest. Loss of berries is said to be five percent or even less. About the only hand wet raking now is along ditches and other odds and ends pieces with some exceptions.

This swing to mechanical picking is one of the major cost savers. There is, of course, the investment in a machine, but, then it seems quite agreed there is a

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# Cranberry Institute

MONTHLY REPORT TO THE INDUSTRY

By

ALDEN C. BRETT, President



At a meeting of the directors of the Cranberry Institute held on July 10, advertising and promotional plans to be carried out on a non-brand, industry-wide basis to stimulate the sales of both fresh and processed cranberries were reviewed in detail and given unanimous and enthusiastic approval.

In the fresh field the United Merchandising Institute will place in the stores of approximately 35,000 participating retailers, a colorful merchandising kit consisting of fresh cranberry price cards, a large 15" x 33" theme poster announcing the arrival of the fresh cranberry season and smaller utility posters. Thus every housewife who enters these stores will have called to her attention the fact that fresh cranberries are here again. This type of promotion has been very effective in stimulating the sales of other fruits and vegetables.

In addition "Fresh for Health", an allied branch of the Fresh Fruit and Vegetable Association of which the Cranberry Institute is a member, will give cranberries two releases to the trade at appropriate times during the season.

Broader coverage which will include both fresh cranberries and processed cranberry products will be supplied by the Charles F. Hutchinsen, Inc. Advertising Agency. The objective of the Hutchinson advertising and promotion plan was stated by the agency as follows:

"(a) To sell more cranberry products of all types through a program of advertising, merchandising and publicity aimed at multiple purchases.

(b) To create a short-cut in establishing the Cranberry In-

stitute as a top-grade industrial organization and authoritative information bureau for the cranberry industry.

(c) To create a fast, hard-hitting impact and increased usage of cranberry products of all types by the consumer.

(d) To create excitement for cranberry products and the Cranberry Institute in the grocery trade and to provide the trade with a means whereby it can sell more cranberries.

(e) To provide Institute members with a program which will sell more products and which they can merchandise heavily and at will."

To accomplish these objectives the agency presented to the directors a detailed plan as follows:

"The springboard of this effort will be two 2-color insertions in Life Magazine.

These ads will be timed to appear during the peak selling season and will advertise a self-liquidating premium (perhaps a pair of ladies' nylon stockings) of tested and proven value to women in all sections of the country. The premium may be obtained by mailing the Cranberry Institute a label from any cranberry product, together with specified coins. The advertisements will give equal emphasis to fresh, processed, frozen and liquid cranberry products.

In direct support of this promotion and advertising will be a trade advertising campaign designed to excite the national grocery trade and to merchandise to them the Life schedule. The theme of this advertising will be a complete merchandising job of the Life ads to encourage the grocery trade to take advantage of the premium promotion by stocking

and displaying all cranberry products.

The prestige and impact of the Life magazine advertising as the initial overture of the Cranberry Institute — in running a schedule which will have approximately 50,000,000 reader impressions and which will have overlapping and important impact on the grocery trade, a large percentage of which must be Life readers—will launch the Cranberry Institute in a powerful manner.

At the same time, the merchandising value it has for the Institute at the trade level will launch what we believe will be a widespread, all inclusive and successful campaign."

Supplementing these promotions will be a comprehensive recipe and menu service and tie-ins with products related to cranberries.

Probably the most important matter which was discussed by the directors was the recognized necessity of developing more direct and effective grower participation in the Institute. A special committee consisting of Orrin G. Colley, Ray Habelman, Maurice Makepeace and Chester Robbins presented a recommendation which was unanimously adopted.

It provides that individual growers be contacted either direct or through their shippers asking whether they are willing to take membership in the Institute and support it. If their reply is favorable they will be asked to instruct their shippers to deduct the 1957 Institute assessment of 7c per barrel from their returns and remit these amounts to the treasurer of the Institute.

The idea that the Institute is an organization of shippers, although an erroneous one, is understandable since it has grown out of the initial effort of the shippers to improve conditions in the merchandising field. At the present time five memberships on the Board of Directors are reserved exclusively for growers to be selected by the local growers' organizations. Under this plan, for example, the Cape Cod Cranberry Growers Association selects two

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(Advt.)

## A CRUCIAL SELECTION

THE cranberry industry at the moment is in something of a state of paralysis. So many blows, one after another, have the growers stunned.

Right now (except for worrying about how much drought damage will be accumulated in Massachusetts) and how will the crop sell next fall, interest is focussed on the annual meeting of National Cranberry Association, August 20th. What will come out of it? National had slightly more than half the total cranberry tonnage last year. With Eatmor dissolved (and Morse Bros. Agency in Massachusetts also retired) NCA will presumably have more than 700,000 barrels out of a possible total 1957 production of a million barrels, probably slightly more or slightly less.

With such tonnage as this, to growers, whether they are members as a majority are, or not, the 1957 success or continued failure in satisfactory marketing depends largely upon NCA. With the industry set up as it is presently, the industry rises or sinks lower with National.

Severe criticism is being levelled at National management and its directors who are responsible for management. Management and directors have admitted errors, grievous errors which have grievously hurt growers. Hurt and hurt again in their means of livelihood. They see their properties worth much less than previously in market value, deteriorating as good producing units.

It is only natural there is a degree of wrath, of indignation; have growers had the wool pulled over their eyes, and if so, intentionally?

Can they in the immediate future trust NCA to do better, to act with more foresight or insight into the problems and perhaps with more regard for the ordinary grower?

Management has admitted with humbleness its errors at area meetings and otherwise (But, for that matter can all the errors of the industry be fairly laid on NCA's doorstep?) There will be a different president and general manager. With growers more alert to their own interests than ever before has a point been reached where there is now a common meeting ground, a sharing of responsibility? The industry, with another marketing season

Editor and Publisher  
CLARENCE J. HALL

EDITH S. HALL—Associate Editor

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## CORRESPONDENTS—ADVISORS

---

### Wisconsin

LEO A. SORENSON  
Wisconsin Rapids

---

### Washington—Oregon

CHARLES C. DOUGHTY  
Cranberry Specialist  
Long Beach, Wash.

---

### Massachusetts

DR. CHESTER E. CROSS  
Director Mass. Cranberry Experiment Station  
East Wareham, Mass.

BERTRAM TOMLINSON  
Barnstable County Agricultural Agent  
Barnstable, Mass.

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### New Jersey

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

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just ahead, at least for the moment must have NCA, and as strong a one as possible.

Stockholders next month shoulder the responsibility of electing a board of directors. Who will they place in charge?

This is a very serious moment for NCA and for the industry. It would be only impudence to urge growers to think hard in their nominating and in their voting—they are doing little else but thinking. There will probably be anger and bitterness, recrimination, displayed at the meeting. In casting the ballots there should be calm, considered weighing of each candidate, for experience, ability, integrity. There should be deep conviction in each ballot that the vote is for the men who can and will do the best, to pull NCA, the individual grower and the industry out of the present dilemma.

## INSTITUTE

(Continued From Page 10)

members. Of the remaining members of the Board all but one are growers themselves although several are also affiliated with sales or processing agencies.

This latest move should further strengthen the relationship of the grower to the Institute.

Present at the July 10 meeting were: Vernon Goldsworthy, Ray Habelman, Charles Lewis and Clarence Scarles from Wisconsin, Lester Haines from Chicago, Allison Scammell from New Jersey and Gilbert Beaton, Alden Brett, Orrin Colley, Maurice Makepeace, Russell Makepeace, Lawrence Proesch, Chester Robbins and Louis Sherman from Massachusetts.

### NOTICE

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## Full-Time Research Agricultural Engineer Added To Mass. Station

### Florida University Man Named—John S. Norton First to Hold Such Position in Industry

Added to cranberry research there is now a full-time agricultural engineer, this having come about July first when John Stanley Norton, 32, joined the staff at Cranberry Experiment Station, East Wareham. One of the cultural weaknesses of cranberry growing has long been felt as the lack of such an expert, and to obtain one has been a major project of Dr. Chester E. Cross, director.

This program was sponsored by Cape Cod Cranberry Growers' Association, with support of the University of Massachusetts.

Federal and state funds for the first time this year became available for the employment of a mechanical expert and for construction of a well-equipped workshop. Mr. Norton was selected after wide-spread screening of applicants. He has been living in Gainesville, Florida, where he was a member of the agricultural engineering department of the University of Florida.

Although admittedly knowing nothing of the growing of cranberries, Mr. Norton was brought

up as a "farm boy." He is familiar with agricultural engineering problems. He was born in Frackville, Pennsylvania, which is in the coal mining region, but when he was an infant his parents, Mr. and Mrs. Thomas Norton moved to a farm in Leesport in Berks County. This is general farming country, dairying, hay, grains.

After graduation from vocational high school, Norton entered Pennsylvania State College and was graduated with a degree in agricultural engineering. He received his masters degree after that from Louisiana State University at Baton Rouge.

For a time he was in commercial work in that state, mostly in construction of grain elevators. Then he went to the University of Florida in 1952 and remained there until he was selected for the Massachusetts post. During the war he was a pilot in the 8th U. S. Air Force, being stationed in England before and after D-Day, seeing active combat service.

He is married to the former Mary Skipper of Florida and the couple have two children, John C., Jr., 7, and Patricia Ann 2½ months. The couple are members of the Methodist Church and his only other affiliation is membership in the American Society of Agricultural Engineers.

To promote the project of cranberry mechanical engineering there is now nearing completion an addition to the old station garage, 34 by 60, scheduled to be finished August 15th. The building will be divided into two parts, one to house the engineering shop and office, the other for tractor stalls and storage of equipment. Structure is of concrete block, single story with a high sharply-pitched roof to match the main experiment station building. Funds allotted for this and equipment total \$13,000.

Also to be completed in July, is a green house of similar cement block construction and glass to cost approximately \$5,000. The greenhouse is 14 x 32 feet and will have its own heating plant as well as automatic ventilation. This addition will give researchers the opportunity for year-round experimentation on plants. It was another long-desired project to be given the green light.

Mr. Norton will have at his disposal laths, power drills, welders and other equipment necessary for experiment. Among the first projects assigned to him will be the designing of an all-purpose

For A Life Time Flume Job

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bog tractor which will not damage vines, also a machine which will harvest cranberries on the flood, as is the practice in Wisconsin, and the refinement of a low-gallonage sprayer which has already been developed by members of the station staff. This is in the line of a cost cutting device, as well be the emphasis upon all immediate projects.

At first he will work closely with Bert Zuckerman, pathologist, Entomologist Bill Tomlinson to get the "hang" of cranberry problems, and will be taken around to meet growers and see bogs by Specialist Dick Beattie.

Mr. Norton had never seen a bog before until he arrived at South Carver and he saw the Homer Gibbs bogs. The Nortons, will for the time being make their home near the bog in a house occupied by John S. Bailey, pomologist at the station. He with Mrs. Bailey is now on a six-month sabbatical leave in California.

His first reaction was that he could see he was going to have "some rough problems ahead" in devising mechanism for cranberry culture. But, he said, other agricultural groups such as orange and potato growers have worked their way out of depressions and agricultural engineering answers had been developed.

High production costs all along the line coupled with relatively low market returns are currently the problem of the industry. Lessening costs through increased

mechanization is held to be one of the main answers.

Although never having seen cranberries growing before, Mr. Norton says he is familiar with the fruit, not only as sauce at holiday times, but he has always kept a few cans on hand, as he really is very fond of cranberries. "It wasn't possible to get, or afford cranberry sauce very often, when I was on the farm," he said.

His hobbies are hunting and fishing, which he now hopes to indulge, but in Florida he spent all his spare time building a red-brick ranch-type house, doing everything himself except the brick work and plastering. This he sold.

Construction of the new machine shop is by John W. Rhodes and Son of Wareham who are also doing the foundation base work for the green house with the aluminum by Lord and Burnham of Belmont.

Arrival of Mr. Norton retains the number of workers at the East Wareham plant at 11, for the moment, as Robert Alberghini, laboratory assistant left July first for service in the U. S. Coast Guard. A replacement is being sought.

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## WISCONSIN

(Continued From Page 9)

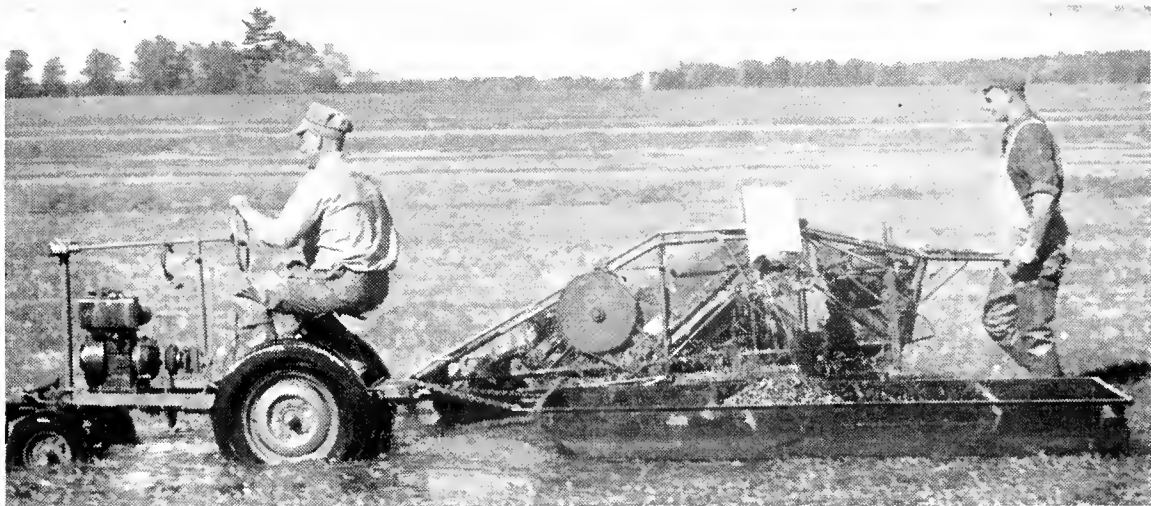
50 percent cut in harvesting costs. A single man with a helper can cover an acre or an acre and a quarter a day. Formerly it took 8 to 10 men to harvest a similar amount of marsh.

Wisconsin has two Wisconsin-developed picking machines in use. A few Westerns are also operated in the State. The two are the Getsinger, produced by Dana Machine & Supply Company of Wisconsin Rapids and the Case, developed and manufactured by Robert Case of Warrens. Both machines are claimed by users to have certain individual advantages, — exactly as some growers have preferred Westerns while others take the Darlington.

The Getzinger machine is lighter than the Case, less costly and is a slower machine, but its proponents assert it does little bruising of fruit and picks very clean. This machine, working on a retractable tooth principle, harvests a swath of 36 inches. Expectation is to put into operation about 25 more of these this year, bringing the total number manufactured and in use to more than 100. The Getzinger will rake dry, also, the manufacturer claims and it is Mr. Dana's intention to introduce a few machines into the East this fall. The Case has a width of 42 inches in swath.

The machines now are being adapted to picking into boats instead of field boxes. Although flood water is not deep there is sufficient to float the boats over the surface. The Getsinger pulls the boat behind it, berries falling directly into the container, while the Case has the boat or box alongside.

There are developing two schools of thought in the harvesting of berries. By one method the fruit in the boat is dumped into trays and so carried to the driers and warehouses, while by the other, the berries remain in the boats and are taken without transfer direct to the driers. This is known as "bulk" harvesting and is reported as an additional time-



Showing a Case machine with boat pulled by small tractor on the marsh of Cutler Cranberry Company at Camp Douglas. This tractor was made by the Cutler Company and often pulls two boats. The boats hold 25 bushels, and weigh, empty, 250 pounds. These were also made by the Cutler Company. Rolland G. Potter, manager of Cutler says this year in order not to have a bottle neck 60 boats will be used in order to handle up to 2,400 bushels in 8 hours. (Photo Courtesy Cutler Cranberry Company.)

labor saver, hence money saver.

In discussing these two machines, it should be noted we are making no attempt to evaluate one against the other. Partisanship is divided, as in any device. The Case is the older machine first developed before World War II, but there are more Getsingers in use, perhaps for one reason, it is a lighter machine and the cost is

less. The Case is used on many large marshes perhaps because it is faster and more rigid.

Boats and small tractors can be used with either machine, but it has been held they are best pulled by a small tractor as when they are hitched to the side of the pickers there has been a tendency for the man who in running the machine to lay down on the handle

when the going is rough and thus ride over the berries. When the boat is pulled with a small tractor the tendency to lay on the handles in order to help is eliminated. With elongated handles as on the Getsinger, and the boat pulled by the machine, and tractor eliminated it is held there is need of one less man in the operation. Growers say there is some bruising, as they say of machines used in the East, and this is particularly true when vine growth is heavy or the vines not well trimmed.

This year boat operation will be tried by more growers in one form or another. There seems to be less berry damage than the old box method, and of course, a saving in labor. At the warehouse on some properties the boat is raised by crane and placed on rolling track 12 feet high, they then roll by gravity to the grass cleaner, the boat is tipped by a

At any rate there is no question but machine picking, which now accounts for at least 90 percent of the Wisconsin harvest, is a very vital factor in cutting Wisconsin harvest costs. These costs have been placed at from 50 to 75 cents per barrel, while with manual labor it was \$1.00 to up to \$1.50, so we were told.

Mr. Dana has figured the cost of his machine harvesting at .45

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percent of a man hour per barrel, and in using the bulk handling method cost has been as low as .675 cents per barrel to pick, dry and get the berries into the warehouse. This is one actual figure.

One advantage of wet raking is there is no exasperating lay off until there is dry weather if harvesters are willing to work during rain. The berries are already wet in the process. Every grower, everywhere would appreciate this factor, and driers are often in use during a rainy period as many are so bound they do not get wet, winch, dumping the berries slowly; after the cleaner they go directly into the top of the bin type drier. The empties then roll back to the crane and then is either placed back on the truck or are stockpiled.

The second part of the twin-speed-up in Wisconsin cost-cutting harvest is the drying machine. These machines were interesting and adequately covered in an article in our May issue by Dr. George L. Peltier, consultant for Indian Trail, Inc. However, a few observations may not be out of place. Of course, at the time of season we were in Wisconsin these huge machines were not in use and partly dismantled so we saw none at work. To begin with, a drier was a heavy investment by any standard, the cost of some of the earlier ones being given as up to \$4-5,000 complete. This was for custom-made driers manufactured by Dana and others. These were the so-called conveyor-type. Today many are gravity machine and these are being devised and built by growers themselves, "home manufacture." They are as varied in detail as are the ideas of various growers and can be made from \$1,200 and less we were assured. Basically, the drying consists of exposing wet cranberries raked on the flood, to a volume of warm dry air sufficient to absorb the surface moisture on the berries. That is all there is to it, however the driers vary in detail.

Machine drying, like machine raking is reported to cut costs in half, again, one figure of 50 cents

per barrel being given, over air drying by the natural winds of Wisconsin. Dr. Peltier's article showed no significant differences in keeping qualities of berries between machine dried and air dried and between manual and machine raking; also, almost none between dry harvest and wet harvesting. The machine drying has been coming in since early 1950's and it is now estimated that about 90 percent of the crop is machine dried.

(Cont. Next Month)

### Fresh From The Fields

(Continued From Page 6)  
southern marshes and slightly below normal in the northern marshes. Normal precipitation for the month being about 3". The northeastern area was reporting some drop in water levels as of the end of June. Frost was reported in northern marshes on the second and 25th of June. In contrast to May there were few frost warnings issued. The July extended forecast calls for slightly above normal precipitation and normal temperatures for that period.

### Bumble Bees Down

Blossoms developed rapidly the

latter part of June with the warm temperatures that week so that by the end of the month the southern marshes were 25% in bloom and the northern marshes had a sprinkling of blossoms. Weather conditions were ideal the last week in June for setting and a number of growers were using tame honey bees to aid in pollinating the blossoms. The bumble bee population being down considerably due to severe weather in the winter and a very cold and rainy spring.

Control measures on the first brood blackheaded fireworm were completed by the middle of June and although the weather was rather cool and the hatching was uneven, most growers reported good control in their dusting. There was little, if any damage resulting from the first brood so far as Wisconsin's 1957 crop was concerned. Work continued right up to bloom in swabbing on Dala-pen, Amino Triazole and 2, 4-D. Results to date look quite promising, but the growers being careful in their applications, due to the fact the material has not been cleared for general use. Work will continue after bloom primarily



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#### Crop Prospects Good

Based on reports and from personal observations it appears that potentially Wisconsin can have a very good crop, if the blossoms set normally. Most growers reported their bloom as being as heavy or as good as they have ever had. First crop estimates will be given at the August meeting of the Wisconsin State Cranberry Growers' Association.

Leo A. Sorensen

### WASHINGTON

#### June Sunny

June was very sunny with the exception of one or two brief rainy periods. There was excellent blossoming season. There was no frost alarm on state bog, but some areas in Grayland and a few at Long Beach were sprinkled for frost control on a few occasions. There appears to be rather heavy bloom on most bogs, especially in Grayland sector.

#### No Extreme Highs

Minimum temperature reported at Cranberry Station was 35 on June 15th and 39 on several other occasions; maximum was 71 on

June 17 with all other maximums daily in the 60s. Minimum humidity was 60 on June 23, 29, 30. There have been no high temperatures or periods of extremely low humidity so far this year.

#### Bumble Bee Active

Bee activity was heavy, especially the small wild bumble bee. Honey bees, as in previous years have been active only on the warmer days. The bumble bees, however, are generally active, even when weather is rather cool. This activity gives promise of a good crop again this year. Fruit was still in the blossom stage July first, although the majority of blossoms were past the stage of pollination with only late buds still unopened. This condition could provide a somewhat longer growing season than in some previous years.

#### Insects

Blackheaded fireworm has been fairly well controlled with the exception of one or two minor outbreaks. Preferred insecticide this year was malathion or parathion. Very little DDT was used except in the first spray. There were no reports of lecanium outbreaks.

Twigblight has been mainly confined to plantings of Howes, which

variety continues to be most susceptible. More spore traps are to be set this year to determine when the fungi causing the disease are sporelating.

#### Amino-Triazole

Amino-triazole has been used quite extensively on a number of places again this year and continues to look very promising. Rates of this herbicide at 2 to 4 lbs. of the wettable powder, applied in 1 to 2 hundred gallons per acre have given fairly good results. The equisetum, the purple astor and sorrell seem to be quite susceptible when treated with this material. The rushes and loose strife are somewhat resistant and will take continuous application of several years to reduce. The latter group was considerably reduced on the '56 plots but has shown regrowth this year, especially loose strife. The plots which received three applications of 4 lbs. per acre during July and August have very little equisetum growing. The rushes and loose strife have come back in reduced stand, indicating additional treatment are necessary.

#### Rose Bloom

Rose bloom has subsided. The warm dry conditions which prevailed during latter part of June along with fungicide applications have served to dry up the rose bloom.

#### Field Day August 17

Annual Field Day has been set for August 17th.

#### Late Wisconsin Notes

Several rains prior to mid-July interfered with pollination of late blooming fields. This might have effected set. Several growers were hit by hail July 7 at City Point and Babcock areas. Damage ran from 10 to 50 percent on individual marshes. There was a high infestation of fireworm (first brood); fruitworm, very light first flight, about a week later than normal. Growers were dusting from second flight, July 15 to 20.

Outlook at mid-July was for about 300,00 barrels, plus, if conditions were favorable until harvest.

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*The Growers' Cooperative*

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PRINCESSES On Wisconsin Cranberry Marsh (See Page 2)  
(CRANBERRIES Photo)

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## **Robbins Says Still Hope For Market Order**

In spite of an adverse report by the Department of Justice recently on the Cranberry Marketing Bill, Chester W. Robbins, Massachusetts, chairman, Industry Marketing Bill Committee does not feel hope of passage of the bill through the Congress is lost. The bill is still in the sub-committee of the Senate and has not been voted out.

The industry committee has not been dissolved and all members have received a copy of a letter from Deputy Attorney General William P. Rogers D. of J. to Chairman Ellender of the Senate Agricultural committee.

The letter asserted in substance that a marketing order would let National Cranberry Association retain a "monopolistic" hold on the cranberry industry. Justice department claims the "hold" was illegally obtained.

Both civil and criminal anti-trust actions have been made in Federal Court in Boston against the association, Rogers pointed out. He added the group is composed of some three-quarters of all cranberry producers who represent 85 percent of all cranberry products processed and sold in this country.

In the letter, Rogers said, "Any marketing order issued must be approved by 50 percent of the handlers or processors and 66<sup>2</sup>/<sub>3</sub> percent of the producers. In view of the fact that the N.C.A. represents at least 60 percent of the producers, it seems clear that no order could be issued which was not acceptable to the association.

"Thus any marketing order would, in effect, freeze the various cranberry producers and handlers in their present relative positions, thereby permitting the association to retain its monopolist position."

Sponsoring the bill for the order are Senators Kennedy and Saltonstall and representative Nicholson in the House.

The Nicholson bill, slightly different from that before committees this year, passed the house last year, but was caught at the end of session and received no action.

At that time, anti-trust actions against N.C.A. were not an important issue in debate. However, recently, with the monopolistic charge in view, Congress requested the Justice Department opinion on the matter.

Robbins declared "We must not think the bill is killed until it actually is killed."

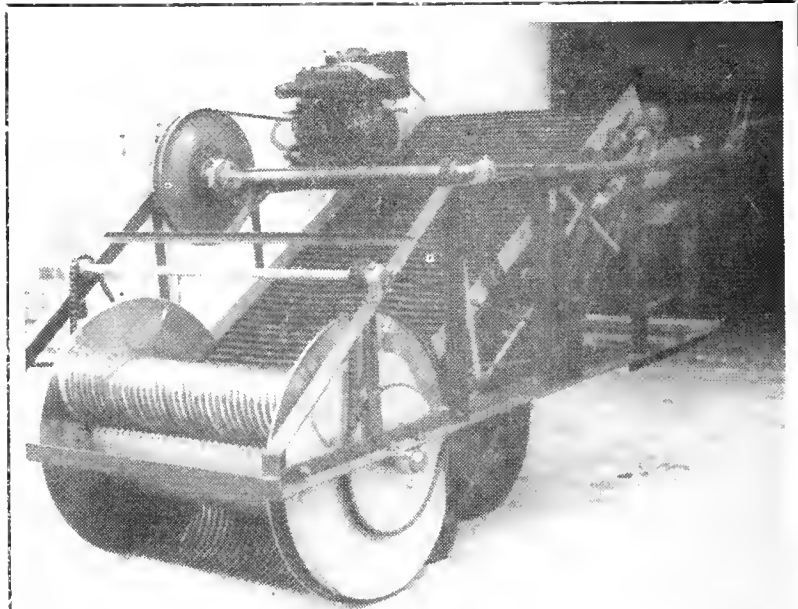
## **Our Cover**

Four "Alices in Dairyland" princesses visited the recently-developed cranberry area in north-central Wisconsin, stopping at Three Lakes and at the Cranberry Products Company, Inc., at Eagle River, manufacturing "cransweet" products. They learned that the

new cranberry industry in the north woods district of Wisconsin is a flourishing one.

In cover photo they are shown at the Thunder Lake marsh of Vernon Goldsworthy.

## **Read Cranberries**



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# Mass. Cranberry Station and Field Notes

by J. RICHARD BEATTIE  
Extension Cranberry Specialist



While some relief from the present drought was experienced in late July and early August, conditions are still critical on many bogs. Scattered showers which occurred during the above period gave temporary relief but have not replenished reservoirs. In fact, water supplies as we enter the harvest season are at the lowest levels in many years. This condition is most serious in view of the possibility of early fall frosts. Incidentally, a reading of 31° was recorded on one bog August 12. A brief review of George Rounsville's weather records show 1.41 inches of rain for May, 0.13 inches for June, 2.61 inches for July, and 2.31 inches for the first twenty-two days of August, or an average of slightly over 1.50 inches of rain per month during the last four months. The normal precipitation for this period is over 3.25 inches per month.

It is obvious that the present drought has reduced the Massachusetts crop. We at the Cranberry Experiment Station have been asked to place an estimate on crop losses and have released such estimates on a weekly basis since early July. According to our best judgement, approximately 10 percent, or 50,000 barrels of cranberries, has been lost as of August 22. This figure, coupled with spring frost damage of possibly 30,000 barrels, may have accounted for nearly 90,000 barrels or a figure approaching one-sixth of the estimated crop. Our dependence on favorable weather conditions for producing a satisfactory crop is rather vividly demonstrated by these figures. Before leaving this subject of crop losses, we might point out that hail damage to date (August 22) has been

negligible but insect activity, particularly late fruitworms, has taken a heavy toll of berries on many bogs.

Harvesting is expected to begin considerably earlier than last year — probably two weeks ahead of the 1956 season. Berry size and weight, based on Irving Demonranville's growth studies, is considerably advanced over a year ago this time. His growth studies which began in 1953 are uncovering interesting and valuable information on the weekly growth rates of cranberries during the fall season.

Adequate supplies of labor are always a problem. The Massachusetts Division of Employment Security is recruiting harvest labor and will maintain field offices as usual at the Square Deal Garage, West Wareham, and at the National Cranberry Association head-

quarters in Hanson. Their home offices in Hyannis, New Bedford, Brockton, and Plymouth will continue to serve growers. Those needing harvest labor should keep in close touch with their local employment office.

Another marketing project has been approved for the Station this fall and involves the effect of refrigeration on fresh cranberries from shipping point through to the ultimate consumer. Tagged lots of berries will be packed and shipped to carefully selected markets where they will be sampled on a weekly basis to determine the "shelf-life" of fresh cranberries displayed and handled under various conditions. Similar projects initiated the last two years have emphasized the importance of complete refrigeration at the retail store level. Our shippers are cooperating with this work as well as the trade and the Extension Service personnel in the cities selected for this particular study. The consumer questionnaire used so successfully last year will be utilized again as a means of obtaining additional helpful information on the condition of cranberries as they are purchased by the consumer.

The engineering building at the Cranberry Experiment Station is about completed and is now being

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equipped as a modern machine shop under the supervision of Professor Norton, our new agricultural engineer. He is rapidly becoming acquainted with the industry and our need for greater mechanization. The new greenhouse has been completed and is an important addition to our present facilities.

## Crop Estimate Up From 1956

Release of preliminary forecast of coming cranberry crop gives a total U. S. Production of 1,020,000. This compares to 969,700 last year; 1,025,800 in 1955 and ten-year average of 903,120.

Massachusetts is estimated at 520,000, 452,000 last year, 546,000 in 1955 and 533,800 average.

New Jersey, 75,000, 73,000 last year, 90,000 in '55 and 85,000 average.

Wisconsin, 310,000, 340,000 last year, 315,000 in '55, 199,000 average.

Washington, 70,000, last year 64,700, 47,500 in '55 and 46,840 average.

Oregon, 45,000, 40,000 last year, 27,300 in '55 and average 18,640.

Every state is up over last year except Wisconsin. This is the report which is usually released at annual meeting of Cape Cod Cranberry Growers Association, but was not this year because of change in date of meeting due to conflicting date with meeting of National Cranberry

Association. It was announced at the NCA meeting by Walter E. Piper, chief marketing specialist of Massachusetts Department of Agriculture.

The Massachusetts bogs had a medium to heavy bloom followed by a set of fruit close to average. Growth of the crop was hampered by frosts and dry weather. Spring frost damage was the worst in recent years. Through June and July rainfall was extremely light and a satisfactory growth of vines and berries was maintained only by using water for irrigation. Crops on dry bogs and bogs lacking adequate water supplies were seriously damaged by dry weather. Losses in Barnstable County were relatively heavy as many bogs in that area lack adequate flowage facilities. On bogs where water supplies have been inadequate berries are small, but on bogs receiving sufficient water berries are large and appear to be maturing earlier than usual. Fruitworm damage has been quite heavy on some bogs. Growers' reports indicate 61 percent Blacks, 35 Howes and 4 others.

In New Jersey there was an excellent bloom and set but this was limited by a lack of soil moisture. Rainfall for May, June and July was the lowest on record. Blacks were generally small size.

Wisconsin's expected crop is 9 percent below last year but 39 percent above average.

Washington growing conditions have been favorable and is 47 percent above average. Oregon's production is expected to be more

than double the ten year average production.

Total crop is 5 percent above last year, 8 percent above the ten-year average but well below the 1953 record of 1,203,300 barrels.

## National Festival Two-Day Event

Annual cranberry festival by National will be at Edaville, South Carver, Mass., Saturday and Sunday, Sept. 21 and 22. This is the first time this has been a two-day event.

Many new features are being planned by Miss Betty Buchan, in general charge of events. These will include stage shows, with a general Cape Cod theme, including the singing of the new song hit, "Old Cape Cod." There will be garden club exhibitions, and square dancing with Howard Hogue, caller. Helicopters will give dusting exhibitions and there will be many displays.

## Jersey Group Retains Identity

Some of the members of Growers' Cranberry Company, New Jersey unit of the now-dissolved Eatmor Cranberries, Inc., have decided to continue the local organization and are to operate independently this year. Walter Z. Fort will remain as manager. Group will market under the "Grocranco" brand.

Last year the unit reported the return for fresh cranberries as averaging \$14.62 a barrel. At that time, as a member of Eatmor the Jersey crop produced more than 15,000 barrels and had 32 members. Some of its members have now joined NCA.

President is Francis Sharpless, vice president, Ralph C. Clayberger and treasurer J. Rogers Brick.

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# Cranberries

THE NATIONAL CRANBERRY MAGAZINE

Issue of August 1957 - Vol. 22 No. 4

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## FRESH FROM THE FIELDS

Compiled by C. J. H.

### MASSACHUSETTS

#### Drought

There were some scattered rains in late July, really scattered and light. These did bring up the July total precipitation to 2.15 inches, short of normal 3.21, of course. Temperatures came to 48 degrees plus for the month.

These rains were coupled on Sunday, August 4th with a really heavy precipitation which went up to 3.20 in some parts of the cranberry district; the Cape proper was one. State Bog, East Wareham however, got only .87. This was enough moisture to help the "top" situation quite a bit, and the drought was eased for the time being.

#### Rain Machines

When the showers began there were ten rain making machines available in Bristol and Plymouth counties, ready to shoot silver iodine at the moment clouds appeared "right." They did shoot at the appropriate times. But, whether they really caused the rains, or increased the amount, does not seem to be determined. Even the rainmaker, himself, Dr. Wallace E. Howell, Lexington, seemed reluctant to attribute full credit that he had "saved the day," if only temporarily. As a matter of fact, he had at the start been modest in claims as to what he might accomplish. But the situation was desperate and if rain making machines could possibly help it was decided that to set them in operation was the thing to do. It seems there is more evidence because of the storm patterns the machines were of value than not.

### *Little Water Fear Early Frosts*

Gravest worry of Massachusetts growers as August ended was the possibility of frosts with reservoirs at extremely low supply. They feared an early frost, or series of frosts could cause disastrous losses to the Massachusetts crop.

Berries were hardening rapidly, but water supplies were generally the lowest ever for this time of year. A heavy frost or two could deplete entirely, unless rains come before harvest, or during first picking.

Although surface water is at a minimum, the long range outlook for the water table in the state is good. Francis W. Sargent, state commissioner of natural resources and chairman of the State Water Commission has said "there is no indication the water table will not be back to normal by next spring."

At the same time Gov. Furcolo had asked for prayers and prayers were offered, by groups and by individuals. At any rate there was rain.

But by August 8th, Walter E. Piper, chief marketing specialist of the State Department of Agriculture was saying conditions were worsening again. "It's an insidious thing. This is a deep-seated drought. The number of machines had been increased to 25 and to other counties and were standing by," he said.

#### Situation Eased

However, on August 10th there was rain again, .37 at State Bog, more or less in other places and this was followed by a heavier rain on August 12, this being .90 inches to State Bog, with much variation elsewhere. This was sharp, hard, rain much of which ran off quickly, but it did help replenish reservoirs a little. With these rains, plus those of late July, Dr. Cross said the situation could definitely be caused "eased" at least temporarily, as far as bog moisture went.

#### Permanent Vine Injury

Although there seems some disagreement as to the amount of permanent vine injury because of the drought and hot summer, there has been some acreage lost, it appears certain. Probably this is not much, as some of the damage being attributed to dry weather may be actually caused by frosts last spring, which may have caused more damage than estimated, and to grubworm.

#### Berries Large, Early

The rains and the good growing weather have sized berries well, both early and late water are expected to be of better than average size.

Crop is estimated as from a week to ten days earlier than normal. Picking may well be in heavy swing by Labor Day week beginning September 2.

#### Sunshine Up

One effect of the dry, pleasant summer has been a tremendous build-up of the sunshine factor which would be indicative of a large 1958 crop. July sunshine was 85 percent of maximum. The

excess of sunshine to mid-August already made itself felt in the development of terminal buds for next year's fruit much ahead of the usual appearance.

## NEW JERSEY

### Third Hot, Dry Month

July was a very dry month, the third in a row, with many hot windy days. There were 14 days at Pemberton when the shade temperatures were over 90° and two of them at 103°. The daily maximum temperature averaged 90.1° or 2.7° above normal. The nights were generally cool with an average of 59.8° or 4° below normal.

### Cranberries, Blueberries Cut 25%

Dry, hot, windy days plus a 3-months accumulated deficiency in rainfall was destructive to most crops in the state. Cranberries and blueberries probably withstood the damage better than most crops. While no authoritative figures are available, it appears likely that 25% of the cranberry crop present on July 1 and 25% of the blueberry crop present on June 1 have been lost. If sufficient rains come soon cranberries may recover so that the damage will not seriously affect 1958 prospects. With blueberries, there will definitely be some shortage of good fruit buds for 1958.

### Accumulated Rainfall Deficiency

Rainfall deficiency in south Jersey has assumed serious proportions. For the first half of the year the accumulated deficit at Pemberton, Atlantic City and Hammonton has been 16.5, 15.5, and 16 inches, respectively. For the three important growing months of May, June, and July this deficit has been 8.8 inches at Pemberton and Atlantic City. In the Hammonton area a 2-inch rainfall on June 17 broke the drought so that the blueberry crop in this Atlantic County area has not been so badly hurt as elsewhere. There is much sprinkler irrigation in this area which was an additional help for blueberries. Atlantic County is not a cranberry county.

Worry kills energy, vitality and purpose—and produces nothing.

## WISCONSIN

### July Normal

July averaged one degree above normal in temperature and .07 inch above normal in precipitation. Normal temperature for the month being 73 degrees and normal rainfall slightly more than three inches. The northeastern cranberry growing area was still deficient in precipitation and although water levels continued to

drop there was little danger eminent. Temperatures dipped down near freezing (33°) the nights of the 10th and 24th and highest temperature (97°) was recorded on the 19th. Heaviest precipitation (3.7 inches) in 24 hours occurred in north central Wisconsin on the 8th. The entire month could be classed as most favorable as far as crop growing was concerned. The extended

# Fall Fertilizing

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forecast for August called for slightly above normal in precipitation and near normal in temperature.

### July Hail

Damage from hail on July 7 was sustained in the City Point and Hayward-Spooner areas. Although very difficult to estimate, damage ranged from 10 to 65 percent. Estimated loss was 7-8,000 barrels. Most severe damage was in the City Point area, where the storm reportedly lasted fifteen minutes. On some properties new growth was broken off furthering the damage. According to reports this storm was the most damaging over a large area for this time of year and as far as the development of the crop. Properties were in full bloom or slightly past.

### Crop Smaller Than '56

A number of scattered, driving rainstorms occurred the first two weeks of July and apparently hurt the set, especially on the Searles Jumbo. Successive rainstorms on July 7 and 8 when most properties were in full bloom apparently were the most damaging. Early and late bloom seems to have set well. Based on personal observation to date it appears as if the crop will definitely be below last year's record breaker of 350,000 barrels.

On August 16 Dr. M. E. Dana of the Department of Horticulture University of Wisconsin was to conduct his second annual tour of experimental plots where he has been experimenting with systemic herbicides. This was to be an all day affair and a large turnout of growers was expected.

The summer meeting of the Wisconsin State Cranberry Growers' Association was scheduled for August 24 at the Cranberry Lake Development Company, Phillips, Wisconsin. This was the first attempt to hold a summer meeting at a northern cranberry marsh and a large turnout was expected to inspect the largest cranberry property in Wisconsin.

### Fruitworm Down

Growers were busy the middle of July applying control measures on second brood black headed fireworm and fruitworm millers.

Little overall loss was experienced from the fruitworm except for a few scattered local losses. Flights of fruitworm millers were somewhat delayed but by the end of July the flights were completed and most egg laying had been done. Overall populations of fruitworm appear to be down probably as a result of good control measures coupled with some weather control on the pupae this spring. Little loss was expected from fruitworm as of first of August. Suspected damage is appearing in scattered areas from rose beetle and white grubs. Control measures have been applied where vine killing has been observed.

Leo Sorensen

## WASHINGTON

### Prospects Good

Washington state as a whole was reporting very good crop prospects at August first.

### Weather

Weather during July continued

sunny and somewhat dry. Minimum for the month was 35 degrees on the 24th. Temperatures reached 36 on several occasions scattered throughout the month. These minimums varied considerably according to the location and were 4 to 5 degrees lower than the actual air temperatures reported by the weather bureau. Readings given were taken on the bogs themselves. Maximum was 68 on the 18th. Minimum relative humidity was 52 on July 7th. Result was it was a rather mild month.

### Spore Trapping

Experiment Station staff is collecting slides from the spore traps again this year in an effort to determine the spore-lating period of the twig blight fungi. As of August first the lophodermium were starting to release spores. This was somewhat later than the spore-lating dates that have been shown in previous years. Fungicides trials have been continued

## HELP FROM UNCLE SAM

Quotation from Plymouth County ACP Handbook for 1957, Part 2 — Practices and Rates of Cost-Sharing.

### "Practice C-7

"Constructing channel lining, chutes, drop spillways, pipe drops, or similar structures for the protection of outlets and water channels that dispose of excess water.

### "Maximum Federal Cost Share:

"(1) 50 percent of the average cost of materials, other than riprap or revetment materials, used in the permanent structure, excluding forms."

This means cranberry bog flumes. Many flumes have already been put in with this Federal help. If you put in a less-than-average-cost flume, the government will reimburse you for a considerable part of the cost, if you make proper arrangements first.

Do not order your flume until you have ACP approval. Consult your county agent or local chairman such as Howard Hiller, Ralph Crane, Lewis Billings or Albert Brown, and get signed up for the program and for the practices you want. There are practices for dikes, canals, ditches etc. If you are not certain just what you want, ask about a free SCS survey of your needs.

Then order your flume. Allow three weeks for delivery in the quiet season, or up to three months in the rush period.

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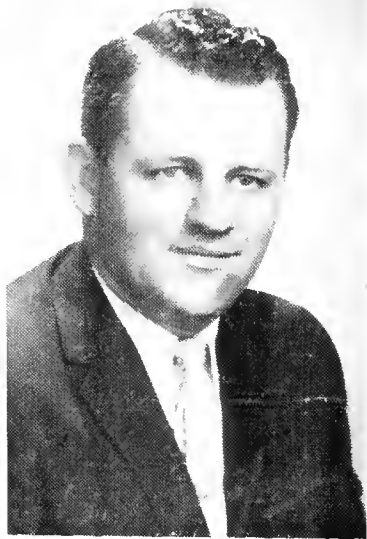
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from last year and one or two new materials were being tested.

#### Annual Field Day

Annual field day was scheduled for August 17th. The most interesting development on display was in the field of herbicide control of weeds. Amino triazole on a trial basis performed very well when it was used correctly and timed in the right way. Loose strife and some of the *Juncus* species of weeds are somewhat resistant to treatment of this chemical and apparently will require regular treatments over a period of several years.



### Indian Trail Adds Assistant Sales Manager

Appointment of Joseph P. Hoelting, Carlinville, Illinois, as assistant sales manager for the Indian Trail cranberry sales agencies is announced by B. C. Brazeau, president of the two Wisconsin Rapids companies. Mr. Hoelting assumed the duties of the newly-created position August 15. He has operated his own wholesale fruit and vegetable business in Carlinville since receiving a discharge from the U.S. Navy in 1947.

In 1952, Mr. Hoelting also purchased and began operating a produce company in Taylorville, Ill. He was to dispose of his businesses before moving to Wisconsin

Rapids in Aug. with his wife Rosemary, and one daughter, Angela, 5. Mr. Hoelting, 30, was born and raised in Carlinville where his father and uncle were engaged in the produce business for 25 years.

### Bandon Fair To Last Three Days This Year

The Bandon (Oregon) Cranberry Festival will be a three-day affair this year, the dates being Sept. 27, 28, 29. This means an added day which is Sunday the 29th.

Plans now include a football game, a big beef barbecue; the cranberry queen contest. Crowning of the winner will take place at a two-hour coronation show at the new Bandon high gymnasium on the opening evening. The Queen's ball is to be the following evening. Special charter boat trips around the bay will be a new departure.

"Cranberry Fair" will be held as usual and will feature displays of cranberries and cranberry products amid the atmosphere of a country fair.

#### WRONG APPROACH

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## National's Annual Meeting Solid Day Of "Soul Searching"

### Bloom, Arbet Lead Attacks Against "Management," While Officials Make Refutations And Offer Future Assurance

#### Results of Balloting on Page 11

For six solid hours (with time out for lunch) members of National Cranberry Association at the 27th annual meeting Aug. 20th heard accusations against "management" by Edward C. Bloom, 27, small grower of Centerville and New York attorney and Emil Arbet, large Wisconsin grower and former elected association director and others, and the replies of "management." For the growers it was a grave, anxious session with about 600 attending, made even more so when preliminary government forecast was announced that this year's crop will be 1,020,000 bbls to sell as against 903,120 last year.

Growers were visibly swayed back and forth as applause followed vehement and eloquent remarks by one "side" or the other. Virtually most of the day was taken up on the debate, whether or not membership would vote to "throw out" the suit Mr. Bloom has filed against 18 present and former officers and directors, the association itself and United Cape Cod Cranberry Company.

At four o'clock the meeting was adjourned until 9:30 a.m. Aug. 23rd when the result of the stock ballot on this and the election of 24 directors was announced. Mr. Bloom insisted, in this important matter upon such a ballot rather than a show of hands or voice vote. In addition to the previous members' nomination by written vote for directors there were about 30 of new nominees made, including Mr. Bloom, mostly from Massachusetts, but also several from Wisconsin and New Jersey but no changes from the Pacific Coast.

Mr. Bloom, in addition to accusing present and past management is demanding "new faces." At one point he shouted, "I want new faces on the executive committee — there is no new management. My aim is to institute permanent reform in NCA. If these (presumably certain directors and officials) will withdraw and get out and let new faces come in I'll drop the suit. All I'm asking for is for them to get out."

Mr. Arbet, who took the floor two times, once cast blame upon the "Urann-Makepeace" group. This was hotly denied by Russell

Makepeace who replied he wanted to say, "to you here and now, that to the best of my knowledge over the past 25 years in cranberries the Uranns and Makepeaces have never gotten together to connive on anything."

Out of a total voting stock issued, 154,559 shares 119,365 shares were cast by individuals or by proxies. There are now 2,100 holders of common (voting) stock, 1,300 of preferred and 1,300 holding marketing agreements with the corporation.

NCA is expected to handle approximately 700,000 barrels of the crop of this fall. A return to members of \$10.00 or more a barrel was indicated in Acting Manager Kenneth Garside's address, with an advance of \$5.60. This was disappointing to growers and was mentioned several times during the day, as many growers believe the cost of producing a barrel of cranberries is around \$10.00.

Mr. Bloom's charges were received with much more sympathy by membership than a year ago when he attempted ouster of management and brought in a slate of directors of his own which was voted down. This year he did not bring in an opposition slate.

Mr. Bloom in opening his charges referred to his accusations of last year against management including voting themselves higher salaries at a time when the earnings of stockholders had reached a below-cost level. He said he had accused management of excessive, lavish and high living expense accounts at the expense of the poor grower. "And in general I charged it with gross mis-management, incompetence and utter lack of regard for the welfare of the stockholder. With this background I predicted that the 1956 return would show no substantial improvement in spite of the predicted normal size of the crop.

"The answer of your members of management was in effect that I was a 'crackpot', a fellow who talked without knowing what he was saying. You were told that the company was just on the eve of breaking into a wave of heavy sales . . . You were told I had seized upon the opportunity of attacking management just as they had conquered the surplus problems . . .

"Well, folks, the year is over and the results are in. I am sorry to say that my story was correct and theirs false. My talk of last year was 'just talk.' It

disturbed management not a bit.

"Talk is no good at all. No directors with the exception of one heeded my call. He was Emil Arbet of Wisconsin a relative newcomer to the industry. Mr. Arbet had an investment of several hundreds of thousands of dollars as a cranberry grower and began to take an active interest in the industry and NCA. As a director of our company he tried hard to discover the causes of its failure to earn members a fair return. He was, however, unable to obtain satisfactory answers to his question. Management arrogantly ignored him, branding him as they did me, a trouble maker, a 'crackpot' who was trying to take over the company.

"It was at this point that I think both Mr. Arbet and myself, independently, decided that talk was getting us nowhere. The only possible way to make progress was through action. The first effort was the now famous 'Arbet Audit.' In February of this year at his own expense Arbet brought a certified public accountant from his office to Hanson."

He went on, the results of an examination of three days was startling, revealing that instead of a promised \$12 to \$13 a barrel return to growers only about \$8 would be realized; that expense accounts were "fantastic" and that salaries of most top officials had been substantially raised. He reiterated his talking had done no good but his action had. He referred to the suit and said his actions had suddenly made everybody in management aware, and to start trying to demonstrate their honesty and good faith. He said his actions had caused constructive results. He said he was not going back to talking, as his defendants would like him to do, but is going to continue to "act in whatever way I feel will aid in my battle in behalf of the small growers of this cooperative."

He urged members to vote down the proposal to disapprove of his suit. He concluded, "And not until we, the smaller members of this cooperative are seeing a good return for our crops will I begin to ease my efforts on our behalf. Until that day I shall carry on my campaign with all my strength."

Mr. Arbet in his accusation said the events of the industry had disturbed him greatly. He said he operated among other business ventures a chain of furniture stores, all of his ventures having been successful with the exception of one and that was his latest

venture into cranberries. He told how in 1955 he took over the Cranberry Lake Development Company at Phillips, largest producing unit in Wisconsin, with an average of about 20,000 barrels. He said he owned 6,000 shares of NCA, both common and preferred. He declared he had neglected other interests to find out what the cranberry business is about. He told of his delving into the operations of management, of the "huge expense accounts, unjustified salaries and there seemed to be no adequate check on expense accounts. He referred to that of James E. Glover who resigned last spring as general manager and president as being \$23,000 known and "possibly more." He said he had asked Mr. Glover to resign and the other directors "were shocked." He said he had tried to get actions of reform from the board, but with no success. He said now the association had the opportunity to get a new manager but that five months had been spent in looking. He said he was happy to report there is now a good man available.

He, like Mr. Bloom said he would continue fighting until NCA has proper management.

A third and eloquent attacker of NCA management, twice during the day was Axel Graven, an attorney of Orleans, who said he was not retained, but was speaking in the interest of two or three small Cape Cod growers. He admitted he didn't know a cranberry from anything, but he did know something about cooperatives. He asserted "Your co-operative is a co-operative in name only and not in substance." He said the growers were in the midst of a spider's web. He told the members their two best friends were Mr. Arbet and Mr. Bloom, who were working only in the individuals' interests. He said he was not fool enough to believe otherwise. "Your management talks to you only in the words of Charles Dickens 'Great Expectations.' You are getting only promises. Try to pay your bills at the bank with promises." He referred to "magnificent" salaries of management.

He said growers might not believe his motive in appearing before the meeting, but it was simply to help, "as you would help your neighbor if his house was burning down."

He later defended the Bloom suit, saying it should be tried in court and not by the stockholders, and that it was not a difficult, highly technical suit which would take up exorbitant amounts of time of management. This was

in answer to a statement by George C. P. Olsson, clerk of Plymouth County Superior Court, and a nominee for director who said the suit was an extremely technical one and would handicap management in its efforts to sell cranberries.

He also said Mr. Bloom had done a great service to the co-operative, pointing out mistakes which have helped. The price of cranberries should go up, in his opinion, he added, to \$17 or \$18 a barrel.

Charles N. Savery, Cotuit discussed the lowness of prices. Warren Baker of Orleans questioned the validity of the "members" nomination for directorships, saying the membership should have more information, especially on the number of ballots cast. Jan Merry, Duxbury asked Mr. Bloom if it was the vote of the meeting it did not want the suit continued what would he do. Mr. Bloom's reply was that control of NCA management was in the hands of a few as 20 people. At one point Carlton Barrows of Boston said he believed NCA salaries were low. "You've got to pay good salaries to get good men."

It was Leon April of April Bros. of New Jersey, which firm has a suit against NCA who offered an amendment to a motion for 24 directors that it be reduced to ten.

Edward V. Lipman, New Jersey director said growers in that state were against the Bloom suit.

"Let's give the fellows in office a chance."

John Dunham, Boston was another among those who urged the suit be brought to trial. He said he was engaged in cranberries only five years and had tried in vain to find out what the difficulties of NCA were all about.

Other growers, such as Con Coppi of Sagamore, who was a frequent speaker expressed the opinion of many that they were really "in the dark" about various matters and sought enlightenment, and some assurance that "they could believe" that adequate returns will in the future be made to them for their berries.

The matter of the salaries of management were frequently brought up, these being compared to the low returns growers receive. It was Lawrence Cole of Carver, nominee for director who brought out a suggestion that in some way management's salaries should be keyed to returns to growers. He said he felt management should not be paying itself high salaries while the growers were suffering.

Mr. Garside, who had made much of the response for management said actually salaries paid to officials as compared to those in companies of similar size as Ocean Spray were unfavorable. He said it was a poor company to work for "from an outside view" as there are no pensions, no insurance, none of the benefits executives receive in most large companies.



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He said he was perfectly willing to tell his own salary, which he said was \$17,500, that he had started at \$7200 and then been raised to \$10,000 and upon assuming active managership to the first named figure. Mr. Glover received \$25,000. He added, we who now held office have held the company together since April.

It was frequently expressed by various speakers, including Mr. Bloom there was no objection to high salaries if those paid the salaries were producing results for the membership.

Another theme reiterated was that Mr. Bloom's court action had already brought about a reform in management, and that with a slate of directors with some new candidates proposed, the result Mr. Bloom sought had been accomplished and that continued "harrying" of officials would only result in less efficient sales activities by NCA.

One of the most prominent of these speakers was J. Burleigh Atkins of Pleasant Lake who said he could not see how any further harrassment of management could do good. He pointed out the industry had more than 1 million barrels of new cranberries to dispose of, he hoped successfully for the growers.

As to action taken by the association it was voted the board of directors remain in number at 24, and not be reduced to ten as an amendment proposed. This ballot which was by voice required much debate.

There was no discussion upon the article to change the date of the annual meeting to ten o'clock in the forenoon of the third Wednesday of August each year, beginning in 1958. This was to prevent conflict with the date of the annual meeting of Cape Cod Cranberry Growers' Association.

It was Mr. Olsson who introduced the motion which the voters acted on by ballot to uphold the Bloom suit or reject it. This read: "That it is not in the best interest of the corporation that suit be brought against any of the corporation's officers or directors or former officers and directors for or on account of any matters set forth or referred to in a complaint entitled Bloom versus Crandon, et. als, Federal District Court, Boston and that the aforementioned suit brought by Mr. Bloom should be discontinued and terminated because its prosecution is contrary to judgement of this meeting, has not been authorized and is not in the best interests of the corporation."

Mr. Bloom had sued in behalf of himself "and all other stock-

## Vote Against Suit — "Member" Slate Wins

Result of stockholders balloting announced by Haskings and Sells, independent auditors at adjournment of meeting August 23 was an overwhelming vote against continuation of the Bloom suit, 119,063 votes to 12,266 for its continuation. This tally represented all vote casters, including defendants in the suit. Attorney Quarles said the next step would be to request Mr. Bloom, in view of the large number of stockholders not favoring the suit to withdraw it. If Mr. Bloom declines he said the corporation will move to the Court it be dismissed.

All 24 nominees on the members' nomination ballot were elected by a more than 3 to 1 edge over some 30 nominations from the floor.

Those elected are:

Massachusetts, Walcott R. Ames, Osterville; Alden C. Brett, Belmont; Lawrence S. Cole, North Carver; Frank P. Crandon, Acushnet; William E. Crowell, Dennis; Carroll D. Griffith, South Carver; Russell Makepeace, Wareham; George C. P. Olsson, Plymouth; Lawrence S. Pink, Middleboro; Elmer E. Raymond, Jr., Braintree; Chester W. Robbins, Onset; Ellen Stillman, Hanson; Marcus M. Urann, Halifax; from Wisconsin, Richard J. Lawless, Wisconsin Rapids; Bert Leasure, Manitowish Waters; Charles L. Lewis, Shell Lake; John M. Potter, Warrens. From New Jersey, Enoch F. Bills, Bordentown; Thomas B. Darlington, New Lisbon; William

S. Haines, Chatsworth; Edward V. Lipman, New Brunswick, Oregon, Jack Dean, Bandon and from Washington, Leonard Morris, Long Beach and David E. Pryde, Grayland.

Highest number of votes on the slate was received by Mr. Olsson with 128,056. Highest among the nominees from the floor was Robert Briggs, Plymouth attorney who received 32,462; second highest was F. Nelson Blount, operator of Edaville. Bloom received 5,907 and Emil Arbet, 4,547.

Of the new board, seven are

(CONTINUED ON PAGE 19)

holders similarly situated." Those named in the suit are Frank Crandon, Acushnet, Kenneth Garside, Duxbury, James E. Glover, Russell Makepeace, Marion, John C. Makepeace, Wareham, Marcus L. Urann, Hanson, Marcus M. Urann, Halifax, Elthea E. Atwood, South Carver, Carlton Barrows, Boston, Samuel Gurney, Carver, Harrison F. Goddard (now of Florida), Thomas B. Darlington, Enoch F. Bills, New Jersey, Guy N. Potter, Robert Resin, Wisconsin, Leonard Morris, David Pryde, Washington state, John F. Harriott, Hanson and United Cape Cod Cranberry Company and National Cranberry Association. It seeks damages from the individuals named in the sum of more than 6 million dollars to be returned as damages to NCA because of their action.

John R. Quarles, NCA chief counsel was called upon frequently and it was he who read into the record a letter from A. T. Bell of the Northern Peat Moss Company of Vancouver, British Columbia. This long letter which had been addressed to Mr. Bloom said it had sympathized with his efforts to uncover detrimental actions of management, but now

he felt Mr. Bloom's aims had been accomplished and he "beseeched" him not to take any further actions.

Mr. Quarles conducted often during the afternoon. He disclosed it was he who had requested the stockholders' vote to determine if Mr. Bloom's suit should be voted down. Some of the defendants were opposed to this action, he said. He discussed the status of the Federal suits, saying he thinks NCA should stand on its fundamental rights as a farmer cooperative. He said the action was no nearer to a trial but he hoped nearer to a settlement.

Treasurer John Harriott made his usual financial report. He said it was necessary to sell 2 million more cases to close out the 1956 pool and he expected this would be done by November and final returns made to growers. This is expected to total \$8.75.

Larry E. Proesch, vice president in charge of all marketing fresh and processed discussed advertising chiefly. He said advertising was absolutely necessary, first, to get "Mrs. Housewife" to ask for cranberries and secondly trade advertising to get grocers

to push cranberries. He told how Ocean Spray Cranberries are in competition with other cranberry products and with a vast number of other fruits. Consumption of cranberry sauce is now about three-quarters of a can per capita and this disposes of 5 million cases. He said many wondered why TV was not used more often, but he said this is too expensive for the limited budget of National, and the best advertising for cranberries is in magazines which can show the color of cranberries. "Color is very important to us." He said advertising was a misunderstood term among the members as this included all forms of promotion and merchandising in stores and in various ways. Actual advertising (in publications) was not \$2,000,000 as the budget sets forth but nearer \$800,000.

Acting President Crandon in opening the meeting said when taking over he found the company's personnel in a confused and unsettled condition. He listed improvements which had been made since. He referred to the change from manual accounting to mechanical as a real major project now accomplished but which had added to the confusion, he said there was now a top man in charge of the IBM system and changes had been made in the accounting department. He referred to the fact the association for the first time is operating on a budget, with regular staff meetings so the heads of each department know "where we are headed." He told of the employment of the services of Boos, Allen & Hamilton agency to interview and screen applicants for a professional manager and to report to a committee of five consisting of Russell Makepeace, chairman, Mr. Arbet of Wisconsin, Edward Lipman of New Jersey, and David Pryde of Washington-Oregon district, with himself as acting president.

It was upon Mr. Garside as acting manager that the real defense of management fell, and also to assure the growers that mistakes of the past would not be repeated. Mr. Garside was a director but is not a candidate this year.

He said growers have asked "Why don't you do something dramatic, particularly in marketing?" Our answer is that we believe the sound progress we need comes by evolution and not by revolution." He then listed steps for improvement in management.

First, there is established a chart of organization in which responsibilities are definitely placed and defined and this is supplemented with staff meeting



Delegates from farthest away were Cecil Richards of Grayland, (left) casting the Washington state proxies, this being his first visit to the East Coast, and Jack Dean of Bandon, casting the Oregon proxies, who has made previous trips to Massachusetts.

(CRANBERRIES Photo)

where all efforts are coordinated; secondly that the accounting system is now in good order, during the past this had not functioned well.

He said many recommendations included in the Haskins & Sell's report, an accounting agency a being applied.

Third he said the budget system has had now two months of trial (June and July) and its value is affirmed. Fourth, the marketing division in collaboration with the advertising agency has a program designed to move 725,000 barrels of berries in the next twelve months and to give a much improved return to growers. Finally, he said the company needs more revenue, and while savings in operations are of value gross revenue must be increased.

He spoke of the increase in prices in all Ocean Sprays products which goes into effect August 31 and that orders in August and September at the old price have reached 1,252,216 cases and may reach a total of 2,000,000 cases.

He stated the 1957 pool should earn \$10.00 in cash to the grower plus stock retain, plus dividends. He said he believed these estimates were reliable. This anticipated \$10.00 and perhaps more brought forth comments during the meetings that management was not "shooting high enough."

Concluding Mr. Garside said, "I

have confined my remarks to the period April first to date, the period of your present management. I would respectfully suggest, and with no attempt to put a checkrein on questions or discussion that going into the period prior to April first is like beating a dead horse; it doesn't produce progress. That management is gone. In many ways it served a useful purpose, its acts are still the subject of adequate consideration by our board of directors. What this company needs is a forward look with emphasis on economy and, above all, on hard selling.

## NCA Announces Price Rise

National Cranberry Association will increase prices on all processed products, to go into effect August 30, H. Gordon Mann, sales manager announces. This is the first increase by Ocean Spray in five years, or since December 1, 1951 it is reported.

New schedule will call for \$2.25 per dozen on the basic 24-can No. 300 jellied and whole to \$2.50 per dozen on cocktail pints.

## Massachusetts Growers Warned State Is Slipping In National Production

### Highly Instructive Meeting Of Cape Cod Cranberry Growers' Association Held Despite Lack of Crop Report

There was no crop report (for the first time in more than 30 years) at the 70th annual meeting of Cape Cod Cranberry Growers' Association Monday, Experiment Station, East Wareham, but growers agreed it was an extremely constructive one. About 200 attended.

Program opened at 9:30 with a welcome by Station director, Chester E. Cross, which turned into a hard-hitting warning to growers that Massachusetts is in danger of losing its dominant position in the cranberry industry. He pointed out steps which could be taken to prevent this. That Massachusetts is also losing in cranberry acreage was brought out later by Walter E. Piper, chief marketing specialist of Massachusetts Department of Agriculture in a preview of a state cranberry survey to be released in about a month.

Dr. Cross said he first came into work at the cranberry station 20 years ago under Dr. Franklin and that year the industry produced its biggest crop to date. Massachusetts then had 70% of the crop. He then jumped ten years ahead to 1947, and, speaking of the 1946 crop he told how the growers were receiving "scandalous" prices, up to \$30 a barrel and better. "You were hasking in the sun. You were building bogs everywhere even in the sand pits." He contrasted this with today, ten years later, when the cranberry industry is in the greatest depression it has probably ever known and many growers operating at losses which have extended over a five-year period.

"Massachusetts has produced well over half the total crop for many years. Last year production was under 50 percent, '46' to be exact," he continued. "We have had control of the industry, but today we are losing it.

"You have got to grow more cranberries to the acre if you are to stay in the national picture. (He was referring particularly to Wisconsin which is making spectacular increases in production per acre and in general production.) He told growers they could not "grow grub worms and cranberries." He emphasized that drought damage of this summer was most pronounced where there had been grub and other insect damage.

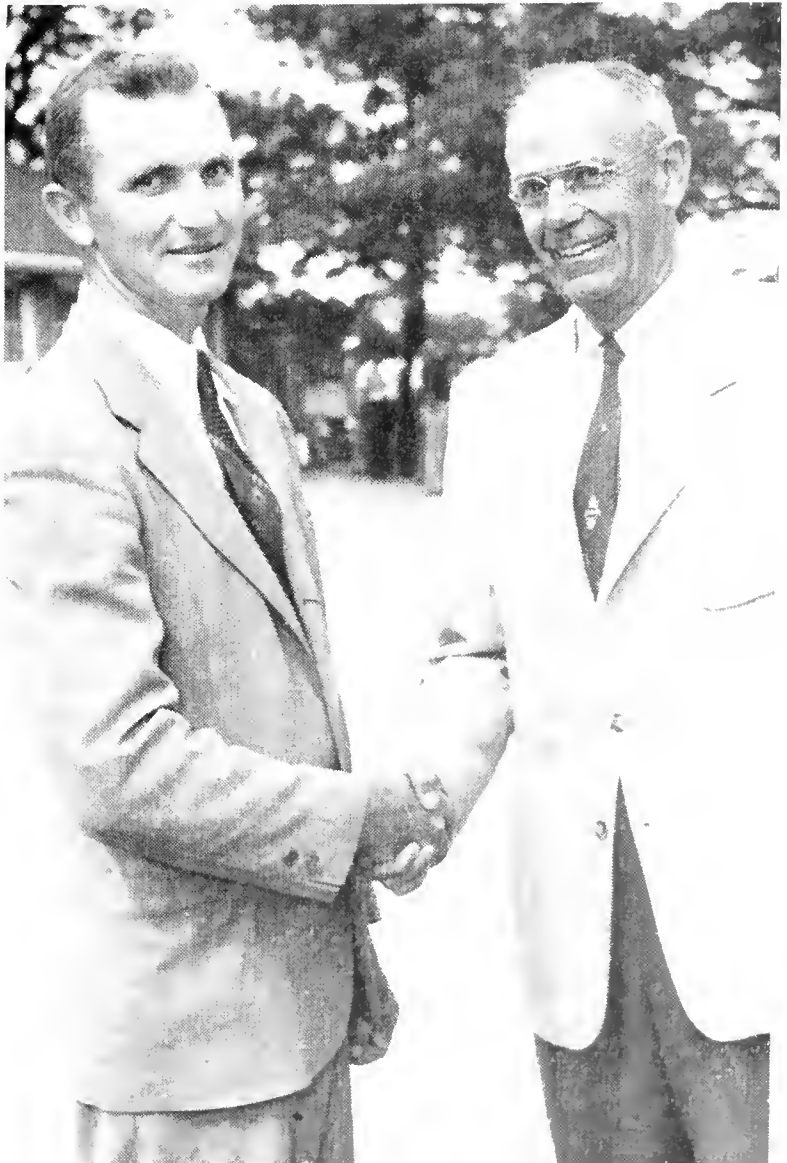
He told the growers they must

mechanize to a greater extent; "we must have mechanization in place of labor." He referred to (and introduced) the new research professor, John Stanley Norton recently assigned to the station staff. His first project is an "over-all power plant for bog work." He said Prof. Norton has already thought of some sort of a "tractor" which would have flotation tires and might have a conveyor-type belt between the wheels to spread the weight so there would not be more than two pounds of pressure to the square inch. This should mow, spray,

dust and carry.

He emphasized that efficient harvesting machines must be developed. Wisconsin harvested 98 percent of the berries raised, Massachusetts only 75. "We must make an all-out effort to get all the berries we raise." Finally he said picking cranberries on the flood as is the practice in Wisconsin must be investigated. Experiments will be made with both the Darlington and Western Pickers at the State Bog and he hoped on the bogs of some growers. He said Lawrence Dana, who manufactures a popular machine in Wisconsin is to experiment in Massachusetts this fall. Cross

(CONTINUED ON PAGE 16)



Retiring president, Arthur M. Handy, (left), of Pocasset, congratulates new president, Ferris C. Waite of Plymouth. (CRANBERRIES photo)

# Cranberry Institute

MONTHLY REPORT TO THE INDUSTRY

By

ALDEN C. BRETT, President



Last month there was outlined for you in this column in a very general way the advertising and promotional plans of the Institute for the promotion of the sale of the 1957 crop. The details have now been worked out. One of the interesting and, we believe, business-stimulating features of the promotion will be a premium offer which has proved to be especially productive when used in connection with the sale of other food products.

Two pairs of a famous brand of Ladies Nylon Stockings — top quality, 51 gauge, 15 denier in moonlight beige — which sell at retail for \$1.25 per pair. A \$2.50 value, will be given for \$1.00 and the label from a bag or box of fresh cranberries or a label or lid from any cranberry product such as sauce or juice. There will be no limit to the number of pairs which any one person may obtain.

The members of the Institute, which now includes practically all shippers, have taken up this promotion enthusiastically. The offer applies to all brands and to all cranberry products, both fresh and processed, so long as the shipper or processor is a member of the Institute.

## Life Magazine

The offer will be announced by two quarter-page, two-color advertisements in Life Magazine to appear on October 21 and November 11 respectively. This will bring it to the attention of some 50,000,000 readers. The Life ad of November 11 will refer to the premium as an ideal opportunity to stock up for Christmas gifts. The Life ads themselves will carry coupons which together with a label or lid and \$1.00 will entitle the reader to the \$2.50 stocking

premium. In addition the offer will be printed on the cello bags or boxes containing fresh cranberries and on the can lids or labels in the case of processed products.

This promotion will be merchandised to the trade by advertisements in trade publications such as Supermarket News, Produce News and the Packer, and through direct contact on the part of the shippers with their customers. The United Merchandising Institute which is carrying the fresh cranberry story to 35,000 retail food stores will also provide in each of the retailer's kits, which it will distribute at the beginning of the selling season, a window banner announcing the special stocking premium offer.

The promotion was conceived to give each member of the Institute an opportunity to participate in a national promotion which touches both the consumer and the trade and at the same time to push his own label and products. Judging from the success of similar promotions of this kind, we believe that it will not only create an increased customer demand but will stimulate repeat business.

## Tie-Ins

The Institute's promotional tie-ins with other products instituted by the Charles F. Hutchinson Agency are beginning to pay off. On July 12, the Sunkist Growers, one of the largest distributors of citrus fruits in the country, sent to 250 newspapers, including syndicates with approximately 300 million circulation, and to 500 radio and TV stations, a release headed "Add Zing and Zest With Citrus Cranberry Combinations." The 15 recipes covered a wide range, including citrus cranberry

relishes; orange cranberry punch; orange, cranberry and avocado salads; and even cranberry orange custard pie. Other similar tie-ins are being worked out in cooperation with other related products. Those which seem to offer promise of results are Sugar Information, Inc. which has been very successful with its promotional tie-in with blueberries; the Poultry and Egg National Board, the National Fisheries Institute, the National Turkey Federation and the Bakers of America.

## Quality Fruit

The Institute will renew this year, with both wholesalers and retailers its educational program to improve the methods of handling fresh cranberries so that they will reach the consumer in the best possible condition. The need for such educational work was evidenced by a nation-wide survey made by Mr. Beattie of the University of Massachusetts Experiment Station two years ago. Last season a considerable improvement was noted as a result of the work of the Institute although the better keeping quality of the berries in general contributed to this result.

## Reporting Service

This year the Institute will resume its reporting service carried out during the fresh cranberry selling season in both 1955 and 1956 by which all shippers will be accurately informed weekly as to the movement of fresh cranberries in the various markets and given an estimate of the quantities remaining to be shipped fresh.

The problem facing the industry will be pointed out by the United States Department of Agriculture Crop Reporting Service which as of this writing is not yet available but will probably be available before this is published. All preliminary reports seem to point to a probable production of approximately 1 million barrels, which if correct will be only slightly higher than the volume produced last year. One factor favorable to the maintenance of a satisfactory price level for the 1957 crop season is the fact that the carry-over in both freezers

(CONTINUED ON PAGE 16) ADVT.

LITTLE levity was shown at that extraordinary NCA meeting, or at the session of Cape growers, for that matter. The situation for NCA, with about 69 per cent of production now, and for the whole industry is grave. Ken Garside at the NCA expressed the situation in six simple words, which apply not only to National but to all growers. These were "We must have more gross revenue." Economies can make the net to NCA and to all growers higher of all selling agencies, but first must be the higher total income.

There was certainly very serious thinking on the part of NCA members in deciding they did not want the Bloom suit brought in their behalf and in electing the late of directors as originally nominated. Even though a majority of the vote went against the Bloom suit, we venture to say that a vast majority of members feel that Mr. Bloom and also the "Arbet Audit" have been beneficial to NCA and the industry.

The activities of Mr. Bloom and Mr. Arbet turned the industry spotlight upon the operations of National. They showed that "reforms" or improvement in management were desirable. Management in his spotlight was alerted and reforms were instituted, which we believe will lead to better management in the future. There are eleven new faces on the board of directors.

Stockholders evidently felt that some, at least, of Mr. Bloom's aims had been accomplished. Therefore the newly-elected board should be given a chance, without harassment, to do its job. We believe the air has been cleared in this frank, outspoken meeting. It would now appear squarely up to the board to prove its merit.

Even so, miracles should not be expected immediately. There is a big crop to dispose of. The market, in fresh fruit, particularly, is demoralized. It takes a little time to get up from the bottom. There is much hard work ahead. It should be fixed in mind that Mr. Brett of the Institute, at the Cape meeting spoke not only of the current million-barrel crop, but of an approaching, million and a half barrel production.

Editor and Publisher  
CLARENCE J. HALL

EDITH S. HALL—Associate Editor  
Wareham, Massachusetts

## CORRESPONDENTS—ADVISORS

### Wisconsin

LEO A. SORENSON  
Wisconsin Rapids

### Washington—Oregon

CHARLES C. DOUGHTY  
Cranberry Specialist  
Long Beach, Wash.

### Massachusetts

DR. CHESTER E. CROSS  
Director Mass. Cranberry Experiment Station  
East Wareham, Mass.

BERTRAM TOMLINSON  
Barnstable County Agricultural Agent  
Barnstable, Mass.

### New Jersey

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

This issue comes to you later than normal date of publication. We thought it in the best interests of readers to hold over long enough to include the NCA meeting and results of the balloting. Also the Cape Growers' meeting was unusually informative this year. We have devoted much space to these two accounts. So much so, that we had to omit the continuation of our article upon Wisconsin.

This will appear in September, along with a story concerning Messrs. Dana and Getsinger, manufacturer and designer of the Getsinger picker, timed to harvest interest.

## INSTITUTE

(CONTINUED FROM PAGE 14)

and cans has been substantially reduced.

The national market should even now have the ability to absorb a 1,000,000 barrel crop at a satisfactory price level. The task facing the shippers and the Institute is to increase that capacity by improved merchandising to such an extent that the demand will exceed the supply and the threat of a surplus will be eliminated.

## CAPE GROWERS

(CONTINUED FROM PAGE 13)

also wants to experiment with machine driers.

Crop of the State Bog, nominally a good one, he said he hoped to take off the commercial market this year to go to institutions, such as schools, hospitals and so forth.

Retiring President Arthur M. Handy of Cataumet gave a resume of accomplishments of the association for the past two years. He told of the frost warning system sponsored by the association; that the association had sponsored a cranberry library at Middleboro for collecting of any printed matter and pictures relating to the industry past, and present. He said the association had voted to set up a marketing committee to study marketing problems. He said the group had given its active support to the Cranberry Institute to obtain enabling legislature to proceed in the efforts to obtain the marketing order. He said he had gone to Washington twice on the matter himself. The association has been active in representing all Massachusetts growers in legislative matters. The association had sponsored two meetings of various small fruit growers to gain support for the University of Massachusetts so called "Freedom Bill," which if it had not prevailed, might have threatened existence of the East Wareham Station. The association was instrumental in initiating the new cranberry survey, the first in a decade. Officers and directors initiated a study of bog taxes, to find out whether or not the industry is being unfairly taxed on real estate. The association sponsored a cranberry educational booth at the Union Agricultural meeting at Worcester; it backed the Massachusetts Farm Bureau in its position on the State sales tax. Importantly it was the officers' and directors who petitioned the

University of Massachusetts for the new agricultural engineer. In conclusion he thanked everyone for their assistance to him as president.

Mr. Handy was succeeded as president by First Vice President Ferris C. Waite of Plymouth. Other officers elected were first vice president, Ralph Thacher of Marion; second vice president, Phillip Gibbs of South Carver; Gilbert T. Beaton, Wareham, was re-elected secretary, Mrs. Ruth Beaton, his wife, treasurer.

Directors: Dr. Cross, Mr. Waite, Mr. Thacher, Mr. Gibbs, Mr. and Mrs. Beaton, Kenneth Garside, Duxbury, Robert Hammond, East Wareham, J. Foxcroft Carleton, Barnstable, Mr. Handy, and cranberry club presidents, Louis Sherman, Plymouth; Oscar Norton, Rochester; Victor Adams, Oosterville; Osborn Bearse, Brewster; Honorary, Dr. H. J. Franklin, Dr. H. F. Bergman, East Wareham; Chester Vose, Marion. Mrs. Beaton's report showed the association has 283 paid members, 1, sustaining, 10 of the Station staff and two honorary. Funds of the group were \$6,847.65 as of July 31.

The new president, Mr. Waite came into the industry 13 years ago, being employed, until this year, by National Cranberry Association. He has been a vice president and for a time was in growers' relations. He has been engaged in agriculture all his life, for a time working with cooperatives in New Jersey and up-state New York. He is now chairman of the Massachusetts Agricultural Committee, a seven-man board and a director of Plymouth Federal Savings and Loan Association. He owns and operates ten acres of bog in Plympton.

Prof. B. D. Crossmon, University of Massachusetts, gave the growers a report on the cranberry tax study he had made. He said a 20 percent cross section of growers was taken, 275 in all. Due to various difficulties not all of these could be carried through but in the case of 171 it was. He said it was found bog valuation ran from under ten dollars an acre to \$2,920, but the largest group was in the range of \$200 to \$300. He said in general, growers were paying from 2½ to 5 percent of their gross in real estate taxes. He said he had no definite figures as compared to rates in other producing areas, again especially Wisconsin. Growers were unfortunate, he concluded, in that their taxes were rising in general with all taxes at a time when their income was falling. The situation was apparently not as unjust as at first suspected, he said. He asked for time for further study and said the growers who were in the excess brackets have the privilege of talking to their own assessors and figures he would later make available at the Station might be a basis for their arguments, if they individually felt there was unfair treatment.

A major talk was given by Alden C. Brett, Belmont, executive president of the Cranberry Institute. He said that at last, the Institute which is made up of distributors and growers was making progress. He gave a resume of activities and explained the functions of an institute and its advantages to an industry. He told of cranberry advertising to appear in Life magazine this fall. The Institute engages in non-brand promotion. He referred to activities of the University of Wisconsin in researching successfully

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nto new cranberry products which are now in manufacture and said the research resources of University of Massachusetts research should be investigated by cranberry growers.

The present market will absorb about 1 million barrels as of today, but he said the day is not far away when the national crop will be one million and a half. "Let's put away our internal bickering," he said. "If we do we will come out alright and be smiling again."

Mr. Brett is currently writing a services of Institute articles and more detail of plans is given in the article in this issue.)

At the meeting the Cape growers elected Chester W. Robbins and Maurice Makepeace as delegates to the Institute.

Mr. Piper's preview of the survey showed Massachusetts acreage had dropped to 13,446 as compared to 14,937 in 1946; the average holding was larger, 13.7 percent as compared to former 12.3. Plymouth County grows 74 percent of the Massachusetts crop, Barnstable has shrunk to 18, other counties 8 percent. Full flowage bogs have increased from 57 percent to 62; 45 percent of the crop was machine harvested in 1955. Planes were used on 6,662 acres in insect control and 4640 by helicopter. Early Blacks constitute 63 percent of varieties and Howes 42. Only 50 new acres were being planned through 1959, and 183 had been abandoned.

Mr. Robbins, chairman of the Marketing Order Committee and Mr. Beaton, secretary told of the efforts to obtain the necessary legislation, which they felt had so far been defeated by the National Cannery Association. Mr. Beaton said he thought a "test" case was being made of cranberries. It was said, as far as canners are concerned this is a mat-

ter of having the control of crops remain in the hands of growers where they belong or to lose it to canners. Further action will be delayed until next session of Congress.

J. Richard Beattie of the frost warning service in his report said the drought had thrown off some of the estimates made last spring, particularly for Barnstable County. Both last fall and last spring were more frosty than normal. He said it was planned to prepare a guide for individual growers to have when warnings are telephoned to them this fall. This might assist them in better judgment, he hoped.

Other speakers included Dr.

Dale H. Seiling of the University of Massachusetts and Senator Edward C. Stone, who is secretary of the senate agricultural committee.

A feature of the day were conducted bog tours, starting with the new varieties plantation and showing improvements made. A chicken and cranberry barbecue was served at 12:30.

Included among the commercial exhibits were: Hayden Separator Company, Darlington Picker, Wareham; Chas. W. Harris Company, Ames sprinklers, North Dighton; H. A. Suddard & Company, Ford trucks, Wareham; A. W. Turgeon Equipment Company, Honto shovels, North Dartmouth.

## Periodicity Cranberry Yields

by  
GEORGE L. PELTIER  
Consultant Indian Trail, Inc.

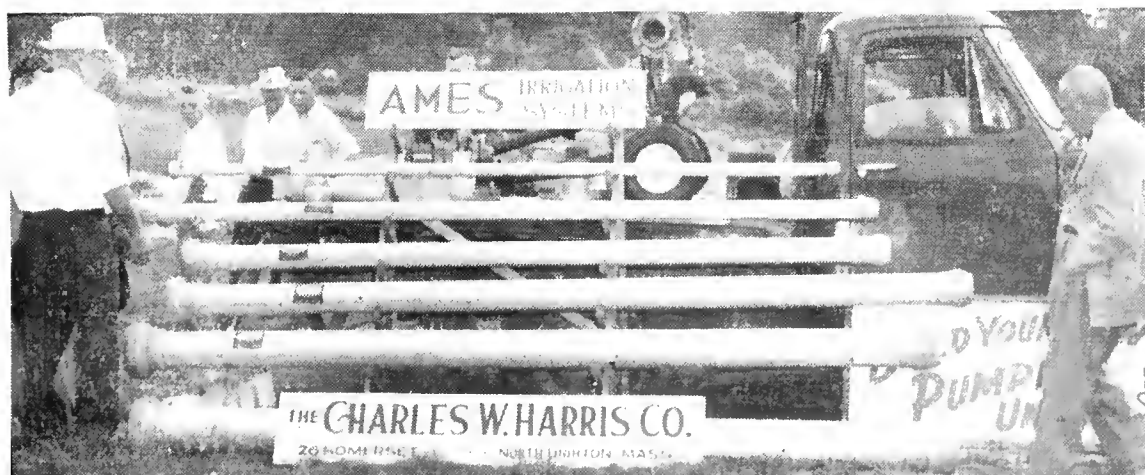
A graph showing the annual yields per acre of cranberries over a period of years resembles a sort of a saw-toothed arrangement, reflecting yields up one year and down the next, with, at times, the serrated series broken by a gap indicating a series of poor or good yields. What are some of the factors influencing this arrangement and the ideas and motions advanced as to the varying sequence in yields from year to year?

One idea is that it may be due to what is known as periodicity, with a good crop usually followed by a poor one in alternate years. Periodicity in fruit crops has been discussed for many years, but as yet no sound arguments that it

is a dominant inherent characteristic of a variety have been advanced. Among cranberry growers there has been a feeling that natives (Wisconsin) show a higher tendency to periodicity than some of the other varieties.

Some are inclined to the notion that during years of good yields the available nutrients are shunted to the development and maturity of the berries, at the expense of the fruit buds. Other factors being equal, a good crop is usually followed by lower yields, primarily because fewer fruit buds develop.

Of course, no one questions the influence of weather on cranberry productions since the prevailing weather conditions at any time of the year can damage the current yields. During the winter, spring, summer, and fall, weather can



Growers were interested in this irrigation display by Charles W. Harris Company at Cape meeting because of the prolonged drought. (CRANBERRIES Photo)

enhance or inhibit yields.

Let us look at the record to see what has actually occurred in Wisconsin the past 56 years. During this interval good yields were followed by poor one a total of 18 times (36 years). Good yields followed by good yields occurred 6 times. Only once did a succession of three good crops occur. Likewise, poor yields followed poor ones 8 times, a three-year succession occurred three times, and a four-year period once. To summarize, alternate good and poor years occurred 18 times, a succession of good yields 6 times, and poor ones 8 times.

In analyzing the yield data from Massachusetts for the same period, it was found that a similar trend was indicated; i.e., good and poor yields in alternate years took place 20 times; periods of succeeding good yields occurred 8 times, with an extension of three years twice, and a succession of four yields for a two year period 6 times. Thus, over a 56 year period, the factors influencing the sequence of good and poor crop

years appear to be somewhat similar in the cranberry growing areas of Wisconsin and Massachusetts.

It may be of some interest to point out the ups and downs in yield of the two areas from year to year to see how many times the yields were synchronized. The data is listed below:

Good and poor yield in years were synchronized 15 and 16 years respectively, while yields were up 11 times in Wisconsin and 14 times in Massachusetts. Here again with some exceptions the overall yields in these 2 widely removed areas were similar in many respects in that they were either up or down during 31 years, or to put it another way, 55% of the time yields in Wisconsin and Massachusetts crop was up and in 20% of the years Wisconsin was up and Massachusetts down. It can be tentatively concluded, then, that regardless of the effects of the sum total of all the factors, there is some similarity in crop yields in these two areas over half of the time.

|                                                  |          |
|--------------------------------------------------|----------|
| Yields up in both area                           | 15 years |
| Yields down in both areas                        | 16 years |
| Yields up in Wisconsin and down in Massachusetts | 11 years |
| Yields down in Wisconsin and up in Massachusetts | 14 years |
| Total                                            | 56 years |

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It appears that perhaps the most potent factor in all of its aspects influencing yields of cranberries is the prevailing weather conditions which in ever half of the years enhances or inhibited production in both areas and at times favored production in Wisconsin, and in other years, Massachusetts.

A minor role may be the fact that the drain on the vines during years of good yields results in poor fruit bud development to a point where it is reflected in lower yields the following year. No case can be made for varietal periodicity as a factor in off-year yields, provided that the bogs are well managed and given similar treatment from year to year.

## Highlights of Jersey Survey

Growers will be better informed as to the present status of the industry, area by area, with new statistics for each cranberry state prepared and released, or about to be. Those for both Washington, Oregon and New Jersey are now out.

New Jersey's was prepared by the N. J. Crop Reporting Service, New Jersey Department of Agriculture cooperating with the United States Department of Agriculture, Agricultural Marketing Service.

Jersey survey shows that cranberry acreage has been declining since about 1920 with a more rapid drop in recent years. The 1956 survey was designed to determine acreage now in production and the level of yields per acre harvested. Acreage and production data were obtained under two classifications: (1) acreage receiving care and (2) acreage receiving no care. The first classification includes all bogs receiving some care, although varying widely in degree. The second includes bogs receiving no care but which have been harvested recently or are expected to be which growers indicated were brought back to production. Bogs



New headquarters for Mechanical Research Engineer John "Stan" Norton, viewed for first time by public at Cape Cod meeting. (CRANBERRIES Photo)

permanently out of production were not included.

Growers in 1955 reported a total of 4,117 acres of cranberries of bearing age receiving care in 1955, 45 percent less than the 7,601 acres reported active, bearing bogs 10 years earlier. In the 14 years from 1931 to 1945 bearing acreage declines 29 percent.

Number of growers has decreased from 305 in 1951 to 257 in 1945 and to 170 in 1955.

New Jersey cranberry production has shown little change in level in the last 20 years, the report says, although acreage has declined sharply. For the 10 years from 1945 to 1954 production averaged about 85,000 barrels compared with an average of about 87,000 barrels during the 10 year period from 1935 to 1944.

Report says growers reported a total of 87,549 bbls. of cranberries harvested from 3,611 acres in 1955, an average of 24.2 bbls. per acre for all acreage harvested. The average yield from 3,305 acres receiving care was 26.00 per acre.

The more experience a man has in making good resolutions the poorer the quality.

## VOTE AGAINST SUIT

(CONTINUED FROM PAGE 11)

defendants in the Bloom suit, while 11 are new, 7 from Massachusetts these being Brett, Cole, Glisson, Pink, Raymond, Robbins and Stillman. All four from Wisconsin are new; all re-elections from New Jersey and the Pacific Coast.

About 75 were present at the

adjourned meeting. Attorney Briggs urged the new board to take its duties with the utmost seriousness, and that the executive committee be done away with leaving sole responsibility with the board even though it may have to meet once a month.

Resignation of Mr. Bills was presented at the directors' meeting and John E. Cutts appointed

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in his place.

Frank Crandon who has been acting president was elected to that office and Charles L. Lewis of Wisconsin elected to the first vice presidency, a position Crandon formerly held.

Russell Makepeace remains as secretary. Alden C. Brett replaces John M. Harriott as treasurer.

Edward Lipman of New Jersey also resigned as director and the three others, after consulting with Jersey members will select a replacement. Mr. Harriott will be assistant treasurer. Br. Quarles was reappointed NCA counsel.

No action was taken on electing an executive committee or other usual appointments, and it seems possible this board may be abolished. Board was in session all day the 23rd and through the 24th. Board is to meet the third Friday of every month for a while at least.

In the ballot on the Bloom suit a block of 1,071 voted for stopping the first two clauses of the action, those concerning sale of the Yarrow plant and the alleged merger of New England Cranberry Sales Company, but not the third phase of the suit which concerned a stock transaction in which John C. Makepeace, Marcus L. Urann and John F. Harriott were named.

In commenting upon the results of the voting, Mr. Bloom is reported as saying he would like to see a break-down to find out how many of the non-defendant stockholders voted against the suit, asserting defenders ballots might account for "50,000 - 60,000" votes. He also wanted to know how many individuals voted.

President Crandon appointed a committee, consisting of Russell Makepeace, Mr. Olsson, Mr. Ames and Mr. Brett of the board to confer with Ambrose E. Stevens, concerning his appointment by the full board as professional general manager. Mr. Stevens has been director and vice president of Minute Maid Corporation of New York since 1947. He is 54.

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## ARRIVAL OF AMBROSE STEVENS, NEW NCA MANAGER EAGERLY AWAITED

A new professional general manager, who will also hold a new post of executive vice president is expected to take over active direction of National Cranberry Association about October first. The full board of directors has selected Ambrose E. Stevens, 53, vice president and a director of Minute Maid Corporation of New York. Mr. Stevens appeared before the board at the close of the meeting of the board Aug. 24th.

Mr. Stevens will replace Kenneth G. Garside of Duxbury, who has been acting general manager since the resignation of James E. Glover as president and general manager last spring.

Newly-elected NCA president, Frank P. Crandon appointed a committee consisting of Russell Makepeace, Wareham, chairman, George C. P. Olsson, Plymouth, Walcott R. Ames, Osterville and Alden C. Brett of Belmont (replacing Richard J. Lawless of Wisconsin, who was unable to serve) to make negotiations with Mr. Stevens. These would concern date of beginning, service, salary, contract. An incentive basis on salary has been discussed. M. L. Urann served as both president and general manager from the start of NCA until Mr. Glover, who was his assistant took over.

The new manager resides at Darien, Connecticut, is a graduate of Princeton, receiving a B. S. degree in 1925. He attended Columbia Law School for a year.

In 1927 he began employment with General Foods Corporation at White Plains, N. Y., and continued until 1945. He has been vice president in charge of sales of the Bicerley Division and vice president of Birds Eye Frozen Foods Division. In 1947 he became western sales manager of Hunt Foods, Inc., of Fullerton, California and the following year he operated as an independent food broker. He is married and has three children.

### BACK ON JOB

Frank Crandon, new president of National, who was taken ill shortly after the annual association and directors' meetings and confined to the hospital for a few days has recovered. He is back on the job.

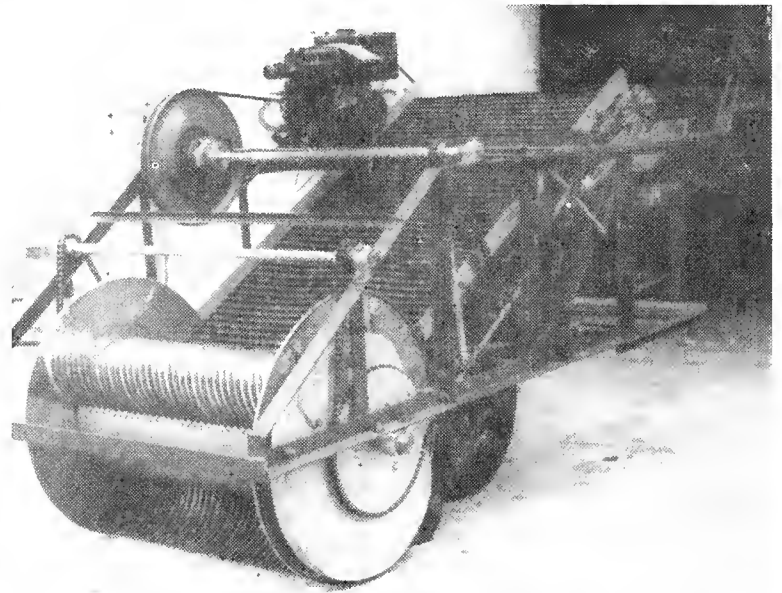
### EDAVILLE FESTIVAL SEPT. 21 AND 22

Songstress Pat O'Day was scheduled as the featured artist at the 10th annual NCA harvest at Edaville. This was a two-day affair for the first time, Saturday,

Sept. 21 and Sunday, Sept. 22.

There were many features scheduled, including square dancing, a helicopter demonstration, a cranberry dish contest and stage shows.

Event is in charge of Miss Betty Buchan of NCA. An account of the festival will be given next month.



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# Mass. Cranberry Station and Field Notes

by J. RICHARD BEATTIE  
Extension Cranberry Specialist



## Early

Cranberries began arriving at packing plants the last week in August and the first shipment of fresh fruit left the Cape area August 29 — the earliest date in many years. Color, size, and weight were at least two weeks ahead of the 1956 season. This observation is based on Irving Demoranville's growth studies which he began in 1953. More fresh fruit had been shipped by mid-September of this year than during the entire month in 1956. While color, size, and weight were favorable for early fresh fruit shipments, the lack of water provided a major portion of the impedus for an early and rapid harvest. Reservoirs are at their lowest levels in many years and an early fall frost could raise havoc on many properties. Growers have been very conscious of such a possibility. According to reports, supplies of labor have been adequate and if good weather continues harvesting could be completed at one of the earliest dates in our history.

## Picking Machines

Picking machines may harvest as high as 80 percent of the 1957 crop. While there are still problems and room for improvement, as is true for many mechanical devices, these machines have definitely reduced picking costs and greatly facilitated harvesting operations. We hope picking machine schools held prior to the harvest enabled a number of growers and operators to familiarize themselves with operational techniques as well as general maintenance, adjustments, and minor repairs. Approximately 200 growers attended these schools and received

one and a half hours of instruction per machine. We are indebted to the following instructors for their splendid assistance. For the Darlington machine — Robert St. Jacques of the Hayden Manufacturing Company, Wareham; Earle Ricker, Island Creek; Kenneth Beaton, Wareham; and Victor Leeman, West Barnstable. For the Western picker — Louis Sherman, Plymouth. Mimeographed outlines of instructions were prepared for each machine and enabled growers to follow the instructors as they ably presented their talks and demonstrations. Extra copies are available at the Hayden Manufacturing Company office, Wareham; Louis Sherman's home, Plymouth; County Extension offices, and at the Cranberry Experiment Station.

## Wet Raking

Some very interesting dry and

water picking demonstrations have been conducted on a number of Massachusetts bogs, including the State Bogs using the Darlington, Western, and Dana machines. Mr. Lawrence Dana, of the Dana Machine and Supply Company, Wisconsin, brought two of his machines to our area in September and they were demonstrated on dry vines and in water. Considerable interest was shown in water picking methods. While the Massachusetts acreage that lends itself to water picking is at present extremely limited, certainly the ease and cleanness of picking was well demonstrated when condition of vines, depth of water, and levelness of bog were favorable for this technique. Mr. Dana was most cooperative and helpful. We at the Station thoroughly enjoyed working with him. Professor "Stan" Norton has constructed a small dryer which has done a creditable job of removing the moisture and debris from water-picked fruit. Considerable more work is planned for this fall, including tests as to the keeping quality of water-picked berries in the channels of trade. We believe that experiments of this nature are in order and that the Cranberry Experiment Station is the place to carry on such work.

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## Frost Reports

We have had the feeling for some time that the frost warning reports issued from the Cranberry Experiment Station and sponsored by the Cape Cod Cranberry Growers Association are not as effective as they should be. With this thought in mind an experiment in the Rochester, Marion, and Free-town area is being tried this fall and coming spring. Forms or blanks have been prepared for growers to take down the complete frost message as it is phoned to them from their telephone distributor. Considerable time and thought is involved in selecting the proper wording. It is felt that a detailed explanation of the terms used would be helpful and we have prepared such information for use in this experiment in order that the warnings may be more understandable. We are requesting that a record be kept of temperatures experienced on frost nights and whether frost protection was used. At the end of the season this information will be collected from growers and analyzed in order to determine how the warnings were used. If the experiment is successful, all growers who subscribe to the frost warning service will have an opportunity to participate in this new endeavor.

Arrangements for our marketing project, better known as a quality control study, have been completed. We will be working with one of the major chains in Cincinnati and Boston, using tagged lots of berries in these particular markets. The purpose will be to study the effect of refrigeration and various handling techniques as they apply to fresh cranberries primarily at the retail level. Our shippers are co-operating with this work as well as the trade and Extension Service personnel in the above cities. The consumer questionnaire used so successfully last year will be utilized again. In fact, the first returns have been received (Sept. 16) and indicate that the quality and condition of fresh cranberries from the consumers point of view is very satisfactory.

## Ask Dismissal Of Bloom Suit Against National

In accordance with a voting majority of National Cranberry Association members, a motion to dismiss the \$6,038,869 suit brought against the co-op and 18 present and past directors and officials was filed Monday in Federal Court, Boston. The suit had been entered by Edward C. Bloom, small stockholder and grower of Centerville and New York. Motion was made by Charles B. Rugg, Boston, acting for National.

Attorney Rugg in his motion to dismiss averred that the complainant fails to state a clear claim on which relief may be granted; that the complaint contains no averment that the plaintiff was a shareholder at the time of the alleged actions in the suit. These charges were sale of the packing plant at Yarrow, British Columbia without approval of 75 percent of the stockholders and the "merger" of New England Cranberry Sales Company with NCA

without a vote of 75 percent of the stockholders and misconduct in stock transactions.

Attorney Rugg also declared that the complainant does not set forth with particularity the reasons for the plaintiff in not making any effort to secure from the shareholders such action as he desired prior to starting his suit.

Defendants, who had been served with summons at the same time entered pleas of not guilty through their attorneys.

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Do not order your flume until you have ACP approval. Consult your county agent or local chairman such as Howard Hiller, Ralph Crane, Lewis Billings or Albert Brown, and get signed up for the program and for the practices you want. There are practices for dikes, canals, ditches etc. If you are not certain just what you want, ask about a free SCS survey of your needs.

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# Cranberries

THE NATIONAL CRANBERRY MAGAZINE

Issue of September 1957 - Vol. 22 No. 5

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FRESH FROM THE FIELDS

Compiled by C. J. H.

## MASSACHUSETTS

### Early Harvest

Harvesting of the Massachusetts crop got under way in preliminary stages August 22, many were picking by this week of the 25th and everyone was in full swing by September 3rd, following Labor Day. This was 10 days to two weeks earlier than is often the case. Berries, particularly early water were described as ripe, of good color and apparently a little bigger than average size. Late water, while still small were expected to size accordingly with ripening.

State Bog at East Wareham, which expected a good crop this year, 700 to 800 barrels began Labor Day week. The Makepeace interests, which has crops as large as 107,000 barrels with an average of 70-75,000 began full scale immediately after Labor Day, this large operation setting the pace for others.

Berries seemed to have matured rapidly and to have sized well under the hot sun of the long summer drought. A difficulty developed, extending until about Sept. 10th that vines still retained sap. This stickiness hampered harvest particularly with machines.

The drought may not have been broken completely but a big "dent" was made in it by the steady, soaking rains of Aug. 25 when 3.20 inches of precipitation was recorded at Cranberry Experiment Station with .38th of an inch the 26th. This rain really soaked into the ground; it added color to the fruit and was a very considerable help in the desired build-up of reservoirs or other water supplies before frost might occur.

Dr. Cross estimated that 75 percent of the 1957 crop will be harvested mechanically. Last year, this figure was 45 to 50 percent.

For the fourth straight year,

Bahamian labor is working on the bogs. The Washington chief of the Farm Placement Service, Division of Employment Security, has approved a request for 157 Bahamians to work in Massachusetts.

Seventeen growers requested the Bahamians. They arrived about Labor Day. Frank P. Cranston, NCA president, represented Ocean Spray co-operative on a committee made up of all companies seeking such laborer.

Last year, 110 Bahamians came to work; in 1955, 80, and in 1954, 25. There are also some Puerto Ricans.

### August Summary

August actually ended as a month of heavy precipitation, with a total of 6.02 recorded at Cranberry Station. Most of this fell towards the last of the month. While it helped the dry conditions to some extent it actually has not raised water reserves much as September continued without much rain.

### Dry September So Far

Precipitation to the 17 was only

.96 inches, even though there were many damp, drizzly days. August had a mean temperature of 69.3 or 2.2 degrees a day below the normal. It was actually the coolest August in 11 years. September on the other hand has been generally hot and humid. Readings as high as 84 were recorded at State Bog and to the 17th excess degrees were 68 or about four a day.

### Vines Sticky

At the start of this early picking season vines still had sap and made rather sticky picking. Later they hardened to the usual fall condition. Everybody was picking as furiously as possible with ever an eye to the weather, fearful of frosts, which with the low water supplies could do extreme damage. None had occurred to mid-month.

Early picking was extremely well colored, berries firm and of good quality. Size, although not unusually large was certainly good—exceptionally fine considering the extreme drought of the summer.

Of early water it appeared grow-

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ers were coming up to crop expectations in general. There were exceptions to the rule, and as usual some were sadly under-running and some over. Most disastrous effects of the dry summer and of spring frosts appeared to be on the outer Cape, and to a lesser extent on the inner section of Barnstable County.

#### Late Water Blacks

Picking of late water blacks began the middle of September and berries seemed generally of better color, better size and of better weight, which is in the normal pattern. Whereas early water may have averaged 120 to the cup, some late water has been less than 100 field count.

As of the week of the 16th possibly one third of entire harvest had been completed.

September 10th U.S.D.A. crop report showed no change expected production, as is customary, changes usually expected in the Oct. revision.

### WISCONSIN

#### August Favorable

August averaged about normal in temperature and precipitation. Normal temperature for the month being 70 degrees and the normal rainfall being slightly less than three inches. The month began unseasonably cool, turned quite warm and dry and ended cool and rainy. Water supplies were low in the south central marshes by mid month and water was pumped from the Wisconsin

River. By the end of the month rains had brought reservoir supplies up to normal in other areas. Temperatures dropped to 24 degrees on the 5th and some vines and small berries were frozen in the south. There was scattered frost in the north on the 17th and near freezing in the south on the 25th. Warmest temperature was 92 degrees on the 21st. Heaviest rainfall occurred in the northwest on the 23rd when over four inches was recorded. For the most part the month could be classed as quite favorable as crop growing was concerned. The outlook for September is normal temperatures above normal precipitation.

#### Berries — Early, Good Quality

The first estimate of the 1957 crop was made on the 20th by the Federal-State Crop Reporting Service being 310,000 bbls. Berries are uniformly large and early and were starting to color the last week of the month. With August being relatively warm and dry the keeping quality should be better than average. With the advanced season harvesting is expected to start earlier than normal with most marshes starting on Sept. 1. Over ninety per cent of the crop is expected to be mechanically harvested and dried.

The marshes damaged by the hail of July 7 recovered exceptionally well in that the remaining blossoms set heavily and losses

#### Hail Loss Cut

are not expected to be as much as first estimated. The set on the crop in the state was quite erratic, although it could be judged better than average. The best set observed was in the north central and north eastern marshes. These areas enjoyed most favorable weather during bloom and bee populations were reported high.

#### Weed Clinic

Over seventy five growers attended the weed clinic held by Dr. M. N. Dana of the Dept. of Horticulture, University of Wisconsin on Aug. 16 when he showed results on experimental plots using systemic herbicides. Most of his work was done with dalapon, amino triazole and maleic hydrazide. He cautioned growers about using these herbicides on producing beds until they had been approved by the Food and Drug Administration.

#### Insect Loss Light

Crop loss to second brood fireworm was light and fruitworm loss appears light in most areas. Some fruitworm were beginning to pupate the last of August, with most of them expected to be out of the berries by harvest.

#### August Still Dry

August was a cool month, due largely to very cool nights. The average of highs and lows for the whole month was 70.5° or 3.4° below normal. There were fifteen nights below 60° and seven of these were below 50°. There were only three days with 90° or more and they were recorded at 90°, 95° and 91°.

August was another very dry month. The total rainfall at the laboratory was 2.79 inches, which is 2.03 inches below normal. Our rainfall deficiency since May 1 is now 10.8 inches. The deficiency since January 1 is now 18.5 inches.

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Water Raking with the Getsinger Picker on the Atwood Bog, Dave Eldridge operating. (CRANBERRIES Photo)

## Mass. Growers Intensely interested In Machine Water Raking And Drying

Trial of water raking by machine was in progress in Massachusetts this fall, possibly for the first time, or on intensive scale certainly to any extent. Lawrence Dana of Wisconsin Rapids brought over the road two models of the Getsinger for experimental picking both wet and dry.

Massachusetts Experiment Station was cooperating in the experiment and a number of growers loaned use of sections of bogs for the tests. Some of the pieces of acreage were admittedly tough pieces, some were good. In some instances low section were flooded in part for water trials.

Some results were not as successful as hoped for; others were very promising. It appears Wisconsin has a stronger root system, that is, deeper rooted plants than in Massachusetts. Berries may often lay closer to the ground in Massachusetts.

Disappointments were in instances of "gouging" where bogs

were unlevel and in an excess of vines pulled out. A satisfactory factor often was cleanness of picking. Berries were recovered in water raking from sections previously picked. Adjustments may have to be made for operation on eastern bogs. Then, too, it seems generally recognized that mechanical pickers operate at their best after the first year when vines become trained.

Considerable groups of growers watched operations at various points of demonstrations.

A one-quarter scale size of a Dana gravity drier was set up in the new engineering building at the State Bog, work being done by "Stan" Norton, Mr. Dana, Dr. F. B. Chandler, George Rounsville and others of the Station. Drier was made largely from whatever materials were at hand. Many troubles developed, but successful heat drying was accomplished with about 90 degrees. A rate of five barrels an hour was achieved

after considerable long, day and night work.

Station Director Cross remarked after observing results, with Wisconsin apparently getting 96-98 percent of all berries grown and Massachusetts about 75 up to 90 percent that a good deal of the differential in crops harvested berries per acre between the two states could be overcome if cleaner harvest could be obtained in Massachusetts. He added and others would agree that some Massachusetts bogs could be made into water raking areas without too much cost or difficulty. On some bogs, to wet-rake would be virtually impossible.

Many Massachusetts bogs are old, most out of level to some degree, many extremely so. Wet raking requires enough but not too much water, from 4 to 8 in. with six preferable. Many Massachusetts growers have limited water supplies while the ration of reservoir to bogs in Wisconsin is generally higher in Massachusetts.

Emil St. Jacques of Hayden Manufacturing Company, manufacturing the Darlington said at additional cost he could produce a machine adaptable to either wet or dry raking, by using slots for water to run through and making certain parts of stainless steel. The Western is also considered as being adaptable to water use.

The question really boils down to a single factor, "is wet-raking and machine drying economically feasible in Massachusetts?" In spite of differences between bogs of Wisconsin and Massachusetts and investment involved an attempt to find out is vitally necessary at this time. The trials and experiments are being watched with much interest, and not a few are hopeful the crop production differential per acre can be overcome.

Mr. Dana, with Mrs. Dana arrived at Wareham September 6. That night Mrs. Dana was taken ill and removed to Tobey Hospital, Wareham, the next day and successfully underwent an operation of the 8th. With Wisconsin harvest coming on, Mr. Dana was forced to fly back the 13th. Upon

(Continued on Page 12)

## Lawrence Dana And His Wisconsin Picker Designed By Leonard Getsinger

**Mechanical Engineer And Grower Combined In Producing Machine, Which With Mechanical Driers Is Helping Revolutionize Badger State Harvest**

by  
Clarence J. Hall

Mechanization is the magic word in cranberry growing today. Every growing area should have at least one man who is a mechanical engineer and understands something of the problems of cranberry growing. He should have progressive ingenuity and be at the call of growers pretty much of the time in case of emergencies. Such a one in Wisconsin is Lawrence E. Dana of Wisconsin Rapids.

Leonard Getsinger of Cranmoor, is a second-generation grower who terms himself "something of a jackknife machinist." With Getsinger inventing and Dana manufacturing the two have turned out the Getsinger mechanical picker which is doing so much for Wisconsin harvesting. Dana was also a pioneer in machine drying of berries.

To say wet machine raking (Getsinger and Case machine) combined with mechanical drying have revolutionized harvesting in Wisconsin is not to put the matter too strongly. This combination is a major factor in economical cranberry growing in that state. It is cutting costs through increased efficiency, less manual labor. And at a time when every economy is needed.

This is the story, first of Mr. Dana and then of Mr. Getsinger of the Lester Cranberry Company.

The picking machines in current use, mostly Getsingers and Cases are also attacking the grass situation. Grass has always been one of the conspicuously adverse features in Wisconsin cranberry growing. (These grasses and weeds are also being attacked by chemical means, but that is another topic). However, it is important the machines are a factor in grass reduction, and in this, as in mechanical cost savings Dana is contributing considerably.

### Dana

Mr. Dana was born in Kewanee, Illinois. He was graduated from Chicago Technical College in 1926. His degree was in electrical engineering. For about three and a half years he was plant engineer for Highway Trailer at Edgerton, Wisconsin. In 1929 he and Mrs. Dana moved to Wisconsin Rapids where he was at first in the motor repair business.

Mrs. Dana, who was born at Elgin, Illinois, is an active partner in the Dana business. She does some of the bookkeeping, with a full-time assistant and associates in the general administration. She has come to know almost as much about cranberries and the role cranberries play in their business as her husband. As a matter of

fact, both live very close to the Dana enterprises as they occupy a section upstairs in the big, two-story former factory building which is their address at 311 11th avenue, South at the Rapids.

Others making up the business of the Dana Machine and Supply Company are five full-time men. For the work there is an extremely well-equipped machine shop.

### First Venture in Cranberries

Dana's first venture into the cranberry business was the repairing of grass clippers which were made in New Jersey. The high cost of maintaining them caused him to develop one of his own. This was of the carrying type, with electric motor drive

which necessitated a power plant and a long electric cable. From this he changed to a unit using Bendix air cooled outboard motors. This did away with the cable and generator but the maintenance cost was high. After the war he developed a wheel type clipper completely motorized which is the unit now used by most marshes. (Lawrence Getsinger was the first one to build a power driven wheel clipper.) The next item developed was the stainless steel tooth cranberry rake of which close to 1,000 have been manufactured. From this the field has gradually widened to taken in equipment for all seasons of the year which includes a sand spreader for winter time sanding, fertilizer spreader, spray booms of several types, mechanical driers, warehouse equipment which includes electric lift trucks, belt conveyors and elevators, packaging conveyors, etc.

Mr. Dana also carries a large stock of transmission supplies such as V-pulleys and belts, roller chains and sprockets, bearings and steel, so if a grower wishes to build a machine of some sort he can make one stop to cover his needs which seem to be much appreciated by most growers.

### One-Man Job, Picker

Dana believes in making the picking operation a one man job by having the picker pull the boat which does away with one man and a small tractor. One man will harvest about 1½ acres per day in this manner. He uses a fibre glass boat of his manufacture which weighs 40 lbs. and will

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hold 400 lbs. of berries. The advantage of this boat he considers over a steel boat is its lightness as one man can move them around in the water very easily.

#### Drying

In psychobal drying of cranberries, Dana has manufactured the endless belt type of dryer only maintaining it did less damage to the berries. From Dr. Chandler's test of last fall there is no difference between the damage done to the berries in either the endless belt type or the gravity feed type as most of the damage is done in the feed mechanism.

The important item is air and lots of it in drying cranberries. Approximately 375 cubic feet per each square foot of screen area or enough to sort of float the berries. To speed up the operation the air can be heated (not over 99 degrees). This is only necessary on high humidity days.

The Case picker was introduced to Wisconsin growers before the last war. But Mr. Getsinger had had such a machine in mind for at least 20 years. After the war he turned to developing one. He really got to work on it in 1951; it was brought out in 1952 and in 1953 was in actual use on machines.

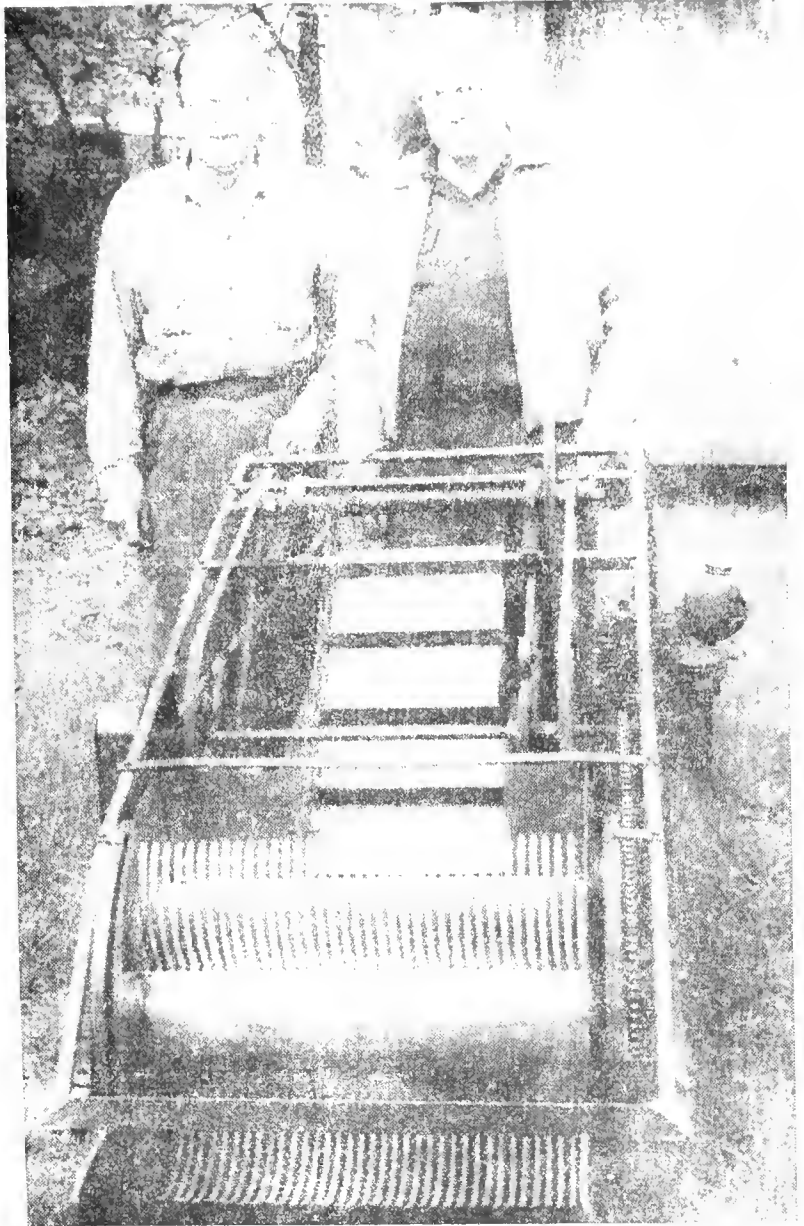
In Dana's own words this is the detail of the Getsinger:

#### Picker Description

This machine is precision built with dies and jigs for all parts. The machine is completely built in their shop with the exception of the engine and gear box.

The picking mechanism is of stainless steel the balance of the machine mild steel. The elevator belt is of a special construction with rubber cleats spaced 1" apart. This belt was not available on the market so it was necessary to set up to manufacture this belt in our own shop. It was necessary to purchase a 150 ton hydraulic press with steam platens and a steam boiler, then cast and machine an aluminum mold. A rubber manufacturer furnishes them with the belt material. It comes to them in large rolls. The material is 36" wide and consists of 2 ply canvas ducking and 1/8" of crude rubber laid upon the canvas. In the manufacture of the belt with the heat and pressure the crude rubber is forced into the grooves in the mold thereby forming the cleats on the belts. It is then left in the mold about 15 minutes to cure before removing.

A feature on the Getsinger machine which no other machine has is the retracting teeth. Three sets of teeth are used, each set is in the vines only 22" at a time,



Leonard Getsinger and Lawrence Dana with the original picker. (CRANBERRIES Photo)

when they rotate up and retract back into the drum, thereby cleaning themselves. Every 11" a new set of teeth drop into the vines which in effect gives double raking. This makes for the low berry loss. Following directly behind the teeth, is a bar type roller which holds the vines down while the teeth are pulling through them. This roller is especially good with vines with long runners. This roller is also helping to reduce wire grass.

#### Under-Vine Boom

If grasses can be eliminated or cut down much, it is expected Wisconsin production per acre will

be even higher. One means used to get weeds is the under-vine boom as manufactured by Mr. Dana. (This was illustrated and explained in a cranberry weed letter by Dr. R. H. Roberts in June, 1956 CRANBERRIES.) It is designed to spray Stoddard Solvent, or other material under the vines after late weeds and grasses are well out of the ground and can be killed without injury to blossom buds and new growth. The booms, 10 or 12 feet long operate on low pressure (12-15 pounds.) Its use eliminates or reduced need for clipping. Such applications with this boom prin-

cially effects, cotton grass, limp wire grass and horsetail rush.

While main purpose of the Getsinger is to rake on the flood, it may also be used for dry raking, and one smaller model is so designed. There is room in Wisconsin for a dry raking machine, even though a very great majority of growers generally rake wet. This field is principally among the smaller growers, whose economy is such that it is not practical to make an investment in large machines and mechanical driers.

As his machines can harvest either wet or dry, Dana is in a position to offer Wisconsin (or other) growers a picking machine for any type of harvest they think best for themselves. He is convinced there is a market for the Getsinger in Eastern cranberry growing and that his machine may offer certain advantages over those used in the East, at present.

#### "Social Security"

In addition to their very modern machine shop business at the Rapids, Mr. and Mrs. Dana have a separate enterprise, which he calls their "Social Security." Up the Wisconsin River Valley from Wisconsin Rapids they own 200 acres of timber land near Stevens Point. There they have a summer

home, and saw and planing mills. The creek on which the mills are located provides sufficient water power, and water is actually what turns the wheels. There are not too many water mills in operation in this country today, but Mr. Dana finds such power where his property is located completely satisfactory. Three men are employed there full time and he turns out a number of types of custom wood work.

The Danas have a son, George, (who accompanied him on a trip to the East in 1956 when he showed the Getsinger at meeting of Cape Cod Cranberry Growers' Association). George is now a student at the University of Wisconsin, where he is majoring in mechanical engineering. Mr. and Mrs. Dana hope he will continue to take an interest in the Dana business after his graduation and that in a few years hence, he may be able to expand the business and relieve Mr. Dana of some of the responsibility.

#### Lester Cranberry Co.

The Lester Cranberry Company which Leonard Getsinger operates, is one of 35 acres. Vines are mostly Searls Jumbo, but there are ten acres in natives with a few Bennetts. Average production is about 3,500 barrels, top

yield has been 5,000. The Jumbos average about 150 barrels to the acre. On one section of the marsh on an acre and a half he harvested 422 bbls. In his plans for the future he will have only Searls. At present, at least, he has none of the new hybrids.

Incidentally, in rebuilding instead of scalping Getsinger uses a heavy tractor plow and then breaks up the material with a rototiller, so it can be levelled with a grader.

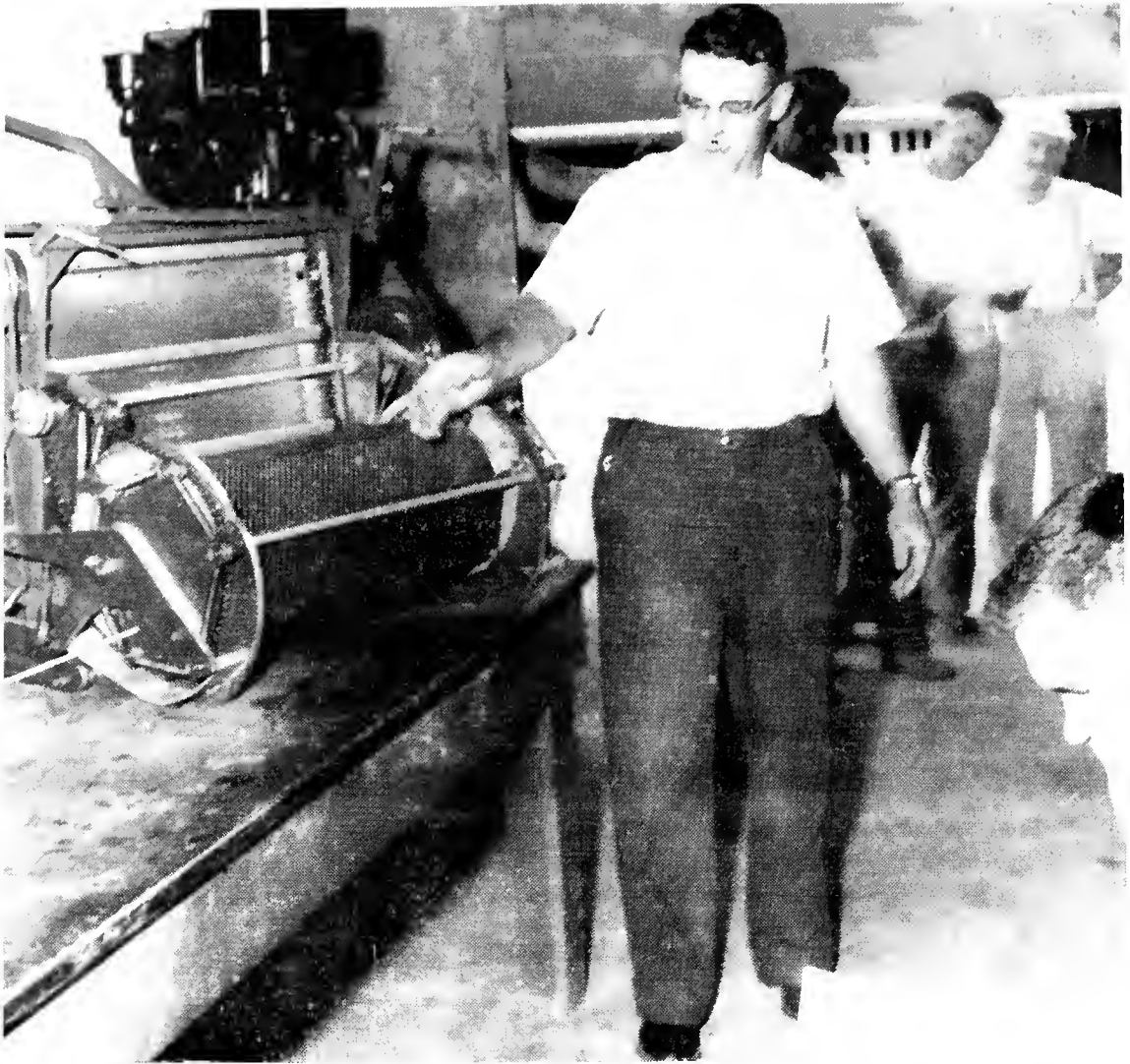
#### Getsinger

As concerns the developing of the Getsinger machine, he says it took him about ten years to figure out the cam systems and the drums. He says he is no expert mechanical engineer, even though he likes to work with machines to make cranberry growing more efficient. He designed the first power-driven clipper in 1929 to suit Wisconsin conditions. His own marsh is well mechanized and equipment includes a fertilizer spreader and vine comber, the latter being pulled behind the spreader. Obviously it combines the dual purpose of raking and spreading fertilizer.

He himself was born and raised on a cranberry marsh. His father, Carl began working for A. E. (Grand Old Man) Bennett in 1896.



Photo, taken of necessity at the time on dry land at the Whittlesley Cranberry Company shows the Getsinger machine with a glass fibre boat in position for harvesting. At left is bog foreman, Dwight Stube, then Mr. Dana and right, Newell Jasperson. (CRANBERRIES Photo)



Kenneth Beaton explains the Darlington at Picking School.

(CRANBERRIES Photo)

Learning the business, in 1917 he bought into the Lester Company and became manager. At that time the marsh consisted of Natives and Bennetts. He replaced some beds with Searls later. Incidentally Leonard says his father began using kerosene as a weed killer as early as 1919.

The property today is divided into three units about a mile apart as at one time it belonged to three separate owners.

Water supply is the Wisconsin River. He fertilizes the last week in April, controls insect by dusting and sands on the ice using bulldozers. He considers his growing practices, outside of a few experiments from time to time are about standard for Wisconsin.

Getsinger is one of the few who grows cultivated blueberries. He has about 30 plants these being more or less of a hobby.

Getsinger's main hobby is music. He plays the saxophone and clarinet in a local dance band. He has been a member of the American Federation of Music for 30 years.

## Cranberry Growers At Picking School

Something new in the cranberry world is a picking machine school.

Four of these sessions, Aug. 27 morning at the NCA plant, Hanson, in the afternoon at State Bog; Aug. 28 forenoon at A. D. Makepeace screenhouse, West Barnstable and at NCA screenhouse, North Harwich in the afternoon were well attended with 65 and 85 respectively at the Plymouth County meetings and good attendance on the Cape.

Meetings were arranged by

Dominic Marini, associate county agent for Plymouth County and Bert Tomlinson, Barnstable County Agent-Manager. Cranberry specialist Dick Beattie opened the sessions.

Equal portions of the meetings were devoted to Darlington machine, with Robert St. Jacques, Wareham, Earle Ricker, Duxbury, Kenneth Beaton, Wareham and Victor E. Leeman, West Barnstable describing operations of that machine and to the Western Picker, Louis Sherman of Plymouth showing that machine.

An hour-and-a-half was devoted to each machine at each meeting: oiling, greasing, adjustments, general maintenance, simple repairs and operational techniques were discussed with growers who were intensely interested in the project. Mimeographed instruction sheets on both machines were passed out.



Louis Sherman turns Western upside down at Pickiny School Demonstration. (CRANBERRIES Photo)

## WATER RAKING

(Continued from Page 7)

release from the hospital Mrs. Dana was to visit among friends in the industry for recuperation to return to Wisconsin. The machines remained in Massachusetts for further tests.

(We hope, after an evaluation of results of the wet raking and machine drying to have a comprehensive and competent article setting forth the prospects.)

READ  
Cranberries  
Magazine

## NCA Expects '57 Net Of \$10.00

There is no surplus today in hands of NCA. Kenneth Garside, present Acting Manager, has said and the co-op had received orders for slightly more than 3,500,000 cases of canned sauce, enough to finish off the 1956 crop and to cut into slightly more than 1,000,000 cases or 100,000 barrels of this year's production.

The 3 million and a half order was during August and at the old price of \$2.00 a case. The new price of \$2.25 became effective September first. If there are no complications Mr. Garside believes NCA will be able to close out the 1956 pool about October 15, a month earlier than anticipated. The 1956 crop should net to the

grower approximately \$3.75 minus stock and retain.

Mr. Garside is holding firm at the present that an estimate of \$10 net for 1957 to growers will be realized. Grower-members as they turn in fruit are getting an advance of \$5.60 a barrel, less screening charges for those which the grower had not screened.

As further regards the surplus he said for a while it was nip and tuck if there were sufficient reserve berries to turn out sauce before the current crop came in. It was necessary to ship some fruit from Massachusetts to the plant at North Chicago. He described the situation now as "comfortable" and that production in plants was going up. On the 16th 16,800 cases were processed at the Onset plant.

## Opening Price Reported Holding

Opening price for Massachusetts and New Jersey Early Blacks by NCA on September 5th, only about a week after harvest began, of \$3.75 a quarter or \$15.00 a barrel was still being held, it was reported at NCA, Sept. 17. Independents, as is the "historic" custom, offered berries generally at 10 cents under this, with reports of cutting in one instance to 15 cents. About 20,000 barrels had been shipped by NCA on the 17th.

Possibly the first shipment was by Decas Bros. of Wareham, Mass., who shipped two truck loads at \$20.00 F.O.B. August 29th. These were Black Veils. However, prices dropped with the NCA opening.

Last year's opening it is recalled, was \$4.10 a quarter, but it did not hold. In setting the \$15.00 it was hoped the market could be held from dropping and gradually increased.

First fresh shipment moved out of Onset NCA plant Sept. 4 and at that time the plant had received more than 5,000 barrels. Last year no berries were received until Sept. 10 and it had only received 3,000 barrels by the 17th.

By the middle of the month first round of selling had been com-

pleted and fruit was in the hands of consumers. The market was weaker, waiting for a fresh demand. Warm weather over the country, as is usual in September was not helping demand a bit.

### Wisconsin

It is reported a few shipments had been made from Wisconsin, these being Ben Lears, an early variety. First shipments of Wisconsin Searls was expected about the 26th.

## Mass. Drought Still Continues

Although there were late August rains and of more than normal proportion in some areas of Southeastern Massachusetts, the drought is now in its fourth straight month. And apparently there is no relief in sight. On the 18th it was announced by Francis W. Sargent, chairman of the Water Resources Commission; Massachusetts is still running more than 11.21 inches behind the total rainfall it should have received since the first of the year.

For human comfort weather has been generally pretty fine but for

fields and woods which should go the situation is bad. Authorities into winter with water in the soil have reported pastures, fields, lawns, woodlands are some 50 percent less lush than they should have been had there been a normal summer. Department of Agriculture reports "tremendous evaporation" from shade trees and other plant life. This had made vegetable life easy prey to disease. Never before in recorded history have the elm, the Norway maple and other shade trees been so badly hit. There are more dead leaves on trees and on the ground earlier than normal.

The general aridity is surely reflected in "lean" cranberry reservoirs, and growers are thankful there had been no frosts up to the 20th, and were keeping their fingers crossed for as long delayed good luck in this respect as possible.

## READ CRANBERRIES



Side view of Dana Machine in rough going at Atwood Bog.

(CRANBERRIES Photo)

# Cranberry Institute

MONTHLY REPORT TO THE INDUSTRY

By

ALDEN C. BRETT, President



The Institute's promotion offer of two pairs of ladies first-quality nylons for \$1.00 and the label from any fresh cranberry package, or can or jar of processed product, has just begun to roll. Although the announcement in Life magazine has not yet been published, nevertheless consumers are picking up the offer from the fresh cranberry packages, and the first pair of nylons was mailed out on September 9. All indications are that this should prove to be an important stimulus to the sale of cranberries and cranberry products.

At the present time, members who handle more than 80% of the total production of the cranberry industry are active members of the Institute. These include: Beaton's Distributing Agency; Cape Cod Cranberry Co-operative; Cranberry Products, Inc.; William Decas; Habelman Bros.; National Cranberry Association.

The opening price of \$3.75 per 1/4-barrel box has been accepted as satisfactory by the trade, and initial sales indicate that an upward trend may be realized as the season progresses.

At the Directors' Meeting of the Institute to be held on September 19, several new activities will be suggested and discussed. The education of retailers in the proper handling of fresh cranberries in order to preserve their quality and appearance so that the consumer will receive them in the best possible condition has been continued by several members. This activity was started two years ago and seemed to have a beneficial effect.

#### Product Development

The question of product development on industry-wide basis will also receive consideration. Mr.

Goldsworthy's Cranberry Products, Inc., and National Cranberry Association have done considerable work in this field, but it is understandable that the United States Department of Agriculture and the State Experiment Stations on account of their superior facilities and trained manpower can cover a broader field more thoroughly and expeditiously. The U.S.D.A. has done very valuable work for other industries, particularly for the citrus fruit industry, and their facilities are equally as available to the cranberry industry. The development of secondary products which could consume large quantities of surplus berries even at a lower price could be an important stabilization force in case the cranberry industry should experience a year of substantial overproduction.

Harvesting operations started earlier than usual and have proceeded rapidly as a result of favorable weather. Early blacks generally are good in quality, although the size on some of the drier bogs is not up to normal.

#### INSTITUTE TAKES IN JERSEY MEMBER

A new member was welcomed at the September 19th meeting of Cranberry Institute at 115 Newbury Street, Boston. This was Minot Food Packers, Inc., of Bridgeton, New Jersey.

Alden C. Brett, president was in the chair. Fewer members were present than usual, several sending messages they were unable to come due to pressure of the harvest season and sending suggestion or recommendations for action.

There was considerable discussion concerning product develop-

ment, this being held as an extremely important factor to be gone into as a means of disposal of surplus fruit.

Meeting adjourned with date of next session to be announced.

#### CAPE COD TO WISCONSIN

In Wisconsin the Federal-State Crop Reporting Service has turned up information about a former New Englander, Colonel Ebenezer Childs, pioneer in commercial handling of cranberries in that State. Born in Barre, Mass. in 1797, Ebenezer was orphaned at ten. At 19 he ran afoul of the "minister tax" for which he owed \$1.75. Upon being pressed several times by the tax collector, he made his escape from Massachusetts on a pony with his few possessions in a saddle bag. A race ensued, with the pony outdistancing the minion of the law. Childs stuck to back roads en route to New York State, because he had violated a law against travelling on the Sabbath. Ague and fever nearly killed him. Eventually he reached Wisconsin. Perhaps because of his Bay State upbringing, he became interested in selling cranberries at a trading post in LaCrosse, shipping eight boatloads to Galena, Illinois as early as 1828.

(Walter E. Piver in "Food Marketing in New England," used by permission of the editor.)

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## WATCHING

HARVEST time, of course is the period of most activity of the year—and at the same time this fall it is a period of watchful waiting. Members particularly, but the whole industry is watching the outcome of events at NCA.

With 70 percent of production, actions and decisions of directors of the co-op are going to be under close evaluation. Mr. Stevens, the new general manager, is due to arrive in October, certainly he has with him the good hopes of all members of National and others with a stake in cranberry growing for such is the situation at the present moment that what National makes of the '57 crop will effect everyone. The industry starts from its current low to rise or will sink still more, depending upon how this 700,000 barrels or so of the expected slightly-plus million barrels are handled.

The position of NCA in the industry has never before been as important as now, and the picture will doubtless change in the future—nothing stands still. Other distributing agencies have returned more to members than has NCA and probably will again. But as of September, 1957, the eye of the industry is on that organization.

Another matter of watchful waiting concerns the experiments in Wisconsin method machine water raking and machine drying of berries in Massachusetts. The ratio of harvested berries between the two states could be evened very materially if the wet method proves to be practical in the East.

There are many problems to be overcome before water raking could become wide-spread in Massachusetts, or New Jersey. Eastern bogs were not designed with this sort of harvest in mind. New bog, or additions to old bogs could in the future be built on the pattern of the small rectangular beds and easily water-raked—provided again there is sufficient water available. We know of some growers who insist they would have only trifling difficulty in the change-over, if the wet method proves so much cleaner and more efficient, as it seems to be turning out in the trials.

Speaking from a Massachusetts point of view, growers in that state now are quite thoroughly alerted to the fact they

Editor and Publisher  
CLARENCE J. HALL

EDITH S. HALL—Associate Editor  
Wareham, Massachusetts

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## CORRESPONDENTS—ADVISORS

---

### Wisconsin

LEO A. SORENSON  
Wisconsin Rapids

---

### Washington—Oregon

CHARLES C. DOUGHTY  
Cranberry Specialist  
Long Beach, Wash.

---

### Massachusetts

DR. CHESTER E. CROSS  
Director Mass. Cranberry Experiment Station  
East Wareham, Mass.

### BERTRAM TOMLINSON

Barnstable County Agricultural Agent  
Barnstable, Mass.

---

### New Jersey

CHARLES A. DOEHLERT

P. E. MARUCCI  
New Jersey Cranberry and Blueberry Station  
Pemberton, New Jersey

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must get more barrels per acre grown, harvested and into the shipping boxes or to the processors than they have achieved in the recent past. They must also accomplish this feat at lesser cost than at present. They must do this if they are to stay in competition with Wisconsin growers. There is competition, to some degree between all states, and presumably always will be.

As we predicted last month this has turned out to be something of a Wisconsin issue, but perhaps even more so a "special" on picking, without really intending it to be so. Interest in picking methods has come suddenly to a head, and properly so as efficiency in all operations becomes more important.

## New Jersey Summer Meeting

President Milton V. Reeves of New Lisbon convened the annual summer meeting of the American Cranberry Growers' Association at the bogs of Ralph W. and William S. Haines, Chatsworth, N. J. This bog is probably the largest in the State, both from the standpoint of area and production. Eighty-five persons attended and a delicious chicken barbecue meal was served by the County Agents of Ocean County and the Chatsworth Ladies' Aid.

Three outstanding features of the program were Carl B. Cran-

mer's talk on "Prescribed Burning"; George M. Rogers' address on "The Possible Future Development of Lower Burlington County", and a panel discussion by several cranberry growers on specific cranberry problems.

Carl B. Crammer is forester in the Department of Conservation and Economic Development and has for many years made a special study of the value of controlled burning for promoting the growth of pines rather than oaks, as well as for the prevention of destructive forest fire. Mr. Crammer has achieved unusual success in his work and the State recommends controlled burning as a means of

preserving the woodlands in the south Jersey pines area. Mr. Crammer also pointed out the great toll which the deer take when they browse on young, white cedar seedlings, often delaying their development permanently. This may represent a yearly loss of \$10 per acre. In Pennsylvania such damage to seedling trees has been estimated to amount to \$18,000 a year on a 6,000 acre area. Pennsylvania is having a doe season in 1958.

Mr. Rogers is Director of Planning and Economic Development for Burlington County. He made a forceful presentation of the expected movements of large airports into sparsely populated areas, where the objection to the landing of huge jet planes is not so serious as near our towns and cities. He indicated that the development of a huge jet airport could very well occur in the pines of southern Burlington County, and that the time is at hand for some systematic planning in regard to many phases of such an event.

### Panel Discussion

Panel discussion by cranberry growers was led by Vinton N. Thompson of the Birches Cranberry Company. Other members of the panel were William S. Haines, the host; Arthur Coddington, whose bogs are at Toms River, and Alvan Brick, with bogs in the vicinity of Medford. Stoddard Solvent and kerosene were the only weed killing chemicals discussed. Sprinkler irrigation, it was pointed out, had been very valuable both for frost control and in combatting this year's drought. Mechanical harvesting was given credit for improved production, as well as usefulness in picking a crop too light to interest hand scopers.

The combination of the use of fermate and the Wisconsin boom has not only brought down the cost of spraying and greatly increased its speed, but it has also eliminated a serious rot problem on one of the largest bog areas. Fourteen men have been able to spray an average of 42 acres a day. One of the advantages of

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fermate has been the excellent appearance and finish which it gives to the berries. The use of DDT in these wet sprays, when there is not much bloom or there is only late bloom, has accomplished a great improvement in the control of insects, including leafhoppers, cranberry fruitworm, Sparganothis and tipworm.

## **NCA Directors Elect Fourth Jersey Member**

All 23 directors of NCA meeting at Hanson, Mass., September 20th elected Milton V. Reeves of New Lisbon, New Jersey as the 24th director to fill the vacancy from New Jersey. Two of the Jersey directors elected at the annual meeting, Edward V. Lipman and Enoch Bills, as paid employees, had resigned. John Cutts was named to fill one vacancy and Mr. Reeves was nominated to the Advisory Council at Bordentown after a caucus.

Ambrose E. Stevens, former vice president of Minute Maid Corporation, New York, new general manager attended the session and was an informal visitor at the Edaville Festival the next day. He will assume charge October first. He has been living at Darien, Conn. His salary, it is understood, will have a bonus incentive.

The president was authorized to appoint committees: salary committee of three people; fresh fruit committee of five people; marketing committee of three people (agreement with the grower); marketing and advertising committee of three people (marketing of produce and advertising).

The estimated 1957 pool will be 725,000 barrels.

# **Wisconsin — Grasses Growing on Many Marshes Being Reduced**

Part II

by Clarence Hall

## **Grassy Marshes On Wane**

A visitor to Wisconsin at the present time is immediately struck by one thing. There is less grass on the marshes than a few years ago. Eastern growers in the past have made the astonished comment, "How can you raise so many cranberries in these hay fields?" The reply has been "we do." But undoubtedly more could be grown if the grass was less thick. The situation in prior years has been kept under control by consistent mowing or clipping. Now there are two more factors in prospect of eliminating much of this grass.

One of these is the action of the picking machines. The machines as they are coming into general use are pulling out the grasses. This is particularly true of wire grass in the northern marshes which is one of the great problems of cultivation there. In the central areas there is bunch grass, cotton grass, sickle grass, in addition to wire grass. "If we can lick the grass we will be in the same position as is the East," with only other weeds to fight. In getting the grass down we are making an important step ahead," said one grower.

The other is the use of Dalapon (Cranberries, April, 1956) which is still on a strictly experimental basis as this has not yet been given government approval. Also Amino Triazole on a similar experimental basis. Both show great promise. "These applications are cheaper than clipping," said another grower. "Clipping will probably be mostly a thing of the past not far ahead." Dalapon, in particular has been applied both by broadcasting by a spray boom after harvest in the fall which kills the crop prospect for the following year, and in spring and early summer by the "swab" method. This swab hits the grass

tops over the vines applied in spring and early summer and does not hurt the crop. These swabs are from 10 to 20 feet in length and of several types as they have been individually developed. Wisconsin, if nothing else, as has for many years been pointed out, does things on a large scale. A 20-foot swab is a long swab, covering a hefty path. Big, too, are the incredible "Brooklyn Bridges," (Cranberries, Nov. 1950) of which there are now three, the longest being something like 200 feet. We saw this, through a rain, on the DuBay cranberry property and it loomed up like the object for which it was named. These devices are essentially for grass clipping and also for applying sprays without manual injury to vines. (More on swabs later).

We saw a 30-foot-long fertilizer spreader on the Habelman Marsh. Is fertilizer spread in as wide a swath in any other place than as Wisconsin?

Here might be a good place to mention that a vast majority of growers still have their own warehouses. There is no trend toward a central screenhouse. Only one selling agency offers this service to its members. This means that each cranberry unit is apt to be more self-contained. Growers do their own pre-packing of fresh fruit.

This very self-containedness and perhaps the distance between marshes and marsh areas, has led, in many instances to the establishment of complete or nearly complete machine shops at warehouses. More so perhaps than in other regions. Such equipment naturally leads to inventiveness. Of course most any farmer, given tools and a little time is inclined to tinker on improvements to machinery or new devices of his own invention to aid him in his work. This may well be one of the factors by which the Wisconsin cranberry industry is so well mechanized.

Whether marshes were so well

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planned with deliberate foresight at the beginning, we do not know, probably not. But not having to follow the contours of peat, early growers by and large laid out the marshes in rectangular beds, whether it was on peat, muck or in a few instances sand. Beds vary in size from three-quarters acre to two acres and even three and four, perhaps an average being two. There is now a fashion

to make them small and more uniform at about a single acre. This makes them more handy for flooding, for insect control and general accessibility. Easy accessibility these beds do have and that has led to many a short-cut in production costs. It is safe to say there are few marshes in Wisconsin which do not have adequate roads around the beds. Advantages for insect control, harvest-

ing for any purpose are obvious.

There seems currently a shift from spraying to more dusting, ground dusting and far less use of airplanes than at one time. Frequently the grower himself works dusting at night when there is no wind to disturb good coverage. Growers are making use of small tractor duster, such as Niagara, Bean and Buffalo Turbine, ranging in cost from a low of \$200 to \$1,600. A major point in efficiency in fruitworm control would be, as one spokesman said "We don't wait for the worm to come, but kill the miller."

The use of fertilizer, particularly in pellet and granular form and may apply a good fresh fertilizer at a rate of 350 to 400 pounds per acre (5-20-20). Fungicides are applied after bloom generally and sometimes more than once.

Incidentally, it was said insecticides in general have not been too troublesome for the past five years, and good control has been maintained.

Chief pests are still fruitworm and fireworm. Many growers apply two and three applications of insecticides in a season. The first generally goes on ahead of bloom and then one after bloom followed by a third if fruitworm seems unduly prevalent. Growers have been urged to go right after fruitworm even in bloom in order to cut down their numbers. It is realized this possibly damages some bloom and also affects pollinating insects, but where there are heavy infestations of fruitworm it has been found the only thing to do is cut them down quickly.

One natural advantage in cutting costs in Wisconsin may readily be remembered that the long cold winter provide ample opportunity for ice sanding most winters, less expensive and perhaps more efficient than wheelbarrow and plank. Some of the larger growers today, as a further means of saving time in sanding operations, use regular heavy highway building equipment to clear ice of snow and spread sand.

We have heard much of how Wisconsin growers can put in

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acreage more cheaply than those in other areas. With the scalping methods by which brown brush surface is rolled up, almost like a carpet, debris later being burned, modern tractor plowing in other instances, and the fact growers frequently broadcast directly on peat without first spreading sand seem to substantiate this.

#### Little Frost, Hail Loss

We were under the impression that frost losses were often unduly heavy in Wisconsin. Yet, Lee A. Sorensen, former general manager of Eatmor, a man who has travelled the state for years says, he believes frost loss will not average one percent a year. This despite the fact there can be and are frosts every month in the year. They are very likely to occur frequently in May and until late June, sometimes in July and August and with increasing frequency afterwards in September. This loss figure was confirmed by others.

Hail is likewise placed in the same low category. For one thing the producing areas are so wide spread, that hail can scarcely be generally damaging in a single storm, although individual losses may run high. It is probable there is some loss in every area during the season, but Mr. Sorensen says it has never been proven by correlation that there is any single "hail belt" or belts.

It is rather surprising to ascertain from weather studies that although Wisconsin has the long, snowy, bitter cold winters, with 30 degrees and more below zero by no means rare, the growing season seems not to differ too much from Massachusetts or New Jersey. Wisconsin season, May, June, July and August temperatures are cooler but not much, something like a degree average less than the average temperature in Massachusetts but about eight less than in New Jersey. Summer rainfall seems slightly more than in Massachusetts but less than in New Jersey. Annual precipitation is recorded as Wisconsin, 31.92; Massachusetts, 44.31; New Jersey 47.11. Wisconsin does not have fog as fog is known in the East,

to cut down sunshine.

To return to Wisconsin frosts and hail, Sorensen's opinion is that much more fruit is lost by improper water methods than by both frost and hail combined. Growers leaving frost water on bogs for two days or longer is a bad practice, he feels. He believes that weeds and grasses in Wisconsin are cutting production by 20 to 25 percent.

He would say that two vital factors in raising Wisconsin to even higher production per acre are, better drainage practices being put into effect by growers and that machine harvesting is cutting down some grasses; also that selective weed control may play a very important role in this respect in the near future. He also refers to an under-vine boom in use in Wisconsin by which material does not hit new growth but gets late germinating weeds.

It would seem Wisconsin does not have, and apparently cannot have a frost warning system comparable to the telephone, radio and TV service worked out in Massachusetts. The areas are too scattered to pin point lowest temperatures expected on all. Warnings have to be more general.

Warnings are prepared at Madison and sent out over radio and TV at noon, 6 and 10:30 p.m. This is sponsored by Wisconsin State Cranberry Growers' Association which has about 160 members.

We hope we haven't given the impression that everything in Wisconsin is as cheerful as the bright color of a cranberry. It is not. Wisconsin growers are not happy. Maybe the degree of unhappiness is only less than that of other cranberry areas.

We found no opportunity to go into the matter of lower local real estate taxes, if they are lower. Wisconsin has always undisputedly had an advantage because of its location in freight rates. But with larger crops coming on, there must either be more intensive selling in markets which have been covered or a reaching farther afield, which would tend to reduce this advantage. Last year Wisconsin berries were reported in New York and Western Massachusetts markets.

#### Wisconsin Marketing

A word on Wisconsin marketing. The state has been, before the dissolution of Eatmor pretty well broken up in distributing agencies. Very roughly Eatmor

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had a third, NCA a third and Independents a third. This latter third was broken into thirds again, Indian Trail, Inc. that aggressive strictly Wisconsin organization, Cranberry Products, Inc. or Vernon Goldsworthy group of northern growers marketing under the label of Eagle River brand and Habelman Bros. Company, a family group which marketed only its own fruit. There obviously will be a new alignment with Eatmor out of the picture.

We heard one adverse criticism; that too many Wisconsin growers have other irons in the fire and these do not find it absolutely necessary to go all out to make a living, in cranberries. We heard there is an increasing trend for growers to go into tree farming. That would seem logical and desirable as so many own huge acreages of land and Wisconsin was once a great timber state. That offers an anchor to windward.

"Things are going to straighten out," declared Clarence A. Searles, president of the now dissolved Eatmor.

#### Wisconsin Ahead In Production?

"In the next ten years I think Wisconsin will match Massachusetts in production," one responsible Wisconsin grower declared, asserting he was willing to stick his chin out to that extent.

"We do feel that we here in Wisconsin have been more fortunate in the fact we could raise more per acre and cheaper than other areas," was another statement we heard. It is only natural that the other areas look on us with a kind of envy.

"It appears the industry is going to continue to expand in Wisconsin, probably faster than the other areas would like to see, but that is just a result of the availability of land coupled with the higher yield per acre and lower production costs. We are going to continue for greater production and I think we have a long way to go in that.

"Without a doubt Wisconsin is going to play a more important part in the cranberry industry in the future and our only concern

in this is that we be given our rightful position in this respect."

#### What of Quality in Quantity

There came one thoughtful, quiet voice; "Wisconsin will have its problems. What will increased mechanization do to the fruit quality-wise? Large production per acre is apt to result in poor quality fruit. Therefore the fact may develop that not as many quality berries as are demanded may be produced. There may be difficulties in finding satisfactory markets for so much canning stock. What will be the ratio between fresh and canned we will have to face?"

This has been perhaps a too garrulous account of conditions in Wisconsin based on only a short visit. If any of our observations are off the beam, we trust we will be corrected to set the record straight. We plan to take up more specific factors in future articles, such as the fabulous northern development, including

the Manotowish Waters group, sparked by Vernon Goldsworthy; Indian Trail, Inc., Cranberry Products, Inc., Lawrence Dana, producer of pickers, drying machines and many other items of equipment, Dr. George L. Peltier and grass control, Habelman Brothers and others.

Concluding, we can only say we hope sometime to have sufficient time and travelling money to spend a much longer period in Wisconsin where we are always treated so royally. It is always encouraging, informative and a pleasure to visit this state which has more cows than people — people who are so progressive on all fronts.

A new survey of the Wisconsin industry has been completed and will be available shortly, giving more accurate statistics; and we also hope to have a much more detailed and scientific article prepared for us on the "why" of Wisconsin production progress.



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OCT 30 1957

AMBROSE E. STEVENS, New NCA Manager Arrives. Story Page 2  
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## Prices Soften

With a crop now estimated as the second largest, "softness" has developed in the Early Black price and in Wisconsin Searls. The market is also sluggish, but perhaps no more so than the usual October let-down. The first round of berries sold briskly. Demand for Thanksgiving is not yet due.

As of mid-October, prices were not being held at the NCA Early Black opening of \$3.75 a quarter, and NCA was selling at five and ten cents below in some instances. Others, less, too. Wisconsin opened at \$3.90, but berries were almost immediately offered at below this figure. Indian Trail, Inc., of Wisconsin Rapids was reported as trying to hold the line at \$3.85. Wisconsin berries were available in markets as far east as Pennsylvania. There seemed no fixed price at mid-month and Howes had not been opened. There have been suggestions there be no set opening for Howes.

As of Oct. 15, it was estimated somewhere in the neighborhood of 100,000 barrels of the fresh crop had been shipped from all areas.

There was the general softness developing in Massachusetts Blacks, not helping matters any. The quality forecast of last spring was not favorable. There was an unusual vine condition particularly when harvest started so early, due, it was believed, to the extreme drought. There was much

haste in getting the crop off, with scarce water supplies; machines probably picked 90 percent of the crop and there was a great deal of bruising. Berries were "breaking down" in storage from this combination.

With much tonnage unfit for the fresh market, this may throw an abnormally heavy burden on canning. The only bright spot at this writing seems to be that if early varieties are disposed of at unsatisfactory prices, there may be a shortage for the Thanksgiving and Christmas trade and prices might be good.

## CRANBERRIES MAGAZINE

PROVIDES A NEEDED  
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# Ambrose E. Stevens Appears Man of Determination And Action At Press Interview At National

**Says there is no "Magic Wand" for Industry Market Ills, but Way Out Must Be Found**

Ambrose E. Stevens new general manager of NCA, with the added designation of executive vice-president assumed the position at headquarters, Hanson October first; began becoming familiar with operations of National and the industry; interviewed personnel. On the 15th he held a local press and radio interview with a few representatives from Cranberry Station and chambers of commerce.

Mr. Stevens, upon whom the eye of the industry is turned with interest and hope, as upon no new man in cranberries in many, many years began his talk by frankly stating he had only been on the job for two weeks. He said his knowledge of cranberry problems at the moment was necessarily limited. He brings with him, however the knowledge and experience of nearly 30 years of business experience in food products.

Born June 30, 1904 at Savannah, Georgia, Mr. Stevens shows, at times, his southern heritage in voice, yet he is a rapid speaker. He is a graduate of Princeton University, class of 1925 being graduated with a B. S. degree. He majored in diplomacy, his early ambition was to be a career diplomat. He specialized in French as the diplomatic language of the time. Family circumstances forced a change in his plans and he entered business instead. It is easy to imagine he would have been a success in a foreign service career as he has been in business.

He has an engaging smile, courtly manners. He considers a question asked with concentration for a moment then proceeds to answer the question to the point, yet with detail, displaying a wide knowledge of modern food production and business management.

Mr. Stevens has been described as a "professional" businessman. He looks the part, dark hair, graying, sharp blue eyes. Of medium height, about five feet seven, sturdily-built, about 170 pounds, attired entirely in brown for the interview, his personality seems one of determination—all business. He would seem a man, who once his direction is settled in his own mind, would be an individual of action.

Screened by the business consultant firm of Booz, Allen & Hamilton, Mr. Stevens comes to the industry from the position of vice-president of sales and advertising of the Minute Maid Corporation of New York, having held that position since 1947. He was also a member of the Board of Directors and of the policy committee of that corporation.

Prior to that he was briefly in the food brokerage business for himself in Los Angeles. For a year before he was sales manager for Hunt Foods, also Los Angeles. From September 1928, until January 1946, he was with General Foods Corporation. He was first staff assistant, in advertising and sales in New York, then assistant to the district sales manager at Atlanta. He was a consultant, Office of Price Administration and War Foods Administration, Washington in 1942-43. His next post was vice-president, Birdseye division in New York, following which he served as coordinator to committee for post-war new product development and finally vice-president for sales of the Birely division at Los Angeles. His very first position was with R. H. Macy Company, advertising department, New York City.

He was in on the ground floor of frozen foods, which experience can prove of much value in any intensive promotion in frozen cranberries. His experience has been strong on advertising, promotion and sales.

Asked what possible solution to the troubles of the cranberry industry might be, he said there is no single "magic wand". But he added, somewhere there must be an answer. "There's got to be an answer." He indicated he recognized his position demanded he find ways of increasing cranberry consumption.

As three possible starting ways he suggested "more impelling advertising to increase demand. He placed that at the top of his list. Secondly he pointed out that cranberries should be sold in combination with other foods that mainly turkey and chicken, and third to get more popular cranberry products to provide greater spread in processed berries. He referred to cranberry juice cocktail as a fine start in this line. He said in new lines a "tastest" program, although expensive, has proven extremely effective in other new products.

To questions, he considered Christmas gift cranberry package devised for New England business to give to clients over the country as "helping some"; and to use cranberries as a mixer for drink he said he could foresee a market there which would also be of help.

As to fresh fruit sales which now make up about 45 percent of cranberry sales, on a strictly "quality" basis, he replied there should certainly be quality cranberries, but a quality market is a difficult program to put through in any fruit or vegetable.

"I think mostly we need", he said, "is to sell more processed cranberries, and if we do that the fresh market will be improved by not being over-supplied". He added there is more profit for the grower in processed berries.

"We've got to find one good impelling reason why cranberries will be eaten every day by the consuming public". He said Ocean Spray distribution as built up now is excellent. "It is up even up

(Continued on Page 4)

# Mass. Cranberry Station and Field Notes

by J. RICHARD BEATTIE  
Extension Cranberry Specialist



## Harvest Prolonged

It appeared by mid-September that our cranberry harvest might be completed early in October, but frosts and light rains have occurred at rather regular intervals during the last two weeks which have delayed picking operations. Late October or early November would now seem to be a reasonable date for its completion.

## No Normal Fall Water

Sixteen general frost warnings have been released from the Cranberry Experiment Station as of October 16 compared with 15 in 1956 and only one in 1955. Unusually low temperatures were experienced September 26 through the 28th on Massachusetts bogs when readings of 14° and 15° were recorded in some of the colder locations, with temperatures of 18-20° being quite common throughout the cranberry area. A survey of frost damage made by George Rounsville and the writer indicated losses of 3-5 percent of the unharvested berries, or approximately 8000-13,000 barrels. Water supplies were not adequate to protect many bogs during this cold period—in fact, reservoirs are still at their lowest levels in many years.

Frost protection for the late berries and water for the fall cleanup flood isn't available on many properties that usually have no serious problem in this regard. Only 0.94 inches of rain was recorded by Mr. Rounsville for September. Temporary relief from the drought was experienced October 7-9 when a nor'easter left a little over one inch of rain in the cranberry area. The reason for dwelling on the drought problem is the fact that unless water supplies are improved very substantially in the next four weeks,

many bogs may lack proper winter protection. With this thought in mind, we would like to suggest that sanding, pruning, and raking operations be postponed until next spring on those properties that do not have protection. Apparently, the mechanical injury to the vines from the above operations makes them more susceptible to winter injury.

## Fall Suggestions

There are a few other suggestions on late fall management that we would like to offer for the growers consideration. Special attention is in order for those areas on bogs injured by drought. Applications of fertilizers at this time of year will stimulate vines the following season without encouraging the growth of annual weeds. The 5-10-5 or similar formulations of a complete fertilizer with a 1-2-1 ratio is suggested

for this purpose. Amounts might vary between 200-500 lbs. or possibly more per acre, depending on the condition of the bog and the size of the 1957 crop. For further details, we refer you to the fertilizer chart or to Dr. Chandler.

## Weeds

Dr. Cross believes that it is a good practice to pull out woody plants, such as hardhack, meadow sweet, and bayberry, after harvest. There is an additional incentive for removing such weeds because they greatly aggravate harvesting operations, particularly where picking machines were used. He suggests that it would be wise to defer sanding the low spots on bogs where cutgrass is a problem until drainage can be corrected or improved. Grassy areas, asters, and tussocks of sedges and rushes can be checked with spot treatments of Stoddard Solvent this fall. Tussocks should be removed to facilitate machine harvesting. Once or twice a year growers should drag a hook or potato digger around the shore ditches in order to pull out runners of small bramble, poison ivy, Virginia creeper, or morning glory which may be crossing the ditch from the shore to anchor themselves on the bog. We still have no clear-

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#### Credit To Betty Buchan

Betty Buchan, director of public relations of the National Cranberry Association, and her committee should be commended for the very successful cranberry festival that was held at Edaville September 21 and 22. A splendid two-day program was arranged that attracted thousands of people to Edaville. It was a most enjoyable day for all members of the family. A festival of this type not only has great promotional and educational value for the industry, but also serves as an excellent medium for stimulating good public relations with the press, radio and TV representatives, marketing officials, the many friends of the cranberry industry, and certainly Mrs. Consumer and her family. A story of this colorful event is found in this issue of Cranberries.

#### Marketing Report

The first cranberry market report for fresh fruit was released in mid-September from the Agricultural Marketing News Service under the direction of John O'Neil. This will be the fourth season that these weekly reports have been prepared for growers and shippers. A few growers have said that they have not received a copy this fall. At present, it is being sent to members of the Cape Cod Cranberry Growers Association. However, it is possible that some members of the association failed to return a card last year to Mr. O'Neil's office stating that they wished to continue to receive this report. Anyone else interested in this type of information may receive it by writing to Mr. O'Neil, 408 Atlantic Avenue, Room 703, Boston, Mass., requesting that their name be added to his mailing list.

#### STEVENS

(Continued From Page 2)

with jello and Cambell's soups in availability in the markets. Our problem is not at present distribution but consumption. The more ways in which we can get the word 'cranberries' in people's mind the better off we will be.

Mr. Stevens, with Mrs. Stevens

Four

who was of Livingstone, Montana, and three children have been living at 156 Pear Tree Road, Darien, Conn. For the present he is staying at Whitman, commuting home at times while he is finding a place of residence in Southeastern Massachusetts. His "love" in sports is golf, he does a little fishing and is interested in amateur photography.

Mr. Stevens first meeting with National board of directors since his selection by the board and since his assuming the position was the monthly meeting October 18th at Hanson.

In regard to his new position, Mr. Stevens has further stated that to succeed in America a business enterprise must be prepared to serve the American public well. "In the food industry, in particular."

"It is necessary to provide the public with food of quality at reasonable prices that represent

good value and good service. NCA has been doing this for some years.

"In the discharge of his duties the new General Manager of NCA expects to continue the development of this program, and at the same time provide a better and more adequate return to cranberry growers for their labor and investment."

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## HELP FROM UNCLE SAM

Quotation from Plymouth County ACP Handbook for 1957, Part 2 — Practices and Rates of Cost-Sharing.

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"Maximum Federal Cost Share:

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This means cranberry bog flumes. Many flumes have already been put in with this Federal help. If you put in a less-than-average-cost flume, the government will reimburse you for a considerable part of the cost, if you make proper arrangements first.

Do not order your flume until you have ACP approval. Consult your county agent or local chairman such as Howard Hiller, Ralph Crane, Lewis Billings or Albert Brown, and get signed up for the program and for the practices you want. There are practices for dikes, canals, ditches etc. If you are not certain just what you want, ask about a free SCS survey of your needs.

Then order your flume. Allow three weeks for delivery in the quiet season, or up to three months in the rush period.

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# Cranberries

THE NATIONAL CRANBERRY MAGAZINE

Issue of October 1957 - Vol. 22 No. 6

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## FRESH FROM THE FIELDS

Compiled by C. J. H.

### MASSACHUSETTS

#### Late Sept. Frosts

Cranberry growers were more than a little fortunate in this year of extreme drought and consequently low or non-existent reservoir water, that frosts held off until practically the end of the month. Then came the severe three nights of Sept. 26-27-28, with temperatures hitting as low as 15 on two of them.

A preliminary survey by "Dick" Beattie and George Rounsville of the Cranberry Station has placed the loss at 3 to 5 percent, with just about half of the berries harvested. It was estimated about 260,000 of the forecast 525,000 were still not picked, so barrel loss was probably 8 to 13,000.

Warnings were sent out for the three nights for dangerous (and widespread) frosts of 18-19, 19-20 and 22, but the third night proved the most widespread of all, as is often the case. The Cape, which had not suffered much the first two nights, got some damage on the third.

Most growers had been engaged in a race against time since harvest started, with water supplies at the lowest ebb in weather history, and as many high spots or sections hard to protect had been harvested first as far as it was practical.

Growers who could, put on water the first night and let it remain. Many could do nothing. These picked through the frost period. Some individual growers suffered considerably more, naturally, than the average, losses running up to 30 percent and possibly more. Averages of the three

nights might have generally been 19-20. There are generally four to six frosts or more in September, starting often from the 10th on.

With water supplies so low, flowing was a longer process than normal, and the bogs were so dry water soaked in for a long while before they were saturated and a frost control flood possible.

#### September Dry Again

September ended Monday, with the drought still holding this state in its grip. It was the driest month since June, .96 of an inch of rain being recorded at State bogs. Other areas were reported even worse off, Boston having but .35. East Wareham normal is 3.56 inches.

September, until the frost struck with abruptness, had been a much warmer 30 days than normal. Excess temperatures had averaged about five a day to then. The month ended with a plus of 86 degrees (Boston) or nearly three a day in excess.

#### October

By October first a little more than 50 percent of the crop had been harvested. The worry of

(Continued on Page 6)

### Crop Second Largest

October estimate of U.S. cranberry crop from USDA increased slightly, prospects from the preliminary 1,020,000 to 1,049,000. Massachusetts is upped from 520,000 to 570,000; New Jersey drops from 75,000 to 70,000, also Wisconsin from 310,000 to 287,000. Washington is up to 77,000 from 70,000, exceeding New Jersey expectations, while Oregon remains at 45,000.

Most notable in these changing figures is probably the drop in Wisconsin, last year producing 340,000, due to failure of the major Wisconsin variety Searles to develop as anticipated (Leo A. Sorensen in his Wisconsin notes gives the possible explanations.) The Wisconsin harvest was ending somewhat earlier than usual largely before mid-October. This is the first time Wisconsin has under-run in several years. One informed source in Wisconsin still predicts the crop will run around 300,000.

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## Fresh From the Fields

(CONTINUED FROM PAGE 5)

frost for the remainder of the harvest season remained, but there is the still-distant spectre of winter flooding, also. Unless there is much more precipitation than there has been since last spring, getting the bogs under will be a problem. There could be heavy winter kill. Not only is surface water lacking, but the underwater table is reported as being far below normal.

While actual loss in barrels during the end-of-September frosts was not too heavy, much expense was involved for growers in flooding, and frosted berries always increase the cost of screening.

## WISCONSIN

### Temperatures

September temperatures averaged near normal the first half of the month to below normal thereafter. Normals for the month being 58 degrees in the north and 61 degrees in the south. Rainfall was near normal in the north to subnormal in the south. Normal rainfall for September being 3 inches in the north to 3½ inches in the south. The highest temperatures was 92 degrees in the south on Sept. 1. The week of the 22nd brought severe killing frosts to the uplands and temperatures dipped to 18 to 20 degrees on the marshes. Hard freezes occurred the first week in Sept. also. The outlook for October is warm and dry. No measurable rain had been reported in Wisconsin from Sept. 21 to Oct. 9.

### Early Harvest

Favorable weather the first half of Sept. hastened the development of the crop and the cooler weather following, colored berries rapidly. A number of marshes started harvesting the 9th, over half were raking by the week of the 15th and all marshes were raking by the 23rd. Water supplies were critical by the end of the month where marshes depended on surface water, but no loss of berries was reported. Do to very favorable weather the last half of the month, most of the smaller and medium sized marshes had completed harvest. The large

er marshes planned to complete harvest by Oct. 20th if favorable weather prevails.

### Reason For Crop Drop

By the end of September the Wisconsin crop appears to be definitely down from the August estimate of 310,000 hbls. The revised estimate for October has been reduced to 280,000 hbls and there is a possibility it will drop below that figure. A new crop estimate will be made from growers the last of October following the completion of harvest. As an explanation as to why the Wisconsin crop is down following one of the heaviest blooms on record indications point out to possible damage to some properties last fall from oxygen deficiency, water damage to flower structures this past May and some effect from the rains during full bloom. In some cases certain marshes suffered losses from all three injuries and this affected their set whereby the percentage of set was counted at 15% compared to an average of 30%.

The apparent damage to the fruit buds in May, which damaged the plant structures producing pollen and nectar was probably the most widespread and most damaging. The set was exceptionally poor on the Searles variety which is known to be the one

variety in Wis. most affected by water damage. With the exception of the north central and north east and an occasional marsh in the south, vine development started early following reflowing and with the advent of cool and wet weather in May which necessitated much frost protection, it is probable that this is the period when damage occurred to the flowering structures. With over half of the state acreage in Searles, which produce sixty or more per cent of the crop it is easy to see if that variety is generally damaged the total production will materially be affected. Evidence which seems to bear this probability out is the large number of small berries with little or no seeds. This loss in crop bears out the thinking that there is more berries lost to water damage in Wis. than to all other losses combined.

### Color Film

The extension service of the Dept. of Agriculture of the University of Wisconsin in cooperation with the Wis. State Cranberry Grower's Assn. will begin making a colored film of the Wisconsin Cranberry Industry the second week of Oct. Plans call for shooting harvesting and packaging scenes this month, with a

(Continued on Page 15)

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# "Wisconsin Production To Be Matching Mass. In Ten Years"

**So Believes Don Duckart, President Wisconsin State Cranberry Growers' Association—He is Planning Own Marsh Operations for Greatest Economy**

by  
**Clarence J. Hall**

"The cranberry industry is basically sound. With the proper leadership we will be alright." Even in these difficult times that is the opinion of Donald S. Duckart, president of Wisconsin State Cranberry Association. The organization, with about 160 members corresponds to Cape Cod Cranberry Growers' Association in Massachusetts and American Cranberry Growers' Association of New Jersey—interested primarily in the cultural problems of cranberry growing.

Probably most sound-thinking growers will go along with the thought that the industry will work its way out of the marketing dilemma it is in. More startling is another statement he made.

"I know I'm sticking my chin out, but I'll go ahead and say that in ten years or so Wisconsin will be matching Massachusetts in production." Cape Cod will not let that happen without a fight. But, statistics show a sound basis for such a belief. Unless Massachusetts does get on the ball and reverses the present trend, Wisconsin gains in production percentage-wise can bring about a shifting of the center of cranberry growing. It shouldn't be assumed that Mr. Duckart is belittling efforts of other areas. It is more that he is justifiably proud of the progress his fellow Wisconsinites are making.

Young Mr. Duckart, succeeding Tony Jonjak as president of the Wisconsin group is operator of the Jacob Searles Cranberry Company marsh at North Cranmoor and of the Birch Bluff Cranberry Company at City Point, formerly owned by the late Joe Bissig. The Searles Company has 60 acres and the other interest 40.

Don is the son of Henry Duckart, for the past ten years president of Midwest Cranberry Company. The elder Mr. Duckart was an attorney at Ladysmith, Wisconsin until he became president of the Jacob Searles Company in 1942. He is a past president of the Wisconsin State association. Donald is the grandson of Jacob Searles, who was the brother of Andrew, developer of the Searles variety which has played such an important part in pushing up Wisconsin growing and as a boy and

youth he worked during summer vacation on the marsh. He has been manager at the Searles property since 1945.

He studied pre-forestry at the University of Wisconsin, Madison, and also at the University of Michigan, Ann Arbor, graduating with a degree in forestry. He finds his forestry studies tie in closely with cranberry work, as he took up the study of insects in those courses, he learned about soils and knows surveying. During the war he was in Detroit as an aircraft inspector for the Army Air Force in a civilian capacity.

As head of the Wisconsin association, Mr. Duckart is working closely with the State Department of Agriculture which recognizes the distressed condition of the industry. Through these discussions an attempt is being made in the state marketing division to try to stimulate projects through the dissemination of cranberry information.

## **New Products**

**A major solution to the problem of surplus berries, present and future, he believes is that new and practical uses for cranberries will have to be developed. He projects a research and development staff, composed of trained personnel to work on new cranberry products and processes of manufacture, maintained by the U. S. Cranberry industry as a whole through a group similar in intent to the Cranberry Institute, or the Institute itself as a logical suggestion,**

The Association has placed a cranberry booth at the Milwaukee State Fair to promote interest in cranberry products. The association is currently working with the Marketing Division of the Wisconsin State Department of Agriculture to publish a directory of cranberry growers. So, too is the association cooperating with the Natural Resources of state agencies and sub-committee on water-use legislation to protect the interests of the cranberry industry in this legislation. Last summer the association promoted a visit of the "Alice in Dairyland" princess of the milk industry on a tour of some of the marshes and packing houses of the Central Wisconsin industry as further promotional activity.

## **Favors Marketing Order**

Mr. Duckart is one who favored the Marketing Order which did not get through Congress this year. This project, which is presumably not a dead duck was not supported with great enthusiasm by many Wisconsin growers. There was a belief among some growers he believed that the cost of the program, for inspection and other items would be too high for the amount of good that might ensue. Others thought that seller and buyer could agree on a price and ship sub-standard berries to the market, thereby defeating the purpose of the program.

## **Old Established Marsh**

The Jacob Searles marsh dates from 1903. Jacob and his brother, Andrew were partners in early cranberry growing until that date when Jacob formed the company and bought the Trahern marsh at the present location.

Jacob Searles is set mostly to Searles, but there are 13 natives and it has one of the relatively few plantings of Howes in Wisconsin 2½ acres. The Searles have yielded up to 135 barrels per acre. Average production has been 90 to the acre for all. Production has run as high as 5-6,000 barrels at the Searles marsh with total production for both companies running up to 7-8,000.

As evidence of faith in the future of Wisconsin cranberry industry there is a rebuilding program underway at both marshes. Ten

acres have been rebuilt and set to Searles since 1954 and five at Birch Bluff.

In the rebuilding program small beds are being made into larger ones and reset to Searles. Duckart is convinced that by planting varieties which give a high yield per acre and laying out the beds so they can be flooded and drained rapidly; are large enough so that machines for harvesting, combing, pruning and clipping, efficiency, and hence economy can be increased.

#### Economy In All Operations

He wants more space around his beds than two acres or less can offer, that each bed can be gotten around with dusters, and sprayers easily and enable operations to get the berries from the beds and to the warehouse as cheaply as possible. The marsh being an old one has some beds which are too small, with too many ditches and walking dams which are expensive to maintain. Presently ditches have to be trimmed and cleaned with hand tools and

the dams mowed with a sythe. The roads which are replacing the old arrangement can be mowed with a tractor mower and the ditches beside them can be dug and cleaned with power equipment.

"What we are striving for, is to do all operations as cheaply as we can," Duckart says.

Changes in water controls are also in progress—to stop holding it too high, which has been described as a tendency of many Wisconsin growers. Duckart is working for better drainage and also to hold the water table lower, especially in the spring and early summer periods.

#### Readying For Mechanization

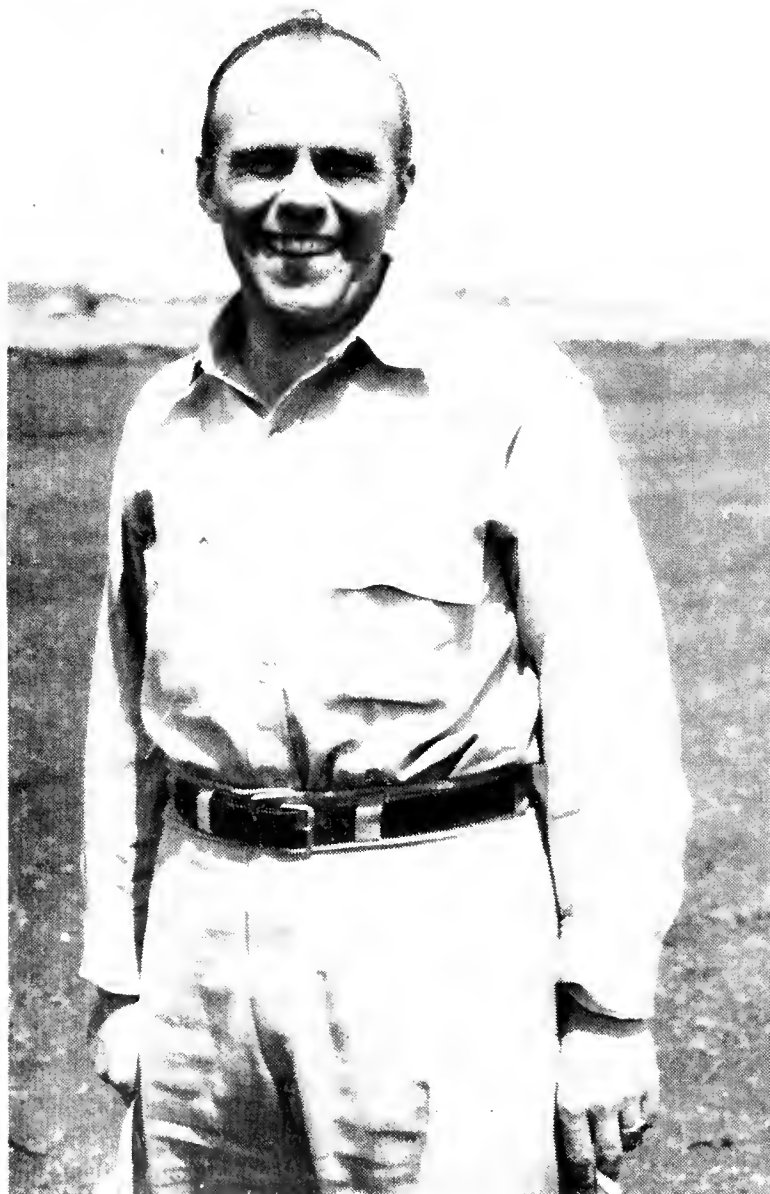
Every step possible is being made to get all operations ready for increased mechanization. For instance an attempt is being made to change the direction the vines lay in on half a bed so it can be raked or combed with machines in both directions.

With a fine warehouse, Searles Cranberry Company is well-equipped mechanically. A Dana dryer and a grader for removing pie berries handles harvested fruit. For packing there are five Bailey mills and a Speedie bag filled and speed sealer. Nine hundred or a thousand cases of fresh fruit can be packed a day. Until last year harvest was by hand water raking, but a Getsinger Retracto Tooth machine was in use last fall and for this year a second will be added. Some portions of the marsh will still have to be hand-raked.

Other equipment includes a Sherman Trench Hoe for ditches, a Buffalo Turbine for dusting, a Hardy sprayer and comber, fertilizer spreader, pruner, tractors, both wheel and crawler.

Donald and his brother Wayne, operate the Jacob Searles Company marsh, while a brother-in-law, James Rade is on the Birch Bluff Cranberry company marsh as manager.

Donald and Mrs. Duckart, the latter the former Dorothy Dubuison of Michigan live at the Searles marsh in a house interestingly and attractively renovated from a big structure which was once a pickers' boarding house when har-



Donald Duckart

(Cranberries Photo)



vesting was by massed hand labor. They have four children, Dennis, 11; Diana Jean, 8; Daniel, 4; and Dwight one and a half.

There is one unique feature concerning the Jacob Searles cranberry marsh. Probably no other cranberry grower has, or wants for that matter, a major railroad running smack through the producing area. The Green Bay & Western R.R. does this at Searles. In an early day a right of way was given the railroad, and in return Mr. Searles had the privilege of using the company tracks to bring berries into the warehouse. Formerly berries were floated down canals and ditches to the right of way and then loaded on flats and taken to the warehouse over the rails. This practice of using railroad tracks to bring in fruit was continued until 1945, but now this is done by ordinary motor truck. In these days of higher costs this eliminates a considerable amount of rehandling the berries between marsh and warehouse.

#### "We Will Make, Or Break"

Donald Duckart is a determined grower and takes his responsibilities as a member of the industry and president of the state association seriously. He says:

"I am not discouraged about the future, at least not here in Wisconsin. I would rather say that at the moment I am disappointed, but not discouraged.

"We will make or break, with these large marshes here in Wisconsin and I can't conceive that we are going to break."

Mr. Duckart is a member of Kiwanis, B. P. O. Elks and the Cranmoor Skeet Club. He enjoys hunting in the fall.

#### SOUTH OF THE EQUATOR

ITEM—Maybe cranberry acreage is shrinking a bit within the U. S. but interest seems to be spreading. We have just received two inquiries regarding subscriptions to CRANBERRIES magazine. One came from British North Borneo; the other from Transvaal, Union of South Africa.

We have subscribers in Europe, one in the Orient, but never before have heard from the Southern Hemisphere.

# Cranberry Festival At Edaville Draws About 15,000 Visitors

## Singing Star Pat O'Day Feature Of Show

The two-day Cranberry Festival at Edaville September 21, 22 honoring the 11th anniversary of Edaville, South Carver, and the tenth of the Cranberry Festival, brought out a total of about 15,000. The weather was rather against the show this year, both days being lowery, with even a drizzle or two. But that was all that was gloomy about the affair, arranged by Miss Betty Buchan, publicity director of the National Cranberry Association.

All eyes both days were on Miss Pat O'Day, blonde singing star of recordings, television, radio and stage, and on the "spectacular" of the tent show, with Miss O'Day crowned Festival Queen by Miss Daley Hirsch, "Miss Massachusetts". In the parade of cranberry beauties also were "Miss Cape Cod", Caroline Murphy, Hyannis, Sunday; "Miss Cranberryland", Virginia Kelley, Norton; "Cape Cod Sweetheart", Miss Sheila Carleton, South Dennis, (Saturday); "Maid of Honor", Miss Judith Ernst, Harwich, (Saturday); "Pilgrim Maid", Miss Beverly Bourne, Plymouth; "Miss Cranberry Scoop Hairdo", modeled by Miss Kay Pepin, Brockton, who was attired in cranberries and a huge white cranberry scoop.

Miss O'Day captivated with songs with zest and the dreamy "On Old Cape Cod".

President Frank P. Crandon, wearing a cranberry red shirt, as did all officials, welcomed the crowd in behalf of the National Cranberry Association.

Mrs. Janet Taylor, director of the Cranberry Kitchen, announced and introduced winners of the recipe contest for original recipes for eating establishments of South-eastern Massachusetts. They were, first prize, Robert and Harriet Hall, owners of Joppa Grill, East Bridgewater.

Much interest was shown in the Garden Club exhibits. For table displays on Saturday winners were: Amateur Garden Club of Chassett, first; Weymouth Garden Club, 2d; Portsmouth, R. I., 3d, and Marion Garden Club, 4th. For the outdoor show, barbecue displays, Sunday, awards were given to Cumberland Garden Club, R. I., Cen-

terdale, R. I., Barrington, R. I., and Weymouth.

The Cranberry Museum, containing an exceptionally interesting exhibit of old-time cranberry tools, was of surprising interest, not only to growers, but to the general public. This was in charge of J. Richard Beattie of the Cranberry Experiment Station, assisted by "Joe" Kelley and William B. Tomlinson, also of the Station. Outside this display of ancient articles, Dr. F. B. Chandler of the Station had on view the modern Getsinger, or Dana picker of Wisconsin.

A highlight of 22nd afternoon was the presentation of an 81-ft. "Presidential car", until five years ago used by the president and directors of the Boston & Maine R. R., to F. Nelson Blount, owner of Edaville, by Patrick J. McGinnis, president of the B. & M. Originally called the "California", the car was the last word in comfort and luxury in 1912 when it was built. The interior is in rich mahogany and consists of four staterooms, bath, kitchen and dining room. It will be redecorated and Mr. Blount is to use it to entertain visiting railroad enthusiasts and as private living quarters for himself while at Edaville.

Drawing much attention was the display of Cape Cod crafts.

Squaire dancing outdoors and on the stage both days were entertainment features, as well as band music, cranberry games, snack bars, clown, and various permanent exhibits. The Edaville chicken and cranberry barbecues were served both days from 11 to 6.

## PHOTOS ON FOLLOWING PAGES

### WISCONSIN MARKETING

Since the dissolution of Eatmor, with the bulk of its production in Wisconsin, it now appears NCA has about two-thirds of production with Indian Trail, Inc., and Goldsworthy Eagle River group gaining some members and a few deciding to sell independently. Formerly the state was divided marketwise about into thirds, NCA, Eatmor and Independents.



J. Richard Beattie, Cranberry Station, was in charge of the museum of "Cranberryana" at the Edaville Festival and shows a horsedrawn cranberry picker. The machine supposedly had wheels originally and pushed scoop fingers through the vines which were knocked off by

a revolving brush, then carried up an elevator and down to a hopper at the rear. Believed to be at least 75 years old, it may have been designed for the bog at Greene, Rhode Island. In broad design it is considered amazingly like the Western Picker of today.

(CRANBERRIES Photo)

## *Lloyd Rezin, Wisconsin, Dies*

Lloyd Rezin, member of a Wisconsin pioneering cranberry family and director of American Cranberry Exchange for several terms, a grower in his own right passed away Oct. 5. Sixty-four, he was stricken with a heart attack while attending a meeting of Mount Olive Shrine of the Masonic Temple, Wisconsin Rapids.

He was a life-long resident of Cranmoor, where he had held office as Cranmoor town clerk for 38 years.

Mr. Rezin was born in Rudolph the son of Mr. and Mrs. Richard Rezin, the former, one of the earlier growers and founding the large interests in cranberry growing by the Rezin family. He

followed his father in cranberries and had been a grower for 38 years.

He was married to Iva Stallard in 1927 and there were eight children, one son, Douglas being killed in World War II. There are thirteen grandchildren.

Surviving are his mother, wife and other children; three brothers Leslie, Russell and Daniel, all of Warrens and three sisters.

Burial was at Forest Hill cemetery with Masonic rites.

## DR. CLARK WORKING ON GARDEN BOOK

Dr. J. Harold Clarke, well known in the cranberry industry is working on a new book to be published next spring by Doubledays in New York. Its title will be "Small Fruits for the Home Garden." Publisher expects to market it in all parts of the U.S. as a standard work on the subject.

Dr. Clarke, former manager of Cranguyma in Washington and of New Jersey is now operating Clarke's Nursery "Heathcote," on the Peninsula Highway facing Willipa Bay. In his propagating houses are some 15,000 rhododendron plants and a large planting of chrysanthemums.

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# Frosty Fall, But Berry Loss Small

Massachusetts frost losses, although there have been a number of frosts since the first in the late September cold spell, are still estimated within 8,000 to 13,000 range, announced previously. There have been 16 warnings in all (afternoon and night) to the 16th and in addition several so-called "inland warnings", that is, for bogs not near the seacoast where temperatures generally drop below the cranberry average.

Warnings were issued on Oct. 2, 3, 11, 12 and 13; in September on the 26th, 27th, 28th and 29th.

Massachusetts spring losses are recorded at 30,000 barrels and the summer drought at 50,000.

New Jersey suffered from the same late September frost as did Massachusetts, 27, 28, 29. Freeze damage was reported as heavy on bogs which could not be flooded. Temperatures dropped to below 20 degrees.

The 30-day forecast for New England was for temperatures above normal and above normal precipitation. The first week was above normal, despite cold nights, but up to today there was a minus for the month of 23. Rainfall had been 1.27 inches, more than all of September, but to that date dire dryness continues to prevail. There had been some more precipitation on Cape Cod than at East Wareham.

There seems considerable doubt among many Massachusetts growers that the crop will actually run up to the new estimate of 570,000 barrels. Harvesting was expected to be completed for all practical purposes by and about Oct. 20.

## PROF. BAILEY BACK FROM COAST TRIP

John S. Bailey, pomologist at the Massachusetts Cranberry Station, East Wareham and Mrs. Bailey have returned from a Sabbatical of six-months. Leaving in March and returning in October, Mr. and Mrs. Bailey travelled 21,000 miles to, up and down the West Coast, and return. Mr. Bailey made his main headquarters at the experiment station at Davis, California.

However, they visited the Southwestern Oregon cranberry region, Long Beach, Washington and went up into British Columbia, stopping



Miss Betty Buchan of NCA, director of the Edaville Festival with Miss Pat O'Day, recording songstress and queen of the festival and Daley Hirsch, Miss Massachusetts. (CRANBERRIES Photo)

at the University of Wisconsin, Madison on the way back but not visiting the cranberry area there.

One experience was windstorms in the Southwest. These so scoured windshield and headlights of the Bailey's car that they had to have them renewed.

## Cranberries Advertising Pays Big Dividends

# "From Sea To Shining Sea"—2nd Trip

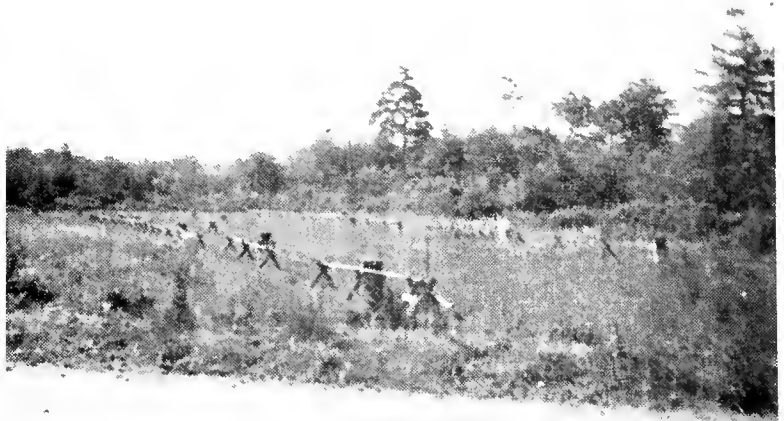
by  
F. B. CHANDLER

Editors note: The September issue of *Cranberries* in 1953 started a story of Dr. Chandler's first trip to the west coast. This trip was a pleasure trip which the entire family enjoyed. July 1 to December 31, 1956, Professor Chandler was on sabbatical leave to study cranberries in other sections of the country. This story is the first part of his second trip. The next part of the story will be published in a later issue of *Cranberries*.

## Introduction

The University of Massachusetts granted a sabbatical leave to the author in 1956 to study cranberries in Oregon, Washington, and Wisconsin. Some of the observations of this trip and part of the colored slides were presented during the winter club meetings in Massachusetts. However, not all of the observations were presented and it was not possible for all growers to attend these meetings. The writer wishes to share the experience of his return trip with you in this and another issue of *Cranberries*.

Travel west was by plane from New York to Portland, Oregon. This impressed upon one of the speed of air travel as the flight was completed in eleven hours in contrast to auto travel of about eight days. Portland is a nice city — it is large and busy — one of the traffic centers of the west coast. A visitor in Portland is impressed with the citizens love for flowers, particularly roses. The following morning travel was by bus to Corvallis, the home of Oregon State College. Corvallis is a very attractive town, large enough to be able to purchase about everything and small enough to be quiet and give a comforting atmosphere. At the State College, in conference with Dean Price, Professors Clark and Woods, and County Agent Jack Thienes, plans were made to conduct a survey of the cranberry industry in Oregon by individual bog visits. The Extension Service



Smudge pots and sprinkler systems. One bog in Oregon had the pots on stands that were on the bog through the frost season.



Three acres of bog set at two different levels. Some bogs have a lot of lumber in their construction.

and the Experiment Station cooperated in this study. The following day, July 6, Jack Thienes took me into the central part of Coos County and the survey was started by visiting the first bog built on the west coast. This was built about 1885 by Charles Dexter McFarlin, a cranberry grower from Carver, Massachusetts. The uplands and the bog appear much like a Massachusetts bog. While the original planting is still producing, the interest in cranberries was not great enough to stimulate more bog building in Oregon until after 1906. Mr.

Lyons, who owns and operates this bog, is one of the growers who has no other source of income, but many of the bogs in the North Bend, Coos Bay, and Bangor areas are owned by people who have another source of income. Most of the bogs in this section are small, even those of the full time growers. Seventy-six percent of the growers and 50 percent of the state acreage has less than four acres per grower, and 91 percent of the growers and 75 percent of the acreage has seven acres or less per grower.

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NO NEWS may be good news, as it is often said. But, a present lack of news in the cranberry industry is not necessarily good. We would like to be able to comment editorially this month that there is good news in a brightening of the marketing situation. But, we can't, because there simply isn't.

The crop is seemingly a little larger than first estimated, the market opened for early fruit at a figure below that of last year with the expectation, or at least hope, it could rise as the season progressed. The market is sluggish, maybe neither more so than usual for October; the price is crumbling instead of firming and going higher. Of course, it may strengthen later on.

The industry at the moment apparently simply can't find any reason for looking at the world through rose colored glasses.

Eyes of the industry, are however, turned inquiringly and hopeful on NCA, on its presumably strengthened and awakened board of directors and its new general manager and executive vice-president, Ambrose E. Stevens. NCA, with its current 70 percent of production cannot be ignored as the crux of the marketing situation.

Sound thinking would scarcely expect, really, any tremendous boom in sales, either fresh or processed from this big co-op so soon after the shake-up, assumedly for the better, it has gone through in recent months. There hasn't been time enough. Certainly Mr. Stevens has had no chance yet in the cranberry field to prove his merits. A re-organized NCA must be given sufficient time to put new practices into effect and then it takes some time for results to materialize.

NCA directors and the new manager, in all decency must be allowed the reasonable amount of time necessary to show results. With some 1300 members out of some 2,000 growers certainly a great deal of hope is with NCA. Certainly, Mr. Stevens stepping into the tangled, distressed situation of cranberry marketing as it is today has no sinecure. He has a real job, and we believe he is fully aware of it. His previous long experience in the food business as an executive, particularly his background in advertising—or probably

Editor and Publisher  
CLARENCE J. HALL

EDITH S. HALL—Associate Editor  
Wareham, Massachusetts

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promotion as the more imbrasive is the word—his experience in frozen foods, should be assets. It may be noted he is making no hasty, rash promises as he takes over. We find that good.

WE HAD planned this month to write a word or two in praise of hard-working, alert Miss Betty Buchan, NCA publicity director, in connection with the excellence of the recent Harvest Festival at Edaville. But, faster-moving Dick Beatty in his space in this issue has beaten us to it. So we will only add our commendations to Miss Buchan and her committee. Incidentally she misses few tricks to publicize cranberries. When the several thousands of county agents from the country-over met in Boston a few days ago, there was cranberry juice available at the "Yankee Snack Bar."

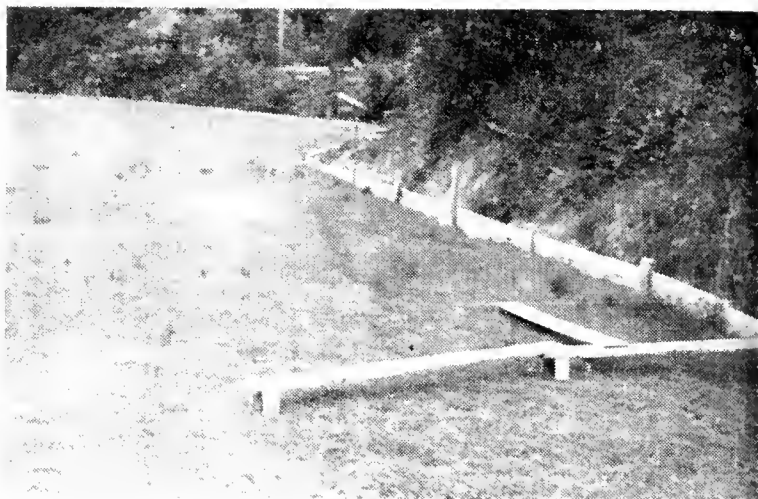
(Continued From Page 12)

Bandon, Coos Bay and North Bend are centers of lumbering or lumber shipping and some of the cranberry growers receive part of their income from these industries. A few of the cranberry growers teach school, deliver mail, or work on the highways.

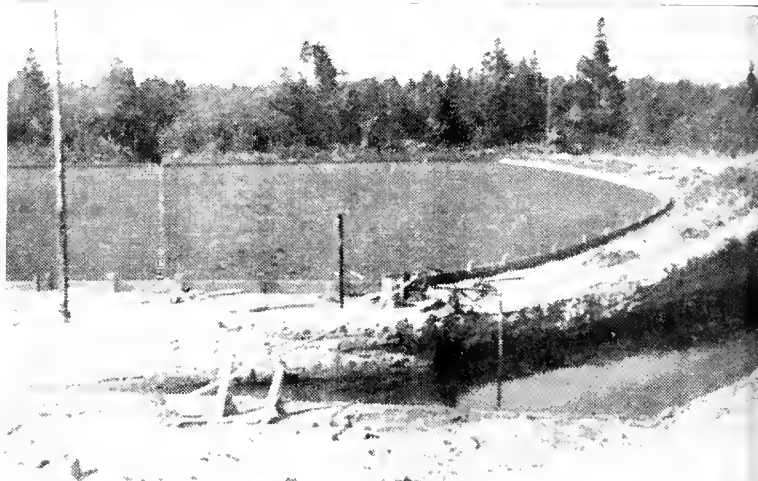
Bandon, which is also in Coos County, is about thirty-six miles south of Coos Bay. This is the center of the cranberry industry in Oregon. There are a few bogs south of Bandon near Sixes and Port Oxford in Curry County, but the berries would be handled chiefly in the Coquille plant which is between Bandon and Coos Bay. In the Bandon area the bogs seemed to be of several types: 1) peat bottom in low land with a reservoir higher or the same level, 2) peat bottom in high land where water has to be pumped to the bog, and 3) "upland" peat which is really not a peat but a gray leached layer on the surface.

The peat soils in the low lands are similar to those in all sections in appearance, problems and management. These bogs usually have earth dikes and some have a drainage problem. The peat bottom bogs in high land are somewhat similar to those in low land except the water has to be pumped to them. Many of these have lifts up to 70 feet and one had a lift of 200. Usually these high bogs have reservoirs as the amount of water pumped per hour is not enough to provide quick coverage for frost. Also, this supplies a warmer water than that which is found in the spring fed streams. The water from the reservoir may be flowed on the bog or it may be sprinkled.

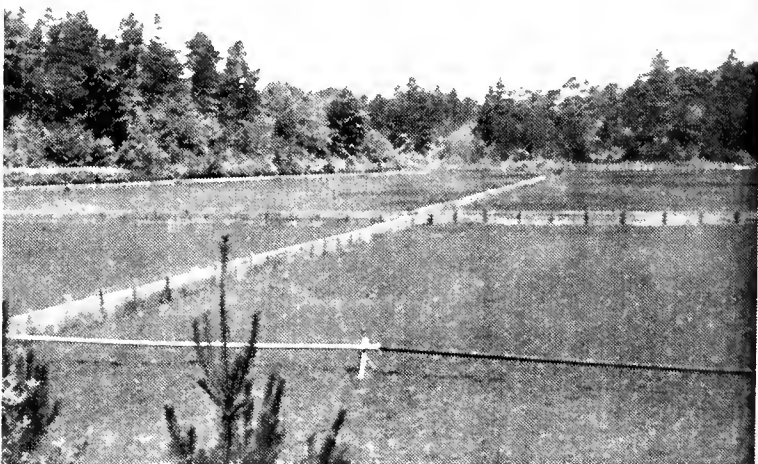
Recently there have been many bogs built on "upland peat". Some of these bogs have edges or shores higher than the bog and some have the shores lower. The bogs which have low edges cannot be flooded and may have too much drainage. These bogs may have a slightly different weed problem, possibly with more of the upland weeds and less of the water weeds.



Boards with legs used for weeding. The spot without vines was injured with copper sprays.



Bog with sump. This hole has enough water for one frost flow and will recharge in four days to a week. This bog is low and water is being pumped to a higher reservoir.



Board dikes used to divide the bog for harvest with water reel. (See picture in CRANBERRIES Oct., 1953, p. 20. (Photo by Chandler)

with time the production of this soil may go down about the same as peat soil after they have a deep layer of sand on them.

It is obvious that the water management is not the same for all bogs. Over 70 percent of the acreage can be protected from frost by sprinklers. In the winter 70 percent of the bogs are flooded mostly with rain water.

The Stankavich variety was selected in Oregon and is planted on about ten percent of the acreage.

McFarlin is the leading variety being planted. A little over half of the crop is harvested with a water reel and about a quarter is harvested with a dry machine.

The cultivated cranberry was not found growing wild, therefore none of the bogs have been set to "natives". The growers are anxious to obtain new varieties which will give them greater yields than McFarlin. About ten percent of the growers had over 100 barrels per acre in 1954 or 1955 and about five percent had over 100 barrels per acre in both years.

In Oregon all methods have been used to harvest the crop. In 1955 about 54 percent of the harvested acres had the crop removed with a water reel. About 29 percent was harvested dry by a machine developed in that state. The

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, 1957.

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 percent or more of total amount of bonds, mortgages, or other securities are:

None.

CLARENCE J. F. HALL,

Sworn to and subscribed before me this first day of October, 1957.

(Seal) BARTLETT E. CUSHING,

Notary Public.  
(My commission expires April 5, 1963)

With time, the production of this vacuum machine was used to harvest about 12 percent of the acreage picked.

The general bog care in Oregon varies from some of the other sections. About a third of the growers use fertilizer. There did not seem to be a common amount or grade, but in general they were high in potash. The drainage practice was not consistent but about 68 percent of the growers kept the ditches dry during the growing season.

The Oregon cranberry grower is far from satisfied with the present situation but is accepting it and doing his best to correct the inequities. Most of the cranberry growers have had extreme misfortune before, some in the Bandon fire and they have learned how to adjust their living. The growers in Oregon enjoy getting together socially for picnics, field meetings, and cranberry club meetings.

The next part of this story will be about the northern part of Oregon, around Astoria and the Long Beach section of Washington.

## Fresh From the Fields WISCONSIN

(Continued From Page 6)

follow up of other scenes next spring and summer. This film to be primarily for TV will also be made available to various schools, home economic classes, county agents, etc., throughout Wis. and neighboring states in an effort to educate the consumer on how cranberries are raised and in their uses, along with publicity to buy and consume more Wisconsin cranberries.

Leo O. Sorensen

## WASHINGTON

### Harvest Begun

Harvesting begun in the Long Beach area the first week of October, although growers were rather short on water. Summer was extremely dry, although drought conditions of the East were not reached. Most of the growers of the Long Beach area are equipped to flood their bogs for harvest and do harvest in this method. At Grayland picking began a little earlier using dry harvest methods.

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### Crop Prospects Good

Prospects for West Coast are reported as very good. Berries have sized well and on the whole have a fairly good color, although at start of season there was a relatively high percentage of green fruit in the heavy, deeper vines.

### Temperatures

There were only a few light frosts up to early October and they were not severe enough to do any damage. In late September there were two weeks of rather hot, dry weather which produced some scalding. However, this was not expected to interfere greatly with the yield. Highest temperature, for September, was 96 on the 22nd. Humidity on that particular day dropped to between 25 and 30. On the 1st there was high temperature, 96, with a low humidity of 35 percent. As usual these hot days were accompanied by a dry east wind and sprinklers were used from early morning until late afternoon. Lowest temperature of September was 29 on the 18th. This high September weather was the only hot period of the year.

### Spray Program Effective

Collection of slides at the Experiment Station for this season have shown that the two Lophodermium species were very greatly reduced by the spray program which has been established. It appears that three or possibly even two fungicide sprays during the summer months will largely control this disease. There are two fungi or possibly three which sporeolate in the early spring which must be controlled before the "tip blight" problem will be entirely solved. Station staff was expected to know more after plots are harvested and tests made for different fungi.

Charles C. Doughty, station director, is much interested in having tests of a Dana wet-raking machine, particularly in the Long Beach area where conditions would be suitable. In the Grayland region there is a fairly high percentage of Western pickers which do a nice job after the bogs have been trained to their use.

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## *Cranberry Festival Time!*

Ocean Spray's Cranberry Festival at Edaville in South Carver attracted thousands to the cranberry bogs again this year.

7500 enjoyed a chicken and cranberry barbecue, thousands more viewed cranberry pickers at work, watched crop dusting demonstrations, and sampled various cranberry products.

This years cranberry Festival made many new friends for the products of Ocean Spray.

---

## **National Cranberry Association**

*The Growers' Cooperative*

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"MAC" HATHAWAY Finds Contentment in Cranberries.  
(CRANBERRIES Photo)

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## THE MARKET

Vernon Goldsworthy reports from Eagle River that crops in northeastern Wisconsin were very good this year. He himself at Thunder Lake produced about 10,000 barrels on 85 acres.

Mr. Goldsworthy, president of Cranberry Products, Inc., which ships fresh fruit, reports also he has advanced \$10.00 a bbl. to his group.

Wisconsin growers he says, in general, like growers of most areas, are disappointed with the slow movement of fresh fruit this season.

Up to mid-November the eastern shippers report varying markets, with perhaps a top of \$3.50 a quarter for Early Blacks and from there downward. One shipper said he expected to net his group \$9.00 on Blacks.

A few Howes were beginning to move from Massachusetts the first week in November, some with price on arrival. One shipper had sold two cars at \$3.90, he report-

ed. Some were shipped at \$3.75.

No price had been set on Late Howes, and it appears possible that none will be this year. NCA had shipped some at \$3.90 a quarter.

The market was speeding up by the week of the 11th, but had been remarkably dull, even considering that Thanksgiving this year comes a week later than it did last year. Howes were of good quality, and a spurt in buying and perhaps price was anticipated.

A live turkey is a turkey cock or a tom. When dead, it's always called a tom. A turkey chick is a poult. Turkeys are gobblers because of the sound they make.

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for Peace and Thankfulness.

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# Mass. Cranberry Station and Field Notes

by J. RICHARD BEATTIE  
Extension Cranberry Specialist



## A Leader Passes

In mid-November, the cranberry industry lost another of its able leaders in the passing of Ernest W. Shaw of South Carver, Mass. His untiring efforts to improve the marketing phase of our industry commanded the respect of all who knew him. Perhaps he was best known for his outstanding work as president of the Cape Cod Cranberry Cooperative, Inc., and as vice-president of the Cranberry Growers Mutual. We at the Cranberry Experiment Station join his many friends and associates in extending our deepest sympathy to the members of his family.

## Seasons of Extremes

Weatherwise, the 1957 cranberry season will be recorded as another of the extremes so commonly associated with New England. In place of hurricanes and floods, this past season will long be remembered as one of the driest in our history. For the six months growing period, from May through October, only 12.90 inches of rain was recorded at the Cranberry Experiment Station as compared with an average of 20.50 inches—slightly over 50 percent of normal. Many sections in Southeastern Massachusetts received less. However, in spite of severe drought and substantial losses from spring and fall frosts, Massachusetts growers have produced their fifth largest crop. This is a rather remarkable situation when we consider the fact that Barnstable County had one of its smallest crops in several years.

Just for the record, 20 general frost warnings were released this fall compared with the same num-

ber last year, 3 in 1955, 5 in 1954, 9 in 1953, and 18 in 1952. These figures include both the afternoon and evening forecast. Water supplies were not adequate to protect many bogs from frost this fall; consequently, losses were higher than normal. Possibly 8000-13,000 barrels were destroyed by frost. Before leaving this subject, the writer would like to commend George Rounsville for his splendid work as our frost forecaster during 1957. We are also indebted to the U. S. Weather Bureau, our cooperative weather observers, the telephone distributors, and the radio stations that have cooperated in making the frost warning service effective.

Reservoirs are still critically

## Reminder

low and unless water supplies are improved very substantially by early December, many bogs will lack adequate winter protection. We would like to remind growers again that sanding, pruning, and raking operations should be postponed until next spring on those properties that do not have winter protection. The mechanical injury to the vines apparently makes them more susceptible to winter injury.

## Mealy Bug

Professor "Bill" Tomlinson calls our attention to another point concerning the winter flood. He has observed that the mealy bug has never been a problem on bogs that have been properly flooded during the winter. This particular pest is not too common but where it has occurred in large numbers, the damage is often very extensive. He also points out that there is evidence that the fruitworm problem has increased where

bogs have not been flooded during the winter months. Just to complicate matters, oxygen deficiency conditions may injure buds if bogs remain flooded during extended periods of cloudy weather accompanied by ice and snow. On the other hand, according to Professor Tomlinson, lack of oxygen in the flood waters apparently has a harmful effect on the cocoons of the fruitworm and may explain in part why flooded bogs generally have less fruitworm than those exposed during the winter months.

## Foreign Visitor

The staff at the Cranberry Experiment Station thoroughly enjoyed a visit from Dr. J. G. D. Lamb of the Department of Agriculture, Wexford, Ireland. Dr. Lamb visited our station in late October in order to learn something of the agriculture in other sections of the world is always a most rewarding experience. Dr. Lamb was the overnight guest of Dr. and Mrs. Chester Cross at their home in East Sandwich.

## Fresh Shipments Tested

The writer spent four days in Cincinnati in late October checking the condition of test lots of fresh cranberries as part of our quality control study. Coded lots of berries were checked at shipping point, the terminal market, and at the retail store level. Handling methods were observed and a sampling procedure was established with a major chain cooperating with this project. Jobbers, brokers, wholesalers, commission men, store and produce managers, merchandising and marketing officials were interviewed in order to learn as much as possible concerning what happens to our fruit after it leaves shipping point. Several trips were made to Boston for the same purpose. This study is similar to those conducted in 1955 and 1956 but with certain refinements and improvements. All shippers are cooperating with this work and their help is greatly appreciated. The consumer questionnaire used so

CONTINUED ON NEXT PAGE

# Trends in Cranberry Acreage

By Walter E. Piper

Substantial shifts in cranberry acreage are revealed in the current cranberry survey, with many changes in the rankings of Massachusetts towns having taken place since the previous tabulation in 1946. The Big Three, Carver, Wareham and Plymouth, hold their relative places in that order in the cranberry picture. With a total of 5,934 acres, they represent 44% of the state's entire acreage. Rochester has moved up from 5th to 4th place, replacing Middleboro, with Middleboro a strong 5th. Duxbury has changed places with Barnstable, advancing from 8th to 6th, while the Barnstable change in ranking was just in reverse.

Two Plymouth County towns, Halifax and Kingston, have made substantial advance in relative position—Halifax going from 16th to 10th, and Kingston from 20th to 12th in the past ten years.

An especially significant feature of any such comparison is the evidence of further decreases in Barnstable County acreages and rankings. Brewster has dropped from 11th place to 15th; Dennis from 10th to 24th, with lesser declines in most other Cape towns.

The longer time trend, showing the picture over the past 30 years, as indicated by the four surveys started in 1924 and carried on at approximate ten-year intervals, is shown on the table below:

## BEATTIE

CONTINUED FROM PAGE 2

successfully last year is being continued, and again returns are exceeding our expectations. Growers will be encouraged to know that returns to date indicate that fresh cranberries are reaching the consumer in a satisfactory condition in most instances, with a very minimum of complaints. The information gained from this study will be presented to growers and shippers during the winter months.

## Some Mass. Bogs Have High Yields

The Massachusetts crop while cut on many bogs by the drought (still in progress) and by frosts was unusually heavy on many properties or on small sections of bogs. Old timers cannot recall when they saw thicker berries than on some of these.

Perhaps top was a bog of J. J. Beaton Company which on 6/10th of an acre had berries at the rate of 240 per acre. Beaton Company had its biggest crop ever.

The State Bog produced a crop of 675 bbls. on approximately 9 acres, a better than average yield.

Mrs. Isaac Isaacson was reported as having 2300 bbls. on 12 acres in North Carver. Others with production of more than 200 to the acre included Nando Favor, West Wareham, bog at Carver; Alfred Pappi, more than 200 to acre at his Patterson bog of about six acres.

## Ernest W. Shaw

Ernest W. Shaw, prominent cranberry grower, died suddenly Nov. 8 at his home on Rochester Rd., South Carver. He was 82. He had been engaged in cranberry activities on the date of his death, which was due to a sudden heart attack.

He had been a cranberry grower since 1923, owning a little less than 20 acres in the South Carver area, and had been interested in cranberry marketing and other projects. He was vice-president of the Cranberry Mutual, while that organization was functioning. He had been long associated in Carver town affairs and was a former selectman.

Mr. Shaw was born in Cambridge, and in early life was in the U. S. Forest Service as a superintendent in Montana and Colorado. At one period he owned a small ranch in Colorado and was a figure in the Alaska gold rush.

He held an honorary life membership in Durango (Colo.) Lodge of Elks. He was also a member of the Southeastern Massachusetts Cranberry Club and of the Cape Cod Cranberry Growers' Association.

He was the son of the late Samuel and Harriet E. (Wakefield) Shaw. Survivors include Mrs. Kathleen M. (Arthur) Shaw, who was born in Montana; two daughters, Mrs. Kathleen M. Anderson, Middleboro, and Mrs. Barbara Logan of Providence; two sons, Donald W. of Paonice, Cal., and John A. of Carver; three brothers, A. Victor Shaw, Frazer Park, Cal.; H. Earl Shaw, Portland, Me., and Ralph R. Shaw of Bellflower, Cal., and eight grandchildren.

Funeral services were held at 2 p. m. Monday at the Shaw residence. Rev. G. Raymond Shaffer, rector of the Church of the Good Shepherd, Wareham, officiated.

### CRANBERRY ACREAGE TOWNS (10 Leading)

1956 - 1946 - 1934 - 1924

| Town       | 1956  |      | 1946  |      | 1934  |      | 1924  |      |
|------------|-------|------|-------|------|-------|------|-------|------|
|            | Acres | Rank | Acres | Rank | Acres | Rank | Acres | Rank |
| Carver     | 2,918 | 1    | 2,916 | 1    | 2,901 | 1    | 2,691 | 1    |
| Wareham    | 1,656 | 2    | 1,868 | 2    | 1,586 | 2    | 2,525 | 2    |
| Plymouth   | 1,360 | 3    | 1,252 | 3    | 1,285 | 3    | 1,264 | 3    |
| Rochester  | 920   | 4    | 838   | 5    | 717   | 4    | 711   | 4    |
| Middleboro | 653   | 5    | 855   | 4    | 564   | 6    | 431   | 9    |
| Duxbury    | 493   | 6    | 481   | 8    | 392   | 8    | 355   | 12   |
| Harwich    | 401   | 7    | 498   | 7    | 593   | 5    | 689   | 5    |
| Barnstable | 397   | 8    | 506   | 6    | 483   | 7    | 533   | 6    |
| Pembroke   | 318   | 9    | 384   | 9    | 370   | 10   | 371   | 11   |
| Halifax    | 297   | 10   | 276   | 16   | 257   | 15   | 266   | 15   |

## Stevens Finds New Position "Stimulating"

### Final '56 Pool Checks Expected About First Of December

"I find my new position exhilarating, stimulating," asserted Ambrose E. Stevens, after his first few weeks as executive vice-president and general manager of NCA. "There are so many problems—and these problems must be solved. Some of the more simple ones of National and the industry may find solution early, others are deep and will take a longer time. I hope to be able to find effective answers for all, sooner or later."

Concerning NCA fresh fruit sales this year, Mr. Stevens said shipments as of October 31 were about 15-18 percent ahead of 1956. Last of the Early Blacks were sold on November 6th.

As to sales of processed fruit by the cooperative at the new higher prices, he said dealers bought up so heavily before the price change that they would be well stocked up all through this last quarter of the year. He said, however, there were some orders and no resistance to the increased price shown.

At the moment, Mr. Stevens feels, there is greater net for the grower in processed sales, that is, at least as long as fresh fruit is in market distress. Yet, he declares, there must always be maintained a fresh fruit market, of "some proportion".

He expects growers will receive their final checks for the '56 crop the first of December as voted when Directors closed the pool on October 18. This was announced as about \$1.25 a barrel cash after advances, dividends already paid and retains.

The vote was to close the pool at a total of about \$9.00, subject to refinement final figures.

This has been figured as a cash payment for the '56 pool of \$7.15 per bbl. net to the grower.

Ocean Spray point-of-sale material for retail stores this year

includes a tall 8-ft. candle in bright red. Hung with reprints of Ocean Spray's national advertising, this eyestopper is planned to center attention on the holidays and the foods to serve. Adaptable to end-aisle displays, island or stack displays, the candle is designed to light the way to volume sales of cranberry products and associated foods.

Ideas for the holiday plate with Ocean Spray are running in four-color, full-page advertisements in Ladies' Home Journal, McCall's, Good Housekeeping, Better Homes and Gardens and the American Home, with additional radio and newspaper advertising in leading markets.

Mr. and Mrs. Stevens and family have now moved from Darien, Connecticut, to a home they are renting in South Duxbury. Two of their children have entered school in Duxbury, one in kindergarten and one in first grade.

### GETSINGER PICKER GOES TO COAST

Lawrence E. Dana, Wisconsin Rapids, was visiting the West Coast last month, demonstrating and testing the Getsinger picker. He visited Long Beach and Grayland areas, and by the end of October went down to the Bandon, Oregon, area. This, following visits to the East in September, gave Mr. Dana experience in conditions in all areas, to compare with operations in Wisconsin.

### MASS. GROWERS—IN CAPE BRETON

"Al" Pappi, West Wareham, "Joe" Kelley, East Wareham, "Brad" Thomas, Wareham, "Red" Howes, Rochester, all Massachusetts cranberry growers have been on a hunting trip of two weeks at Cape Breton, Nova Scotia. While in the region they expected to call on one or two Nova Scotian growers.

## HELP FROM UNCLE SAM

Quotation from Plymouth County ACP Handbook for 1957,  
Part 2 Practices and Rates of Cost-Sharing.

### "Practice C-7

"Constructing channel lining, chutes, drop spillways, pipe drops, or similar structures for the protection of outlets and water channels that dispose of excess water.

"Maximum Federal Cost Share:

"(1) 50 percent of the average cost of materials, other than riprap or revetment materials, used in the permanent structure, excluding forms."

This means cranberry bog flumes. Many flumes have already been put in with this Federal help. If you put in a less-than-average-cost flume, the government will reimburse you for a considerable part of the cost, if you make proper arrangements first.

Do not order your flume until you have ACP approval. Consult your county agent or local chairman such as Howard Hiller, Ralph Crane, Lewis Billings or Albert Brown, and get signed up for the program and for the practices you want. There are practices for dikes, canals, ditches etc. If you are not certain just what you want, ask about a free SCS survey of your needs.

Then order your flume. Allow three weeks for delivery in the quiet season, or up to three months in the rush period.

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**Prefabricated Flumes**  
Bog Railroads  
NORTH CARVER MASS.



# Cranberries

THE NATIONAL CRANBERRY MAGAZINE

Issue of November 1957 - Vol. 22 No. 7

Published monthly at The Courier Print Shop, Main St., Wareham, Massachusetts. Subscription \$3.00 per year.  
Entered as second-class matter January 26, 1913, 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 ended as another month of precipitation deficiency, making the year to that time the driest on record in 78 years of Weather Bureau. Rain at the Cranberry Experiment Station was recorded as 1.83 inches. Normal for the month is 3.74.

Rain varied a little, as always over the cranberry area, but in general there were only two periods of a couple or so rainy spells, mostly toward the end of the month.

Water supplies and ground water were reported by the Weather Bureau at "precariously low levels" in several sections of the state. Most growers in South-eastern Massachusetts reported water supplies as nil or the closest to nothing they had ever experienced. There had been few rains of consequence since May.

Temperature for the month was practically normal, with average (Boston) of 54.6 or 0.4 below normal.

Of importance to cranberry growers was that sunshine was 61 percent of the possible total, compared to the normal of 62 percent.

### WISCONSIN

#### Most Marshes Have Winter Water

October was very dry and moderately warm. Rainfall was less than one inch in all areas, compared to an average of 2.2 inches. Temperatures averaged a few degrees above the monthly mean of 50 degrees. Water levels in all

areas, with the exception of the northwest, are the lowest of the year. Precipitation to date is about 5.5 inches below the normal of 27.16 inches for the end of October. However, most marshes have ample supplies of water for winter flooding. The outlook for November is for normal temperatures and precipitation. Normal temperatures in the north being 30 degrees and south 33 degrees, with precipitation being about two inches in all areas.

#### Crop Lower

Harvesting was completed earlier than normal this year due to ideal weather conditions, early maturing of the crop and a lighter than normal crop. All harvesting was reported finished by the end

of the week of Oct. 13 and most properties had finished by Oct. 11. The later varieties, McFarlins and Howes, yielded better than the earlier varieties, which should help in holding the crop up. The new estimate, based in completed harvest, is scheduled for release Nov. 10, and it is expected to be below the 287,000 bbl. figure of October.

#### Quality Above Average

End rot, about normal, was showing up in the Searles variety the latter part of October, which was about a week or so ahead of normal. On the whole, the quality appears to be above average, which is surprising in view of the almost total mechanical handling of the crop.

## Brewer & Lord

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### 60% Fresh ?

As of the end of October. It was reported over half of the crop had been shipped about equally between fresh and processing. It is expected the portion fresh to be shipped will increase materially during November, and preliminary estimates of the crop disposal is 60 per cent fresh and 40 per cent processing.

L. A. Sorensen

## **NEW JERSEY**

### Frosts Damage

New Jersey harvest was generally completed by about October 19. There had been frosts the nights of September 24, 26, 27 and 28, with lows from 12 to 26½, and again in October 9, 11 and 12, the latter series being more destructive because growers had no water for protection or only an inadequate amount. Opinion among growers was that total loss up to mid-October might run to between ten and fifteen thousand barrels, if floats are included.

### Fall Fertilizers

Looking forward to the crop of 1958, a good many growers were fertilizing in October.

Because of the dry summer, blueberries in general failed to make a good growth of new fruiting wood and were extremely late in setting fruit buds. Fruit buds did set rather well during September and October. Many were small in size and total number less than normal. October fertilizer was being applied to strengthen these late fruit buds. Fertilizer was also put on in early November.

## **Late Mass. Notes**

Heavy rain on the first weekend in November, amounting to 2.51 inches as recorded at the Experiment Station, East Wareham, up to three at Sandwich and Provincetown on the Cape, coupled with precipitation late in October had brought some relief to parched reservoirs. But up to November 14th the winter flowage situation still remained pre-

carious. And it was only two or three weeks more until December winterkill could come.

If vines were still uncovered, the roots frozen into crusted ground and sub-freezing winds arrive, there may be extremely widespread damage. Of course December could be a mild month. But growers were pretty much alarmed by their current helplessness. The ground usually freezes in early December, and water supplies were generally at the lowest ebb in the 78-year history of the Weather Bureau, caused by the all but continuous drought since last May.

Some growers had begun putting in planks as soon after the conclusion of harvesting as possible to get water into ditches and even higher. This was a start, and one commended by Dr. Cross of the Experiment Station. He has declared that without rain in unusual quantities before freezing there can be "bad trouble" ahead on the Massachusetts bogs. He felt it better if bogs were flooded anyhow, even if earlier than normal.

Normal November precipitation is 3.89 inches.

Cold air moved into Massachusetts from Canada on the weekend of November 10, sending early morning temperatures into the low 20s and to 21 on the morning of the 12th. But as of the 14th average temperature for the month was practically normal with warmer weather forecast and possibility of a rain or two shortly

## **Mass. Crop Up Wisconsin Down**

Massachusetts cranberry crop has been upped to 585,000 barrels in November, estimated by United States Department of Agriculture from 570,000, October. While Wisconsin has dropped from 287,000 October, to 260,000. National crop estimate has fallen from 1,049,000 prospects last month to 1,037,000 currently.

Estimates for Massachusetts have gone steadily upward from first forecast of 520,000 while Wisconsin had steadily dropped from 310,000 September estimate.

Current estimates gives New Jersey 70,000, the same as last month, with first estimate being 75,000. Washington has gone up to 80,000 from 77,000 and 70,000 September, for the record production in that state. Oregon estimates decreases from 45,000 to 42,000, original figures 45,000.

The total production remains higher than the September preliminary of 1,020,000.

## **R. F. MORSE & SON**



West Wareham, Mass., Phone 1553-R

Cranberry Growers Agent For

### **Eastern States Farmers' Exchange**

**Insecticides - Fertilizers - Fungicides**

### **Bog Service and Supplies**

### **Agent for Wiggins Airways**

**Helicopter Spray and Dust Service**

**DEPENDABLE ECONOMICAL SERVICE**

# NCA, Cranberry Firms, Individuals Fined Total Of \$37,500 In Gov. Suits

## Monopoly Charge Withdrawn—Nolo Pleas

The National Cranberry Association, Hanson; A. D. Makepeace Co., Wareham; United Cape Cod Cranberry Co., Hanson; Marcus L. Urann, Hansco, for many years president of National, and John C. Makepeace, Wareham, treasurer for a period of years, were fined a total of \$37,500 or \$7,500 each in Federal District Court, Boston, on Oct. 28 by Judge George C. Sweeney. "At the same time a Consent Decree was entered in the civil case." This brings to a decision two anti-trust cases which have been pending for two and a half years.

In the criminal case the Government withdrew one of the four counts, that charging monopoly, while to the others the defendants were permitted to plead nolo contendere. On each of the three counts the defendants were fined \$2500. Defendants had been charged with conspiring to restrain trade in cranberry products.

The National Cranberry Association was enjoined from entering into, renewing or maintaining any agreement with any other person engaged in the marketing of cranberries to allocate or divide markets.

The Government reserved the right within one year after the expiration of five years following the entry of the judgment to petition the court to require National to divest itself of any processing facilities if it deems it necessary to ask such relief. "In that event National would have the right to oppose the entry of such order and the court would decide the matter."

Attorney John Quarles, NCA counsel, has stated that in his opinion this does not compel National to limit itself to 50 percent or any other proportion of the U. S. total cranberry crop in its proper conduct of its business in the future.

A statement in a letter to NCA members further reads, "As applied to NCA, it (court action) enjoins various activities which we would regard as improper and not want to engage in anyhow, and imposes certain restrictions which we do not believe will seriously

interfere with the proper conduct of our business in the future."

The judgment also concerns voting rights of common stock for a period of three years immediately following date of entry of final judgment of all defendants other than National. They may individually exercise their voting rights for the election of directors, providing that none of them may vote for more than 10 percent of the total numbers of directors to be elected in each such election. NCA now has a board of 24 directors, and under this ruling it is pointed out those named may not vote for more than 10 percent of the number, which would be two.

The Makepeace Co., United Cape Cod, Makepeace and Urann are enjoined and restrained from purchasing cranberries from others and reselling or otherwise disposing of them to artificially raise, depress or stabilize market price levels of fresh or processed cranberries.

Total fines of \$75,000 were recommended by Special Asst. Atty. General John J. Galgay. It was pointed out to Judge Sweeney that the defendants were involved in an anti-trust case in New York in 1941 and were then fined a total of \$23,000. It was also told the court that all defendants were defendants in a private anti-trust suit brought by Theodore Clifton of Hyannis several years ago, and that Mr. Clifton was awarded a very substantial damage by the court at that time against all of them with the exception of National.

The NCA letter to NCA members was signed by President Frank P. Crandon, and it also stated that one of the provisions of the decree requires the Co-operative Marketing Agreements between members and the co-operative to permit cancellation by the grower by written notice given between June 1 and July 31 of any year for the next five years and at three year intervals thereafter. Present forms permit cancellation by such notice between June 15 and July 15 of any year. Growers who hold marketing agreements were requested to consider these as amended to conform with the decree.

## Bloom Comments On Settlement

Edward C. Bloom, small grower of Centerville and New York attorney, who has the pending stockholders' suit against NCA and certain present and former NCA officers and directors, has asserted he believes the defendants in government anti-trust suits settlements "got off lightly."

Mr. Bloom, since the action of NCA following the annual August meeting to have suit dismissed, has filed a cross-motion. This action seeks to refute NCA contention that he had not sought adequate relief from stockholders or directors before filing his court action on June 21. He amended and supplemented his original complaints in several instances.

Concerning this action he said he had no comment to make at the present time.

However, in commenting on the judgment which forbids the Makepeace and Urann interests from voting more than 10 percent of their stock at election of directors he states:

"If I find that Mr. Stevens, the new general manager, is really managing this cooperative and is a real boss . . . that is, choosing, hiring and firing his own personnel, then there would be no point in a proxy fight. But if the big boys are still calling the shots and calling them wrong as far as the small grower, such as myself, is concerned, then a proxy fight might well be started.

"It is still too early to tell whether we have a new boss or just a glorified sales manager at the head of NCA."

He is of the opinion that the limitation imposed upon the voting powers of those named verifies his charges that these interests had in the past misused their stockholder powers in NCA for the purposes of violating, or at least attempting to violate, the anti-trust laws of the United States.



Mr. Hathaway With his Ducks and Geese.

(CRANBERRIES Photo

## ***Cranberry Growing To This Man Means Contentment In Retirement***

**"Mac" Hathaway Has Established Rural Retreat on Wolf Island Road, Mattapoisett, Mass.**

Cranberry growing can mean different things to different people. To most it means a means of livelihood. To some it may mean peace of mind, contentment, plus a profit motive.

To "Mac" Hathaway of Wolf Island road, Mattapoisett, Mass., approximately four acres of bogs are the core of a place he is establishing for retirement and content in the years to come. That is, primarily.

Malcolm R. Hathaway currently is general manager of the Mendell Electric Supply Company of New Bedford. For the past seven years he has been building up a place of much interest in this isolated spot. It is actually in the town of Rochester, but it abuts

narrow, winding Mattapoisett river, which is the boundary at this point between the two towns. The river is the water source for cranberry growing.

Mr. Hathaway seems to be a man with a definitely green thumb, plus a mechanical bent and a fondness for the rural, outdoor life, and also a strong penchant for fine landscaping. With a little assistance he has built himself a three-room log cabin containing an enormous fireplace. Around it he has built and planted his bog, an acre and a half of blueberries, strawberries, his gardens, both own flower and vegetable. He keeps ducks and geese and raises thoroughbred dogs. All this he has tied in with his sense of landscap-

ing. He has combined beauty and practicability. This is truly a place to "get away from it all." There is no telephone along sandy Wolf Island road to his cabin.

Mr. Hathaway had originally built a hunting and fishing shanty a little farther up the Mattapoisett river. When his present location became available he bought it. There was a maple swamp. Alfred L. Pappi of Wareham a well-established Massachusetts grower suggested the site as ideal for cranberries.

Born in Fairhaven, with relatives in cranberry-growing Wareham, his uncle having been the late Alfred Shaw, prominent grower of Carver in his day, this suggestion made sense to Mr. Hathaway.

So he proceeded to put in about four acres on the maple swamp bottom of black muck and gray clay, and to tap the Mattapoisett river to pump his water for frost and winter flood. He releases

this water lower down on the same stream.

He set to all Early Blacks, and it is a beautiful bog he now has, practically weedless and grassless, with good, clean, straight-sided ditches. It is level. He believes this is a bog which could be advantageously water-raked.

He has yet to produce his first full crop, last year getting 35 barrels, this year 89. He sells through Decas Bros. at the moment.

Cranberries, as may be assumed, are by no means his only interest in the place. He has his cultivated blueberries, Rubels, Ranococas, Jerseys, Stanleys, Warehams, Atlantics, Covilles, Herberts and Early Blues. His geese are Canadian; his ducks black, mallard and Muscovies, and of course his dogs.

On the day the writer visited him, he admired the hedge surrounding a part of his bog, his lawns, rustic bridge, his flagstone

paths, his rustic fences, bird bath and bird feeders, his strawberry beds and his nine beagle harriers. The dogs are obviously a real love of his.

He enters the harriers in field trials in neighboring meets, Mattapoisett, Lakeville, Dartmouth and Taunton. His handsome dogs are in the 15-inch class; that is, 15 inches and more over the shoulder. His animals come to nearly 17 inches.

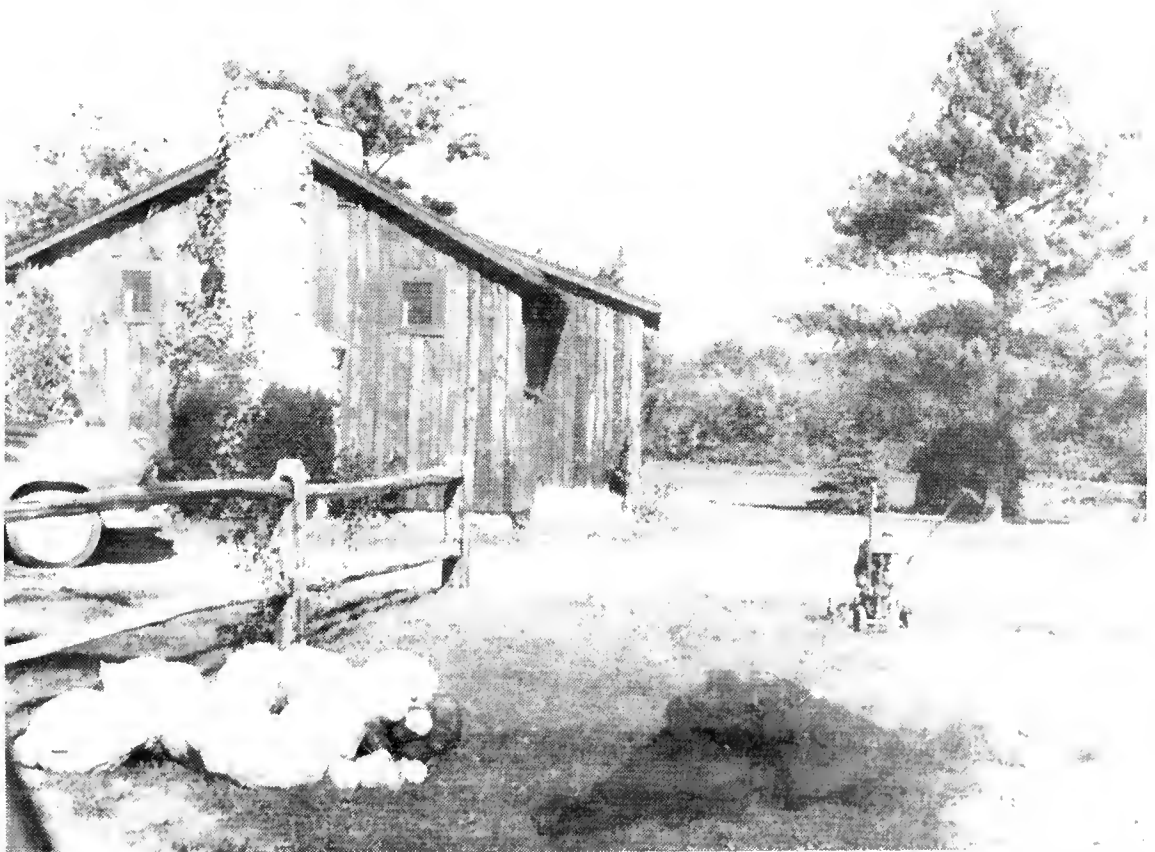
Mr. Hathaway with his inventive mind and skilful hands turns his attention to improve conditions on his nine-acre property. With the coming of the drought of this summer, he made himself a portable sprinkling system. He took an old lawn mower, put a pump on it, and from his various water sources found a supply for a 600-gallon an hour flow to three Rain Bird sprinkler heads. These he placed on his lawns, gardens, blueberries, strawberries and on dry places on his bog.

He has two jalopies for general use around his place. He has rigged up a spray pump which he mounts on a jalobie. With 80 pounds of pressure and reads which reach all his acreage, he has applied insecticide sprays, kerosene and fertilizers. He uses cheap garden hose with a spray boom at the end.

On his nine acres he could put in a little more bog, but says he probably will not—at least, for the present. Speaking of the cranberry woes, it is his opinion the growers have only themselves to blame. He believes the small growers could add to their income if they got together in packing fresh fruit and on the economies of "commercial" canning in a "true cooperative."

For a man who fixed up a place in the country to take it easy in, Hathaway was remarkably busy on the day he was interviewed. He asked to be excused for his ac-

CONTINUED ON PAGE 16



The Hathaway Cabin Nestles Attractively along Wolf Island Road.

(CRANBERRIES Photo)



Ray Morse (right) confers before aerial map with Oscar Norton, Superintendent of Cape Cod Cranberry Company bogs.

## The Story Behind The Cranberry

### Interview with "Ray" Morse Reveals Interesting Facts of Mass. Industry

Raymond F. Morse, West Wareham, is the featured author of a three page article concerning cranberry production in the October issue of "Eastern States Cooperator". Mr. Morse, a grower of many years of experience, with his son, Paul, operates a supply and service business.

He is described in the article, "Story Behind the Cranberry", as the man who distributes more agricultural chemicals to more cranberry growers than any other man in America. The article is in the form of an interview by Writer Arland Meade.

Excerpts from the story, containing many pertinent cranberry facts in Massachusetts, follow:

There are about 1200 growers in Massachusetts and 75% of them are in one county, Plymouth. The entire nation produced, last year, 974,400 barrels of berries and 455,000 of them were grown in Massachusetts. And most of those in Massachusetts were grown in Plymouth, Barnstable and Bristol

counties. My son Paul and I serve all these counties, and more, and today are distributing Eastern States produced dusts to about 75% of all the cranberry growers in Massachusetts—plus fertilizers, weed killing chemicals and other supplies. We and Eastern States Farmers' Exchange make a good team—but back to the grower

The 1200 growers had a total acreage of 13,400 in bogs according to a 1956 winter survey. About half the acres are owned by men who have five acres or less. Still, an investment of \$2500 per acre makes even this little acreage not to be taken lightly. However, many growers with even many more acres have been getting 35% off the farm during recent years to get enough income to feed their families. Generally cranberries are grown where the owners cannot have other farm enterprises to supplement the cranberry income—when any exists. There are a handful of growers with 200 acres or more. Yankee growers are strongly supplemented by Finnish immigrants who are at least as successful as the old-timers.

Cranberry growing is a year-round job. Labor supply is difficult to maintain, and the labor shortage hits the large growers hardest. Paying wages to compete with industry today is impossible, so cranberry workers are largely immigrants or others not yet able to get the higher paying jobs. Such workers are rapidly getting fewer and fewer.

The cranberry growers need specialized insecticides, fungicides, weed sprays and dusts; and they also need fertilizers and other materials. With these specialized materials, they need a service agency that knows them and their problems, and is always on the job. That is where we come into the picture.

We, R. F. Morse & Son, Inc., took over the distribution of Eastern States materials six years ago from the New England Cranberry Sales Co. We now provide complete bog service for growers who wish it. This includes supplying the pesticides and other materials needed as well as overseeing their application—and sometimes even managing bogs for absentee owners.

We arranged with the Wiggins Airways of Norwood, Massachusetts, for them to apply pesticial dusts by helicopter and we would provide the dusts and do the scheduling. This complete service evidently suits the growers' needs, for our distribution in dollar volume has increased more than 700% from the year we acquired the Eastern States representative ship. On insecticide and fungicide dusts we distribute about 60% of all going onto Massachusetts cranberry bogs. Our share of fertilizer sales has been much less, but with the new Eastern States 8-16-8 fertilizer especially for cranberry growers, we expect to distribute much more. In fact, we estimate that about 200 tons of Eastern States fertilizers alone will be applied by helicopters during 1957, compared to 80 tons in 1956 and 40 tons in 1955. Fertilizers are applied either through ground equipment or by aircraft. The rate is 100 to 125 pounds per acre once or twice yearly. However, needs may vary from acre to acre in the same bog.

Here's how we work with the growers and Wiggins Airways on dust application.

Because weather is so unpredictable in the area, three helicopter pilots report every morning to the airport in Plymouth, Massachusetts. We meet the pilots there each morning at 4:15 and

give them a flight schedule containing all necessary information for the morning's work. Of course we both have complete and matched maps so we can designate exactly where they should land. Dusting must stop when daytime breezes move the dust too much before it settles among the plants. This stopping time is typically about 10 a. m.

Exact scheduling is imperative because our trucks must be at the bogs with the needed dusts when the helicopter slides down out of the sky and lands on the dike beside the truck. With so many men and so much expensive equipment involved, every minute is golden. Two of my men, who are with the truck, set and open bags in position so that the helicopter lands between them. Then a man on each side empties four bags into the hopper on his side of the plane, being matched by the man on the other. This loading takes about one minute and the 'copter takes off for the next dusting run. A dusting run over the bog takes about five minutes. It's a precision operation, and a dusty one, so the pilot and all workers wear special masks and respirators to protect them from the poisons of the dust.

Much of the spraying and dust

ing is from helicopter, although small straight wing planes are used a little, and equipment for applying low-gallonage spray from the ground is being studied.

Three-fourths of all the dusts we distribute is applied through the Wiggins helicopter service. Of course anyone can buy Eastern States materials from us to apply as they wish. Some is applied from ground equipment, the wheels of which do damage to the plants. The charge for helicopter application is 10 cents per pound; this covers all costs except purchase of the materials. This cost would be higher if helicopters were maintained only for cranberries. However, the same pilots and planes spray orchards, forests, etc., when not on cranberries.

Watching the helicopters skim over the bogs is a thrill. The pilots keep them from one to four feet above the tops of the cranberry vines. A downdraft of air from the rotors forces the dust downward from the fan shaped vents just behind the cockpit. With the closeness to the bogs, and the lifting up and setting down as it hops over dikes on each bog, the pilot, plane and load must all be "in tune". A dust load is from 300 to 400 pounds, depending on weather, "motor feel", etc. Ap

plication takes less than a minute per acre—of actual spewing out the dust, not including all time involved in other steps of the operation. A helicopter can be changed from a duster to a sprayer in about one hour.

I mentioned the anxiety with which growers consider frost warnings, and how important guesstimating correctly is.

#### Weather Analysis Center

Dr. Chester Cross and his associates at the Massachusetts Cranberry Experiment Station, East Wareham, are the focal point, the nerve center, of weather analyses and warnings. Even without statistics, one can see the frightening part that weather plays in the cranberry business by watching the faces of the 30 or so major growers who go twice every day during April, May, June, September and October to the experiment station to watch and wait while all available information on weather is combined into twice daily predictions.

This is the part of the frost warning service, without which there could be no large scale production of our Thanksgiving berry. A prediction of a borderline freeze is not enough. One bog may get a frost at the same time

CONTINUED ON PAGE 14



Left - Paul Morse confers with Pilot George Soule while hoppers are being filled.

Below - A cranberry worm's view of a dust storm approaching.



Photos Courtesy Eastern States Cooperator.

# Cranberry Institute

MONTHLY REPORT TO THE INDUSTRY

By

ALDEN C. BRETT, President



The U.S.D.A. crop estimate issued under date of Nov. 12 follows the pattern indicated by the October report. The estimate of Massachusetts production is again increased to a total of 585,000 barrels being 65,000 barrels over the original estimate of 520,000 and 133,000 bbls. over the 1956 total. Wisconsin on the other hand shows a further decrease of 27,000 barrels bringing it to 50,000 barrels below the original September estimate of 310,000 barrels and 80,000 barrels below the 1956 figure.

This showing is rather surprising in view of the earlier reports of frost and drought damage to the Massachusetts crop. The United States total is now practically the same as that for 1955 and only 67,000 barrels in excess of the total for 1956.

According also to U.S.D.A. weekly reports the price of fresh cranberries in the terminal markets on November 12 is practically the same as the price on the same day last year. With a lower opening price this would seem to indicate a fairly satisfactory situation and may forecast a better price than 1956 for later fresh shipments especially when coupled with the shorter Wisconsin crop.

The increase in the sauce price announced by Ocean Spray seems to have had a favorable effect on the retail price level. How these factors will eventually balance out is still problematical but with the increased crop the total dollars which will flow back to the growers should be more than last year.

The Institute's Premium offer of two pairs of first quality nylon

stockings for one dollar when accompanied by the label or coupons from a bag or box of fresh cranberries or a processed cranberry product has had acceptance by the housewife far beyond all expectations. Up to the 12th of November over 13,000 pairs of nylons had been requested.

Orders have come from all parts of the country with California first by a considerable margin and the central states, Michigan, Illinois, Ohio and Missouri following close behind. The southeastern states seem to be poor consumers of early fresh cranberries. With the Thanksgiving and Christmas selling seasons yet to come the premium distributions should run into very substantial figures. The final results will be carefully tabulated.

In addition to the requests for nylons, dozens of writers have asked for recipe booklets and some have even sent in recipes of their own which they wish to recommend. Reorder blanks to be sent in with a coupon or label from a cranberry package are being included with each order shipped and the suggestion is being made that the Christmas season is approaching and the premium nylons will make a very acceptable Christmas gift.

Some of the comments received with the orders seem to be worthy of note. One lady from Illinois writes, "My husband would eat cranberries cooked by the quick method every day of the year and I think would never tire of them, so during the fall and winter I try to have plenty on hand." She has been asked why she limits herself to the fall and winter when

sauce is available.

Another lady from Ohio says, "I brought these cranberries from the Cape itself. Why don't Cape restaurants serve cranberries?" Why indeed? Is it possible that such a condition does exist?

A housewife from California contributes this, "I do not buy my cranberry products by the can but by the carton, so you see I like my cranberries,—even have them on my toast in the mornings. Also serve them on all occasions, whether my guests think it appropriate or not. I like them and am allowed them on my very strict diet." Here is a lady who has the right idea.

So the nylons promotion progresses and seems to be making more friends for cranberries and cranberry products.

One of the important problems facing the cranberry industry is the extent to which aminotriazole will be approved by the Food and Drug Administration for use by cranberry growers. A letter received by the Institute from the American Cyanamid Company closes with this paragraph:

"Members of your industry have given us excellent cooperation in conducting field experiments and securing residue samples. We hope that the uncertainty regarding the use of aminotriazole on cranberries will be removed in the near future."

The Institute intends to follow this matter aggressively.

**GROWERS  
DISTRIBUTORS  
PROCESSORS**

SUPPORT YOUR

**Cranberry  
Institute**

AND IT WILL  
SUPPORT YOU

(Advt.)



## NEEDED—A “CRANNICK” AWAKENER

CAN THE cranberry industry send up successfully a “Crannick”—with or without a live turkey or chicken—into an orbit which will again attract the consumer’s attention to our fruit as it was until some years ago?

Seriously, it seems as if we do need some such revolutionary thing, as the Sputniks have been to the entire world, to get fresh fruit in demand again. The fresh fruit market wobbles and wavers along today year after year. Food purchasers don’t seem to want cranberries in volume. Why?

There can be the thought that our “engineers” of marketing are at fault. It could be that those who market our crop in fresh form are not as efficient, or slower than the “engineers” of other fruit and other competing items. Whatever the true merits as to the Russians being first with the sphere circling the globe out in space, the fact remains they **are** there first and Russian prestige is up. The prestige of cranberries is down—or cranberries would be bought, and at a reasonable price.

Through a period of the greatest prosperity the U.S. has ever enjoyed cranberries have not sold at a price to return a satisfactory net. Can we assume that in late years the consumer has lost all incentive toward cranberries—that cranberries have rather suddenly become as unsellable as shaving mugs or long red flannel underwear? If we accept the assumption that public taste has, for whatever reason, gone dead to the temptations of cranberries, it is indeed a bleak, blank outlook for the grower.

If we do not accept as true this fact that nobody (in a general sense) wants cranberries anymore then the fault that the market is not better must lie somewhere within the industry itself. We can’t place fault with our cultural workers because if the cranberry price is ever “right” again what a gosh-awful lot of cranberries we would produce. Does it boil directly down to the selling end? We have all of us heard some uncomplimentary remarks about our distributors or our distributing system. We have even heard

Editor and Publisher  
CLARENCE J. HALL

EDITH S. HALL—Associate Editor  
Wareham, Massachusetts

## CORRESPONDENTS—ADVISORS

### Wisconsin

LEO A. SORENSON  
Wisconsin Rapids

### Washington—Oregon

CHARLES C. DOUGHTY  
Cranberry Specialist  
Long Beach, Wash.

### Massachusetts

DR. CHESTER E. CROSS  
Director Mass. Cranberry Experiment Station  
East Wareham, Mass.

BERTRAM TOMLINSON  
Barnstable County Agricultural Agent  
Barnstable, Mass.

### New Jersey

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

one distributor say “we are a bunch of cut-throats, including myself, always cutting the other fellow’s throat.” But, the story always is, “the other fellow started cutting first.”

You may say it’s easy to ask questions, but to find answers is another thing. We, of course haven’t the solution. But to our mind, stronger, intensely-interested support of the Cranberry Institute by distributors, primarily and by growers could be a “first rocket in launching “Crannick”. Here is common meeting ground for all distributors in both fresh and processed. Institutes have done tremendous jobs for many industries. But there must be support from the roots to the roof.

a nearby one escapes. Therefore these 30 growers who represent about half the commercial cranberry acreage come in person to gather bits of special information pertinent to their own bogs.

The general predictions are remarkable in themselves. Compilation of the usual weather data is nowhere near enough, as Dr. H. J. Franklin found in his lifetime of devotion to the cranberry in Massachusetts. His fabulous mass of analyzed data led to a formula that considers special factors like the height of clouds, the direction or force of prevailing winds, the way the next storm is likely to develop and when, and how long it has been since the last good rain. Temperature in bogs drops below the weather bureau predictions following a prolonged dry spell. If Dr. Franklin's formula comes out to "no frost", the experienced grower gets a good night's sleep.

#### A Matter of Degree

When the frost warning is sent out, a series of descriptive adjectives is used. These have high significance to growers, who sometimes call in and ask, "What adjective today?" Of course this is no playing with words. Each grower knows how each adjective, with other conditions, affects his area. For example, by experience one owner may know that a general warning of "probable freeze" is sure to mean that his bog will have a frost, while another grower may be about as certain that "probable" does not lead to frost conditions in his bog.

When the grower decides that the likelihood of a freeze is too great to be ignored, he protects his plants by flooding the bogs. This is a costly, cold, nighttime job. Almost always it reduces production some. If a grower is overcautious, and floods too often, his expense will be so great that he might as well have thrown away the crop at the first freeze.

The frost warnings reach the growers over a combination of modern facilities and the old-fashioned party line. A frost warning is telephoned to four radio stations and to 10 "distributors". Each distributor calls growers in his own telephone exchange. This system rapidly spreads the word to 215 growers who subscribe to the service through the Cape Cod Cranberry Growers' Association. Of course the radio announcements are open to the world, and anyone can come to the experiment station for information.

Picking begins in September and

finishes by the middle of or late October. About one-fifth of all berries are lost in the harvesting. It takes about 10 man-hours to pick an acre, and it has already taken about 75 man-hours per acre for the year prior to picking. Average production is 44 barrels per acre.

Picking machinery has come in during the past eight years. During 1957 about 90% of the Massachusetts crop will be picked by machine.

A picking day is about seven hours, during which an operator will pick from 100 to 150 boxes by machine. The vines cannot be picked while wet, so the day begins between 10 a. m. and noon. The gathering of moisture halts picking about 4:30 in the afternoon.

The economics of starting a cranberry bog may surprise you. About 500 man-hours per acre would go into establishing the bog, plus about 80 of maintenance each

year for the first five years. Therefore, you'd invest about 900 man-hours per acre before your first full crop.

#### LONG BEACH AREA IS DOWN

Harvesting in the Long Beach section of Washington was ending by the first of November, and while yield on some bogs was about the same as last year, as a whole it was down a little, according to John Sacks, manager of the Long Beach NCA plant. Among those concluding early were bogs of Guido Funke; those finishing a little later included Elwell Chabot, Norman Brateng, Joe Alexander, Mr. Sacks, Wisner Bros. and Wilson Blair. Others a little later still included Robert Ostgaard, Mrs. Emil Bernhardt, Leonard Morris and Cranguyma Farms.

### "From Sea To Shining Sea"—2nd Trip

by  
F. B. CHANDLER

Last month the first part of the second trip to the west coast was published. This told about the trip and the cranberry bogs in Coos County, Oregon.

Now, let us travel up the Oregon coast road, U.S. 101, a beautiful road which is close to the Pacific Ocean all the way. Parts of this coastline have very jagged rocks and parts have sandy beaches, but all the way one can see large waves rolling in from the great blue water. One beach part way up the coast is called Agate Beach for the beautiful stones found on it. A little farther north is Depoe Bay, a very small, well protected bay, where the fishing fleet is tied up. While the ships inside have good protection, the entrance is narrow and difficult to maneuver through in stormy weather.

Still farther north, almost up to the Columbia River which is the northern boundary of Oregon, is Warrenton, the center of the cranberry industry in Clatsop County. C. N. Bonnett supervised the first large bog in this section in 1911. In 1927, the Oregon Experiment Station published a bulletin by W. S. Brown, "The Cranberry in Oregon", in which he writes: "At the present time, there are about 100 acres in bearing in Clatsop County, and approximately 30 acres in Coos County". Since then, in general

the acreage in Clatsop County has decreased, but there have been some recent plantings there. It is difficult to get a definite explanation for the change in the producing areas, but an important factor seems to have been speculation. Promoters got speculators to invest their money in cranberries, and the bogs were cared for by people who wanted a salary and did not maintain the bogs. The families who started out to be cranberry growers are still in business and this section can produce good cranberries.

The following, which Brown wrote thirty years ago, is very true today:

"...it must not be forgotten by the prospective grower of cranberries that competition may become keener as time goes on, and fruit must be produced at a cost which will enable him to meet such competition. Locations easily accessible to shipping points and, above all else, bogs which, if given care, will yield abundantly berries of fine quality, are the factors which will go very far toward insuring success. The man located on marginal cranberry land will probably have a harder time in the future than he has had up to the present".

He also said the keeping quality of the fruit depends on the care in picking and grading, which may be more true today with the machines for harvesting than it was then.

Jack Woods, the county agent of Clatsop County, Astoria, was formerly the county agent in Coos County, and is and has been a great help to the Oregon growers. Cranberries in this section are mostly on bogs which have Spalding peat. This peat is chiefly composed of sphagnum moss with small amounts of woody material. Spalding peat is a very acid, very raw peat which is light-colored when wet and darker-colored when dry.

A few miles away is Astoria, the home of a large fleet of fishing boats and an important shipping center. There are a number of factories canning tuna and salmon. Astoria also has a number of saw mills and plywood factories. Some of these mills are cooperatively owned. It also is a vacation center with forty beaches, and its salmon and trout fishing. The city was settled in 1811 by John G. Astor and his associates. In his memory, Astor Column has been erected and the surface of this Column colorfully illustrates the discovery of the Columbia River and the early history of Astoria. From the top of the Column one can view beautiful Saddle Mountains, Columbia River, and the Pacific Ocean.

The Astoria-Megler Ferry connects Oregon and Washington. This ferry is used a great deal as many people in southwestern Washington stop in Astoria, and the ferry connects Route U.S. 101 in Oregon with Route U.S. 101 in Washington. From Megler to Long Beach one passes through Chinook and Ilwaco, the latter being a very interesting fishing port.

Long Beach is part of a peninsula formed from sand which came down the Columbia River. The beach is the world's longest—28 miles—with many places to dig the well-known razor clams. The highest point on the peninsula is only eleven feet above sea level, so drainage is often a problem. Drainage is further complicated by beaver dams in some locations. Most of the bogs in Long Beach are built on peat which has developed between the sand dunes. The present cranberry industry was started about eighty years ago. Earlier, in 1869, John Peter Paul had tried to cultivate the local cranberry. Anthony Chabot, a French gardener, planted about 35 acres to McFarlin, Native Jersey, and Cape Cod beauties. The growth of the cranberry industry was slow until a real estate stimulus about 1909 to 1916 caused con-



The railroad and dike system at Alexson's Bog in Long Beach.



Alexson Bog in Long Beach, Washington. In the foreground, the crop was estimated at 200 bbl./A. The tiles standing up in the new section are for access to the submerged shutoffs for the sprinklers. Mr. Alexson is on the right. (Photos By Chandler)

siderable planting. During this boom, the Long Beach area jumped to 600 acres. Many of these plantings were unsuccessful. Some bogs were not built because the undeveloped swamps dropped in value from \$100 to \$10 an acre during the three-year period following the boom.

In 1923, the state established the Cranberry-Blueberry Laboratory at Long Beach following insect studies by the State College of Washington. A bad infestation of blackheaded fireworms, which caused a forty percent loss in crop in 1918, stimulated the formation of the station particularly to study insects.

While there have been some bogs abandoned in Long Beach, there has been some planting there in recent years, and the growers

are planning more in the future. Long Beach has 17 percent of the growers in the state and 39 percent of the acreage. The largest holding in Long Beach is 93 acres, and the average holding is about 10 acres. Just over a third of the acreage in Long Beach is fertilized. The most commonly used fertilizer applied is from 10 to 20 pounds of nitrogen per acre. In the Long Beach section, 79 percent of the growers use sprinkler which cover over 86 percent of the acreage. Most of the growers have sufficient water.

In general, frost has not been considered as causing great damage, as in Wisconsin or the east, but it has caused greater damage than they realize. In Washington, electrically operated alarms are used to warn the growers of

low temperatures on the bog and a few of these alarms also start the sprinklers.

Nearly all growers spray for fireworm control, using DDT for the first spray and Parathion for the second. Most spray applications are applied from the ground, but one grower used a helicopter. Cranberry growers on the west coast have sprayed quite consistently since Bain made his studies on disease control about 1925. The most commonly used fungicide is Bordeaux. Recently, they have had diseases that injured the blossoms and uprights.

Weeds are a great problem on bogs in Long Beach, and if neglected will destroy a bog in about two years. The growers use thinner, white diesel oil, stove oil, gasoline, and various mixtures of these. They also use IPC, 2-4, D, and 2-4, 5, T, and Amino.

Practically all of the berries in Long Beach are McFarlins. The Cranberry-Blueberry Laboratory has had a breeding program and a number of the seedlings from this appear to be very good. The water for the harvest is held with board or plank dikes.

Next month, Grayland, Washington, and Wisconsin.

## Late New Jersey

### '58 Buds Smaller

Most cranberry vines have set a reasonable number of buds, but they are generally smaller than normal in size. Their final development will be much influenced by November and December weather. Unfortunately, water supplies are still short and reservoirs are low.

### October Cooler

October averaged a cooler than normal month because of twenty nights with temperatures of 45° or less. However, there were only three days when the maximum failed to reach 60° and these were during the last week. This fact helped to improve the quality of the small fruit buds. The average temperature for the month was 53.9° or 2.7° below normal. Rainfall was 2.64 inches or .58 inches below normal.

"The cranberry has one of the few tastes that cannot be duplicated in the laboratory."—Food Marketing in New England.

## Irish Researcher Visits Mass. Berry Station

Dr. J. G. Dalkieth-Lamb of the Department of Agriculture, Wexford, County of Cork, Ireland was a late October visitor to the Massachusetts Cranberry Experiment Station, East Wareham.

The research expert had been in this country since August, making a study of the possibilities of growing cranberries or blueberries or both in Ireland, either on commercial or small domestic scale. He declares that one-fifth of the land surface of Ireland is acid in nature. Both these crops must have an acid soil.

It is his mission to find a possible agricultural use for this acid territory of Ireland. Dr. Dalkieth-Lamb has visited Canada, both Nova Scotia and New Brunswick, where cranberries are grown; Michigan, which is a large blueberry producing state; Purdue University, Ohio; North Carolina, also noted for cultivated blueberries; Washington, D. C., and finally Cape Cod as his last stop.

He took back cuttings of Early Blacks, McFarlins and probably some of the new hybrid selections. He was the guest of Mr. and Mrs. Chester E. Cross at Sandwich, flew to Shannon from New York, Nev. first.

## HATHAWAY

CONTINUED FROM PAGE 9

activities, saying he had a lot of things which had to be done. So, while answering questions, he threw fertilizer on a new strawberry bed, threw feed to his ducks and geese, placed some in bird feeders, tinkered on a jalopie and did a number of other odd jobs.

"Anyhow," he said, "with a small operation like this, even including the cranberry bog, if I feel like it I can close up and go to Florida for the winter."

But it seemed that such a pleasant, diversified spot for a man full of ideas, even in retirement, would be hard to leave—except in the dead of winter.

## Cranberries Advertising Pays Big Dividends

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THANKSGIVING TIME

The traditional time for Turkey and Cranberry Sauce is with us again. To remind consumers of the excellence of Ocean Spray products, NCA has scheduled newspaper, radio and magazine advertisements prior to Thanksgiving.

As Cranberry Growers, we should be extremely thankful for the deep-seated American custom of Cranberries for this Holiday meal. Our efforts throughout the year to increase consumption of Cranberries all add to the stability of our market, but let us not lose sight of the importance of the number one Cranberry Day—Thanksgiving!

National Cranberry Association

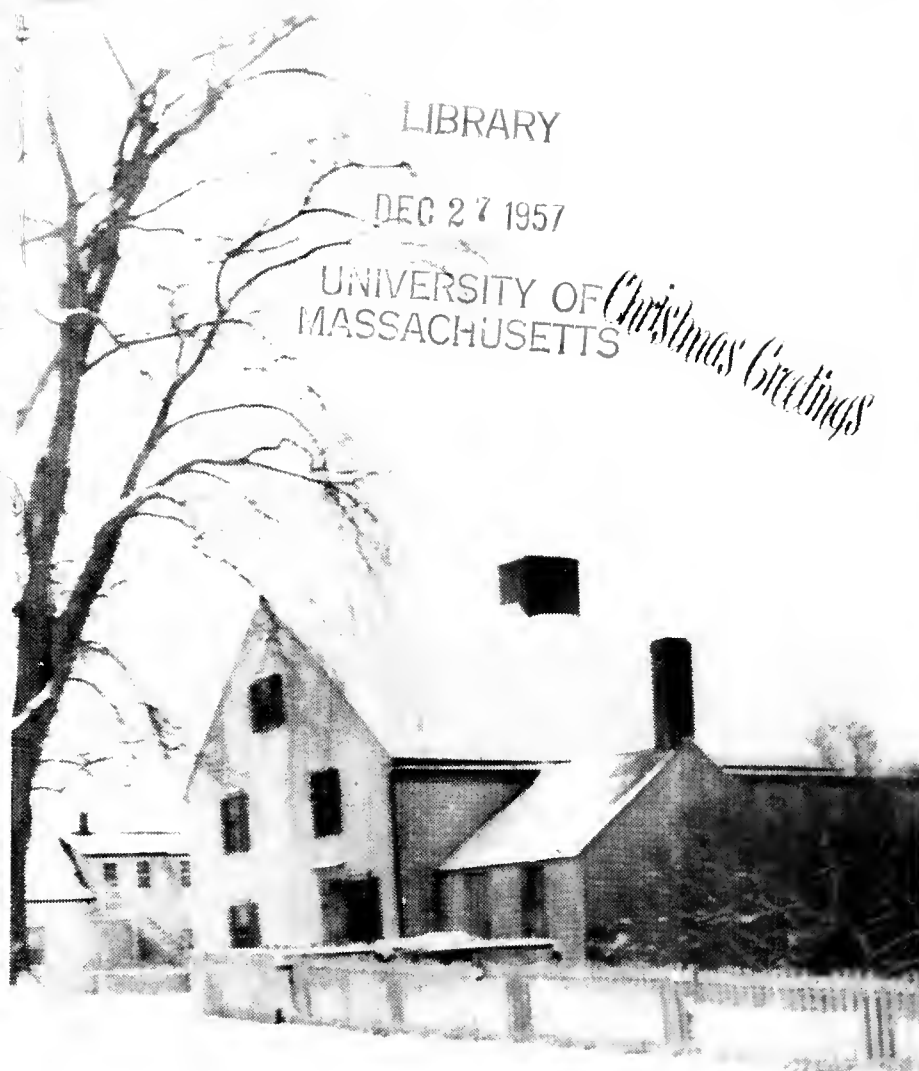
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Christmas Greetings

OLD NEW ENGLAND House (1709) once home of Warcham Pioneer Cranberry Grower (CRANBERRIES Photo)

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Mass. Cranberry Station and Field Notes

by J. RICHARD BEATTIE
Extension Cranberry Specialist



Snow Protection?

While the November rainfall recorded at the Cranberry Experiment Station was 4.88 inches, or approximately an inch above normal, reservoirs are still at critically low levels as we enter the winter season. Heavy rains or a good blanket of snow will be needed soon if bogs are to be protected against possible winter injury. The chances, however, for adequate snow protection are rather slim if the present indication of a mild winter is accurate. Dr. Franklin's weather data indicates that if temperatures in April and November are above normal, the following winter is often mild, and if temperatures are below normal for these two months, the possibilities are greater for a more severe winter. Based on this theory, present indications point to a mild winter. Should the reverse situation come to pass, the Cranberry Experiment Station and the county agricultural agents will again keep growers informed when oxygen deficiency and winter killing conditions are becoming critical. The radio, press, and flash cards will be used for this purpose.

New Survey

A copy of the new cranberry bulletin No. 157, entitled "The Cranberry Industry in Massachusetts", has been received from the printers and is being mailed to growers through Mr. C. D. Steven's office in Boston. This is the publication that brings together the latest statistical data and historical information on the development of the cranberry industry. We are sure growers will find this publication to be most useful and enlightening. Extra copies are

available at Mr. Steven's office in Boston, the Massachusetts Department of Agriculture at 41 Tremont Street, Boston; your county agricultural agents office, and here at the Cranberry Experiment Station.

1958 Program

The Massachusetts Cranberry Advisory Committee met at the Cranberry Experiment Station December 6 to assist the Extension Service in the preparation and development of an educational program for 1958. There was an excellent representation present from the Cranberry Clubs, Cape Cod Cranberry Growers Association, Marketing Committee of the Association, County Advisory Committees, Cranberry Institute, County Agricultural Agents, University of Massachusetts, and the Cranberry Experiment Station.

The discussion focussed on the need for cutting production costs, improvement of handling methods, continued efforts to improve the quality of our pack both fresh and processed, sound merchandising and promotional programs, and special attention for providing an incentive for producing good quality fruit. Progress in these fields was noted during the past year, but considerable more work will be required before the solutions to these problems are obtained.

Fruit Shrinkage

It was most encouraging to learn that a special committee has been appointed by one of the major cranberry organizations to study and analyze present quality control programs, the shrinkage problem, and handling techniques. We sincerely hope that this committee will carefully consider the merits of a suitable incentive program to encourage growers to produce good keeping quality fruit. There is considerable evidence to substantiate the fact that growers can and will raise such fruit if they are suitably reimbursed.

Marketing

H. Sidney Vaughan, Head of the Extension Division of Agriculture at the University, stated that the facilities of the Univer-

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KASCO[®] dog food

sity are always available. He said that a marketing firms committee had recently been appointed at the University with Dr. R. W. Kleis as chairman. This committee includes the top men in the field. Their task will be to coordinate marketing research and assist commodity groups with their marketing problems. It was suggested that such a committee could well assist the cranberry industry.

The group had an opportunity to meet Dr. R. W. Kleis, new head of the Department of Agricultural Engineering, and Professor John S. Norton, our agricultural engineer. Growers were very much interested in their thoughts and ideas for the greater mechanization of the industry. Dr. Kleis made a statement that should be re-emphasized during these difficult times. He said that in our anxiety to find the answers to various problems, we should not overlook the need for basic research. Too often the tendency is to attack the immediate problem without careful consideration of the fundamental difficulties that created the problem.

There was general agreement that Professor B. D. Crossmon's cost of production and tax studies should be reviewed with growers. His information is current and growers should thoroughly familiarize themselves with the results of his research.

There was unanimous agreement that the picking machine schools held last fall were very successful and should be scheduled again in 1958. These and many other topics received consideration. The suggestions and advice of this committee are most helpful and are sincerely appreciated.

The following members were present: Oscar Norton, Howard Hiller, Emil St. Jacques, Robert Hammond, Victor Adams, F. Maynard Gifford, Louis Sherman, Alvin Reid, Ferris Waite, Ralph Thacher, Gilbert Beaton, Alden Brett, Kenneth Garside, Chester Robbins, H. Sidney Vaughan, Dr. R. W. Kleis, Prof. Bradford D. Crossmon, Dominic Marini, Oscar

Johnson, Harold Woodward, Paul Morse, Dr. C. E. Cross, Prof. Stanley Norton, Joseph Kelly, and Richard Beattie.

Visitors From Japan

The staff at the Cranberry Experiment Station was host to four Japanese educators in late November. They were members of the faculty at Hokkaido University, Sappora, Japan. It is interesting to note that William Smith Clark, a former president of the University of Massachusetts, founded

the Agricultural School at Hokkaido University. A year ago two faculty members of our own University visited their institution. Our visitors were very much interested in the cranberry industry and would like to introduce this fruit to their native land.

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NCA Directors Name Committees

To reduce expenses NCA is sending out a newsletter, named "The Scoop" to members under the signatures of President Crandon and Executive Vice President Stevens. First of these went out in November. NCA news will be published only four times a year instead of 12, the months being December, March, June and September. "The Scoop" will be mailed in the interim months to keep NCA members posted on the coop's activities.

Announcement of special new committees were made in the first issue. These are: fresh fruit, Charles L. Lewis, Wis., chairman. Marcus M. Urann, Mass., secretary; George C. P. Olsson and Russell Makepiece of Mass., and John M. Potter of Wis.

Fact finding, John Potter, chairman, Bert Leasure III, secretary, Walcott R. Ames and William E. Crowell, Mass; Leonard Morris, Washington. Marketing Agreement; Alden C. Brett, Mass. chairman, Lawrence S. Cole and Carrol D. Griffith, Mass; Milton V. Reeves, New Jersey, and Mr. Leasure.

Advertising and Marketing, Miss Ellen Stillman, Mass. chairman, Russell Makepiece, Chester W. Robbins and Marcus M. Urann of Mass. and William S. Haines of N.J. Salaries and pensions, Mr. Olsson, chairman, John E. Cuts, N. J., Richard J. Lawless, Wis., David E. Pryde, Wash. and Elmer E. Raymond, Jr. Mass.

Goldsworthy Is Considering Holland Growing—Canning

From Vernon Goldsworthy, Wisconsin, comes word of possible expansion of Cranberry Products, Inc., Eagle River canning operations, for its specialty products to Holland and of cranberry growing there as well. Mr. Goldsworthy is in telephone and letter communication with a representa-

tive in Cologne, who has recently made a tour of the Netherlands concerning cranberries.

This correspondent tells of going to the island of Terschelling, where American cranberries have been grown for many years, and of talking to one grower who has been a grower for 20 years, who was reported as saying crops had been destroyed the past two years by late spring frosts on 210 acres of vines. He reported England and private contacts take care of whatever crop is produced.

He was also in contact with another grower for 15 years at Assen. Due to insufficient frost control, this grower has turned to blueberries. Reports of soil and sand supplies were favorable. Overhead irrigation was suggested.

There was another Dutch farmer, said to be living well from large blueberry holdings, who was also interested in the possibilities

of cranberry growing.

Canners were contacted and there seemed interest in adding cranberries to the lines. Results seemed to indicate that Terschelling can grow fruit with sprinkler irrigation, but needs present acreage cleaned up and a replanting program; that there is interest in increased growing and that canners might be interested in manufacturing Cranberry Products Co. lines, including Cransweets, if the many details involved could be worked out. There was also discussion of obtaining Massachusetts fruit, as a saving in transportation from inland Wisconsin.

Too many people seem to be taking advantage of the admitted fact that it isn't human to be perfect.

One thing to remember while driving on the highways is that other people can be as careless as you are.

HELP FROM UNCLE SAM

Quotation from Plymouth County ACP Handbook for 1957, Part 2 - Practices and Rates of Cost-Sharing.

"Practice C-7

"Constructing channel lining, chutes, drop spillways, pipe drops, or similar structures for the protection of outlets and water channels that dispose of excess water.

"Maximum Federal Cost Share:

"(1) 50 percent of the average cost of materials, other than riprap or revetment materials, used in the permanent structure, excluding forms."

This means cranberry bog flumes. Many flumes have already been put in with this Federal help. If you put in a less-than-average-cost flume, the government will reimburse you for a considerable part of the cost, if you make proper arrangements first.

Do not order your flume until you have ACP approval. Consult your county agent or local chairman such as Howard Hiller, Ralph Crane, Lewis Billings or Albert Brown, and get signed up for the program and for the practices you want. There are practices for dikes, canals, ditches etc. If you are not certain just what you want, ask about a free SCS survey of your needs.

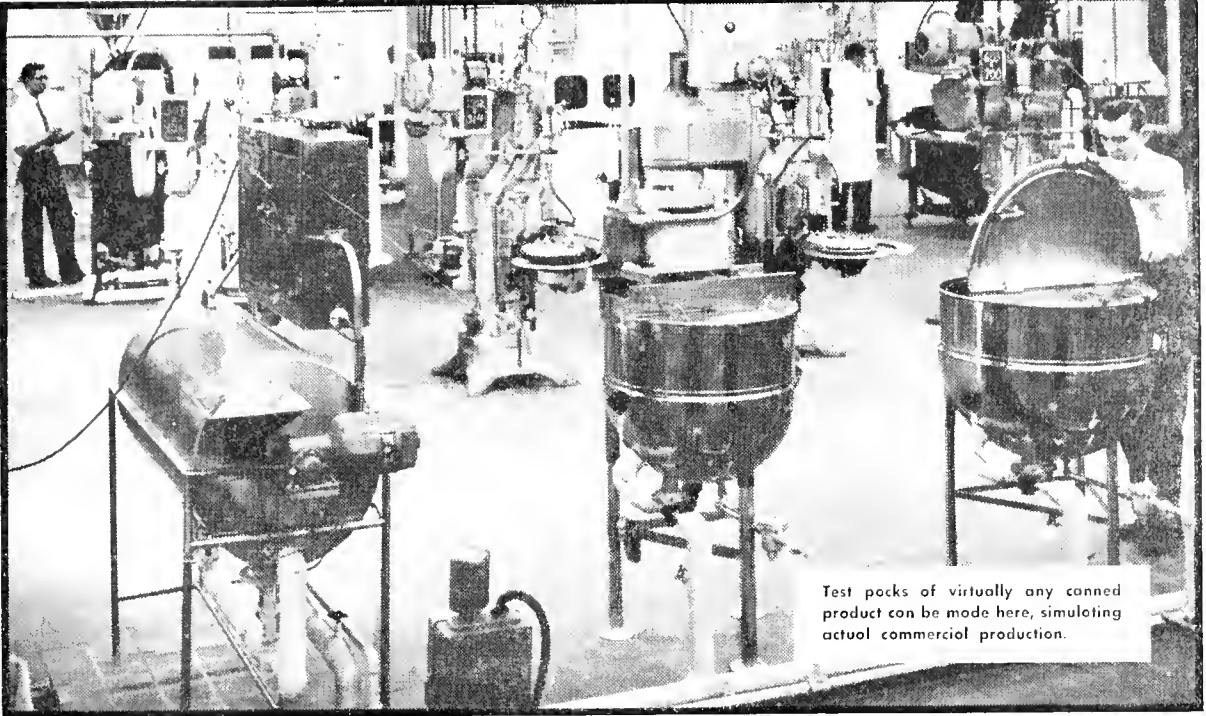
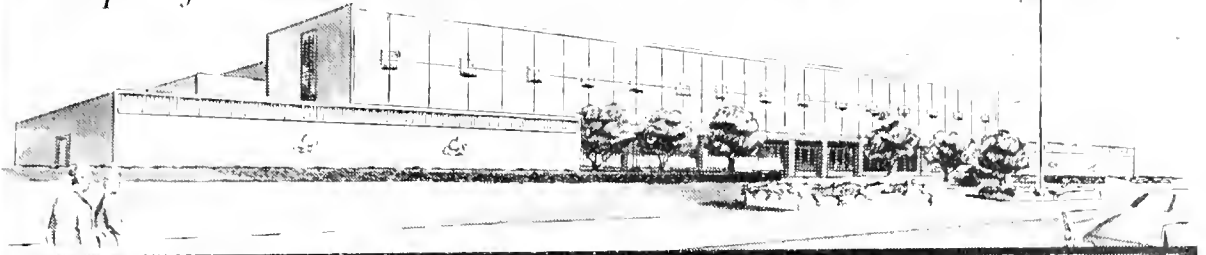
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At Continental's fabulous research & development center, a huge pilot area is equipped to duplicate actual commercial production of any product made — from soup to nuts — every step of the way. So our recommendations to you are based on solid experience, not merely hypotheses.

Take soft drinks for example. Our engineers tested many compositions of metal before developing a can with the necessary strength for high carbonation, plus a protective enamel lining. Liquid detergents needed special experiment too, until Continental produced a sturdy, non-corrosive can that could be easily marketed.

This pre-testing research can help you too. If you're a Continental customer . . . or would like to be, call your nearest Continental representative. Our experts and engineers are eager to help you solve your packaging and processing problems.

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For the excellence of its modern, scientific design, Continental's new \$7,500,000 Chicago research center has won the honor award of the American Institute of Architects and the Chicago Association of Commerce and Industry.



Consumers Are Influenced By Nat'l Campaign

There was greater than usual consumer movement in both fresh and processed cranberries this fall. Ambrose E. Stevens general manager of NCA said at the end of November. He pointed out that processed sales had exceeded 1,000,000 in both September and October. He declined at the moment to release any exact figures as to NCA's sales or expectations.

In a new newsletter to members, designated, "The Scoop," dated November 20th it was stated "fresh cranberry orders show an increase, even though there was the usual slowdown during October. This was attributed largely to the fact that harvesting started a week earlier this year while Thanksgiving fell a week later."

Letter further stated "Weather conditions greatly affected the keeping quality of cranberries this fall and reduced the volume that would be of use for the fresh market. The supply of fresh berries was sold out by that date and Howes, Searles and McFarlins were being shipped.

As of November 13 orders for fresh fruit were reported as ahead of last year, with total orders booked amounting to 115,477 bbls. compared to 89,698 a year ago. The newsletter pointed out NCA's 1957 crop would probably reach 726,000 bbls.

Mr. Stevens said he believed consumers had been much influenced by advertising and publicity released from NCA during the year and he estimated 87,000,000 people had been reached through newspaper and magazine advertising and publicity.

He also stated sauce orders at the new case price were being received and there was little or no resistance. A test would come after the first of the year when sauce appears in the consumer markets based on the price rise. It is reported other manufacturers of sauce have not advanced prices to match those of NCA.

Berry Prices Now Improved

An upswing in cranberry selling prices took place the latter part of November and in early December as the total supply of fresh fruit began to dwindle. Howes were being shipped at \$4.00 and \$4.35 a quarter F. O. B.

With the heavy shrinkage this fall and berries held for canning as of first week of December it was not expected the supply would last too long or that there would be much of a further price increase. It was anticipated the market would be all cleaned up by Christmas. It was expected a good clean up of the '57 crop would leave a good impression in the trade, helping to offset some of trade disappointments of the past several years.

Estimates of shrinkage this year

vary from 10 percent to as high as even 20 or more, that would mean approximately as much as 100,000 to twice that number of barrels. A large part of production had been sold at unsatisfactory figures.

NCA 1956 Pool Closed At \$9.38

Final payment to members for the 1956 pool went out to members the last week in November. Closing was in the sum of \$9.38 per barrel, before stock and retains. Letters to individuals covering the statistical calculations were mailed in early December and stock certificates were to be mailed early next month. It had previously been indicated the pool would be closed at "about \$9.00." 1956 close was \$9.14.

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Cranberries

THE NATIONAL CRANBERRY MAGAZINE

Issue of December 1957 - Vol. 22 No. 8

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FRESH FROM THE FIELDS

Compiled by C. J. H.

MASSACHUSETTS

Nov. Wetter, Warmer

November ended a rainier month than normal and much warmer than normal. Precipitation totaled 4.88, practically an inch over the average of 3.89. This was the first time rainfall has come anywhere near normal since August, but dry conditions continue to prevail. Surface supply and ground water are way below the desired levels. There was a trace of snow on the 25th.

A considerable number of growers, due to conditions began putting in planks, as soon after harvest as they could, and have been catching water running through, and bogs were slowly flooding up.

Daily temperatures averaged about three a day plus for the month as a whole with some extremely balmy days. November 29 was one degree warmer for that date than the previous record set in 1916. However, there were some sharp days interspersed with the warmer ones and the ground hardened slightly several times after cold nights.

May Expect Mild Winter

Greatest significance in the warm November may be its prophetic qualities as to what the weather will be during the rest of the winter. Both local cranberry weather authorities and Boston Weather Bureau seem to agree a mild November is an excellent indication of a mild winter - in most cases.

Boston Weather reports that based on a study of Boston temperature records covering a period

of 57 years, there is a "77 per cent probability" that December through February would be "milder than normal."

Boston Bureau added, however, that the announcement constituted a "statement of probability" rather than a forecast and chances of a cold winter still stand nearly one to four. It was doubted if the winter would be as much above normal as was November.

The sunshine factor of this month is of much importance to next year's crop and for November proportion of sunshine was favorable.

Washington forecast also indicated that December temperatures would average above normal in the East, with near normal precipitation in New England.

WISCONSIN

November Dry

November continued dry and moderately warm. Precipitation in the form of rain and snow was generally one to one half inch below the normal of two inches. Rainfall deficiencies for the year now are about six inches below the normal of 29 inches for the end of November. Temperatures averaged two to five degrees above the monthly normal of 31 degrees. The outlook for December is above normal precipitation and normal temperatures. Normal precipitation being about 1.2 inches and temperatures range of 18 to 20 degrees.

Snow On Marshes

Warmest weather the past

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month occurred the first part of the month with temperatures up to sixty degrees and the coldest the end of the month when readings close to zero were recorded in the north. First cold weather and snow moved into the state on the 7 and 8 followed by a thaw and the heavy snow from seven to fifteen inches on the 19. Snow cover has remained on the marshes since that date. Precipitation during the month has brought reservoirs up in good shape for winter flooding, although water was pumped to Cranmoor for about a week. Surface reservoirs have built up considerably during the month.

Few Berries Left

It is estimated that there are less than 10,000 barrels of the 1957 crop left to be shipped by the end of November. The bulk of this tonnage was McFarlins and Howes with only a few Searies left. Movement for Thanksgiving was reported good and prices were strengthened with the crop becoming shorter. It is expected the remaining tonnage will be sold before Christmas. Quality of the latter varieties was reported as good.

F. Van Wormer

Ervan Van Wormer, 73, Babcock, Wisconsin, operator of the Bear Bluff Cranberry Company, Mather died November 19 at the Marshfield hospital. He had been in poor health for several years. For a number of years he was a director of the Wisconsin Cranberry Sales Company. He had worked for almost fifty years for the Milwaukee Railroad and retired as a conductor several years ago. Mr. Van Wormer was an ardent conservationist and outdoor enthusiast. His wife preceded him in death in 1955. Three children survive.

WASHINGTON

Nov. Mild

The weather in Long Beach has been quite mild with no severe freezes since harvest has been completed. The low minimum was 20° on Nov. 2nd, with several

days ranging up to 25°. Our maximum temperature was 65° on Nov. 8th, and 22nd. During the harvest period we had a number of low temperatures. The lowest of these temperatures was 22°. A number of the growers in the Long Beach area were rather short of water for harvesting and consequently could not complete harvest until rather late. There was a slight loss from freezing but nothing of any consequence.

Amino-triazole continues to be one of the current topics. We have not as yet received any official information concerning the approval of this material. We did receive word from the NCA director just recently that approval was expected some time in the early spring. It may possibly be that we will be able to use it next spring.

Getzinger Picker

L. E. Dana of Wisconsin Rapids brought his Getzinger picker to the West Coast and gave us quite a demonstration of its ability. Many of the growers were impressed favorably but until fresh market berries become more necessary few of these machines will be sold at least in the Long Beach area. They would be much more adaptable to the Grayland area where dry picking methods

are employed. A smaller model would also be more favorably received than the larger model which Mr. Dana brought.

NEW JERSEY

Nov. Temperatures Normal

The weather at Pemberton during November deviated very little from the normal. The average temperature was 47.4° F per day, which is 1.3° warmer than the normal. There was an unusually cold spell from the 10th through the 13th, when the minimum temperatures on four consecutive nights were 29, 22, 20 and 18°, but the latter part of the month was not abnormally cold.

Rainfall Still Deficient

Precipitation for the first time since April was above normal. A total of 4.18 inches occurred on 13 days. There was a very light snowfall of .30 inch on November 24 but no accumulation resulted.

The total rainfall for the eleven months of 1957 amounts to only 28.49 inches, which is only about 70 percent of the normal 41 inches. As a result of recent rains, cranberry reservoirs have become partially replenished, but a greater storage of water is still needed before the bogs can be properly flooded for the winter.

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DEPENDABLE ECONOMICAL SERVICE

Factors Influencing Cranberry Yield In Wisconsin

by George L. Peltier
(Consultant Indian Trail, Inc.)

INTRODUCTION

For countless ages the wild cranberry (*Vaccinium macrocarpon*) has flourished in bog areas in the cooler parts of Northeast America from Virginia to Newfoundland, west to Minnesota and northward. At the present time wild cranberries can be found in many small restricted bog areas of Central and Northern Wisconsin. In locating new bogs, the presence of wild cranberries or certain other members of the heath family (Ericaceae) such as leather leaf, serve as plant indicators of a habitat and environment suited to their growth and survival. In other words, cranberries, either wild or domesticated, have a specific habitat and unless these conditions are fully met their culture will not be successful.

Cranberries grow best on an acid peat soil with a high moisture-holding capacity, in areas characterized by moderate summer temperatures, in bogs neither too wet nor too dry, and where snow and ice protects the vines during the long cold winter months from winter killing or desiccation (physiological drought).

By the turn of this century the rise and decline of the first commercial cranberry area (Berlin) had occurred, while in the Central area cranberry culture had developed to approximately 1200 acres. Continual growth in acreage was slow and it was a matter of 30 years before the acreage was doubled. By 1950 the acreage had tripled (3600). At the present time there are approximately 4000 acres of producing vines in Wisconsin located in the Central, Northwest, Northeast, and scattered here and there between these definite areas.

For 30 years (1900-29) the average yield per acre for the State was 19.1 barrels. In only one season was the yield above 20 barrels per acre. During this period Wisconsin produced about 7 per cent of the total production in the United States. Notwithstanding the hot, dry years of the early thirties when yields were up and down, yields slowly rose to produce an average of 23.1 barrels per acre in the period 1929-34. Beginning in 1935 yields per acre rose with each succeeding 5 year period:

1935-39	36.4 bbls. per acre
1940-45	41.3 bbls per acre
1945-50	58.6 bbls, per acre
1950-54	61.7 bbls per acre
1955-56	82.5 bbls. per acre

Thus, in the last 5-year period Wisconsin produced almost one quarter of the cranberries harvested in the United States from less than 4,000 acres, truly a remarkable achievement in comparison to the yield per acre for the same years in the large cranberry growing areas in the East.

Why have cranberry yields in Wisconsin increased from an average of less than 20 barrels to over 60 barrels per acre in the past 20 years, whereas yields have re-

mained almost stationary or even declined in the important cranberry areas on the East Coast? It is the purpose of this paper to discuss some of the factors which may have played a role in the marked rise of cranberry yields in Wisconsin.

WEATHER

The cranberry as a fruit crop is unique in several respects. It retains its green leaves when it goes into dormancy with the advent of cold weather in the early fall and remains so until spring. Secondly, it has adapted itself to a definite and somewhat restricted environment.

For a discussion of the relation of weather influencing the growth of the cranberry, it appears best to break it up into several component parts: i. e., the long, cold winter when the plants are dormant and survive only when they are protected by a suitable cover of ice and/or snow; the spring season when the buds, formed the previous season, develop uprights and runners; the summer months when pollination, fruit set, and growth of the berries occurs; and finally when the berries mature and color in the early fall just prior to the harvest.

So long as the vines are well protected by a blanket of ice and, the cold Wisconsin winters apparently have little effect on the survival of the plants. Likewise the lowest monthly precipitation occurs during the winter months. Too, the hours of sunshine are at a minimum (Table 1). In contrast the Massachusetts winters are rather short and moderately warm, precipitation is almost three times as large as in Wisconsin and the number of hours of sunshine greater. Thus, the hazards from the variable winter weather in

Massachusetts appear to be greater than in Wisconsin. This statement is borne out by the long time records of winter killing and injury to the vines from frosts over the years in the two areas.

During the growing season, however, it is surprising how similar are the mean temperatures prevailing in both regions. Precipitation in Wisconsin, although somewhat higher than in Massachusetts appears to be sufficient for the growth of the plants. This is also true of the number of hours of sunshine. So far as the prevailing weather is concerned during the growing season, it is apparent that it has been favorable in both areas over a long period of years. About the same conclusions can be drawn when the number of degree days (50 F) are analyzed (Table 2). Again it will be noted that the average mean degree days in the two areas are almost identical during the growing season, so that whether monthly mean temperatures or degree days are employed, temperatures in the two areas are quite similar during the growing season from May through September.

Slightly more rainfall occurs in Wisconsin during the growing season than in Massachusetts (Table 3), so that while the mean annual precipitation in Massachusetts exceeds that of Wisconsin by more than 12 inches (44.31 vs 31.92 in.) this excess rainfall occurs during the time the plants are dormant. The excess of sunshine (112 hours) prevailing in Wisconsin from May through September may be of some significance in the production of larger berries and yields. Thus, over a period of years the monthly mean temperatures, amount of rainfall, and the hours of sunshine during the active growth period of the vines through to the maturity of the fruit, are remarkably similar in many respects in the two areas. True weather conditions favorable to high yields do not prevail from year to year, but are intercepted by seasons unfavorable for the development of the crop. At times conditions are favorable or unfavorable in both areas, while in some seasons conditions are favorable in one area and unfavorable in the second region.

Apparently the hazards of weather seem to be more profound in Massachusetts than in Wisconsin during the dormant period of the cranberries. This statement is borne out by the low yields during certain years due to winter

TABLE 1

MONTHLY MEAN TEMPERATURES, RAINFALL, AND SUNSHINE IN THE CRANBERRY AREAS OF WISCONSIN AND MASSACHUSETTS

(Data from Massachusetts Agricultural Experiment Sta. Bull. 433, 1916)

MONTH	MEAN TEMPERATURES (°F)		Precipitation (Inches)		SUNSHINE (Hours)	
	Wis.	Mass.	Wis.	Mass.	Wis.	Mass.
December	19.7	30.4	1.16	3.90	111	134
January	14.0	27.3	1.11	4.12	138	144
February	16.6	27.1	1.12	3.67	162	166
March	29.4	35.6	1.64	4.39	208	212
April	44.0	45.0	2.51	3.85	235	227
May	55.9	55.7	4.12	3.18	277	267
June	65.2	64.1	4.76	3.21	304	283
July	70.0	69.5	3.24	3.21	341	290
August	67.3	67.8	3.75	3.60	292	270
September	59.8	61.4	4.18	3.56	220	227
October	47.8	50.8	2.40	3.74	183	196
November	33.3	40.7	1.94	3.89	119	142
Annual	43.6	47.9	31.92	44.31	2591	2558

TABLE 2

DEGREE DAYS (50°F) DURING THE CRANBERRY GROWING SEASON IN WISCONSIN AND MASSACHUSETTS

(Data from Mass. Agr. Exp. Bull. 433, 1916.)

State	May-June	July-August	September	Total
Wisconsin	674	1147	289	2145
Massachusetts	587	1167	365	2136

TABLE 3

MEAN RAINFALL (Inches) FOR THE CRANBERRY GROWING SEASON IN WISCONSIN AND MASSACHUSETTS

(Data from Mass. Agr. Exp. Bull. 433, 1916.)

State	May-June	July-August	September	Total
Wisconsin	8.98	6.99	4.18	20.15
Massachusetts	6.39	6.81	3.56	16.76

killing. Frosts, and storm damage, which are usually more extensive and frequent than in Wisconsin. Basically though, the conditions favoring the growth of cranberries in the two areas are quite similar in many respects. In other words, the higher yields obtained in Wisconsin the past 25 years are not essentially due to more favorable weather conditions during the growing season. While weather plays a dominant role in cranberry production, apparently factors other than seasonal variations must be considered to account for the higher yields per acre attained in Wisconsin. These factors can be stated as the proper management, in all of its aspects, of the bogs. The most important (personal opinion) are forthwith discussed and their relative importance indicated.

WATER MANAGEMENT

Flood: An adequate supply of water is imperative for cranberry culture in Wisconsin, owing to the long severe winters and the frequent spring and autumn frosts, as well as the occasional frosts during the summer months. Winter killing, especially during the early years, was primarily due to insufficient water for the winter flood and during dry seasons for frost protection. Through the years reservoirs have been enlarged, lakes, and rivers tapped for additional reserve supplies, so that

since the drouth years, sufficient water has been available for complete protection from freezing temperatures throughout the year. In short of a full supply to carry them through in some years.

Unfortunately, a few growers still Before the thirties the usual procedure for winter protection was to put on the winter flood early and allow it to remain until late spring. Primarily through the efforts of L. M. Rogers, the winter floods were delayed until some frost penetrated to the top soil and a sharp enough freeze occurred to make a sizeable layer of ice. At the present time the winter flood is not put on until late in November, or at times in late December, depending on the advent of sharp freezing temperatures. At times the oxygen deficiency content of the water may become quite acute during certain winters.

As a usual rule, water is removed in April, when temperatures moderate somewhat, although some growers prefer to hold the water until May. There are those who practice reflowing for frost protection and the advantages and disadvantages of a reflow is still a favorite subject for discussion. It has been my observation though, that where water is plentiful, flooding for frost protection is preferred over holding water on the vines for extended periods. With a frost-warning service now

in vogue, spring, summer and autumn frosts can be predicted with a good degree of accuracy. Severe injury from winter killing, frosts, and oxygen deficiency have not been too much of a factor the past 20 years, except occasionally in small localized areas of the State.

Irrigation: The management of irrigation water during the growing season also has been altered radically from the early days when the bogs were kept wet during the entire season. With a high water table and a minimum of drainage, the vines were shallow rooted and were thus unable to withstand the periods of hot, dry weather which at times resulted in a large number of scalded berries. The high water table also encouraged the maximum growth of grasses, sedges, and rushes, resulting in extremely weedy bogs, and so preventing the free access of air and sunshine to the vines and fruit.

Since the drought years, the tendency has been to plant on well drained beds through a sand layer or to apply sand after the vines become established, practices which aid in the maintenance of a suitable water table, and enhances root development of lower levels. This procedure has to some extent reduced the weed population. Thus, through the years, the utilization of water for irrigation has veered from a wet to a dry regime, which in turn has been reflected in more, large, well colored berries.

Thus, management of water in all of its aspects has been radically altered in the cranberry areas of Wisconsin, by late flooding in the early winter, early flood removal in the spring, and drier, better drained beds during the growing season, which "in toto" may have played an important role in increased yields.

The chemical and physical properties of the flood waters also

TABLE 1

WISCONSIN CRANBERRY ACREAGE AND YIELDS BY VARIETIES
(Data from Wis. State Dept. Agr. Bull. 322, 1953)

	Acreage			% of Total			Yield Per Acre (bbls.)	
	1928	1948	1953	1928	1948	1953	1948	1953
Searles	371	1149	2020	17.5	41.0	54.6	99.4	66.9
McFarlin	374	701	770	17.6	22.5	20.8	76.3	41.1
Natives	936	676	670	44.1	20.2	18.1	71.1	37.5
Howes	17	143	140	0.8	5.4	3.8	90.2	50.5
Others	422	131	100	20.0	3.9	2.7	62.5	39.9
Total	2120	2800	3700					

received considerable attention through the studies of Dr. Neil Stevens, who pointed out the relation of the hydrogenion concentration (pH) of flood waters and its effect on the vines. The classical example was the rapid decline of cranberry culture in the Berlin area, once the alkaline waters of the Fox River were used. Cranberries do well only in an acid soil. In most instances, bogs fail or yields are materially lowered when the flood waters have a pH of 7 or above. Since this relationship has been pointed out, soil and water supplies have been carefully checked before new bogs are planted. Other than a few older bogs in certain areas, the pH of soil and flood waters in Wisconsin are within suitable limits.

CONTROL OF INSECT AND PLANT DISEASES

The most insidious disease which ever afflicted cranberries in Wisconsin was "false blossom." Previous to 1935, "false blossom" was present on most bogs, in varying degrees of severity and extent. Undoubtedly "false blossom" was one of the factors inhibiting yields previous to 1935. With the knowledge that "false blossom" was caused by a transmissible virus, carried from plant to plant by the blunt-nosed leafhopper, the way was opened for its elimination through the control of the leafhopper. At about the above date, Dr. Stevens and Vernon Goldsworthy began a forceful campaign in the control of the leafhopper, which resulted in a marked decrease in the extent and seriousness of this disease. The prevalence of leafhoppers have been so radically reduced that "false blossom" can no longer be found on many bogs. In fact, only on the older bogs can a few specimens of the disease be found in beds of Natives or some of the older varieties. The state inspection of salable vines too has aided in the control of the spread of "false blossom" to new bogs.

Field and storage rots have been decreased materially by the use of properly timed applications of suitable fungicides that has stem-

med from the researches of Henry Bain. End rot still causes considerable losses in storage, particularly in the Searles variety. No adequate control as yet is available. So long as harvesting on water is followed, end rot will persist in causing appreciable losses during certain years.

The ravages from insects over the years have been quite extensive, reaching epidemic proportions during seasons favoring a high population. Fortunately, the number of injurious insect species is much smaller than in the Eastern areas.

The control of the blunt nosed leafhoppers has been noted in the discussion of the virtual disappearance of "false blossom." Fire and fruit worms are the two major insect pests attacking cranberries in Wisconsin. The old methods of controlling these pests was by flooding, which involved a number of hazards to the vines, as well as yielding indifferent control of the worms. At present, with complete spraying or dusting programs with potent insecticides, the incidence of these two pests has been materially reduced on properly managed bogs. The alert grower need no longer suffer large losses from insect pests with the present "know-how" of insect control.

VARIETIES

Undoubtedly the introduction of the Searles variety and its wide dissemination into all the cranberry areas of the State, until now, it is the dominant variety, has been responsible in part for the higher yields per acre. In 1928 the majority (82.5%) of the plantings consisted of Natives or selections thereof, plus small acreages of Howes and McFarlins, whereas only a few hundred acres were in Searles. By 1948 the acreage of Natives and local selections had decreased materially (due in some measure to the ravages of "false blossom") and while slight acreage increase of Howes and McFarlins were made, the acreage of Searles increased almost 3-fold, so that the present time shows more than 60% of the total acreage of cranberries in

Wisconsin consists of Searles. (table 4)

Yields have increased from the 30-year (1900-29) average of 19.1 bbls. per acre to 61.7 bbls. for the 5-year period of 1950-54. True, the yield of Natives and other varieties increased substantially, but the advent of the Searles undoubtedly was the major factor in increasing yields. At present, with 60% of the plantings in Searles, yielding approximately 25% more than the other sorts, it can be readily seen just how much of a factor the Searles have played in increasing yields in Wisconsin.

The rapid upsurge of the Searles variety was due to the fact that it is adaptable to all areas, produces larger berries, and it more consistently produces larger yields from year to year than the other sorts. From a long range viewpoint, Wisconsin might be better off from both a storage and marketing standpoint, with a better balance of later maturing and better keeping varieties, such as McFarlin (Bain's) and Howes, although from the standpoint of keeping qualities, the Natives, although smaller, should not be sold short. The marketing of Searles also presents a problem in handling a large volume of berries within a short period of time.

WEED CONTROL

Wisconsin bogs are notorious for the density of the weed population present, especially the large number of species of grasses, rushes, and sedges. Through the years the fight against weeds has gone on with not too much success. Through the "wet culture" era, in wet seasons weeds just about choked out the vines. Mowing the tops of the weeds with a scythe was the usual practice, in the thirties, machine clippers were introduced which paved the way for more efficient clipping and thus provided more light, better aeration, and prevention of seed production. It is still a universal practice to clip the top of the weeds several times during the growing season, even though some damage to the berries results. Stoddard solvent was first employed by C. L. Lewis (1944) and its use has been great-

ly extended within the past 10 years. Solvents and kerosene under ideal weather conditions are fairly effective against some weeds, but many times these chemicals also injure the buds and vines.

Within the past four years selective weed killers have been tested out and it appears to be only a matter of time before one or more selective herbicides will be found effective against specific weeds without injury to the vines.

If the weed population can be inhibited in the beds, yields will be increased materially through the production of larger, firmer, and better colored fruit. At any rate, weeds are the major problem in the management of Wisconsin bogs.

FERTILIZERS

Owing to the heterogenous composition of the soil from area to area, bog to bog, section to section, and at times within the same sections, the proper use of fertilizers becomes quite complicated. Early tests carried out by O. G. Malde (1907-17) were not too conclusive, so that very few growers applied fertilizer consistently. Prof. Musbach aroused interest in the use of fertilizers in the mid-thirties to a point where the co-ops began to order fertilizers by the carload. Each year since, the amounts have been increased and the majority of growers now use some formulations each year. The individual grower has to learn by experience the proper amounts of nitrogen to apply, as well as phosphorous and potassium, for his own bog. Also, he has to learn the best time of application. No doubt, the increased use of fertilizers in the past 10 years has played some part in increased yields. Much more knowledge must be gained before the optimum results from fertilizers will be attained.

SUMMARY

The factors involved in increased yields per acre since 1935 have been good management of the bogs, primarily in the correct use of water in all its aspects, the use of high yielding varieties, the effective control of the vectors transmitting "false blossom" and other disease and insect pests, the continual warfare against weeds (still a major problem) and the judicious use of fertilizers, all of which have, in varying degrees, contributed to the continually larger average yields in spite of the vagaries of weather from season to season.

Good management of our present day bogs in Wisconsin has been made possible by the researches of Rogers, Bain, Stevens, Goldsworthy and others, who, through their observations and enthusiasm, staked out the road to higher yields on which the growers have travelled at a rather rapid pace the past 20 years. Too, the alert growers who tested and adopted these new procedures have by their example encouraged others to follow in their footsteps.

Japanese Visit Mass. Station

Four important persons from the University of Hokkaido, Japan, were recent visitors at Massachusetts Cranberry Experiment Station. They were Dr. Suzi Nonre, president of the university, and three department heads.

The group was interested in cranberry culture, and the visit was also a "return," as President G. Paul Mathers, of University of Massachusetts, Dean Dale Seiling and the head of the agricultural engineering department had visited the Japanese University about a year ago.

The whole may be considered as strengthening the idea of exchange of information between Massachusetts University and universities of foreign countries.

Dr. C. E. Cross took the group to the Ocean Spray plant at Onset, where they witnessed processing and also ate some fresh cranberries, with which they were totally unfamiliar. A comment was that raw cranberries certainly needed some sugar added, and sugar is an import product to Japan, except for a new sugar beet industry.

However, it developed that there are areas of useless peat land in Japan on which the growing of cranberries might be attempted as a utilization of this soil.

Unpopular is the man who pushes ahead by going back on his friends.

Bad luck is the unsuccessful man's excuse for poor management.

1957 Mass. Survey Is Published

The much-anticipated new survey "The Cranberry Industry in Massachusetts" has been issued by the State Department of Agriculture, with the authors, C. D. Stevens, N. E. statistician, Dr. C. E. Cross, director Mass. Experiment Station and Walter W. Piper, chief marketing specialist, Mass. D. of A. There has been no survey since 1948.

Survey was initiated by Cape Cod Cranberry Growers' Association. Bulletin No. 157 of 45 pages is not only factually written but has an entertaining style. The mass of statistics for information, study and reference is a real achievement.

We plan to use some of the material in coming issues.

CRANBERRY FED ROBIN

In response to the Cranberry Institute nylon hosiery offer to fresh and processed fruit consumers one interesting reply came from Allentown, Pa. In this the writer told how she had fed a baby robin partially on whole fruit canned cranberries. She says the bird has returned for two years and remains at the cranberry dish feeding fruit to her young. She rescued the bird when it was thrown from its nest during a hurricane.

CRANBERRIES MAGAZINE

PROVIDES A NEEDED
MEDIUM OF INFORMATION
FOR
ALL GROWERS

THE HARVESTING OF CRANBERRIES

Chester E. Cross

Once upon a time, even in Yankee New England, labor was cheap, and such labor was used to pick or strip cranberries from the dry vines into aprons, or full skirts and thence into the six-quart measures. Such a harvest procedure was slow, it required great numbers of pickers, but under alert supervision it succeeded in harvesting very nearly all the berries that the vines produced. Some mechanical damage was done to the vines, not only in crawling over them but by eager pickers who roughly raked the berries from the vines with taped fingers. Hand-picking did not disappear in Massachusetts until the 1930's.

The cranberry crop gradually replaced handpicking. Scooping was a much faster method of harvest, and it was cheaper. But it would not pick all the berries, so various methods were adopted to salvage the fruit that dropped—picking them up by hand, flooding and gathering floats, using "floatboats" to bring up more, etc. But the berries lost in scooping were never of comparable quality to those first scooped. It is now generally agreed not only that about 25% of the crop is lost in scooping, but that the percentage of loss increases with the size of the crop. Furthermore, the scooped vines are roughed up and many are broken off. Roots, too, are pulled up, broken off or exposed to drying air. All this reducing the next crop prospect.

Picking machines came to Massachusetts in considerable numbers right after World War II, the Western Picker first, the Darlington Picker a few years later. The Matheson Picker came much earlier but in limited numbers and is still used by only a few growers.

The Western and Darlington Pickers now harvest at least 75% of the Massachusetts crop. How do they compare with the older methods of harvest? In the first

place, they were accepted and purchased by growers because they can be used to harvest the crop at a lower cost. But what percentage of the fruit raised do they harvest? In general, it appears that the machines pick 75 to 80% of the total crop raised. Well trained vines on bogs with a level floor, and with careful operators, can be picked to leave only 5 or 10% of the crop. The machines, however, have a further advantage over the scoop, they do not pull or rough up the vines as much as the scoop, and as a result cause less injury to the next year's crop. This feature is especially important to the Early Black variety whose vines are rather delicate, and which traditionally have proved difficult to keep in thick stand: The relatively heavy pruning which features the harvest of the Western Picker must be compensated for by increased use of fertilizer. Both machines bruise the berries more than do the scoops, and this is especially true of early-season harvest with the Darlington Picker. In some seasons this additional bruising does not seem to detract seriously from the keeping quality of the berries, but in others it does. The bruising itself detracts from the appearance of the fruit and makes for a more difficult and expensive screening operation, especially in the packing of fresh fruit.

Initial experiments were made this year at the Cranberry Station with water (flood) harvesting. It is too early to draw any positive conclusions but the following opinions seem warranted: (1) where the bog can be flooded to a depth of 3 to 6 inches, existing machines can be adapted to pick 98% of all fruit. (2) Massachusetts berries picked in water can be dried satisfactorily in a Wisconsin-type drier, provided that fruit worms and fruit rots have been well controlled. (3) The keeping quality of water-picked berries is probably not as good as that of dry-picked berries.

The added expense of flooding, picking in water, and drying the berries, seems to indicate that study should be directed toward improving the training of vines, and modifying the machines to pick cleaner and with less bruising on dry cranberry vines in Massachusetts.

Both methods of harvest will continue to be studied at the Cranberry Station. It is only reasonable to try to harvest all the berries raised and to do it with minimum damage to the cranberry vines.

Dr. Fils Resigns As NCA Chemist

Dr. C. R. Fellers On Permanent Consulting Basis

Ambrose E. Stevens, general manager of National has announced that Dr. William Fils, chemist for NCA for the past two years has resigned. Dr. Carl E. Fellers, nationally known in the food technology field, who recently resigned from the University of Massachusetts has been appointed on a consulting basis. Dr. Fellers for many years has been familiar with cranberries, has done extensive research and written articles concerning cranberries. Dr. Fellers is well known to many Massachusetts growers through his attendance and talks at meetings of Cape Cod Cranberry Growers' Association.

The appointment as consultant, is on a permanent basis.

Dr. Fils has left for a position with Coastal Foods, Inc. at Cambridge, Maryland. Before going to National Fils had been employed in cranberry research work at Cranguyma Farms, Washington. A successor to Dr. Fils will be named shortly, Mr. Stevens said.

A recent booklet by Dr. Fellers and W. B. Esselen of the University was the comprehensive "Cranberries and Cranberry Products," published in May 1955.

Cranberry Institute

MONTHLY REPORT TO THE INDUSTRY

By

ALDEN C. BRETT, President



The nylon premium offer sponsored by the Institute gathered real momentum during the pre-Thanksgiving selling season. On the first of December the returns passed the 30,000 mark. The Institute office is snowed under with letters from enthusiastic housewives, most of whom have pet recipes of their own which they want to share with the rest of the world. Quite a stockpile of new material is being accumulated and reorders are starting to pour in.

The supply of berries allocated to be sold fresh has been cleaned up much faster than during the same period last year and some shippers are short of berries for sale fresh during the Christmas season. In spite of this situation, however, no one seems to be very much inclined as yet to raise the price.

It seems to be way past time when the fresh fruit shippers should be doing some straight thinking about the price level for fresh cranberries. Hindsight is always better than foresight but at present it is difficult to see under what possible line of reasoning an opening price of \$3.75 could have been justified last September. How can the grower apparently frozen to the prewar, fresh price level get a new dollar for an old one with his costs of labor, fertilizer, spray materials, transportation and taxes constantly on the rise? What competing products must be considered when the starting level, which goes a long way in determining the price for the entire season, is determined?

Last year the Institute, in cooperation with the United States

Department of Agriculture, attempted to stage an experiment in one of the large chains. It was planned, under U.S.D.A. sponsorship to select a group of similar stores which experience had shown had about the same sales potential and to display fresh cranberries in each under as nearly the same conditions as possible but to price the berries in one store at 29c, in another 23c, and in a third 17c.

It was also planned to keep a careful record of the quantities sold in each store and to observe if possible the effect of the varying prices on the sales volume. The plan was laid out and approved by the U.S.D.A. marketing division but when it was put up to the chain management it met a speedy turn-down. "We will test your prices on the down side—at 23c, 17c and 12c, perhaps—but we will not offer berries at prices higher than the level prevailing in the past.

What the result would have been we do not know and perhaps such a plan is entirely impracticable but if the industry cannot find some way to make an adequate return to the grower on fresh cranberries the pattern of distribution is likely to undergo a radical change.

Why should berries of canning quality when processed by our largest cooperative and sold in the can return more to the grower than berries of superior quality when sold fresh? This paradox has been stated publicly and is a matter of common knowledge. The obvious danger is that such a price relationship may provide an incentive for an unbalanced allocation of the total crop and

produce a shortage in the fresh market and a compensating surplus in the canned product.

There is a point at which a lowered price will not produce an appreciable increase in sales. Is it possible that fresh fruit prices have been in this area during the last few years? We need some fresh thinking on this problem before next season rolls around.

At least 40% of the total crop must still be sold fresh. The idea that cranberries can be bought fresh and then frozen in the home freezer for future use needs and merits greater promotion. The question as to whether this can be done has been asked by numerous housewives in their unsolicited comments on the nylon promotion. With space in the retailer's freezer chests at a premium and hard to procure every housewife can supply herself at home with frozen cranberries cheaply and satisfactorily. The U.S.D.A. surveys made in cooperation with the Wisconsin and Massachusetts experiment stations indicate a real un-supplied demand for frozen berries. If the housewife can be induced to help supply this demand herself progress in developing the frozen field would be very much hastened.

Another lack which the Institute can and should supply before next season is an adequate, attractive and comprehensive recipe pamphlet. It is true that a great many recipes have been published in women's magazines, the women's sections of our daily papers and elsewhere, but the demand which has come as a result of the nylon offer seems to be evidence that there is a demand which should be filled for all shippers on a non-brand basis. We have seen only one really adequate pamphlet of this kind.

Another field in which the industry must make progress is in the proper methods of handling in the terminal market and by the retailer to preserve the quality of fresh fruit. It has been demonstrated that fruit kept at a temperature of from 35°-40° will keep

Continued on Page 16 (Adv.)

29 CENTS A POUND?

LAST month we commented upon apparent inability of distributors to set, or to hold cranberry prices at levels which are satisfactory to the grower. There are relatively few distributors of either fresh or processed cranberries with NCA controlling well over 70 percent of the tonnage.

We are concerned for the moment particularly with the fresh market. Why should 19 cents a pound seem to be the top price at retail? We have at one time or another talked with most distributors. It is a remarkable fact we have not yet failed to hear one to say something to the effect that, "just as many cranberries can be sold at 29 cents a pound." Twenty nine seems to be the figure, and they say 25 or 26 would not sell any more than the 29.

Unfortunately it is a fact that the vast majority of fresh fruit consumers buy only a pound or two of cranberries a year. Folks will buy what they want. What difference would a few cents a pound more mean to a consumer, but what a difference it would make to the grower! You'd get that sanding job done, get your bog back in shape, buy the equipment you need and have something for yourself.

Yet, if fault there is, it may lie heavily with growers, not only with the distributing system. It's difficult not to get impatient if you are convinced your distributor is holding your fruit too long. He is urged or ordered to sell immediately, perhaps even against his better judgment.

The seriousness of cranberry prices is obvious to everyone. Wherever is the fault, there is something the matter. Perhaps growers and distributors, (for both are represented in the Institute) must give that body greater support—and it may be, that since we can't get satisfactory prices by ourselves, that the Marketing Order is all that can improve matters—if we can get such an order through. There is much thought and study that can be given by the industry as a whole as to what's the matter with our marketing?

PELTIER ON WISCONSIN

Wisconsin has been holding the spotlight the past several years with its big

Editor and Publisher
CLARENCE J. HALL

EDITH S. HALL—Associate Editor
Wareham, Massachusetts

CORRESPONDENTS—ADVISORS

Wisconsin

LEO A. SORENSON
Wisconsin Rapids

Washington—Oregon

CHARLES C. DOUGHTY
Cranberry Specialist
Long Beach, Wash.

Massachusetts

DR. CHESTER E. CROSS
Director Mass. Cranberry Experiment Station
East Wareham, Mass.

BERTRAM TOMLINSON
Barnstable County Agricultural Agent
Barnstable, Mass.

New Jersey

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

crops and high rate of production per acre. We would call special attention to the article in this issue by Dr. George L. Peltier of Wisconsin, in which he gives us reasons why, after false blossom was licked, the state has gone ahead so rapidly and steadily in the past 20 years.

This is a thoughtful, carefully prepared account which could to excellent advantage, be as carefully read by every grower who is concerned with bettering his own production. It is by no means all natural conditions which are constantly increasing the standing of the Badger State, he makes plain. As this scientist, who gets out among the growers a great deal points out growers utilize improved techniques as they are developed.

INSTITUTE

Continued from Page 14

in good condition for a considerable period of time. Some of the most enthusiastic comments received during the nylon promotion have concerned the fine quality of the fresh fruit shipped from Cape Cod to California under refrigerated conditions. If this result can be accomplished in a market 3000 miles away there is no reason why with proper dealer education and cooperation the same result cannot be obtained anywhere in the country.

Committee To Study Shrinkage Problem

Condition of the crop was such this fall, particularly in Massachusetts with early blacks and in Wisconsin in Searles that NCA directors at the monthly meeting November 22 appointed special committee to investigate the problem of shrinkage.

Ambrose E. Stevens says it is still too early to give out any exact percentages, or estimates of shrinkage.

Committee named was, Chester W. Robbins of Massachusetts, chairman; Thomas Darlington, New Jersey, Charles L. Lewis, vice-president of NCA, Wisconsin and Jack Dean, Oregon for the West Coast.

RUMOR CALLED UNTRUE

A rumor that NCA had lost the Ocean Spray account of the big New England chain, First National Stores and that First National was to "push" its own label cranberry sauce was denied at Hanson headquarters. It was stated that First National has long worked with cranberries and is familiar with what the cranberry industry means economically to New England

When you need it most, the influence you thought you had is very apt to vanish.

Grayland Has Harvest Festival

More than 200 attended the annual cranberry Festival at Grayland, Washington, November 23. Affair was staged by the Grayland Lions club. Miss Barbara Erickson of Grayland, daughter of cranberry-growing parents was crowned Queen. She is a senior at Ocosta high school. The festival celebrated end of the harvest season.

A guessing contest concerning the total production of cranberries in the area was won by Vaino Pertunen of Grayland, while other prizes were won by H. Beckworth of Elma, R. B. Cumlander, Grayland, Arnie Hovilla of Montesano and Mrs. H. K. Schoal of Aberdeen.

Cranberry gift boxes were presented to Aina Jalo, William Strand, Joe Lachiondo, H. Dahlie, Art Reeves, Aberdeen; Robert Hays, Cosmopolis, Harry Nicholson, Joseph Timpone, and Mrs. Clark Cottrell, Grayland.

Gifts were donated by Grays Harbor and South Beach Merchants to Miss Erickson and her competitors, princesses being,

Bernadine Stegmiller, Margaret Meyers, Yvonne Stalder, Marcia Miller and Marvena McClinton.

Late Massachusetts

December was bearing out the forecast that a mild April and a warmer than normal November indicate a mild and open winter, at least to the middle of the month. Temperatures were running about three degrees a day warmer than the normal up to the 11th and there had been no snow in the cranberry area.

Precipitation was also on the favorable side in view of the still lean surface water supplies, there having been 3.70 inches up to that date.

Sunshine factor for the important month of November was 167 hours as against a normal of 142, this 25 plus giving a good buildup for the crop of 1958.

READ Cranberries Magazine



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MASSACHUSETTS
JAN 30 1958



Skating on a Massachusetts Cranberry Bog.

(Cranberries Photo)

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Mass. Cranberry Station and Field Notes

by J. RICHARD BEATTIE
Extension Cranberry Specialist



The balmy weather experienced in December established new records in the annals of the U. S. Weather Bureau. Temperatures averaged 7.4 degrees per day above normal and we enjoyed a record high of 63° at the Cranberry Experiment Station on December 21. The lowest temperature was 15° and occurred December 6. Rain-fall was also well above normal with 6.26 inches being recorded at our station by George Rouns-ville. The normal for December is 3.90 inches. Reservoirs are slowly being replenished but there are areas with small water sheds that are still far below normal. The unusual warm weather enjoyed in December prompted a number of calls to the station from growers whose bogs were exposed. They were wondering what effect the mild weather might have on the buds. As far as we know, the so-called rest period of the winter buds was not broken and therefore we anticipate no problem in this regard.

The weather during the first two weeks in January has nearly reversed itself. Temperatures have averaged over 2 degrees per day below normal, ice has reached a depth of 4-5 inches in the Ware-ham-Carver area, and snow ranges from none in the Cape area to over a foot in Middlesex and Wor-cestor Counties. As of January 15, oxygen deficiency conditions have not reached the critical stage at our station but a few more cold nights plus a snowstorm in the cranberry area could change the picture rather rapidly. We will continue to notify growers when tests indicate that oxygen diffi-culties and winter killing condi-tions are becoming a problem.

Dr. Cross Recovering

We are happy to report that Dr. "Chet" Cross, who underwent surgery early in January, is making very satisfactory progress in his recovery. "Chet" is convalescing at his home in East Sandwich and will probably be back on the job before this issue of Cranberries reaches the growers. We all wish him a speedy return to health, vigor, and the problems of the industry.

H. R. Bailey

Cranberry growers throughout the country extend their deepest sympathy to the family of H. R. Bailey of South Carver, Mass., who passed away January 2. Mr. Bailey was a manufacturer of cranberry equipment. His Bailey separator, pumps, and other screenhouse equipment, are in use throughout the cranberry growing area of this country and Canada. He was also a successful grower and a member of several cranberry organizations, including the Cape Cod Cranberry Growers Association. We at the station join his many friends in extending our sympathy at this time.

Dr. Zuckerman Appointed

Dr. Zuckerman, our station path-ologist, attended conferences in New York City in December which dealt with the organization and development of cooperative re-search projects designed to study nematodes and virus diseases. He was appointed chairman of a special committee to study small fruit viruses. through his efforts funds were allocated to Massachusetts to initiate a survey of nematode problems within the state. While these projects at present do not directly involve cranberries, they will comprise a portion of the sta-

tion's research programs and could play a very important role in the future.

Prize Winner

The Cape Cod Cranberry Grow-er's Association sponsored another excellent cranberry exhibit at the Union Agricultural Meetings held in Worcester January 7, 8, and 9. In fact, it won first prize in its particular class and thus carried on the tradition of the association as being a consistent prize winner during the last ten years. The association first participated in these meetings in January, 1948, and has created considerable favor-able comment for the industry as a result of its activities. The exhibit this year featured a dis-play of home cooked cranberry dishes prepared by the wives of cranberry people and included vari-ous cranberry products, both fresh and processed. Many re-cipe leaflets were distributed to those visiting the booth and many questions were answered relative to the industry. Oscar Norton, who was in charge of arrange-ments, his committee and the growers who helped with the cran-berry booth should be commended for their splendid service to the industry.

In addition to the above exhibit, cranberry products formed an im-portant part of a large display of Massachusetts agricultural prod-ucts now offered to the consumer.

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It featured the many cranberry, potatoes, and dairy products now available on the market and was sponsored by the University of Massachusetts. This year the meetings were beamed at consumers as well as producers and we were happy to have had two opportunities to bring our products before the public. The writer would like to thank "Bob" Rich, of the Art Department of the National Cranberry Association, who ably assisted him in setting up the cranberry section of the above exhibit.

Club Meetings

The field work connected with our fresh fruit quality studies was completed in December. We are now in the process of analyzing the information collected and hope to have a report for growers and shippers at the February cranberry club meetings. Incidentally, the tentative dates for these meetings are as follows:

Barnstable County - January 14, Cotuit, January 15, East Harwich, February 11, Cotuit, February 12, East Harwich, March 11, Cotuit, March 12, East Harwich.

Plymouth County - January 21, Kingston, January 22, Rochester, February 18, Kingston, February 19, Rochester, March 18, Kingston, March 19, Rochester.

County Agents Dominic Marini, Oscar Johnson, and Harold Woodward, and their committees, have planned an interesting and constructive series of meetings featuring high production of a good keeping quality fruit.

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Cranberry Selections

There have been some requests for vines of the new selections for planting in the spring of 1958. Some of these requests are from outside Massachusetts, and the committee wishes to supply vines to the interested growers in Massachusetts before sending them outside the state. Fruit of some of these selections will be on exhibit at the January cranberry club meetings to help interested growers choose the selections best suited to them. The committee wishes to receive all requests before March 31st, in order to best divide the vines among all interested growers. The committee wishes to have two or more square rods in each test plot.

Requests for vines should be made in writing to any member of the committee.

Raymond Morse, West Wareham,
Ralph Thacher, Marion,
Arthur Handy, Cataumet.

The real miracle man of today is the fellow who can induce his running expenses to slow down to a walk.

NORTHERN WISC. NOTES

Cranberry Products, Inc. has been running two shifts in processing as the year ended, but expected to go back to a single shift after the first of the year. A major problem, according to Vernon Goldsworthy was a shortage of fruit and finally none was available even at \$12 a barrel packed in sugar bags.

Most of the Northern marshes were well flooded for the winter, but there was an 18 inch snow cover for protection from November on. A few growers were sanding on beds and roads, and it was expected there would be about the same amount of winter work done as usual.

NCA DIRECTOR HONORED

George C. P. Olsson, Plymouth cranberry grower and director of NCA has been elected president of the Massachusetts Supreme and Superior Court Clerks Association at a Boston meeting. Mr. Olsson has long been Clerk of Superior Court of Plymouth County.

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J. Rogers Brick, Treasurer, and Walter Z. Fort, Sales Manager for Growers Cranberry Company look on as President Francis Sharpless signs "final payment" checks to the members for their 1957 cranberry crops.

Growers Cranberry Co. Completes First Year In Independent Sales

"Final payment" checks for their 1957 cranberry crops were mailed to the members of the Growers Cranberry Co., Pemberton, New Jersey, the final week in December completing a successful year for that Company as an independent sales cooperative, a release announces. "It marks the first time in over a decade that a group of New Jersey cranberry growers marketed their own cranberry crops without the dictates of Massachusetts or Wisconsin interests," it is stated.

The Growers Cranberry Company, incorporated in 1895, is New Jersey's oldest active cooperative, and for the past 38 years had been a state service company for the national selling cooperative, Eatmor Cranberries, Inc., which dissolved last May. Upon the

dissolution of Eatmor Cranberries, Inc., members of the Growers Cranberry Company voted to continue the Company as a sales organization as well as a service company.

The quality pack long associated with the name "Eatmor" was also the feature of the Company's fresh fruit shipments this season. New Jersey cranberries were shipped into fresh fruit markets here in the East and throughout the South under the "Eatmor" and "GroCranCo" labels.

Officers for the Company are: Francis W. Sharpless, president, Ralph B. Clayberger, vice-president, J. Rogers Brick, Treasurer, and Walter Z. Fort, Secretary.

Mr. Fort, who had handled services and shipping for the members for the past ten years, was

appointed sales manager for the cooperative last August.

Prices received or total of barrels handled were not given out.

Plan Interesting Jersey Growers Winter Meeting

J. Richard Beattie, Massachusetts cranberry specialist will be a speaker among others at annual meeting of American Cranberry Growers' Association, Fenwick hall, Pemberton, N. J. February 6. He will speak on quality control, reporting from his marketing studies of the past three years.

Meeting will open at 10:30, with lunch at 12 and expected close at 3:45 p. m.

Growers will hear talks on "Spraying and Dusting Schedule" by Philip Marucci; "Cranberry Rot Control," Eugene Varney and "Pruning Cranberries," Charles A. Doehlert.

Thomas Darlington will talk on "Features of the Cranberry Pick-er, Present Problems, Prospects for the Future."

Marucci will also talk on "Use of Maleic Hydrazide," Donald Schalloek "Control of Red Root and Weed Killers for Smilax and Water Grasses." Messrs. Brick, Haines, Darlington and DeMarco will discuss "Experience with New Varieties." Robert Filmer will give a paper on "Pollination and Weed Development," and Gordon Butler will give a report on the 1957 crop.

Meeting will open with the President's remarks by Milton Reeves and will close with business reports and election of officers.

BRETT ELECTED

Alden C. Brett, president of Cranberry Institute and treasurer of National has been elected to the board of directors of Associated Industries of Massachusetts.

READ CRANBERRIES

Cranberries

THE NATIONAL CRANBERRY MAGAZINE

Issue of January 1958 - Vol. 22 No. 9

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FRESH FROM THE FIELDS

Compiled by C. J. H.

MASSACHUSETTS

Mild Winter Bigger Crop?

Outstanding in December and in the outgoing year was the mild, open winter, December shattering records. Coupled with this would be the fact that a mild, open winter is strongly indicative of berries of bigger size and more in quantity the following fall. Also rainfall at year's close was on the right side.

All weather records for warmth were shattered at the beginning of the winter solstice. Maximum temperature on the 21 were 63 and minimum 53 at State Bog; a 64 at Sandwich on the Cape and 62 at Boston. Day before Christmas at State Bog maximum was 58. Last day of the year was all but balmy in feeling.

December passed away with a plus 221 or about 7 degrees a day warmer up to the 31st. Total plus for the year was a whopping 654 with the winter months contributing much of the excess.

Snow had been only a threat in the eye of winter, with a light sprinkling or two. There was no frost in the ground, although the surface had skimmed over many times—there was no ice on ponds or reservoirs that amounted to more than a tissue covering for a few hours.

Rainfall Heavy

Rainfall for December came to the total of 6.26 inches with 3.90 the normal. Several of the storms of the month were driving, blustery, winter precipitation in the form of rain and not the usual snow.

With rainfall above normal in

November the water situation has been improved immeasurably, although still far from desired. Many bogs with planks shut down immediately after picking had accumulated fair or good coverage. Some growers had pumped for days on end to get properties under. Not a small number of bogs still did not have the usual, adequate winter coverage.

Water Coming Back

However the acute danger which portended last fall with all water supplies at a record low because of the long drought that a sudden cold spell would find many acres exposed has now largely vanished, or is disappearing. With neither snow nor ice and not too much water there was no oxygen deficiency problem at year end.

December 31 30-day forecast for

the Northeast states was around normal and probably somewhat above normal in temperature with precipitation to exceed normal with increased snow toward the end of month.

Sunshine Up

The sunshine factor, which is important in December was also favorable, and taking all these items into consideration Dr. C. E. Cross felt Massachusetts was ready for whatever remains of winter's rigors with the outlook for a possibly much increased production in 1958.

WASHINGTON

Fall Early, Winter Mild

December weather for most of December was on the whole somewhat on the rainy side. There

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was a very mild fall and winter except for mid-December when there was much wind and rain. Up to mid-December, in fact weather was so mild that some of the wild blueberries and domestic ones had started a second bloom. A few of the runner buds on cranberries had also pushed into blossom. Minimum temperatures were below freezing on a few occasions, with minimum of 56 degrees. Humidity has been fairly high on the whole except for two occasions when the minimum was 33 and 38.

Interest In Fertilizer

The Experiment Station Advisory Board met December 17th to discuss the coming programs. Much interest was expressed in the use of fertilizers and nutritional requirements of cranberries. A complete analysis of field data has not yet been completed.

Pruning

As far as bog work was concerned, some pruning was going on and cleaning bogs of perennial weeds and grasses. Some of the perennial grasses which first froze down in early November had again started to grow so that some of the bogs had green clumps of grass appearing here and there.

WISCONSIN

Review Of Weather

December was warm and dry for the cranberry growing area. Temperatures for the month were four to five degrees above the normal of twenty degrees. Precipitation in the form of rain and snow was from one third to one half inch below the normal of one to one and a quarter inches. Coldest weather was on the 11th when temperatures dropped to ten below and the warmest was forty degrees on the 22nd. A prolonged range of above normal temperatures from Dec. 13 to 24 virtually eliminated the snow cover in the south. The last day of the year brought four to five inches of new snow. Outlook for January was for normal precipitation and below normal temperatures.

In reviewing the weather for the year it could be summed up as dry and cool. January was very cold and dry. February warm and dry. March warm and wet. April warm and wet. May cool and wet. June wet and warm. July warm and dry. August warm and dry. September cool and dry. October cool and dry. November was about normal. In summary the spring was early, warm and wet. Summer continued wet and temperatures averaged normal. A dry spell started in July and continued through October. Mean temperatures were one to two degrees below normal and precipitation was 4 to 5 inches below normal. Extremes in temperatures were 97 degrees on July 20 and twenty five below on January 26.

The early spring weather the last half of April started the vines early. Vine development was slowed in cool, wet May and ac-

celerated in June and July, so that bloom was ahead of normal and berry development was the earliest in years. The crop was down considerably from last years record breaker and when final figures are in, it will probably show a 30% decline. Water hurt the crop in May, rains during bloom and water again in September and October. Berries were extra large, over ripe and kept poorly.

The year saw the dissolution of Eatmor Cranberries, whose main membership was in Wisconsin, with most of the members joining NCA. Several of the members joined independent selling groups and several others went independent themselves. It was estimated NCA controlled about seventy per cent of the tonnage, with the balance in independent channels.

More berries moved earlier than normal due to the early maturing of the crop. Less than five per



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North Carver, Mass.

Balmy December

The year came to an end at Pemberton with unusually balmy and rainy weather. A few all-time daily high temperature records were set in the Philadelphia area. At the laboratory there were eleven days in the fifties and three in the sixties during the month of December. The average temperature was 39°F., 3.2° warmer than normal. During the middle of the month a few very cold nights occurred and as thick ice began to form on flood water it began to look like a severe winter ahead. But the weather quickly changed and was never much below fifty from the 16th to the end of the month. Thus, excepting for a few days, New Jersey cranberry bogs were free of ice throughout the last month.

Rainfall Normal

December was the second consecutive month of above normal rainfall after a severe six-month-long drought. Rainfall totalled 6.50 inches, 3.50 inches above normal. This brought the total rainfall in 1957 to 34.99 inches, nine inches less than normal. In the 29-year weather recording history at Pemberton there was less annual rainfall in two previous years: 1930, 33.27 inches; 1955, 34.04 inches. However, 1957 had the lowest amount of rainfall ever recorded during May through August. During this growing season only 6.46 inches occurred, which is only 37 percent of the normal amount of 17.29 inches for this four-month period.

Water Up

The recent rains have brought the water level in cranberry reservoirs to the point of adequacy on most properties. A good feature about them was that the ground was unfrozen and accepted most of the rain instead of running off, as it often does in the winter.

Graduate from the school of experience and it quickly cooks up a new course,

Former NCA Head Has Write-up In Food Magazine

A 8-page article in November issue of Quick Frozen Foods, a trade journal of the 4 billion dollar frozen foods industry with a readership of 65,000 features "The Coastal Story," with James E. Glover, former president and general manager of NCA heading the administrative echelon write-up. Coastal was formed by the merger of the Phillips Packaging Company with Consolidated Foods Corp., and the incorporation of Gibbs & Company. It is now a division of Consolidated Foods.

Article states, "The merger was accompanied by the injection of vigorous new blood into the company, including James E. Glover executive vice-president and general manager, who came to the position with a reputation of dynamic accomplishment as president of National Cranberry Association . . ."

Headquarters is at Cambridge, Maryland.

Article further states "They (Glover and James A. Langley, director of marketing) are embarking on a program of further growth with a company that possesses generations of prestige as a packer of quality canned and frozen vegetables."

There is a lengthy resume of Mr. Glover's career including his connection with NCA. Also at Coastal is Dr. William F. Filz, who resigned from National this fall, where he was director of research. At Coastal he holds the position of director of research and quality control. Dr. Filz, born in Oregon, was formerly with Cranguyma Farms at Long Beach, Washington. He is a member of the Institute of Food Technologists and a member of a six-man industry advisory committee to the U. S. Army Quartermaster Corps.

**Cranberries
Advertising
Pays Big
Dividends**

cent of the crop was estimated on hand by the first of December and a very few berries were reported the first of the year. Most shippers had oversold and with heavy shrinkage and over estimating there were very few berries on hand after Thanksgiving. Prices advanced considerably under these conditions, but affected a very small percentage of the crop. Crop disposition was placed at about sixty per cent fresh and the balance processed in relish and sauce.

Most marshes flooded up in Dec. when temperatures dropped to ten below the middle of the month, but moderate temperatures which followed prevented the complete freeze down and eliminated any chance of sanding the balance of the month. With colder temperatures forecasted for January some re-flowing was expected and sanding operations were expected to get underway shortly after the first of the year.

Winter Meeting Of Growers

The winter meeting of the Wisconsin State Cranberry Growers Association is to be held Jan. 25, at the new county courthouse in Wis. Rapids. Most of the meeting will be devoted to a discussion on proposed legislation governing water laws in Wisconsin. The election of officers for 1958 will be held. L. A. Sorensen

NEW JERSEY

The annual gathering of blueberry growers was held Jan. 9 at Clayton's Cabin near Manahawkin. Richard P. Hartman, agricultural Agent of Ocean county was chairman. Phillip Alampi, State Secretary of Agriculture was guest speaker, outlining a plan for improved marketing of blueberries under a State seal of Quality. Members of the Experiment Station reported on blueberry research. (These addresses will be reviewed in the February issue.) Regular meeting of the New Jersey growers will be held Feb. 6th at Pemberton. Details of the program may be found on another page,

Some Thoughts on the Massachusetts Cranberry Crop Potential

By

W. E. Tomlinson, Jr.

Massachusetts Cranberry Experiment Station

Recently, while going over Bulletin 447, *Cranberry Growing in Massachusetts*, for needed revisions, I noticed some estimates about crop losses in harvesting, from root grubs and from fruitworms. I had read them before many times, but this time they set me to figuring with pencil and paper.

The loses in the harvesting operation are set at one-fifth of the crop in this bulletin, and that doesn't include the reduction of the following crops that results from the wear and tear on the vines that occurs in dry picking. In this same bulletin, the loss of 150,000 barrels a year is charged to root grubs and one-third of the crop is lost some years to fruitworm. In Bulletin 445, *Cranberry Insects in Massachusetts*, it is estimated that insects reduce the crop one-fifth every year. I believe this is exclusive of root grub injury, but will assume that our insect control methods have improved in recent years and our root grub treatments have reduced grub injury so that we can lump together insect and grub injury at 150,000 barrels a year. For convenience, I will call one-fifth of the crop, 100,000 barrels. So by adding the 100,000 barrels lost in harvesting to the 150,000 barrels lost to insects, including grubs, we could have realized 835,000 barrels by just overcoming these two losses.

In addition to these factors, there are also others that reduce the crop, such as diseases, weeds, drought, excess water, lack of nutrients, frost, winter injury and oxygen deficiency injury, to mention only some of the more obvious. These additional losses vary from year to year, but easily account for another one-fifth of the crop yearly over a period of years, or another 100,000 barrels. Thus, if we could have gathered the 100,000 barrels lost at harvest, saved the 150,000 barrels destroyed by insects and the 100,000 barrels lost to the several other causes listed, we could have added 350,000 barrels to our crop and come up with 935,000 barrels in Massachusetts alone in 1957. This would have given us an average of just under 72 barrels per acre instead of the 43.5 that we did obtain for our efforts.

You may think that it was a good thing that we didn't realize this potential. However, rumor has it that some of you obtain 70 barrels-per-acre yields or better rather consistently. Indications are also, under present prices that those acres that don't produce 70 barrels or better rather consistently won't survive the effects of economic attrition that you are subjected to today.

Are such yields possible of attainment consistently over a period of years? I, of course, don't know for sure whether or not they are, but I can show what increases have been made in the last 50 years or so and some of the reasons for these increases. If we know our problems and face up to them, I think we can overcome many of them, at least the more important ones, and bring the

state average up nearer to what it should be.

Between 1905 and 1924, when bogs with adequate frost protection were much fewer than they are today, when insect control depended almost exclusively on the use of water or the vagaries of nature, when 20-25 per cent of the acreage was in odd varieties and when fertilizer was a dirty word, the average yield for the entire period in Massachusetts was 22.5 barrels per acre.

With the development in the early 1920's of formulae for predicting frosts with reasonable accuracy, there was a marked increase in improved flowage facilities which enabled the growers to more adequately protect their bogs from impending frosts (Table 3). It was during this same period that the odd varieties began to diminish in acreage (Table 4). Insect control methods improved some during this period also with pyrethrum, rotenone, and cryolite coming into common use for leafhopper, fireworm and fruitworm control. Thus a combination of improved frost protection, better varieties and more effective insect control increased the average state yield from 22.5 to almost 30 barrels per acre in the period between 1925 and 1944 (Table 2 Page 10). (See Table 3, 4, Page 10).

Just after World War II, the use of DDT produced phenomenal yield increases in many agricultural commodities that were directly traceable to superior insect control. Cranberries were no exception, and though we have seen DDT lose its effectiveness on several cranberry insects, we have other insecticides that are equally effective. The use of fertilizer on cranberries as a regular practice has gained favor generally only since the end of World War II. Odd varieties declined to about 5 per cent of the total acreage during this period, The beneficial effects of these factors increased the yield to 38.5 barrels per acre

Table 1. Massachusetts Potential Crop

585,000 barrels	Harvested in 1957
150,000 "	Lost to Insects
100,000 "	Lost in Harvest
100,000 "	Lost to Miscellaneous Causes
935,000 barrels	Potential Crop

CONTINUED ON PAGE 10

ARE WE A LITTLE MORE CHEERFUL?

IS there a mild feeling of optimism in the industry as concerns some upturn in marketing price in 1958? We seem to detect some of this here and there.

We all know the marketing year went out like a lion—for what little fresh fruit there was available, at prices from \$4.35, \$5.50 to \$4.75 a quarter FOB. But such a large percentage of the '57 fresh crop had been sold at unsatisfactory prices that not much difference will be made in total returns.

However, there was one important factor. This was the 1957 season end was cheerful: it left the trade in a cheerful state of mind. This could carry over in 1958 marketing and make for a higher opening and better sustained prices. Many have questioned the opening figures of last fall, that is their lowness and felt as much fruit could have been sold at better prices.

On the other hand there was much soft fruit around, much of the eastern blacks, Wisconsin Searles could not be held. There was a lot of shrinkage, and this is being studied, by a committee of NCA and observed and studied by others. Something constructive for another year may come out of shrinkage factors involved in '57.

From NCA there has come intimations, although nothing official that the big crop may return a cash net of \$10 a barrel next year. This, with a more cheerful trade market could get the industry back on its feet again.

But, this has to be accomplished first (and everyone connected with the industry is hoping for a price betterment). If you are inclined to be pessimistic, you can look at the present prospects (they can change) of more fruit grown in Massachusetts next fall; some in Wisconsin are already foreseeing a better than 300,000 barrel crop, maybe 325,000 and the increasing status of the West Coast.

A bigger crop would make a harder selling job. Still, we can face the new year with hope, there is certainly no law against that. It can come about that a happy combination of circumstances can put the industry back on its feet in 1958.

Editor and Publisher
CLARENCE J. HALL

EDITH S. HALL—Associate Editor
Wareham, Massachusetts

CORRESPONDENTS--ADVISORS

Wisconsin

LEO A. SORENSON
Wisconsin Rapids

Washington—Oregon

CHARLES C. DOUGHTY
Cranberry Specialist
Long Beach, Wash.

Massachusetts

DR. CHESTER E. CROSS
Director Mass. Cranberry Experiment Station
East Wareham, Mass.

BERTRAM TOMLINSON
Barnstable County Agricultural Agent
Barnstable, Mass.

New Jersey

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

Shorter Harvest Season?

Progress has a way of bringing up new problems. Now that we are picking such a high proportion of the crop with machines are we entering a period of quicker harvests? Will berries come in so fast in say a six-week period rather than ten that their very quantity becomes troublesome before the consuming public is ready to buy fresh cranberries? This will bring up new storage problems and we know the more alert members of the industry are giving the matter thought.

WE have been keeping our eyes on Wisconsin—how about Washington with its sensational crop this year and its potential? Now if the Evergreen State will only produce a few more quality berries for fresh market, it will be all to the good.

CROP POTENTIAL

CONTINUED FROM PAGE 8

in the period from 1945 through 1957.

By further reductions in losses due to frosts, insects and lack of nutrients, plus more fruitful varieties than we grow now, we might very well bring the average up several more barrels per acre. Then add the barrels of berries that we leave on the bog in the harvesting operation those that we lose to too much or too little water, to weeds, to fungus and virus infections, and to the several other crop robbers, and we might well be able to increase the average state production to 75 or more barrels per acre and compete with the other high producing areas on more even terms.

For an excellent summary of factors that have brought about the recent remarkable increase in yields in Wisconsin, read the article by George L. Peltier in the December 1957 issue of *Cranberries Magazine* entitled *Factors Influencing Cranberry Yield in Wisconsin*.

Summary

It has been estimated that one-fifth of the Massachusetts cran-

berry crop is lost in harvest, that 150,000 barrels is lost to insects, and another one-fifth or more is lost to miscellaneous causes such as frost, drought, too much water, lack of nutrients, winter kill, diseases and oxygen deficiency injury. By improving frost control, improving insect control, discarding poorer producing odd varieties and increasing the use of fertilizer, the average yield in Massachusetts has been raised from the 22.5 barrels per acre that prevailed from 1905 to 1924 to an average of 38.5 barrels per acre between 1945 and 1957. By further improvements in varieties and in cultural practices and complete abandonment of unproductive bogs, the state average might well be increased to 75 barrels per acre or better.

BIG PUBLICITY SPREAD

It has been estimated the publicity campaign conducted by NCA through its advertising agency, Batten, Barton, Durstine & Osborn during the fall months reached outstanding proportions. It is estimated that fresh cranberry recipes through magazines, newspapers and other media reached approximately 36,000,000 readers.

FARM BRIEFS

Farm land values in Massachusetts rose nine percent during the year ending July 1, 1957 according to the USDA. Nationally the dollar value of farm real estate continued its long term upward trend, bringing farm values to an all-time high.

During 1956 each U.S. farm worker produced enough food, fiber and tobacco to supply himself and 20 other persons. This is a great increase over 1940 when he supplied 10 others. In 1956 farm workers made up less than 5 percent of the total population compared to 8 percent in 1940 and 25 percent in 1820. *Farm Economic Facts*.

CRANBERRIES SHOW SLIGHT INCREASE

Cash receipts of Massachusetts farm commodities increased slightly in 1956 over '55, according to figures in *Farm Economic Facts*, issued by Extension Service, University of Massachusetts. Total was \$169,000, cranberries increased from \$5,026,000 to \$5,142,000, heading fruits and leading apples by a slight margin.

GRAYLAND WEATHER

A few flowers were still blooming in the Grayland section of Washington, there had been no snow the first of the year and very little frost. There were fresh strawberries until November.

Table 2. Averages of Massachusetts Cranberry Yield - 1905-1957

Years	Acres	Barrels	Barrels per acre
1905 - 1924	13812	310,000	22.5
1925 - 1944	13875	411,400	29.65
1945 - 1957	14150	545,000	38.5

Table 3. Flowage Facilities in Massachusetts

Year	Full Flowage		Partial Flowage		Winter Flow Only		Dry Bog	
	Acres	% of Acres	Acres	% of Acres	Acres	% of Acres	Acres	% of Acres
1924	6294	45.3	1075	7.7	4809	34.6	1520	12.4
1934	6605	48.4	2980	21.8	3342	24.5	717	5.3
1946	8584	57.4	2971	19.8	2570	17.2	814	5.6
1955	8340	61.9	2530	18.7	2144	15.9	451	3.5

*1.6% of acreage not classified as to flowage

Table 4. Comparative Acres, Crop Production and Acre Yields

	Percent of Acres			Yield per Acre		Percent of Crop Produced		
	1934	1946	1955	1946	1955	1934	1946	1955
Early Blacks	48.6	58.5	62.3	37.4	42.5	54.3	59.2	64.0
Howes	32.0	34.6	32.5	38.3	39.4	38.2	35.8	32.0
All other varieties	19.3	6.8	5.2	26.8	28.8	7.5	4.9	4.0

L. A. Sorensen Opens Wisconsin Growers' Service



Leo A. Sorensen of Wis. Rapids has announced the formation of the Wisconsin Cranberry Consultant Service for Wisconsin cranberry growers. He has established offices in room 5 of the Kruger Building at 132 E. Grand Ave., Wis. Rapids.

He entered the cranberry field in Wisconsin in 1946, following his discharge from military service. From 1942 he served as an officer in the Marine Corps in the Pacific area. A University of Wisconsin graduate, where he majored in subjects relative to cranberry growing, he has been affiliated with several cranberry organizations in that state during the past twelve years. From 1946-1954 he was fieldman and manager of the Midwest Cranberry Cooperative of Wis. Rapids. During the 1954-57 period he served as manager of the Wisconsin Division of Eatmor Cranberries. He also has served as secretary of the Wisconsin State Cranberry Growers Association for a number of years and is presently serving in that capacity.

He has been closely allied with the development of a number of major cultural practices now utilized by the growers in that state, including the preparation of insect and fertilizer charts, now widely used in that area.

A native of the cranberry area and a lifelong resident of the state, he is married, has two children and resides at 521 12th St. S. in Wis. Rapids.

NCA Directors Go To Wisconsin

Eastern and Pacific Coast directors of NCA are meeting January 24 at Wisconsin Rapids with Wisconsin directors for the regular monthly meeting. Executive Vice-President and General Manager Ambrose F. Stevens will make the trip with the Eastern group. This will be his first visit to Wisconsin concerning the cranberry industry and his first to the Rapids.

All Massachusetts and New Jersey members were expected to attend with the exception of two. The Massachusetts delegation was expected to travel by train from Boston to Chicago the 21st. New Jersey and West Coast members would be met there and there will be a visit to the North Chicago packing plant and to a meat packing plant.

Then the entire group goes to the Rapids, where there will be a series of meetings, with directors at Hotel Meade and meetings for grower-members at the Elks club. There will be meetings of the NCA shrinkage committee, Chester Robbins, Onset, chairman and of other committees.

With much soft fruit this past fall in eastern Howes and Wisconsin Searls NCA shrinkage has been estimated as about 7 percent of NCA's probable share of the crop of approximately 725,000 barrels.

Other committees include those on fact finding, fresh fruit, salaries and pensions.

The innovation of going to Wisconsin is hoped to be the start of rotating sessions some months of the year to enable the mid-West, New Jersey and possibly in the future the West Coast to be the scenes of meetings, rather than having them all at headquarters, Hanson, Massachusetts.

Results of a job evaluation survey of National by the business consultant firm of Booz, Allen & Hamilton are expected to be reported to Mr. Stevens by the end of this month. Mr. Stevens has pointed out that this survey is a "job" and not a "personnel" survey. In this type of survey he said each position was evaluated in relation to the entire NCA operation, the value of job rating is established and it is determined

what salary range each position falls into.

The procedure, Mr. Stevens said is "common, garden" management action and is done in most businesses of any size throughout the country. Survey began about November first.

Grayland Berry
Queen



Miss Barbara Erickson, chosen queen of the Grayland, Washington Area recently.

Cranberry Growers Win Blue Ribbon

Cape Cod Cranberry Growers' Association this month won the blue ribbon in the "Commodity and Education" class at Union Agricultural Meeting, Worcester. This meeting is attended by thousands each year and exhibitors are entered from all New England.

This was the 10th annual entry by the association with a new theme this year, a booth exhibit of finished cranberry products. Display included both processed and fresh cranberries utilized in cakes, breads and other finished products. Cranberry recipes were passed out and various growers discussed cranberry cultivation and gave other information to the public.

In charge of the display was Oscar Norton, Rochester. Attending were Arthur Handy, Pocasset, association president and about a dozen others from the industry including a large representation from National Cranberry Association and Cranberry Specialist "Dick" Beattie, Wareham. The exhibition was open for three days.



Above is featured a photo of a display used by Indian Trail, Inc., Wisconsin Rapids, at a large Red Owl supermarket. It was built with approximately 20 cases of fresh cranberries.

Indian robot at the top was something new in the way of advertising and the robot had an electric motor which operated the

Indian, making his head nod and his eyes roll, calling attention to the fresh merchandise.

Indian Trail reported prices at Thanksgiving as rather demoralizing, but Christmas sales supplies did not equal demand and the whole season was "fairly successful."

RESUME OF 1957 GROWING SEASON IN WISCONSIN

by

Geo. L. Peltier, Consultant
Indian Trail, Inc.

The winter (1956-57) was a more or less normal one. Oxygen deficiency was reported in some areas on a few bogs, which resulted in excessive leaf drop and a slower start of the denuded vines.

The forepart of April was rather cool, while the last half was unusually warm, with maximum temperatures in the low eighties on several days.

The majority of growers removed the winter flood during the

third week in April. Budding appeared to be good to excellent over most of the state. By the end of the month some swelling of the buds was noted.

From May 3 to 7 (5 days) bog temperatures were in the low twenties. On May 5 a minimum temperature of 16 was recorded in the Cranmoor area. During this interval the growers put on a reflow which in some instances was left on for an extended per-

iod. Perhaps some of the expanding buds were thereby injured by water and possibly by the low temperatures, if a complete coverage was not attained. Ordinarily reflowing is delayed until around May 10. On May 16 just about the time the buds were in the white bud stage, (Searles), a minimum temperature of 17° occurred. It is my personal opinion that this temperature caused an unknown amount of damage to the floral structures in the expanding buds. Three more below freezing temperatures occurred the latter part of May and the last spring frost (23 F.) was reported June 2. Thus, during the month of May below freezing temperatures occurred on 10 days with one the forepart of June (Cranmoor). Undoubtedly some bud injury was due in part to exposure to low temperatures, if a complete flood was not on. The presence of flood waters, for extended periods, was also a contributing factor to the injury of the expanding buds. Perhaps this injury was more serious in the Searles, since they were in a more advanced stage than the slower starting varieties. May weather can be characterized as cool, wet, and cloudy, with a large deficiency of degree days (50 F) and sunshine.

June was a normal one in all respects. New growth developed quite rapidly, hooking occurred fairly early, and by the end of the month 25% or more were in full bloom. Most of the precipitation (3.26") occurred between the 11th and 16th (2.63") just at the height of hooking (Searles). July was normal, except for a heavy wind-blown rain on the eighth, accompanied in some areas (City Point) by a damaging hail. No doubt the heavy rain coming at full bloom (Searles) inhibited pollination to a varying extent. Bloom set before and after this date was normal.

Berries began to put on size in August since the month was fairly dry (1.94") while temperatures and sunshine were near normal. The set in the Searles was quite erratic in the central area, al-

though it was above average in the north, especially in the north-eastern area. In general, Natives, McFarlins, and Howes all had a better than average set over the entire state. A frost (26°) on August 5 caught a few growers unawares and resulted in some frozen top berries on a few bogs.

September was cold, dry and cloudy with a lack of sunshine. The first heavy frost (23° F) occurred on the sixth. During the next two weeks six light frosts were recorded. Beginning on the 26th and continuing through October 12 frost occurred almost nightly, with bog temperatures below 20° on four nights with a low of 15° and 12° nights in the twenties, which meant a continuous process of flooding for almost three weeks during harvest. The low temperatures froze some of the top berries not completely covered and the presence of flood waters for extended periods contributed to far more than the normal amounts of scald and frozen berries. Exposure to water also affected the keeping quality of the undamaged ones. As a result, shrinkage in storage was much larger than normal. Fortunately, end rot did not appear until into November and for the most part was less than usual.

As a result, the big problem in packaging was the difficulty in spotting the plump frozen berries on the sorting table.

For some unknown reason, fall budding was late and the buds unusually small. Perhaps the cold October may have injured some of the buds before the vines went into dormancy. The majority of the growers had a winter flood on by the middle of December just prior to below zero temperatures which occurred for several days. Late December was much above normal with temperatures in the fifties during the day, so that some growers withdrew the water, since much of the ice has melted.

SUMMARY

In spite of a better than average spring budding and a subsequent heavy bloom, yields, especial-

ly in the Searles (over 60% of the crop) were quite disappointing to many growers. Apparently a series or combination of weather factors were primarily responsible and are enumerated as follows:

1. Oxygen deficiency with excessive leaf drop. (local areas)

2. Below normal temperatures in May of unusual intensities that may have been severe enough to cause pollen sterility and/or injury to the floral structures.

3. A week of high precipitation during the height of hooking in mid-June.

4. A heavy wind-blown rain, accompanied by hail (in limited areas), at the height of bloom (July 8) and

5. Excessive and almost nightly heavy or killing frosts the latter part of September and forepart of October resulting in soft berries, either frozen, scalded, or water soaked, which in turn was responsible for a large shrinkage in storage, and the poor quality of some of the berries that were shipped. Thus, the wide difference in the estimate of August 1 and December 1 can be accounted for by the size of the "slush piles" behind the warehouses. The heaviest loss occurred in the Searles variety.

SPRINKLER IRRIGATION IN NEW JERSEY

The following is from a panel discussion of specific cranberry problems as recorded in Proceedings of American Cranberry Growers' Association of New Jersey. Archer Coddington of Toms River was on the panel as concerns sprinkler irrigation. Vinton N. Thompson was chairman.

Question: What started you in the use of sprinkler irrigation on cranberries?

Answer: I had had some severe losses from frost and it was for frost protection in the spring that I installed irrigation. However, it helps a good deal in the fall, which means I can wait longer before picking and get berries of

a better size.

Question: How large is your operation and what size pipes do you use?

Answer: I have 20 acres in one bog. The mains are six to three inches and the laterals are three and two inches and they are spaced 80 feet apart.

Question: What size is your pump?

Answer: It is a V-8 gas engine and pumps about 1000 gallons per minute.

Question: Do you pump from a reservoir, a sump hole, or a stream?

Answer: I have a stream of good size which runs right through the bog. Due to dry weather I had to keep the pressure down to 45 pounds.

Question: Do you use a dam to raise the level of the water?

Answer: Just a small stop just below the suction pipe.

Question: What did your pump, pipe and equipment cost?

Answer: \$9,000.

Question: Do you leave the pipe out in the bog all winter?

Answer: No, I take them off the bog each autumn.

Question: Were you able to maintain sufficient moisture in the soil?

Answer: Yes. I could only sprinkle four hours a day but often I sprinkled every 4 or 5 days.

Question: Did the water which you put on the bog tend to seep out on the ditches?

Answer: No, it all soaked into the soil and stayed there.

Question: What time of day did you do your sprinkling for irrigation?

Answer: Generally 3 to 8 a.m. This was based on the idea that with the morning sun coming on the vines will dry promptly and there might be less likelihood of encouraging fruit rot.

Question: What about ice freezing on your pipes?

Answer: It did no harm. Some nozzles froze up on the colder nights. I think if the temperature goes below 22 degrees, sprinkling may possibly not protect the berries.

Question: How much of a crop do you expect this fall on your 20 acres?

Answer: 1200 to 1400 barrels.

(Editor's Note, 1957 production was 1416 barrels.)

Late Mass. Notes

Starts Off Colder

January began by reversing the warmer than normal trend with temperatures at zero and slightly above at end of first week. Lows and 3 and 4 above were recorded at State Bog Jan. 3 and 4. This brought a little skim ice and gave a day or two of skating on bogs, reservoirs, shallow ponds, but nothing for sanding.

"Blizzard" Of Rain

Then on the night of January 6th came the first New England blizzard of the current winter, but over most of the cranberry region, except for interior, it was a blizzard of rain, rather than snow. Cranberry Station received 2.84 inches of rain that afternoon and night. Falmouth on the Cape reported 4.04, the heaviest in 20 years or more. This was borne on winds up to 70 miles an hour with gust reported at Cape Cod Canal of 79. At the same time the barometric pressure droopped to 28.57, lowest since the hurricane of 1954. Storm which in N. E. claimed 13 lives and extended to Florida was all but a winter hurricane.

Water Still Low

While there was considerable property damage, there was none to bogs. Using the old and rough rule of thumb of one inch of rain equaling 10 inches of snow, South-eastern Massachusetts would have been well buried. As it was the entire Cape and much of Plymouth county had only the rain. Still, water supplies have not reached normal levels and some bogs are exposed, which are not ordinarily dry. Total precipitation to the 10th totalled 3.18 with Jan. normal.

Some wheelbarrow sanding had been done the first of the year, but not very extensively.

"Combing And Pruning Program"

Laurence Dana, manufacturer of the Getsinger Picker of Wisconsin writes he has now had experience with this machine in Wisconsin, the east and west coasts, and his trips of the past fall proved profitable. Of one thing he is convinced, growers on both coasts, regardless of what machine they use, should go into a pruning and combing program.

He finds that bottom cross runners "are like so many pieces of bailing wire to snag a picker with. Were they not there you could set your machine closer to the ground and do a better job of harvesting . . . this is especially true on the Early Black where they are at the bottom."

Mr. Dana demonstrated his machine wet or dry model at Long Beach Experiment Station bog, Long Beach bog of Charles Nelson, Cranguyma; the Bailey bog at Grayland.

He was taken to Southwestern Oregon by Mr. and Mrs. Ray Oliver, and on the Ray Bates bog he had perfect raking both wet and dry. He also demonstrated on the Crandall bog.

Following his travels and experiments this past season, Mr. Dana plans studies, changes and adaptations, for both the Getsinger dry and wet pickers, which are very widely used in Wisconsin.

From Sea To Shining Sea

F. B. Chandler

In a recent issue, the second part of the second trip to the West Coast was published. That told about the cranberry industry in Clatsop County, Oregon; and the Long Beach section in Washington. This month will be about Grayland, Copalis, Yakima, and Lulu Island, B. C.

Generally, agriculture within a state is divided by counties and this has been done previously in Washington. However, knowing that there were a number of cultural practices which varied from Long Beach to Grayland, the Washington study was made by sections. Pacific County includes the Long Beach section and the southern two-thirds of the Grayland section. The northern part of Grayland and Copalis Beach, or North Beach section, are in Grays Harbor County. The Grayland section includes 62 per cent of the acreage, or 591 acres, 35 per cent of which has been planted to cranberries in the last ten years. 83 per cent of the cranberry growers reside in this section, but the largest holding is only 15 acres.

All of the cranberry bogs in Washington are set on peat which has developed between the sand bars or low sand dunes, which are parallel to the coast. The type of peat and stage of decomposition varies even within a bog. The bog in Copalis is on peat, but is very high on a hill. The peat is covered with very fine beach sand. According to Carl McMurphy of the Soil Conservation Service, the internal drainage of the peat varies, but some has a permeability of six or seven inches per hour, while beach sand has only 0.8 inches per hour.

About 55 per cent of the acreage in Grayland was fertilized, but the amount of fertilizer used was less than some sections supplying ten pounds or less of nitrogen. None of the bogs in Grayland are flooded in the winter.

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Sprinkler systems are used on 47 per cent of the bogs in Grayland which cover 57 per cent of the acres. Many of these systems have been installed since the bad frost of 1953. Water is limited for many of the bogs in Grayland; however, in 1956 the Soil Conservation Service conducted its second survey of the peat, drainage, and water supply which may assist in improving the situation.

Growers on the west coast have probably sprayed for diseases more consistently than growers have in other sections of the country. Cranberry diseases on the Pacific Coast have received a lot of attention over the years. H. F. Bain made an outstanding study from 1922 to 1925. Fungicides, mostly Bordeaux, are used by 43 per cent of the cranberry growers in Grayland.

Harvesting is much different in the Grayland section than it is in Long Beach. In 1955, over 300 acres were harvested with a vacuum picker was not used at the vacuum picker was not used at all. Since 1955, the vacuum machine has nearly disappeared. That year the Western Picker was used on 10 acres in Long Beach and on 160 acres in Grayland, while the water reel was used on 250 acres in Long Beach and on only 4 acres in Grayland.

Lulu Island

While the figures from the survey in Washington and Oregon were being summarized, the author visited Lulu Island on the Frazer River. While there, all ten of the bogs were visited. At present, there are 19 acres of bearing bog but 56 acres more have already been planted to cranberries. Nearly all of the vines are McFarlins, but there are others set for trial. They are planning to build about a hundred more acres to cranberries in the future.

As there were still a few days before the data would be ready, the author took a boat trip from Vancouver to Victoria, a beautiful spot, landing at Seattle. This was a wonderful experience, sailing through the Georgia and Horn

Straits, then in Puget Sound to Seattle; from Seattle to Portland, past Shasta Mountain to San Francisco for a visit with a niece and nephew. Then on into the Valley of the Moon to visit the author's sister. While there, I had some abofoni steak, which is to the natives there what Cape scallops are to us. It was a treat to have some of the muscle of a large mollusc.

Upon returning to the State College at Corvallis, Oregon, Dr. Wood, head of the Department of Agriculture, had supervised the summarizing of the data so the author could prepare Miscellaneous Paper 38, "A Survey of Oregon's Cranberry Industry."

In Washington, Emery C. Wilcox of the Estimates Division, Agricultural Marketing Service,

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guided the summarization of the data and the Department of Agriculture in Olympia published the survey. While in Olympia, the author visited the gardens around the Capitol, which were beautiful in spite of the extremely low temperatures of the previous November that had injured many of the plants.

After completing the manuscript, one of the chief fruit inspectors made arrangements for a visit to the Western Washington Fair--

truly a great fair with many wonderful exhibits. Some of the outstanding exhibits were prepared by J-H Clubs and others by the Grange. The following day, he took me over the mountains to Yakima. Yakima is one of the great fruit sections of Washington, and a whole day was spent visiting packing houses, observing irrigation systems, and seeing the tremendous damage caused by the November freeze.

The trip from Yakima east was

on a train called the Lewis and Clark, which followed quite closely the route travelled by the explorers and which had many pictures to remind one of the historic event.

Next chapter will be about the study of harvesting, drying, and storage in Wisconsin.

H. R. Bailey Dies At 85

Hugh Robert Bailey, South Carver, long a major producer of cranberry equipment died at Tobey Hospital, Wareham, January 2. He was 85 and had been in the hospital exactly a month following a cerebral hemorrhage while at work at his plant, the H. R. Bailey Company.

He was a pioneer manufacturer of many types of equipment for cranberry growers, and in particular Bailey separators, other screenhouse equipment and pumps in use in every or nearly every cranberry growing section of the country and in Canada. He had been a resident of South Carver for more than 60 years. The Bailey company was established in 1895. Originally the Bailey location was a carriage shop and made everything for the carriage trade.

Besides manufacturing all types of equipment Mr. Bailey was one of the most successful Massachusetts growers operating about 50 acres.

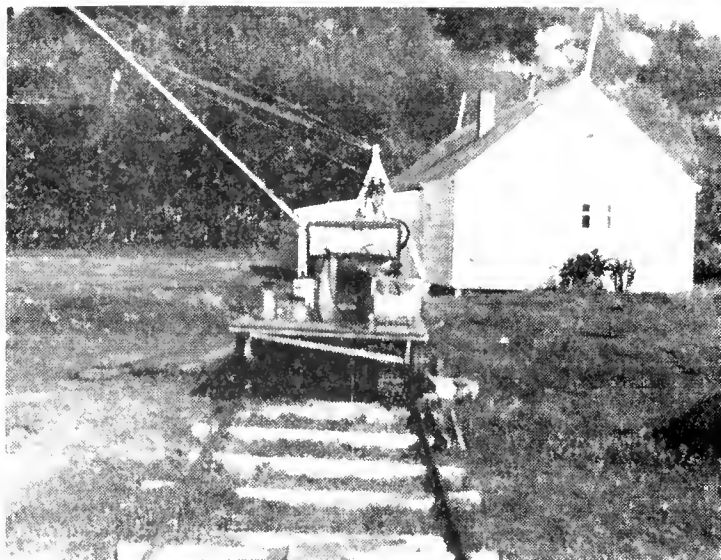
Mr. Bailey was a former director of New England Cranberry Sales Company, and following the demise of that organization he joined National Cranberry Association. He was a member of Cape Cod Cranberry Growers' Association. He was a member of the Union Church Society, a charter member of South Carver Grange and a member of Wankinquoah Lodge, Odd Fellows of Wareham. He was born in Earltown, Colchester County, Nova Scotia.

Funeral services were at South Carver Methodist church and burial at Union cemetery.

He is survived by a son, Donald, who was a partner in the Bailey company; a daughter, Mrs. Jennie E. Shaw; three grandchildren, three great grandchildren, three sisters and a brother.

His son says the company will continue, at least for the present time, after being reorganized.

Men used to make slaves of one another—nowadays it's installment buying that does it.



Back yard of a Grayland cranberry grower. Near the house is the car with a boom for spraying the bog. In the middle an old Ford for a power unit and in foreground the weeding car with a weeding apron ("weed box") string to mark area treated, small oil can two hand pressure sprayers.



A bog in Grayland. Note posts on the left for electric deer fence. The upland next to the bogs was clipped by a clipper (behind post), "weed box" on stilts contains herbicides. Weeding is done from the ditch.

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*source U.S.D.A. Fruit Branch 2 7 57

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OSCAR NORTON, Cape Growers' Association and Queen Patricia Stockwell at Union Fair. (See Page 11)

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Mass. Cranberry Station and Field Notes

by J RICHARD BEATTIE
Extension Cranberry Specialist



Mr. Makepeace

The cranberry industry has lost one of its ablest and most respected leaders in the death of Mr. John C. Makepeace of Wareham, Mass. He was truly a pioneer whose tremendous energies were devoted to the welfare of our industry for well over 50 years. His attention to details, as evidenced by his beautifully kept bogs and the positions of high responsibility that he held, was ample proof of his outstanding ability as a grower and as a leader of men. We at the Cranberry Experiment Station join his host of friends and associates in extending our deepest sympathy to his family.

Evaluation

"The time has arrived when the cranberry industry must re-evaluate some of its present policies and make some careful decisions as to its future course." This is not a new thought by any means; in fact, the above statement was quoted in this column in February 1955. We still have a burdensome surplus in freezers, returns to growers have been discouragingly low, and prospects for 1958 leave something to be desired. This past fall the Massachusetts growers found themselves in the peculiar situation of having very little fresh fruit suitable for the Christmas and New Years market in spite of raising the fifth largest crop on record. Our fresh fruit sales agents tell us that if we had produced better quality fruit, a substantial volume of berries could have been added to the fresh fruit account. There appears to be a shortage of cocktail and whole sauce fruit to supply these important outlets. This distressing story could be continued, but would

serve no useful purpose. The important thing is to determine the reasons for these difficulties and try to correct them.

Quality Fruit Imperative

There is general agreement that poor quality fruit has been one of the contributing factors for our present dilemma. It is not a new problem, but unfortunately one that has received relatively little attention for many years. As a result, the cranberry industry has been slowly undermined by a policy that paid as much for weak fruit as it did for sound fruit. Large crops, weak berries, low returns, and the present tonnage in freezers are ample proof of our unsound position. However, all is not lost, to use an expression heard frequently at the Cranberry Experiment Station.

It is now time to to examine the brighter side of the picture. Those attending the February cranberry club meetings had an opportunity to hear Ambrose Stevens, the new general manager of the National Cranberry Association, discuss some of these problems. Frankly, the writer was greatly impressed and encouraged by Mr. Stevens' presentation, particularly the emphasis that he placed on quality. There is every indication that our industry is coming to grips with the problem. Industry committees are hard at work endeavoring to develop constructive programs that will encourage growers to produce high quality fruit. Dr. Bert Zuckerman has developed a practical fungicide program that can play a very important role in the production of such fruit. These problems, and many more, are receiving major attention.

The relatively mild winter experienced as of mid-February appears to support the forecast made last November. Temperatures in January averaged nearly 2 degrees per day above normal, which was a bit more seasonal than the 7.4 degree per day above normal enjoyed in December. February temperatures, however, are below normal at the writing of this article (February 14) and could temporarily reverse the pattern. January rainfall in the Boston area broke all existing records with approximately 9.5 inches being recorded. Here at the Cranberry Station, 8.29 inches was measured by George Rounsville—the second wettest January in history, topped only by January 1915, when 9.39 inches was recorded. Normal rainfall for this month is 4.12 inches.

Based on tests made by Mr. Rounsville, oxygen deficiency conditions have not reached the critical stage at the State Bog. However, ice has reached a depth of 5 to 6 inches in the Wareham-Carver area and, if snow or several cloudy days are encountered, the picture could change rather quickly. We are now in a considerably better position to combat oxygen deficiency conditions because water supplies are now ample in most instances, so that bogs could be drained and re-flooded if necessary. As far as we know, winter killing conditions have not been serious to date.

Green Scum

Joseph Kelley has been checking bogs for green scum and reports that it is beginning to make its appearance on some properties. February is a good month to check bogs for this pest and take the unnecessary steps to correct it. The past history of the scum problem is a dependable guide as to whether the copper sulfate treatment will be necessary. Certain bogs have a scum problem every year, while others, like the State Bog, seldom require treatment. The cheapest method is to take advantage of the present ice accumulation and broadcast the

crystals of copper sulfate on the surface at the rate of 10 pounds per acre and repeat the application in March if necessary. Since this algae starts near the ditches it would be well to give these areas special attention. A word of caution is necessary as copper sulphate is harmful to fish life.

Control Charts

The cranberry pest and fertilizer charts have been revised and are now being printed. The county agents will mail the new charts to growers in March. The experience and observations of growers who assisted with this work was a tremendous help as usual to the Cranberry Station staff. We will discuss the major revisions in these charts in the March issue of *Cranberries*. In this regard, however, an item of considerable interest to Massachusetts growers is again called to their attention. Reference is made to the recommendation of *Amino-Triazole* in the new weed chart. The following notice was mailed to growers early in February.

"Confirmation has just been received that the United States Department of Agriculture has approved for registration the use of a new weed killer called *Amino-Triazole*, on cranberries.

APPROVAL AT THIS TIME IS FOR AFTER HARVEST USE ONLY. The following statement was approved for printing on labels:

'Cranberries—After harvest weed control only for the control of panic grasses, asters, *Rubus* sps. (brambles), and white violets, apply 16 lbs. of 50 per cent *Amino-Triazole* in 300 gallons of water per acre not later than 7 to 10 days after harvest'.

For further details on this subject and other pesticides, watch for the new charts and attend the March cranberry meetings."

The writer thoroughly enjoyed a three day trip to New Jersey in February. He was invited to appear on the program of the American Cranberry Growers Association to discuss the fresh fruit

studies carried on at our Station. He had an opportunity to visit with many growers and with the fine staff at the Cranberry and Blueberry Laboratory at Pemberton. It was a very pleasant experience and the hospitality given him was greatly appreciated. The exchange of ideas and viewpoints in the various cranberry producing areas of the country are always a helpful and rewarding experience.

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John C. Makepeace, Long Prominent In Cranberry Industry, Dies At 85

He was a Leader in Banking Circles and in
Civic Affairs of Southeastern Massachusetts

The cranberry industry lost a leading figure January 24 in the death of John C. Makepeace of Wareham, Massachusetts. He passed away at the age of 85 at Tobey Hospital, Wareham, after a long illness.

For most of his years he had been interested in cranberry cultivation. His achievements were notable as a cranberry grower, in marketing both fresh and processed; in his contributions to every phase of the industry.

His achievements extended to the banking world in which he was highly regarded, particularly in Southeastern Massachusetts where he was most active and throughout the state. He was active and influential in the accomplishment of many civic and area betterments of his community.

His father was the late Abel D. Makepeace of Hyannis, a pioneer in cranberry cultivation on a large scale and widely known for many years as the "Cranberry King."

Mr. Makepeace was familiar with cranberry growing from the time he was eight years old and spent several months each fall during the 1880's-90's with his parents at the Makepeace Waukinco bogs in Carver. From that time on a main interest of his life was the cranberry business although he branched out into financial and other business interests.

He was treasurer of the A. D. Makepeace Company at Wareham, a firm established by his father and reorganized by Mr. Makepeace in 1922. He was a founder and, until a year ago, secretary-treasurer of National Cranberry Association organized in 1930. He was an active participant in all affairs of that cooperative (originally Cranberry Camers, Inc.) which produced and made internationally known the Ocean Spray brand.

The A. D. Makepeace Company, with approximately 1,500 acres of bog in Plymouth and Barnstable counties, is the largest grower of cranberries, with an annual production of about 75,000 barrels, production at times having exceeded 100,000 barrels.

The Makepeace company was an early pioneer into processing uses of cranberries, beginning the manufacturing of an evaporated fruit, "Crannies" in Wareham.

The Makepeace company with its large staff of bog employees, office workers and of the process-

ing plant in seasonal operation, contributed much to the financial economy of his community.

Mr. Makepeace was president of the National Bank of Wareham for 45 years until his recent retirement; he was president and chairman of the board of the Hyannis Trust Company and a trustee of Wareham Savings Bank. He served two terms in 1934 and 1935 as president of the Massachusetts Bankers' Association.

The Makepeace Company was not a founder of American Cranberry Exchange (later Eatmor Cranberries, Inc., dissolved last spring) but Mr. Makepeace became active in that national fresh fruit cooperative several years after its establishment in 1907. He served several terms as vice-president of the exchange and was president of its affiliate cooperative, New England Cranberry Sales Company, for some time. At the period of the formation of the exchange, the Makepeace interests, which owned bogs in New Jersey were members of Growers' Cranberry Company of New Jersey, a much older cranberry organization, and one of the first cooperatives of its kind in the country.

Mr. Makepeace had been a resident of Wareham for more than 50 years and had always been active in its community life. He was a charter member and instrumental in the establishment of the Wareham Fire District.

For the past 20 years he had been closely affiliated with the development and growth of Tobey Hospital, Wareham. He was a trustee and its first treasurer. He was a life trustee of Tabor Academy, Marion.

He served as chairman and member of the Wareham Finance Committee. He was an active Republican, serving as chairman of the Wareham Republican Town Committee.

He was instrumental in the establishment of the Massachusetts Cranberry Experiment Station at East Wareham in 1910. He was a member and served some years ago as president of the Cape Cod Cranberry Growers Association. He was active on many cranberry and other committees of various types of community betterment.

He was prominent in the Cachalot Council of Boy Scouts.

His social affiliations included membership in Social Harmony Lodge, A. F. and A. M., Wareham,



where he was past master and was district deputy grand master of the Nantucket Masonic District. He was also a member of the Agawam Chapter, O. E. S.

He was active in the West Parish Memorial in West Barnstable and attended and was active in the First Congregational Church, Wareham.

He leaves his widow, Grace (Parker) Makepeace to whom he had been married for 59 years; a son, Maurice, Wareham, a brother, Charles D. Makepeace of Williamstown and two grandchildren.

The funeral was at the Wareham Congregational Church January 27. The Rev. Mervyn M. Morse, pastor, officiated.

Representatives of the cranberry industry, the banking field, and many civic and town organizations were among the four hundred attending the services. Floral tributes were notable. A police escort headed the long procession to the cemetery.

Honorary pall bearers were Girard C. Besse and Walter B. Chase, Hyannis, William L. Ross, Frank J. Butler, Allison B. Cook, Wareham, Arthur M. Griffin, Marion. Active pall bearers were a Masonic group: Leroy L. Eldredge, Leon Davidson, Kenneth Bruce, Elmer Tribou, Eugene Baker, Wareham, Charles Huff, Bourne.

Masonic services were held at the graveside.

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Cranberries

THE NATIONAL CRANBERRY MAGAZINE

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FRESH FROM THE FIELDS

Compiled by C. J. H.

MASSACHUSETTS

Snowless January

January was one of the most remarkable months weatherwise in the memory of the oldest grower. It was a practically snowless month, the fall being so slight that only traces were recorded at the East Wareham Cranberry Station. As to rainfall it was another matter. Precipitation for the 31 days was 8.29 or slightly more than double the normal of 4.12 inches.

Had the precipitation been in the usual proportion of snow the area would have had more than eight feet of the stuff measured by the rule of thumb of one inch of rain equals ten of snow. Some parts of the cranberry area did receive more than the immediate Wareham section, but it was relatively small compared to normal.

Wettest January Ever

Boston Weather Bureau called January the wettest one in the 88 years of its records, the nearest to it being in 1878. The rain did have one much desired result. It replenished the reservoirs which had been down since the drought of last summer.

Heavy Rains Lost

However, had there been the usual fall of snow January precipitation would have been even more beneficial. As it was some weather authorities say that too much of the heavy rains ran off into streams and hence was lost in the ocean. If there had been snow the moisture would have settled into the ground gradually and would have helped build up the general water table. As it is, it

is held the water table may be too low next summer to be of too much value should another severe drought develop. But, at any rate growers were thankful to have water sources up again for the remainder of the winter.

Temperatures for the month were 1.9 degrees a day above normal, or 56 degrees for the period. This warmth meant there was scarcely more than skim ice on most bogs for any length of time. Water was mostly open, with no snow cover on what ice there was so there was believed to have been no oxygen deficiency. With such conditions there was, naturally, no sanding on ice.

A Warm Winter

November, December and Jan-

uary have all been warmer months than normal. The winter of 1956-57 can now scarcely go down as a severe one, and bears out the prediction of Dr. Cross and others that it would be mild on the whole.

WISCONSIN

January Milder

January was warm and dry. The average mean temperature was 20.9 degrees or 1.8 degrees above the normal of 19.1 degrees. Precipitation in the form of snow, was only .52 inches or .79 inches below the average of 1.31 inches. There were only a few below zero readings, mostly at the beginning of the month, when temperatures

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dipped to minus 20 degrees and highs of forty were registered on the 12th. Many reporting stations had to go back twenty or more years for a warmer January record. The outlook for February is below normal temperatures and continued dry. With the coldest and longest month of the winter gone, spring is not far off.

Snow Cover

The entire state was snow covered at the end of the month and early February forecasts called for additional snowfall. Snow depth was the heaviest in the north and extreme south totalling 10 to 12 inches while the central area ranged from four to six inches. Most of the snow came the latter part of the month.

More Sanding

In travelling around the state and from all reports, it appears there is much more sanding being done this winter, than in the last several years. Good ice, shallow frost in the pits, moderate weather, and light snow cover during most of January enabled marshes to do more work than normally planned. With the price returns on last year's crop looking more favorable and provided good weather conditions prevail, it was expected sanding preparations and dyke work would continue throughout February.

Fruit Rot

A meeting was held at Wisconsin Rapids on January 25, between representatives of the Wisconsin State Cranberry Growers Association and a group of professors from the Department Of Plant Pathology of the University of Wisconsin to formulate plans for research work to start this year on cranberry diseases. Of primary concern will be work directed at controlling the various fruit rots in storage. For the most part keeping quality was very poor last year and conservative estimates place shrinkage to at least 10 per cent. Growers are going to be encouraged to use more fungicide this coming year.

NEW JERSEY

January Colder

The January weather in the cranberry belt was quite severe through the middle of the month, moderating considerably toward the end. Below zero readings were general on the 10th and 13th, when the minimum recorded was 8° below at Whitesbog and 10° below at Toms River. On the morning of the 10th extremely low temperatures prevailed as far south as Belle Plain, where a 4° below zero reading was recorded. Peculiarly, at Cape May Point only twenty-five miles south, the minimum temperature was 26° above zero on the same day.

Heavy Snow Fall

The average temperature for the month was 30.6°, about 4° colder than normal.

Ice thickness on the flood water of cranberry bogs reached a maximum of six and a half inches on the 14th. Unusually total heavy snowfall of 7 inches for the month falling on this ice caused concern over oxygen deficiency. Analysis of the water under the ice by the Cranberry and Blueberry Research Laboratory showed a rapidly deteriorating situation from the 14th to the 20th. However, a mill

spell from the 20th to the end of the month, with 2.77 inches of rain, opened up the ice on bogs throughout the State. Although growers were alerted, it was not necessary to issue a recommendation to drop the ice because of oxygen deficiency.

Excessive Rainfall

The total precipitation in January amounted to 5.91 inches, about 2.50 inches more than normal. Excessive rainfall has occurred now for the past three months, during which a total of 16.55 inches, or 6.59 inches more than normal have fallen. However, the past summer's drought was so severe that the water reserve around most cranberry bogs is still below normal.

Late Mass.

Sunshine Factor

January sunshine at Boston totalled 135 hours, nine hours below low January normal. January sunshine is importantly related to the size of berries in the coming crop. This amount, according to C. E. Cross, was so near normal the temperatures generally so mild, the amount of snowfall and ice accumulation so light that he

(Continued on Page 15)

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Fungicide Concentrate Studies In Massachusetts - - 1957

by

Dr. Bert M. Zuckerman

Plant Pathologist Cranberry Experiment Station

This article summarizes results of the third year of fungicide concentrate testing in Massachusetts. Over these three years fruit rot control through the application of concentrates compared favorably with that obtained through use of the standard high gallonage rates.

What does this mean to the cranberry grower?

Fungicide concentrates are less costly to apply, require less labor, enable greater acreages to be covered within a given work period, and allow for closer adherence to timing requirements. It is not difficult to see that these advantages accrue from applying 13-35 gallons per acre instead of 300 gallons per acre.

Some growers took advantage of this new method of "shrinkage" prevention in 1957 and, without exception, they were enthusiastic about the results. Of about 700 acres to which fungicides were applied this past year, almost half were treated with concentrates. A large segment of the concentrate application, 222 acres, was by helicopter. Application by straight-wing plane, ground concentrate rigs, and sprinklers amounted to about another 106 acres. The 1957 Cranberry Insect and Disease Control Chart will formally recommend the application of fungicide concentrates for the first time.

Ground Rigs

In 1957, four experiments were run using ground rigs to apply the concentrate at rates which varied from 25-35 gallons per acre. In each case, zineb was used as the fungicide at 9 lbs. per acre per treatment. Each bog was sprayed twice. One experiment was lost due to drought conditions; the results of the other three are summarized in TABLE 1. In each case, though the quality of the fruit at screening was

better than average for this season, the treated berries screened out with about 6 per cent less loss than the untreated berries. Each of the experimental areas had better than 100 barrels per acre, indicating that the grower sold 6 barrels per acre which he would have thrown into the rot pile had he not sprayed (these growers marketed their berries under conditions where they sustained their own shrinkage).

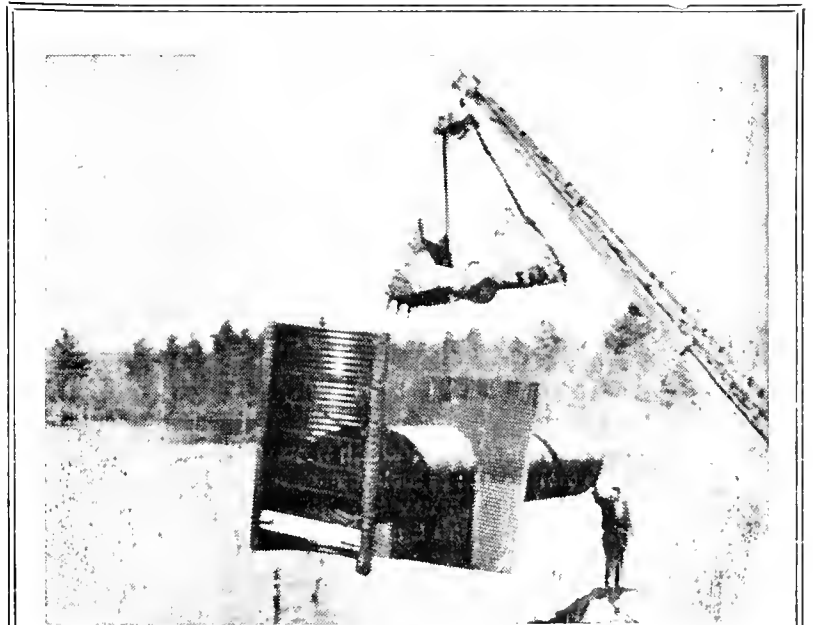
Helicopter Application

As previously noted, over 200 acres were treated commercially with fungicide by helicopter in 1957. Two applications were flown

at the rate of 9 lbs. zineb to 13 gallons of water per acre per application. Experiments which were laid out on three of these bogs yielded the results given in TABLE 2. The crop yields on these three bogs were 10 barrels, 70 barrels, and 100 barrels per acre respectively. Even at an average reduction of 8 per cent in rot, the cost of fungicide application on the 40 barrel per acre bog barely payed for itself. Spraying yielded good returns on the two heavier bogs.

Straight-Wing Plane Application

Two tests were run in which application of fungicide concentrates by straight-wing plane were assayed. Rates of application were the same as in the helicopter tests, the only difference being that in one experiment ferbam was used instead of zineb. It is apparent from TABLE 3 that good rot con-



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control was obtained in the experiment in which zineb was used whereas ferbam gave very poor control. I attribute these results to two factors: 1) the poor coverage obtained in this experiment due to the closeness of trees bordering the one-acre bog which was treated, and 2) the inadequate performance of ferbam generally throughout my tests. It is possible that we obtained a poor lot of ferbam, for I have no other way to explain the failure of this chemical to give good rot control in other experiments this year. Further tests are planned to evaluate concentrate application by straight-winged plane. These experiments indicate that zineb applied by straight-winged plane can give satisfactory rot control if good coverage is obtained.

Yield and Berry Size

In all of the tests described above, data was gathered in regard to the effects of the zineb concentrates on yield and berry size. Rather than present these extensive data, I feel that it would be better to summarize. Sprayed berries were the same size as unsprayed berries. Yields in treated plots were slightly higher than in untreated plots; however, these differences were not large and could not be ascribed to the action

of the fungicide on the basis of this year's results.

Do Fungicides Improve Keeping Quality?

I do not feel that there is a doubt in anyone's mind about the ability of fungicides to improve the quality of cranberries, but the question is often asked - "How much is quality improved through fungicide treatments?"

If you will refer to the Tables, you will see a column headed "Reduction in Rot." In each experiment (except the ferbam test) the reduction in rot was approximately 59-65 per cent. These figures represent average spray results, in my opinion, based on three year's testing. It has been observed that control improves with the second and third years of spraying. I have completed the second year's testing in some areas and generally obtained 70-75 per cent control of fruit rots. In New Jersey, 95 per cent control of fruit rots is reported, but, as yet, I have been unable to attain this high measure of efficiency.

Does Spraying Pay?

Obviously, many factors govern the grower's decision to use fungicides. A bog which, on an average, bears a heavy crop would have more chance of showing a return on the investment than a

light crop area. The previous history must be taken into account - the quality of the fruit, drainage and current vine conditions. It should be remembered that fungicide spraying must be carried on year after year for best results. The grower must decide for himself whether or not to embark on this program on the basis of many year's experience. Undoubtedly, the single most important factor in his decision is based on the manner in which he markets his berries. Much as I dislike admitting the fact, it does not pay to spray if you do not take your own shrinkage. And this is frequently the case under present marketing conditions. The only exception is on bogs which have a large amount of field rot, but I have seen very few of these in Massachusetts. A grower who markets under conditions where he is paid only for sound berries when they are screened is acutely aware of the keeping quality of his fruit, and should carefully consider the dividends which can be returned through fungicide spraying.

I must discount one factor which is frequently used to predict the quality of fruit at harvest. In three years of study I have been unable to find any consistent difference in quality be-

TABLE 1. ZINEB CONCENTRATES APPLIED BY GROUND RIG

No. Bogs	No. Plots	Variety Water Man.	Treatment	Field Rot (%)	Storage Rot 6 wks. (%)	Total (%)	Reduction in Rot (%)
2	18	Early Black	Spray	0.8	2.4	3.2	61.0
			Unsprayed	1.9	6.3	8.2	
1	8	Late Water Early Black	Spray	0.9	4.3	5.2	59.1
			Unsprayed	3.8	8.9	12.7	

TABLE 2. ZINEB CONCENTRATES APPLIED BY HELICOPTER

No. Bogs	No. Plots	Variety Water Man.	Treatment	Field Rot (%)	Storage Rot 6 wks. (%)	Total (%)	Reduction in Rot (%)
3	30	Early Water Early Black	Spray	1.4	2.9	4.3	64.2
			Unsprayed	2.4	9.6	12.0	

TABLE 3. FUNGICIDE CONCENTRATES APPLIED BY STRAIGHT-WING PLANE

No. Bogs	No. Plots	Variety Water Man.	Chemical	Treatment	Field Rot (%)	Storage Rot 6 wks. (%)	Total (%)	Reduction in rot (%)
1	10	Early water Early Black	Zineb	Spray	1.0	2.4	3.4	59.5
				Unsprayed	1.8	6.6	8.4	
1	10	Early water Early Black	Ferbam	Spray	0.3	11.1	11.4	10.9
				Unsprayed	0.5	12.3	12.8	

tween early water and late water Early Blacks. I have seen the same piece of bog yield good quality fruit when held early, and poor quality fruit when held late. And, of course, the reverse has been true. Water management, in this sense, is not the governing factor in quality. Don't let late water holding lull you into a false sense of security.

What part does the keeping quality forecast play in this picture? I have kept records on the forecast over the past three years, and in my opinion, it has been very accurate each of these years. I have studied its makeup and, frankly, cannot see how or why it works. At any rate, it has out-guessed me for three years, so my advice would be to keep on following the forecasts until something better is developed.

Wisconsin Has Meeting of Accomplishment

State Association Acts on Many Matters—Marvin Hewitt New President—Searles to Institute

The 71st annual meeting of the Wisconsin State Cranberry Growers Association was held January 25, in the auditorium of the Wood County Courthouse, Wisconsin Rapids. President Donald Duckart welcomed 81 members and guests.

Water Regulation

Dr. Raymond Penn, Professor of Agricultural Economics, University of Wisconsin, was the guest speaker. His talk dealt with the various committees that have been set up by the governor and legislature to study the states water resources and laws relative to water utilization. He mentioned most Wisconsin water laws were antiquated, confusing and conflicting. He stated although there was more irrigation being done now, that it was not agriculture usage of water that was creating problems in water usage. The

main problems seem to be from more urban development and increased population. Water consumption is expected to double in the next fifteen years. He concluded saying established cranberry growers should not be affected by any water law changes, but felt any new developments would be closely watched and supervised, by the Public Service Commission.

Air Spraying

E. L. Chambers, State Entomologist, discussed the hearings being held relative to the issuing of permits to apply insecticides on forest and non crop lands. These hearings having arisen from the finding of dead birds following DDT applications for the control of elm bark beetles, which transmit Dutch Elm Disease. This spraying has been done in southern Wisconsin cities. Although no mention was made of including crop land permits, he felt it advisable for the Association to go on record against permit type insecticide applications, mainly from an economic standpoint. He also felt that a compromise could be worked out whereby spraying could be done during the dormant season when the birds are gone south. (A representative was appointed to represent the Association at the Wausau hearing on January 28.)

New Herbicides

Dr. M. E. Dana, Department of Horticulture, University of Wisconsin explained there was still no okey from the Pure Food & Drug Administration on a number of the new systemic herbicides. He is hoping for clearance on Amino Triazole this year, but felt chances on Dalapon and Maleic Hydrazide were impossible, this year. He reported on his experimental work using Amino Triazole, which indicated vines could stand up to 8 barrels of actual Amino Triazole per acre, without damaging the crop. June applications had a tendency to cut the crop somewhat. He also compared his work with results obtained in Massachusetts in 1956 and in New Jersey in 1955.

Following Dr. Dana's talk, a resolution was presented by Guy Potter calling for the Association to go on record in receiving immediate clearance on Amino Triazole for cranberries from the Pure Food & Drug Administration, utilizing the offices of Wisconsin congressman and senators to effect passage.

Cranberry Promotion

Francis Haugh, Marketing Specialist, Wisconsin Department of Agriculture, told the group how his office had been promoting the use of Wisconsin cranberries through the mediums of press, radio, Television and personal appearances by departmental personnel. He mentioned he had been doing some preliminary work on a Wisconsin cranberry growers directory and pointed out if the Association so wished, the State Department would be glad to match funds in printing the same. He felt this directory would be a good publicity item. He also explained the makeup of the state agriculture commodity building at the State Fair and invited the Association to consider sponsoring a booth at the fair in August. He felt for a nominal cost much benefit would be realized from this type of project. (Later in the meeting the group voted in favor of having a cranberry booth at the State Fair in August and also to go along with the publishing of the directory.)

500,000 Barrels Soon

George Klingbeil, Extension Small Fruit Specialist, University of Wisconsin, showed shots of the new colored film the University is taking on the Wisconsin Cranberry Industry. So far shots were taken on the harvesting, packaging and sanding operations. Additional work will be done in the spring and summer and the film will be ready late this summer. He suggested the Association should purchase several copies of the finished 12 minute film to send out to film libraries in the nearby cities and schools. (Later in the meeting the group voted in favor of purchasing several cop-

ies.) He mentioned the Association should wake up and do something about the marketing of the Wisconsin crop, especially in view of new acreage coming into production and increased yields. He stated Wisconsin would be producing 500,000 barrels sooner than most growers think.

Dana Picker

Lawrence Dana of Wisconsin Rapids, who manufactures cranberry equipment along with the Getsinger picker, showed a colored film he made on his trip to the East and West cranberry areas. It showed the various types of mechanical pickers used in all areas and was most interesting.

The group voted in favor of continuing the Wisconsin Cranberry Frost Warning Service in cooperation with the United States Weather Bureau and voted an increase in the assessment per producing acre from \$5.00 annually to \$.60, in view of increased expenses. It was also voted to increase the membership dues from \$3.00 to \$5.00 a year, to cover the cost of the various projects outlined above.

Searles To Institute

Clarence Searles, Cranmoor., was nominated and elected to represent the Association on the Cranberry Institute in place of C. L. Lewis who resigned.

Officers elected for the coming year were President, Marvin Bewitt, Marshfield, Vice-President, Albert Amundson Jr., Babcock and Secretary Treasurer, Lee Sorensen, Wisconsin Rapids.

Beattie Speaks At Jersey Meet

New Officers

Milton Reeves, president of the American Cranberry Growers' Association, welcomed fifty growers and their friends at the 87th Annual Meeting held at Pemberton on February 6th. Officers elected for the coming year were Albert T. Andrews, Jr., president, Hobart R. Gardener, first vice-president, Anthony R. DeMarco, second vice-president, and Charles A. Doehlert secretary-treasurer.

Beattie

Richard Beattie, extension cranberry specialist at the East Wareham Experiment Station, reported on his three year study of the quality of fresh cranberries in six of the outstanding city areas in the country. It has been his custom each winter to make three trips to Kansas City, Chicago, Cincinnati, Detroit, New York and Boston purchasing cranberries in the retail stores, examining them carefully in his hotel room and then sending them back to East Wareham by air mail for further detailed study. Some additional features of his investigation have been the rating of quality of the berries at the shipping point and the tracing of marked cases of these same berries through the wholesale markets and the retail stores up to the point of sale.

This has involved a comparison of berries kept in the refrigerated counters of retail stores as against placement on the shelves at room temperature. Beattie revealed some surprising figures in regard to quality and weight decline under ordinary handling, as well as a fifty per cent elimination of spoiled berries when refrigeration was used in the retail stores. He did not present figures on the effect of pre-cooling or refrigeration in transit. About eighty per cent of the deterioration of the berries seems to be due to fruit rot. The chief difficulty with the one-pound packages seemed to be poor sealing.

Production Per Acre Gain

Gordon Butler, crop statistician, reported that the yield per acre had advanced three barrels over 1956 and is at 27.5 barrels per acre in spite of the worst drought experienced in 90 years. Producing acreage was placed at 2800.

Marucci

Philip E. Marucci of the Cranberry and Blueberry Research Laboratory showed by charts just why the all-purpose dust or spray at the pre-dangle stage is so effective and is especially useful against fireworms, sparganosis,

tipworm and girdler. The material used is a combination of parathion and DDT. The other important insecticide treatment is for bluntnosed leafhopper, which may be combined with rot sprays at the dangle stage and two weeks after mid-bloom. He pointed out that insect control reduced the cost of production almost in direct proportion to the loss prevented.

Darlington Picker

Thomas Darlington described some of the problems he had to surmount in developing his picking machine, as well as those which he is still studying for the sake of further improvement. This machine and the old Mathewson picker are the only two machines that operate on the general principle of the snap scoop as contrasted with about twenty patented machines which operate on the principle of the well known hand scoop. Darlington presented detailed figures showing the effect of various methods of harvesting upon the ability of the vines to produce a crop in the following year. His goal is to come as near as possible to no injury to the vines due to harvesting. Usually, Darlington said, difficulty in operating the mechanical picker is due to the wide and almost unpredictable variation in the density and type of growth encountered as one moves from spot to spot in the bog. These variations are not visible to the ordinary observer and are often only discovered by the closest examination.

Hybrids

A growers' panel consisting of William S. Haines, Alvan Brick, Vinton Thompson and A. R. DeMarco reported on their experiences with the varieties of Beckwith, Wilcox and Stevens, as well as the relatively little known variety of Cropper which is meeting favor with Mr. DeMarco.

Grass Control

Donald Schallock of the New Jersey Extension Service reported on the successful use of Dalapon for control of grasses in canals and ditches and on the use of Amino Triazole for the control of redroot.

Pruning

Charles Doehlert of the Cranberry and Blueberry Research Laboratory reviewed in detail the main objectives and the methods of securing needed information on the pruning of cranberries and the relationship of pruning to the use of nitrogen.

Pollination

Robert Filmer of the Department of Entomology reviewed his work of the past two years on pollenating cranberries. He showed that cranberries have anywhere from 5 to 40 seeds and, in general, the small berries have about 5 seeds, the medium sized berries around 8 seeds and the large berries have 12 or more seeds.

Post-Harvest Amino Released

Confirmation was received the first week in February that the United States Department of Agriculture has approved for registration the use of the new weed killer called amino-triazole. Approval at this time is for after harvest use only. The following label approval has been granted: "Cranberries - - After harvest weed control only, for the control of panic grasses, asters, *Rubus* sps. (brambles), and white violets, apply 16 lbs. of 50 per cent amino triazole in 300 gallons of water per acre not later than 7 to 10 days after harvest."

Further details will be presented at the Massachusetts March cranberry meetings and in the March issue of Cranberries.

A. E. Stevens Expresses Careful Optimism

The announcement of Ambrose E. Stevens, executive vice-president and general manager of NCA that the board of directors voted unanimously to make a payment of \$1.00 per barrel in April on the 1957 crop has been received as an encouraging note. A first advance of \$5.60 was paid when berries were delivered. The vote,

however, is contingent on the volume of Ocean Spray sales in February and March.

With NCA this past year having 768,300 barrels or 73.5 per cent of the total production any development in price is even more important to the industry than ever. Never before has participation in National been so high. As of January 1, NCA had marketed 53.5 per cent of all berries received, both fresh and processed. A total of 224,200 or 29 per cent was sold fresh. A year ago only 42.9 per cent had been sold.

The board has also voted a semi-annual dividend on Preferred Stock in the amount of 2 per cent (50 cents a share) to stockholders as of record of February 28. Dividend to be paid March.

In a news release to the press and in the latest issue of "The Cranberry Scoop" Mr. Stevens has expressed careful optimism, as "it would appear that the affairs of NCA are in better shape on many fronts than they have been for some time.

Directors Meet In Wisconsin

To hold a meeting of the Board of Directors of National in a different state than Massachusetts seems to have been a practical

and popular idea. It was attended by directors from every cranberry area last month. Wood County National Bank, of which Richard J. Lawliess, Wisconsin NCA director is president held a dinner party at Wisconsin Rapids. An evening meeting for Wisconsin members was held with Vice-President Charles L. Lewis in charge, about 300 attending.

President Frank Crandon presented the directors and a talk was given by General Manager Ambrose E. Stevens, who also answered questions from the floor.

It was held the meeting gave NCA directors better understanding of Wisconsin problems and conditions and the meeting increased better relations within the entire coop. This meeting away from headquarters at Hanson may set a precedent for others to be held at due intervals.

OUR COVER

Cape Cod Cranberry Grower's Association last month received a blue ribbon in the "Commodity and Education Class" at the big Union Agricultural Meeting, Worcester, Massachusetts. Photo shows Oscar Norton, Rochester, chairman of the display committee, with Miss Patricia L. Stockwell, queen of the Fair.

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Cranberry Institute

MONTHLY REPORT TO THE INDUSTRY

By

ALDEN C. BRETT, President



On February 14th the Cranberry Institute held its annual meeting. All members were present with the exception of Minot Foods. Beaton's Distributing Agency was represented by Melville C. Beaton, Cape Cod Cranberry Cooperative by Orring G. Colley, Decas Bros. by John Decas, Cranberry Products, Inc., by Vernon Goldsworthy, Habelman Brothers by Ray Habelman and National Cranberry Association by its president, Frank Crandon.

In addition to the member representatives the following directors and committee members were present; directors, Kenneth Garside, Lester Haines, Clarence Searles, Maurice Makepeace, Chester Robbins and committee members, Louis Sherman, Gilbert Beaton, Russell Makepeace and Lawrence Proesch.

Treasurer Kenneth Garside, seconded by the chairman of the audit committee, Louis Sherman, reported that \$43,500 had been paid in on the per barrel assessment on the 1957 crop as voted by the directors; \$16,600 remained unpaid making the total assessment \$60,100. \$1,000 was received as a much-appreciated contribution from Frank Glenn, Jr., of the Cranguyma Farms, Long Beach, Washington. Of this total amount \$33,250 had been expended leaving resources of cash on hand and unpaid assessments of \$27,850.

Two major promotional activities were reported on by the Institute advertising and publicity committee made up of Lester Haines, Russell Makepeace, Louis Sherman and Larry Proesch.

The first consisted of a fresh berry promotion carried on by the United Merchandising Institute, a division of the Fresh Fruit and Vegetable Association of which Lester Haines is a director. Through this organization \$40,000 merchandising kits consisting of store banners, posters and price cards were distributed to retailers in 43 states. This promotion was announced to the trade by two UMI special bulletins. The total cost for this promotion was just under \$10,000 and gave excep-

tionally good coverage for the money expended.

The committee also engaged the services of the Charles F. Hutchinson Agency of Boston. Mr. Hutchinson is not a newcomer to the cranberry field, having previously handled the Eatmor account.

The agency's principal undertaking was a premium promotion by which two pairs of first quality nylon stockings were given for \$1.00 when accompanied by the label from box or bag of fresh cranberries or the label from many processed product. This premium offer was kicked off by two quarter-page advertisements in "Life" magazine and to brokers and retailers by advertisements in trade publication. The response to this offer was very gratifying.

In spite of the fact that NCA was unable to participate because of prior commitments, over 70,000 labels have been received. Had NCA been able to come in, the returns should have been over 200,000. From now on this promotion should produce a profit to the Institute rather than an expense, as the premium offer is self-liquidating. This promotion is of the type carried on by most of the large distributors in connection with the sale of packaged products. It cost the Institute \$35,780.

The offer was supplemented by the distribution of recipe booklets. In addition, the Hutchinson Agency arranged for tie-ins of cranberry publicity with such organizations as the Sunkist growers, the Turkey Federation and others. Two television spots were also arranged.

There is, of course no accurate measure of the value of such a promotion to the cranberry industry, but when so many other astute merchandisers make continuous use of this method we can not doubt that its value has been demonstrated.

Once again the Institute has come to the time when the nature of its program for the coming year must be determined. We should continually go back to the basic

question, "Who Institute Is It? Who pays the bills?" The answer is obvious. "We do, you and I, and every other cranberry grower." The seven cents a barrel assessed last year has or will come out of our returns. Beaton, Colley, Decas, Goldsworthy, Minot and National are simply agents for us

If this is so, shouldn't we be better able to express ourselves as to its policies and operations? The Institute is governed by 19 directors, last year five of them were selected by the regional association, two from Massachusetts and one each from Wisconsin, New Jersey and the West Coast; Maurice Makepeace and Chester Robbins represent Massachusetts, Clarence Searles, Wisconsin and Allison Scammell, New Jersey. The West Coast has been without a representative during the past year.

At its last meeting the members voted to increase the number of directors to be elected by the regional cranberry association to seven, three from Massachusetts, two from Wisconsin and one each from New Jersey and the West Coast. This strengthens the direct growers participation

There have been criticism that the directors contain too many National members. This may or may not be so, but we should bear in mind that NCA is not a separate entity existing for the purpose of making a profit for its stockholders. It is a cooperative set up for the sole purpose of serving its members. It handles over 70 percent of the cranberries grown and it is governed by a board of 24 directors all but one of whom are cranberry growers.

If you, as a grower think the Institute is serving or can serve a useful purpose: if you like the idea, or do not like it, or if you do not like the way it is operated write or talk to your shinner. If you are a member of NCA write to Frank Crandon, president. He will welcome your ideas.

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TWO WAYS

THERE are a number of ways of looking at the present distressed marketing condition of the industry. We mean, "What to do about it?" It is naturally a main topic whenever two or more growers get together anywhere at most any old time. And why not? The matter of income from cranberry growing is all important.

Two ways of approach seem to be under consideration. Some, and probably the majority, believe the answer to a better livelihood for a grower is in higher selling prices. We believe in this period of high prices that cranberries are being placed in the market at less than they should be.

Another approach to the situation seems to be from the attitude that cranberries are going to sell for as long as can be foreseen at about the present price for both fresh and processed. Therefore, this school of thought argues all that can be done is to find methods of producing cranberries more economically.

We all know of the many efforts all along the line to cut costs, a little here and a little there, so that the end result, a barrel of cranberries, will not represent as much outlay as it does now. Progress is being made in this direction, more by some growers than by others.

However, to really get out of the doldrums, we firmly believe there must be successful effort in both directions—to raise selling prices and to cut growing costs.

JOHN C. MAKEPEACE

THE CRANBERRY INDUSTRY was deprived last month of one of its foremost members in the death of John C. Makepeace of Wareham, Massachusetts. The Makepeace name for a century now has been a prominent one in all phases of the cranberry business.

It has been associated with progress. Abel D. Makepeace was one of the first to make of cranberry growing more than a "yard", as the first bogs were called on Cape Cod. He built it into large-scale business. This was ably carried much farther by "J. C." The business became more

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EDITH S. HALL—Associate Editor
Wareham, Massachusetts

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complicated as it moved from the growing and selling of fresh fruit only into processing and the complexities of a more modern economy.

John Makepeace saw the need of two ways of marketing. Through his banking business, his affiliations, his knowledge of the financial world, he gave this assistance to the industry. He played a strong role in building the cranberry industry to its present might.

Cranberry growing has powerful potential. The Makepeaces, A. D., then John C. were strong builders and now the Makepeace name in cranberries continues into a third generation.

Resume of 1957 Growing Season

Some intriguing twists are contained in the figures for the U.S. cranberry crop of 1957.

Wisconsin dropped from preliminary estimate of 310 barrels to 260,000 in December estimate. In 1956 Wisconsin produced 340,000 barrels. The drop this year broke or interrupted a pattern of rising production during harvest and of rising crops each year. Still Wisconsin was above the 1946-55 average of 222,500.

Probably most notable change in the entire picture was production in Washington and particularly in the Grayland region. The state production was set at 83,600 in final U. S. D. A. estimate, preliminary figure was 70,000 and the ten-year average only 47,600.

This makes Washington third ranking state in 1957 replacing New Jersey and perhaps places Washington at the top in acre production, certainly in the Grayland district where an average of 96.8 bbls. per acre has been figured.

Massachusetts climbed up from the original estimate in August of 520,000 to 585,000, which is above the ten-year average of 560,000.

There were reasons, of course, for crop results obtained in '57. Some are difficult to explain, others more obvious.

Three separate sources in Washington give favorable weather a very fair share in the top production. Conditions were favorable, there were no frosts of much consequence. Better bog practices and probably a willingness on the part of most growers to return as much as possible in care of their properties. Cranberry interest is growing in Washington.

Charles C. Doughty of Experiment Station at Long Beach reports:

"As to the reasons for the increase I can only say that it was a combination of factors with each one contributing. First of all we have had this year one of the best growing seasons that has occurred

during my stay in this area. There were one or two frosts which did a little localized damage to some bogs with no heavy frosts of general severity. Another factor that probably contributed to the increase is that the 1956 crop was somewhat less in Grayland, permitting the vines to build up energy for the crop this season.

"I think perhaps one of the major reasons for the increased crop is that the growers are becoming more conscious of fertilizer needs and are endeavouring to supply the fertilizer as the need is indicated by the growth of the vines. While nitrogen continues to be the most deficient some of the growers are using a complete fertilizer. Some are making two and sometimes three applications of nitrogen during the growing season. By using a urea type of nitrogen fertilizer they are able to make foliar applications as they appear to need it. Judging from the information which we received here the Grayland growers made a much better showing this year as far as increase in yield is concerned.

"There may be several other factors which have also contributed. Our control program for twig-blight disease has largely eliminated it from this area except for small isolated out-breaks. The two lophodermium species which were the major contributors to this disease are largely non-existent. We do have three fungi which also contribute to this trouble that have not been controlled quite as well. At any rate the amount of twig-blight has been greatly reduced. I expect also that applying more fungicide for the control of twig-blight, that field rots etc. have been controlled to a greater extent than previously."

Figures reported by county agents total 83,927, broken down to approximately 62,027 from Grayland, including 4,185 from North Beach Area and 21,890 from Long Beach peninsula. Wilho

Ross, manager of West Coast division of NCA reported the crop in general broke all records for quality as well as for quantity. About 2,500 barrels were also produced in Clatsop county in northern Oregon which was handled through Washington processing outlets.

The record crop actually resulted from a phenomenal growth at Grayland which had a 46 percent increase over 1956.

A total fresh pack was shipped from the Markham plant prior to Thanksgiving. It is estimated 5,000 bbls. additional could have been shipped had they been available. There were 70,000 barrels in the freezers at end of season.

A new fresh market in California was tapped this past fall, it was reported by Mr. Ross after a 20 year effort. He is assured Washington berries are considered a premium in that state. They also have a ten day advantage and a saving in freight over eastern fruit. An aim is being made for 20,000 barrels fresh next season and it opens up new possibilities for Washington fruit.

Processing activities were stepped up at the Cranguyma plant, Long Beach, and the juicing equipment went into production of cranberry cocktail for NCA. Cranguyma this fall produced more than 11,000 bbls. which brought up Long Beach.

Berries this year had a considerably higher per cent of soluble solids (1.5%) than they have had previously.

Oregon's crop is estimated at 40,000, 5,000 less than the August preliminary but the same as last year and double the ten-year average of 20,300.

As to why Wisconsin interrupted its gains one logical reason has come forth. That is there have been several heavy crops in a row and the vines had to take a rest. A good part of the increase there is due to the new acreage on which the first few productions after maturity are bumper and then vines get to normal, berries may be smaller and production does

not stay up as the vines get older.

In New Jersey with the figure at 77,000, an increase from the 75,000 preliminary estimate and more than the 73,000 of 1956 and less than the ten-year average of 89,100 there are manifold reasons why.

Prospects in the spring were outstanding. Then came frosts and the drought. A reliable estimate from two sources is that 25,000 barrels were lost because of the prolonged dry spell and 10,000 due to frost.

A considerable portion of the frost loss was in late September, when growers knew the frost was coming but did not have water with which to flood. The situation would have been worse if the frost had come earlier when less of the harvesting had been accomplished.

One competent observer believes that a pattern seems to be taking shape so that in the future Jersey could expect a great many fewer growers producing "normal" state crops of about 100,000 barrels.

Off-setting western gains to a degree was the Massachusetts crop of 585,000, notwithstanding a combined spring and fall and drought loss placed at 80,000 barrels. Crop exceeded the August estimate of 520,000 and was 29 per cent more than the 452,000 harvested in 1956 and is four per cent above the 10 year average of 560,600.

Yields in Barnstable County were much below average. Only about 20,000 barrels had been handled at the North Harwich NCA plant as compared to average 40,45,000. This does not include some of the larger growers such as Makepeace who ships off the Cape.

Reasons, possible; Cape had less early morning fogs, which would help provide more moisture during a drought period as usual. The Cape always is, in general, a little shorter on water than is Plymouth county. Temperatures were not extremely ex-

cessive, but the succession of clear, summer days caused rapid evaporation.

A principal reason could also be that Cape bogs may be receiving less care than was formerly given. This could be blamed chiefly on the inadequate returns of past several years and an unwillingness to pour money into bog keep from whatever other incomes smaller growers have.

Plymouth county, particularly around the Hanson-Halifax area had a relatively light crop in '56. This would be the old "see-saw-pattern," a heavier crop following a light one. Certainly it has been many years since so many growers in off-Cape counties of Southeastern Massachusetts had such lush yields, in many instances.

Insect losses for Massachusetts could roughly be called "normal."

Bud appearance for 1958 is considered good, certainly at least adequate to indicate at this time a good crop for next fall.

Second Largest Crop

December estimates of the total crops in the five U.S. producing areas was for a production of 1,045,600 barrels. This is the second largest production and the fourth crop of more than a million barrels

in the past five years. The 1957 crop was six percent larger than last year. Massachusetts production was the fifth largest.

Revised 1956 and preliminary figures for 1957 released by U.S.D.A., give value of production '56 as \$10,042,000 and season average price \$10.40; '57 as \$10,232,000 and average price \$9.84.

Fresh From The Fields

(Continued From Page 6)

felt there was no adverse effect on berry size or the size of the crop during this first month of 1958. The outstanding and helpful event of the month in his opinion, was the heavy precipitation doing so much to restore drought-depleted water supplies.

February Colder

First two weeks of February brought colder weather than normal, about two degrees a day below the average, reversing the warmer trend of the past three months. The winter continued to be almost snowless, that is, no really bad storms for most of the cranberry area. There were several inches of ice on flooded bogs, but it was clear, unusually so, thus no oxygen deficiency problems were presented.

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Still Later

First real snow storm of the winter hit the entire cranberry area on February 15th, dumping 8¾ inches of snow as recorded at East Wareham Cranberry Station. Somewhat less on most of the Cape and considerably more in northern and western Plymouth county. It was a real blizzard with howling winds piling up drifts.

A severe cold wave followed with temperatures above and below zero, increasing the ice covering on bogs. On the 17th J. Richard Beattie, Cranberry Specialist issued an "alert" to growers through daily press and radio that some bogs were showing oxygen deficiency. He urged that wherever possible growers drop water under the ice, adding that no water should be left on bogs.

By the 20th he reported the situation was definitely critical on some bogs as the minimum of 5 ccs of oxygen content had been reached and even as low as 2 ccs. being reported.

As of the 20th temperatures for the month were 119 degrees minus, but the cold spell seemed to be ending.

McGrew Severs NCA Connection

E. Clyde McGrew, who has been assistant fresh fruit sales man-

ager of National Cranberry Association with that cooperative to become effective March first. He has been with National since 1954.

Mr. McGrew has been in cranberry sales for the past 39 years, working with his uncles, Chester Chaney and the late A. U. Chaney for American Cranberry Exchange, which later became Eatmor Cranberries, Inc., and was dissolved last spring. For National Mr. McGrew had been covering the West Coast and Canada. He is one of the better known figures in fresh cranberry sales throughout the country.

INDIAN TRAIL HIGHER '57 NET

Indian Trail, Inc., Wisconsin Rapids, Wisconsin, reports it will make substantially higher returns to its grower-clients for the 1957 crop than was the case in 1956. The definite figure of return has not been arrived at yet.

Washington Growers Represented On State Board

Cranberry growers are to be represented on the Western Washington Horticultural Board. This is a group representing interests of each major horticultural crop in Western Washington. Its job is to discuss problems of the various crops, to suggest projects to the State College Experiment Station and to acquaint the State Legislature with needs of the various growers.

MANOTOWISH AREA

Winter weather at Manotowish Waters, Wisconsin, area was fairly mild with not many days of below zero or too much snow. Growers there have finished sanding 110 acres with about 50 acres at adjacent Three Lakes. It is expected at least 100 new acres will be planted this spring.

Bloom Files Amended Suit, Defendants Reply

Edward C. Bloom, Centerville, Massachusetts, and New York attorney and small cranberry grower who last June filed suits against NCA, United Cape Cod Cran-

berry Company and various officials of National on January 22, filed an amended suit in Federal Court, Boston. He alleged that cooperative the cranberry company and the officials had taken steps, as previously alleged, without a two-third vote of the membership.

Defendants separately named in the amended suits shortly after filed motions asking the Court dismiss the suits. Cases are under consideration by Federal Judge William T. McCarthy.

Massachusetts Meetings

First winter meetings of Massachusetts cranberry clubs brought out good attendance. These were Upper Cape at Cotuit, January 14, Lower Cape, East Harwich, January 15; South Shore, Kingston, January 21 and Southeastern Massachusetts, Reelster January 22.

Topics were Dr. C. E. Cross on "Present and Future of the Cranberry Industry;" J. Richard Beattie on "Educational Programs Planned to Aid Industry" and "Results of the Cranberry Tax Study and Cost Studies."

Meetings were sponsored by Extension Service.

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National Cranberry Association

Growers Co-operative

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CRANBERRY MEN ON WASHINGTON BOARD

Dr. J. Harold Clarke, formerly of New Jersey, later manager of Cranguyma Farms, Long Beach, Washington and currently operating the Clarke & Son Rhododendron Nursery, Long Beach, is chairman of the Western Washington Horticultural Board. He also represents the Long Beach Cranberry club on the board. Other cranberry members are; John

O'Hagan, Grayland Growers' Association; R. J. Bailey, Grayland and Norman Bratling of Long Beach represents the advisory committee to the Cranberry Experiment Station.

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Mass. Cranberry Station and Field Notes

by J. RICHARD BEATTIE
Extension Cranberry Specialist



Weather

The mild winter enjoyed as of mid-February came to an abrupt halt February 16 when a real N'easter deposited over 8 inches of snow at our Station with considerably heavier amounts being recorded in the northern half of the cranberry producing area. Temperatures dropped sharply, averaging nearly four degrees per day below normal for the month, and for seven days did not rise above freezing. The lowest temperature recorded by George Rounsville in our weather shelter during this cold spell was 3° below 0. Ice reached a depth of 8-9 inches and with the heavy accumulations of snow, oxygen deficiency conditions became acute.

Growers were so notified and urged to withdraw the winter flood wherever water supplies were ample for reflowing purposes. We know that the flood was withdrawn from a considerable portion of the acreage and that it has not been necessary to reflow as of March 14. Temperatures for the first two weeks in March have averaged slightly over 4° per day above normal. Incidentally, our weather records show that no winter killing damage has ever occurred after March 20. Green scum was beginning to make its appearance on some bogs by mid-February, but the removal of the winter flood to alleviate the oxygen problem also corrected the scum difficulties on these bogs so that

a double purpose was accomplished. A final weather note showed that rainfall in February was 4.24 inches, or about one-half inch above normal, making four consecutive months when rainfall has been higher than normal.

Improvements In Frost Service

The subject of weather reminds us that the spring frost season will soon be here. Plans are being made to continue the frost warning service sponsored by the Cape Cod Cranberry Growers Association, but with minor changes. We have had a feeling for some time that the frost warning reports were not as effective as they should have been. With this thought in mind, an experiment was tried in the Rochester area last fall. Forms were prepared for taking down the frost message quickly as it was phoned to growers from their telephone distributors. It was suggested that these forms be kept near the telephone during the frost season. Two additional points of information were added to the frost message. These included the tolerance of the vines or berries depending on the season of the year, and what we call the local balance. There was also a space at the bottom of this form for the grower's own frost record. An explanation of all terms used in these warnings was prepared for the growers convenience. Reports from those using this system last fall have been most encouraging, with the result that we will expand the experiment to cover all who have subscribed to the telephone frost warning service sponsored by the Association.

Frost applications have been mailed to growers who have used this service during the last several years plus the necessary information for establishing the new system. These applications should be returned to Mrs. Ruth Beaton, Wareham, Mass., by March 28. It should be clearly understood that these warnings at best serve only as a guide. If there are any questions concerning our experiment, please let us know.

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Charts Changes

The cranberry pest control and fertilizer charts have been printed and mailed to growers through the county agents' offices. Extra copies are available at the County Extension Service 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: Growers are urged to study the General Notes which contain a summary of flooding practices, suggestions on concentrates, use of the insect net, and a new table for root grub control.

The first major change in the body of the new chart involves the addition of aldrin and heptachlor as control measures for root grubs. These materials are less expensive than dieldrin and accomplish essentially the same purpose.

Under New Growth Insects, aldrin and heptachlor have been added as control measures for pests found at this stage.

In the Roughneck to Hook Stage, a 10% DDT + 2% malathion dust applied at the rate of 60 lb per acre is now suggested for the control of blunt-nosed leafhoppers. It is well to treat the shores as well as the bog for this pest.

There has been a major change in the 5% bloom stage as it applies to fruit rot control. Zineb applied as a concentrate by aircraft or by ground concentrate sprayer is now recommended. Results have been excellent using this new and considerably less expensive method of controlling fruit rots. Growers are reminded that tipworm control measures are most effective during this particular period.

Under the Late Bloom section, Ryania has been omitted from the chart as a fruitworm control measure. 10% DDT + 2% malathion dust applied at the rate of 60 lb per acre, has been added as a fruitworm control measure. It is strongly suggested that growers do not wait for the appearance of red berries before treating this pest.

Growers are urged to read and observe the Warning outlined in ink at the bottom of the chart.

The new Weed Chart received considerable attention. Again, it is suggested that General Notes be reviewed, including the new suggestion under Note 8 that chokeberries, blackberries, and morning glory can often be controlled by the grub reflow.

Iron Sulfate at the rate of 40-50 lb per square rod is now suggested for the control of sphagnum moss and should be applied in April or May.

Under the section on Copper sulfate and Bordeaux mixture, growers will find a 20-8-100 Bordeaux mixture suggested as a control for nutgrass, applied at the rate of 100 gallons per acre in late July. A copper sulfate treatment of 25 lb in 100 gallons of water applied at the rate of 300 gallons per acre in August will control tireweed.

Summer grass and golden rod were added to the list of weeds controlled with stoddard solvent.

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A new chemical known as 2,4,5-TP (Silvex) has been added to the chart. It will control small brambles but can be used only on the shores.

The major revision was the addition of amino triazole as a treatment for asters, panic grass, and white violets and must be made after harvest. For further details on amino triazole, we refer growers to an excellent article prepared by Dr. C. E. Cross and Irving Demoranville in this issue of Cranberries Magazine.

The Fertilizer Chart remained unchanged. Growers should retain their new copy because plans at present do not call for printing a fertilizer chart next year. The key to the success of this chart is a thorough understanding of the introductory statement and the general notes.

Promotion Is Key To Better Fruit Marketing

So Says Stevens In First Public Appearances Before Massachusetts Clubs—Quality Berries Also A Must

First public appearance by Ambrose E. Stevens, executive vice president and general manager of NCA since October first, were made at the four Massachusetts cranberry clubs last month. These were at Cotuit, Upper Cape, with 38 attending; East Harwich, Lower Cape with 41, both supper meetings; South Shore, Kingston, 58, and Rochester, a supper meeting with about 90 attending.

In informal talks "As it Looks to Me", Mr. Stevens stressed quality in fruit and spoke generally in a spirit of careful optimism. As one grower commented later, "He didn't promise the moon." In careful phrases, he laid the current situation and immediate future outlook before the growers. He was quizzed in question and answer periods at some sessions and gave frank, factual answers insofar as he said he was able to

do so, after 4 months in the industry. He received substantial applause at the end of his talk.

He referred to the conditional \$1.00 advance in April, but made no promises as to final net to be expected from the 1957 crop. His statement was "It seems fair to say that the pool should come in somewhat better than the 1956 pool." He said 1957 pool should close November first of this year, "this being an if, not a promise". He apparently did not feel there was a "surplus" of fruit in the freezers, but only such as was needed for use.

National has the responsibility of disposing of 73 percent of the national crop. The 768,000 barrels represents the largest NCA pool in history.

A total of 224,000 barrels or 29 percent had been sold fresh. Amount in freezers was 48,000 barrels, no more than which might be expected in view of the larger pool. As of January first, 53.5 percent of total pool had been disposed of whereas on the same date the year before 43.9 percent of pool had been disposed of.

The problem of the industry is, he said, "to make more people eat more cranberries more often." Processed sales and consumption he indicated were on a plateau and had remained static for the past several years.

Ocean Spray sauce is one of about 67 products in the country which may be found in more than 90 percent of retail markets. So the question is not one of distribution, in his opinion, but one of increasing consumption.

This can be accomplished, he felt, if the right kind of advertising promotion can be hit upon. Plans were nearing completion for new types of campaigns. He said less emphasis should be placed on magazine advertising and more on radio and television.

He was not suggesting, he said, long expensive "shows", but frequent "spot" announcements of a minute or less duration. He felt this type of advertising hits with

"terrific impact".

Processed sales must be increased, for two reasons; better returns than fresh, and increasing size of NCA pools.

The industry now had "steady" year-round 'orderly' sales of processed fruit. Fresh sales, even though about 45 percent, he said are extremely seasonably "disorderly, disturbed" and "the real fellow in the woodpile who is causing market trouble."

Trend of fruits and vegetables: the country over is away from raw sales and strongly towards processed. He indicated this is a trend which should be taken advantage of and not opposed.

As to new or increased sale of present products he told of plan to fortify cranberry cocktail with vitamin C, which is the vitamin of vitality. The vitamin is originally in cranberries, but is removed by processing. A whole berry sauce with berries in a thick syrup. A sauce or conserve of about the consistency of apple sauce to be used as spread on bread.

Cocktail, he said, had only been accounting for about 25-30,000 barrels of the entire crop. "Cran he felt is not a product much in demand and may be largely discounted. He referred to the Florida freeze of the past winter with an estimated 35 percent of citrus destroyed. This might prove helpful in the sales of cranberry juice as orange juice would be scarce and might be higher in price.

Increased Fungicide Use

At these meetings Dr. Ber Zuckerman, pathologist, Massachusetts cranberry station, discussed "Rot Control Studies". He spoke of the increasing use of fungicides in Massachusetts, that their effect is accumulated if used year after year—rot in storage is reduced and also in shelf life of cranberries. He urged use of concentrated sprays. Most of material discussed appeared in February issue and in this March issue.

J. Richard Beattie will give a complete report on the quality studies next month.

Cranberries

THE NATIONAL CRANBERRY MAGAZINE

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FRESH FROM THE FIELDS

Compiled by C. J. H.

MASSACHUSETTS

February Favorable

February was a rather "feal" month as far as weatherwise comfort went, but not a bad one as far as the bogs were concerned. The 28 days were cold, especially all through the latter ones and averaged about 4 degrees a day below the normal. Precipitation was above normal, it being 4.46 inches with the norm. 3.27. There was really only one blizzard during the month and, for that matter, during the whole winter, that of the 16th which dumped about nine inches of snow, at Cranberry Station, more or less at other points of the cranberry area.

Winterkill, Oxygen Damage Small

There was probably little if any winterkill, the snow of late February on bogs which could not be flooded being one preventative. "Alert" for possible oxygen deficiency on the 17th following the big storm with snow on ice proved very effective as much acreage had the ice dropped and water withdrawn. Tests had shown oxygen content to be below the danger point. As for bogs on which the advice could not be or was not followed, a thaw shortly after with considerable rain melted some of the ice cover and the "fresh" rain water relieved the situation. At end of month, consensus of opinion at Cranberry Station was there had been relatively little oxygen deficiency injury.

Winter as a whole "Kind"

Thus, with little probable winter

kill or oxygen deficiency damage, a mild and open November, December and January, it was felt Winter had been very kind to crop prospects of 1958. The fall bud had been generally very good. Dr. C. E. Cross, Station director was foreseeing, as of the moment of winter's end, a "big" crop in prospect for Massachusetts.

Prospects "Good"

Last year's crop was a rather spotty one with many Plymouth and Bristol County bogs growing unusually heavy crops, while Barnstable County, the Cape proper, had in general, a relatively poor one. In off-Cape counties there were, however, a good number of bogs which cropped poorly and so "rested", while most Cape bogs also had a "rest".

There seemed to be indications as winter ended the potential was present for a heavy crop "off-Cape" and a decided probability that the Cape would in '58 stage a come-back in production, at least for this year, so the picture as a whole, barring the ever-possible set-backs which may develop, is a very satisfactory one crop-wise for the coming year.

Water

A result of February snow and rains is that water conditions have been restored to about normal, following last summer's drought and there should be no spring frost shortage.

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Snowy February

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a (good?) old-fashioned, rugged winter month during February. It was bitterly cold; there were inundating snows, flood-proportioned rains, and some washing out of dams.

A total of 19.5 inches of snow, unusual for New Jersey, fell throughout the month. A 14-inch snow on the 15th and 16th, with drifts as high as eight feet, left many rural people stranded as roads became impassable and traffic was almost completely paralyzed.

Oxygen Deficiency

This snow came at a time when the ice was already seven inches thick and the oxygen content of the flood water was hovering around the critical point. Within a few days after the snowfall, ice and snow-ice amounted to about 13 inches and several readings under 2 cc. of oxygen per liter were obtained. On February 19, the Cranberry and Blueberry Research Laboratory issued a warning on this oxygen condition to the cranberry growers. This resulted in an unexpectedly high proportion of the growers removing the water from their bogs. It was noted by several that never had New Jersey growers given such heed to oxygen deficiency.

Reservoirs Back

On the 27th and 28th two and a half inches of rain occurred. While this caused floods in some areas, it was more than welcomed by most growers. It restored fresh water to cranberry properties for reflores and on some bogs, reservoirs were restored to capacity for the first time since the drought.

The average temperature during February was 27.1 degrees, more than seven degrees per day below normal. Precipitation totaled 5.81 inches, about three inches more than normal.

Throughout the oxygen deficiency situation the advice given by Richard Beattie was greatly appreciated by the personnel of the New Jersey Laboratory. We were also grateful for his visit to

our winter meeting. His address on quality of cranberries in the retail market was summarized in Feb. CRANBERRIES and will soon be published in full in the proceedings of the American Cranberry Growers' Association.

WISCONSIN

February was very cold and dry. The average mean temperature was 12.1 degrees or 5 degrees below the normal of 17.1 degrees for the cranberry area. Precipitation for the month averaged only ten per cent of normal or .15 inches mostly in the form of snow showers or flurries. Average precipitation for the month being about 1.15 inches. This lack of moisture broke most of the records in the state even where records have been kept for ninety years. This is the second straight month that a deficiency has occurred, so far this year. The outlook for March is for warmer and wetter weather.

The first half of February was very cold and consistently cold. For extended periods some parts of the state registered continued below zero readings. Coldest record was in north west Wisconsin.

the middle of the month when the mercury dipped to a minus 37 degrees. Except for the far north little snow cover was present to mid month. The latter part of the month temperatures rose rapidly with five successive days of over freezing. Highest was 58 degrees again in the north west the last week of February. Snow cover disappeared the latter part of the month except for the far north.

Much Sanding

Sanding operations were headed up the first half of the month by the very cold temperatures and strong winds. When the mild weather came the latter part, the ice would not hold trucks, so it appears the sanding work for the year is generally completed. As mentioned last month, more sanding and dyke work was done this past winter, than in many recent years.

Mrs. Carl Getsinger

Mrs. Carl Getsinger, 72, passed away suddenly Feb. 27, at her home in Cranmoor. Death was attributed to a heart attack. She was the wife of Carl Getsinger, veteran Cranmoor cranberry grower and the mother of Leonard Getsinger, (Continued On Page 16)

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Indian Trail, Inc., of Wisconsin Achieves Ten Years of Experience

**President B. C. Brazeau Feels Unit Has Contributed
To Making Cranberries A Better Business—
Much More Remains To Be Done**

by
Clarence J. Hall

Ten years ago, what might be termed a small group of dissenters from any then existing cranberry organization formed a new cranberry unit at Wisconsin Rapids, Wisconsin.

All the original members had had some years of activity in cranberry organizations. All were determined there should be set up an organization dedicated to principles that would appeal to themselves and to growers with whom they felt it would be good to associate. They dedicated themselves to sound, progressive business principles and to a policy they felt they could defend on a consistent basis at all times.

They further dedicated themselves to achieve a quality pack. They were interested primarily in the production and distribution of quality fresh cranberries. Processing was a minor interest, but in that quality was also the goal.

They took the name of Cranberry Growers, Inc., and they sold under the brand name of Indian Trail.

The group was organized in June, 1948, the incorporators being B. C. Brazeau, Richard S. Brazeau, G. A. Getzin, and the late William F. Huffman. The corporation was capitalized for \$250,000. All stock was held by the four individuals. Articles of Incorporation permitted a larger variety of activities for its stock-holder growers. The basic purpose was to handle the merchandising and selling of cranberries grown by its members.

B. C. Brazeau, who was first president, and is still head of the organization declared, "Our institution is not a cooperative but a straight business corporation. The same services given stockholders is given grower-clients, who engage the organization to

market their crops."

The incorporators were all former members of American Cranberry Exchange, later of course, Eatmor Cranberries, Inc. They were not satisfied with some of the policies of ACE, which they have now outlived, nor with those of NCA.

They were an aggressive, thoroughly-convinced group, believing there could be better marketing set-ups than were in operation at the time. The split-off caused considerable discussion and some cast doubt that the new organization would survive.

At the outset there were approximately five client-members with a total average production of about 15,000 barrels. Prior to the dissolution of Eatmor last summer there were 27 members, barrelage of the group being about 50,000.

Bernard C. Brazeau (CRANBERRIES March, 1946) now president of the First National Bank of Wisconsin Rapids, son of Theodore Brazeau, a highly successful corporation attorney, Brazeau is a forceful individual, always abreast of the current moment with an alert eye for future turn of events. Mr. Brazeau operates Central Cranberry Company at Cranmoor, long a "show-place" of Wisconsin cranberry industry; a property of about 3500 acres, 120 in vines and production of only about 7,000 barrels a year at this time, due to a replanting program.

Central Cranberry has had for a number of years completely modern packing facilities, and for such members of Indian Trail as do not do their own packing, does the work for these.

The late William F. Huffman, owner of Wisconsin Rapids Daily Tribune and operator of Radio Station WFHR, was another prime mover in the founding of the group, an extremely hard-working, progressive man of ideas, like Brazeau. His son, William F. Huffman, Jr., now is publisher of The Tribune, and the Huffman

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Marshes, comprising 32 acres of producing vines, with annual crop of about 2,850 barrels remain an intergral part of INDIAN TRAIL.

Richard Brazeau, Wisconsin Rapids attorney, is active with 33 acres of his own, adding near 3,000 barrels to the groups' total.

Although he still markets through this company, three years ago G. A. Getzin transferred his interests in Indian Trail to Ben Pannkuk, who now serves as vice-president as well as sales manager. Joseph Hoelting, assisting Mr. Pannkuk, operated his own wholesale fruit and vegetable business in Carlinville, Ill. since he was discharged from the U. S. Navy in 1947. R. S. Brazeau is secretary, and Wm. F. Huffman is treasurer.

In July of this past year a decision was made to change the designation of the unit from Cranberry Growers, Inc. to INDIAN TRAIL, INC., to avoid confusion in the trade. Processed fruit is now sold under a subsidiary, Indian Trail Foods, Inc.

Increased consumer acceptance of the brand name and its identity with business as well as sales function of the corporation made the change desirable. It was thought the distinctive Indian Trail name, appearing frequently would help

further sales of products.

To dispose of surplus fruit and to stimulate the year-round market for cranberries, Indian Trail packs a cranberry-orange relish and whole frozen cranberries. These items, processed at Ripon, Wisconsin, are aggressively promoted. They are now to be found in many widely distributed markets throughout the U. S.

In spite of the volume of business, Indian Trail has only a modest operating and selling organization. Headquarters consist of an efficient three-room office at 262 West Grand Avenue. Under the supervision of Mr. Brazeau, the staff consists of Benjamin G. Pannkuk, Vice-President in charge of sales, who has been with Indian Trail for five years, an assistant, Joseph P. Hoelting, who was added last year, Miss Carol Karsseboom, in charge of the office, and a consultant, Dr. George L. Peltier. Dr. Peltier, since coming to Indian Trail, has made many scientific studies which have benefited not only Indian Trail members, but all growers in the state. A separate article concerning him will appear later. Accounting and advertising is done by individuals employed on a part-time basis.

Mr. Pannkuk came from Topeka

in January of 1953 from the Fleming Company, sponsors of a voluntary group of food stores operating in Oklahoma, Texas, Kansas, and Missouri. He was divisional produce manager for the Topeka division. Prior to that he was a branch manager for Gamble Robinson Company, the largest produce outlet in the U. S. and Canada. He was born and reared in Iowa and majored in business administration at Iowa and Des Moines Universities. He has a farm and business background, and was also prominent in Chamber of commerce work.

Ben Pannkuk, like the organizers of the group has firm and progressive ideas as to how a cranberry distributing agency should operate.

"First of all," he asserts, "we at INDIAN TRAIL have always put on a terrific campaign for quality in fruit grown and packed. Our members are doing an excellent job of packing top quality, from the reports we are receiving from our buyers.

"From its participating members, INDIAN TRAIL demands Grade "A" quality, careful grading, and careful packing," says Mr. Pannkuk. "We insist on quality all the way. It inspires incentive for good growing. It pays off."

As to attitude to member-clients, Pannkuk states, "Management works every day with the growers' interest always in mind. We lay our cards on the table. We want our members to know at all times what we are doing, and why."

Pannkuk and others at INDIAN TRAIL are critical of many present marketing policies and attitudes. "We need better understanding in the distributing and marketing end of the industry. There are many common problems. We do not need to work at such cross-purposes. This is simply good business practice, that we have seen applied in other industries."

INDIAN TRAIL, he said, packs only on order, and attempts to

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avoid consignments of any nature. "We must have a firm F. O. B. price to move cranberries successfully."

"Buyers must be given confidence in our pricing structure if the industry is to prosper. The market on fresh fruit cannot become demoralized if we expect to maintain a firm price on canned or processed cranberries.

INDIAN TRAIL is not currently a member of Cranberry Institute, not because it does not believe in the value of institutes, but partially because the Institute has endorsed the proposal for a Marketing Order. Management at **INDIAN TRAIL** does not consider such an order the proper answer to marketing difficulties. It also believes institute money should be spent "to sell cranberries." There should be less advertising in trade journals. The housewife must be reached.

Mr. Brazeau recently stated, "We have conducted our business operations in the industry in such a way as to be now enjoying exceptionally high ratings in the Blue Book and the Red Book and have a good relationship with the trade everywhere we operate. We are receiving these trade ratings regularly. They are based upon the moral quality of a company's history in the trade combined with financial responsibility."

A prime reason for the depressed condition, in the industry, Mr. Brazeau believes, is the enthusiasm of the industry for processing. This, he is convinced, has led to lingering surpluses. A second reason for depressed prices is in certain practices that have become widespread in the fresh fruit trade. He refers particularly to consignment selling, spot stocks, and similar practices.

"In the end, all these practices accomplish about the same thing. They mean that berries are shipped into a market unsold with the hope of selling them upon arrival, or within a reasonable time after arrival. Often times, it is not possible to make the sale at the going prices. The fruit becomes

distress merchandise and prices are reduced.

"Competitors are forced to reduce prices in order to keep their customers on a profit basis. As soon as this happens in enough markets, the price structure for the season becomes completely demoralized and the grower ends up with returns such as we have had the past few years."

Mr. Brazeau believes this is not necessary, and that **INDIAN TRAIL** attempts to avoid situations of that nature, but that when this is being done in a market by enough of its competitors it is forced to do something of the sort in order to defend its position in that market.

"We would like to see these practices completely abandoned, and we are doing everything within our power at every opportunity to improve this situation."

A third practice which tends to reduce prices is "pure and simple

lack of courage on the part of sales agencies which is sometimes coupled with a pressure from growers to move fruits."

Mr. Brazeau points out it has been demonstrated that more than one million barrels can be consumed in a 12-month period. He reminds of the well-known fact that the nation has been increasing tremendously from the standpoint of population, adding each year a number of people sufficient to populate a city the size of Philadelphia. "This is a potential for a lot of cranberries. Extending the per capita consumption should provide a market for additional barrels of cranberries each year."

Current depressed prices cannot be explained away on "the easy answer of over-production," in Mr. Brazeau's thinking. To him the fault is that cranberry growers and cranberry sales agencies have continually carried on



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their affairs in such a way as to maintain an industry depression in an era of great national prosperity.

Turning to his own INDIAN TRAIL. Mr. Brazeau states, "We are still not completely satisfied with our accomplishments, and we shall constantly strive to do a still better business, and we hope we already have done considerable toward making the cranberry business a better business, and we hope we can make further and more influential contributions in that direction."

Henklein, NCA Advt. Mgr. Leaves For New Job

Robert D. Henklein, who has been with NCA for five years and recently promoted to position of Sales Promotion Manager and assistant secretary and treasurer of Ocean Spray of Canada, Ltd., leaves for a new position April first. This is with Mellhenny Company, Avery Island, Louisiana.

Mr. Henklein will be National Sales Manager of the Mellhenny Co. whose products are headed by Tabasco Sauce, with national distribution. New products are to be introduced. "Bob" Henklein will make his headquarters in New Orleans, where the sales office is located.

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Directory Of Wisconsin Growers

Wisconsin is to have a "directory" of all cranberry growers in the state. Growers will be listed by counties, along with addresses. Distributing agencies will be listed with their officers. There will be a detailed map of the state showing the geographical location of marshes, and also the present listing of the officers of the Wisconsin State Cranberry Growers' Association.

The project is a combined effort

of the Association and the Wisconsin State Department of Agriculture.

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The Effects Of Amino Triazole On Cranberry Vines And Their Fruit

By

I. E. Demoranville and C. E. Cross
Massachusetts Experiment Station

This study was made in the spring and summer of 1957 on a section of Early Blacks and a section of Howes on a private bog in Wareham. The usual cultural practices were used on the test areas. The test was conducted as previously described (Cranberries, May 1957), except that the lattice squares were replicated twice for each variety, and the time of application changed. Amino triazole was applied at approximately two week intervals, beginning May 8, 1957.

Effect on Vines

The vines showed the same effects from the various concentrations and times of application as in the 1956 tests. However, the growing season was more advanced in 1957 than in 1956, the spring months being warmer and drier than usual. This makes any comparison between seasons by calendar date unreliable, though comparisons by stages of growth should be valid.

The dates of application and stage of growth are as follows: May 8, 1957 - terminal buds quite large, nearly in the "cabbage head" stage; May 22, 1957 - rough neck; June 5, 1957 - hook; June 19, 1957 - full bloom; July 8, 1957 95 per cent set. These stages are for the Early Blacks, the Howes were slightly less advanced on each respective date.

There was no serious pink discoloration of the new growth from the last two times of application (full bloom, 95 percent set). The earlier applications gave varying shades of pink discoloration to the new growth, and this was noticeable for varying lengths of time, depending on the concentration used and the time of application. These results are in strict parallel with those of 1956 tests.

It was noted in this season's

tests that the vines treated with the three earliest applications (large terminal buds, roughneck, hook) were "set back" in relation to untreated vines, and as a result, their blossoms opened about a week later.

Effect on Yield

The yield of both Early Blacks and Howes is shown in Table 1. Each figure is an average of the yield of 10 plots at each concentration used, including all times of application.

Table 1

Early Blacks		Howes 2	
Conc.	Bbl./A	Conc.	Bbl./A
0	58.9	0	50.0
6	56.7	6	56.5
12	48.8	12	47.0
18	41.5	18	46.8
24	41.6	24	44.9

1 All concentrations are expressed in pounds of 50% amino triazole per acre.

2 The Howes did not show any significant differences for any of the categories considered (yield, size, field rot), because of large variations between plots. This variation was due, in large part, to the extremely dry weather and the slope of the test section.

The yield figures for Early Blacks show a decrease in yield as the concentration increases. The yields for the two highest concentrations are significantly lower than the yields for the checks and the 6-pounds-per-acre plots.

In Table 2, the yield of Early Blacks and Howes is shown for each time of application, including all concentrations used. Each figure is an average of the yield in 10 plots.

Table II

Early Blacks		Howes	
Time	Bbl./A	Time	Bbl./A
May 8	46.6	May 8	50.5
May 22	44.6	May 22	54.0
June 5	48.0	June 5	42.0
June 19	56.0	June 19	50.8
July 8	52.2	July 8	47.7

The yield figures for Early Blacks show that the plots treated May 22 (roughneck) had a significantly smaller yield than plots treated June 19 (full bloom).

The treatments at the higher concentrations: May 8 at 24 pounds per acre, May 22 at 12, 18, 24 pounds per acre; and June 5 at 12, 18, 24 pounds per acre were all significantly lower in yield than the other plots. The most dangerous time of application appears to be from the "roughneck" (May 22) stage to, or slightly later than the "hook" (June 5) stage.

The Howes tend to show a considerable reduction in yield for the June 5 application, although the difference is not significant because of considerable plot variation. It can be assumed with reasonable confidence that this is the most detrimental time of application for this variety.

Effect on Size

The size of Early Blacks and Howes berries is shown in Table III for each concentration; regardless of time of application. The size of berries is measured by cup count and each figure is an average of the cup counts from 10 plots.

Table III

Early Blacks		Howes	
Conc.	Cup Ct.	Conc.	Cup Ct.
0	147.0	0	125.4
6	150.7	6	123.2
12	155.4	12	127.0
18	159.9	18	126.0
24	164.6	24	130.4

The cup counts for Early Blacks show a decrease in berry size as the concentration of amino triazole increases. The 18 and 24 pounds per acre concentrations gave berries that were significantly smaller than the check and 6-pounds-per-acre plots.

The size of Early Blacks and Howes berries is shown in Table IV for each time of application, regardless of concentration used. Each figure is an average of the cup counts from 10 plots.

The cup counts show that the July 8 (95% set) applications

gave significantly larger berries than all other times of application for Early Blacks. The highest concentration, 24 pounds per acre, gave smaller berries at all times of application with the exception of the earliest (May 8) treatment.

Table IV

Early Blacks		Howes	
Time	Cup Ct.	Time	Cup Ct.
May 8	156.2	May 8	126.8
May 22	159.4	May 22	123.5
June 5	156.0	June 5	129.0
June 19	160.9	June 19	127.7
July 8	145.1	July 8	125.0

Effect on Field Rot

There were no significant differences in field rot for either variety as a result of treatments with amino triazole.

Summary

1. Vines treated in full bloom or later showed no serious pink discoloration at any concentration used.

2. Vines treated before the flower buds opened seemed to be "set back" and blossomed about a week later than untreated vines.

3. The most hazardous time of application appears to be from the "roughneck" stage to the opening of the first blossoms.

4. High concentrations applied when the terminal buds are enlarging may reduce the crop.

5. Howes appear to be slightly more tolerant of amino triazole than Early Blacks.

1956 Experiments

The plots that were used to test

the effects of amino triazole at various concentrations and times of application during the 1956 season (Cranberries, May 1957) were kept intact in order to study any carry over effect of the chemical. The following conclusions were drawn.

1. Vines of both Early Blacks and Howes showed no visible carry-over effects in 1957 from amino triazole applied in 1956.

2. Early Blacks and Howes had significantly lower yields in 1957 from the June 1956 applications.

3. Early Blacks and Howes did not have any significant differences in field rot in 1957 from amino triazole applied in 1956.

4. The 18- and 24-pound to the acre concentrations when applied in June 1956 injured a portion of the vines and caused a measurable decrease in crop and a small increase in berry size in 1957.

WARNING: Growers are warned that the above article contains only research results, which are not to be taken as recommendations for using amino-triazole. This material has been cleared for use on cranberry bogs by the U. S. Department of Agriculture to be applied only within 7-10 days after harvest. Under the provisions of the Miller Bill this chemical cannot legally be used at any other time on cranberries.

Sometimes the people who boast that they pay as they go have a hard time getting started.

Bloom's Suits Ordered Dismissed

The minority stockholders' suit filed by Edward C. Bloom of Centerville and New York against the National Cranberry Association, United Cape Cod Company and 18 past and present officers and directors of the cooperative was dismissed March 4th in Federal District Court, Boston, by Judge William T. McCarthy. Such action was recently asked in actions by the varied defendants.

The court ruled that Bloom, who asserted to be the owner of four shares of NCA stock, had not shown he was a stockholder of record or an equitable owner of stock. The four shares which Bloom claimed ownership of, are held in trust by his mother, Mateline Bloom, it was ruled.

This is the suit first brought last June by Mr. Bloom and later amended following rejection of the suit by vote of NCA stockholders at the annual August meeting. In it Mr. Bloom attempted to recover more than \$6,000-000 for NCA stockholders which loss came about, he alleged, through improper action of directors.

BLOOM ASKS RE-OPENING

On March 19 Mr. Bloom filed a motion in Federal Court Boston, seeking to have Judge McCarthy reverse his judgment. He asked dismissal order be vacated and that he be granted leave to file an amended complaint and that he be given opportunity to correct the defects of his complaint and obtain a trial on merits of his suit.

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This latter, in our opinion could be one of its most successful of functions. We believe there must be markets for cranberries which are yet "un-tapped" and untried.

An Institute is not like a single selling organization, whether it be a large cooperative or a small private unit. It is overall. It can speak with force for the whole industry. It has no private axes to grind. It operates for everyone who has an interest in cranberry growing and selling.

There is now larger representation from the strictly growing end. There are more grower-directors. Yet, we do not believe the average grower understands that the Institute is working for him as well as the distributor. It is not exclusively a sellers' organization.

We are inclined to consider the institute as more along the line of a growers' association than is perhaps the general impression. There are state associations and clubs, but there is no national organization of cranberry growers. To be sure National Cranberry Association has some 73 percent of total production. But no matter how good a job NCA is doing or is not doing, that is one cooperative. It is not the industry. We believe there will never be one coop which will embrace 100 percent membership of growers or sellers. Such a unification might be desirable. It has not yet become a reality in the cranberry industry. We think there will always be some who desire independence.

So, the only possible way, for the moment, at least, to have a single "heading-up" of the industry is through an institute. Therefore a Cranberry Institute should be made as strong and as active as it can possibly be, with the full cooperation of

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EDITH S. HALL—Associate Editor
Wareham, Massachusetts

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everyone with an interest in the growing and marketing of cranberries.

A SELLING PROBLEM

THE NUMBER ONE problem of the cranberry industry as Ambrose E. Stevens put it at recent Massachusetts meetings "Is to get more people to eat more cranberries more often." If they did so, the annual crop would not be in surplus and there would be better prices.

It is really as simple a problem as that. But to accomplish it is another matter, as Mr. Stevens says. The answer must be in more effective advertising, more effective salesmanship. There can be a third factor—that of constant good quality in fresh and processed products.

Disease Control And Other Experiments On Massachusetts Bogs In 1957

by

Dr. Bert M. Zuckerman

Plant Pathologist Cranberry Experiment Station

In last month's issue of "Cranberries", a report was made of the results of 1957 experiments which involved low-gallonage fungicide concentrates. This article presents other aspects of the 1957 research program of interest to the grower. On the basis of these tests, some materials should be related to the category: "Of no use to the cranberry grower"—however, since we are often questioned about these materials, we feel that it is best to let the grower know that we have tested them.

Survey

The 1957 survey on fruit rot covered 24 pieces, none of which were treated with fungicides. These data, as presented in TABLE 1, speak for themselves. All of the berries involved in this sample were scoop-picked, so it is probable that shrinkage in storage would have been greater had these berries been machine-picked. The basis for this statement is given in TABLE 2. These represent comparative scoop-picked and machine-picked samples that were taken from within a few feet of each other during the harvesting operation. Why are the shrinkage losses so low in TABLE 2? I attribute this to the fact that 5 bogs of the 7 sampled were adequately covered by fungicide treatments. Though the figures indicate that machine-picked berries broke down faster in storage than the berries picked by scoop, I would not conclude that this would always be true solely on the basis of this year's results.

Standard Fungicide Trials

Tests on 75 permanent plots which were established in 1956 were continued this year. Zineb, maneb, ferbam and Bordeaux mixture were applied at high gallonage rates. At harvest the plots were assayed for rot, size of berries and yield on a weight basis of each plot.

Zineb and maneb gave good rot control, whereas ferbam and Bordeaux mixture gave relatively poor control (TABLE 3). Ferbam has the reputation of being a good chemical for the control of cran-

berry rots; however, it was ineffective this past year. I can give no explanation for this fact, though in 1956 I reported that it was not as effective as either zineb or maneb in the control of fruit rot.

I feel that fall frost flowing of the section on which the Howe plots were located (TABLE 3) served to decrease the effectiveness of the fungicides. It was interesting to note that on the Early Black plots both zineb and maneb gave about 20 percent more rot control in 1957 than in 1956. This finding is in line with previous observations that spraying has a cumulative value.

Berries treated with maneb and zineb were about 4 percent smaller than unsprayed berries. Berries treated with Bordeaux and ferbam were about 3 percent larger than untreated berries. Yield on a weight basis was about 1 percent greater on maneb- and zineb-treated plots than unsprayed plots, whereas the plots sprayed with Bordeaux and ferbam yielded slightly less than unsprayed plots. Yield and berry size figures for these tests were very similar in 1956 and in 1957. However, these figures cannot be interpreted to indicate consistent results on cranberries following treatment with fungicides because of variations between the treated replicates. Efforts are being made to minimize the effects of these variations.

New Chemicals Tested

For the second year four chemicals, heretofore not in use on cranberries, were assayed to de-

termine their potential value as cranberry fungicides. As noted in TABLE 4, partial control was obtained with each of these chemicals (namely, niacide Z, captan, thiram and ziram), though in no case was the control satisfactory.

Table 5 gives the results of an experiment in which combinations of zineb and captan, and zineb and captan alone were used. When zineb was used alone satisfactory control was obtained; and the zineb and captan combinations were also good. The use of captan alone resulted in poor control, as it had in the experiment reported in the first paragraph of this section. In regard to the combinations, I ascribe most of the rot control to the zineb.

On the basis of two years of testing I conclude that none of the new fungicides look promising, consequently another group of fungicides which have been applied to cranberries previously will be studied next year in a continuing search for better rot control chemicals. Since favorable results were obtained this year when fungicide mixtures were used for rot control, the advantages of combining two fungicides will be further investigated next year.

Gibberellic Acid

Gibberellic acid is a growth-stimulating chemical which is currently receiving much publicity. When applied June 4th at concentrations ranging from 50 to 200 parts per million on Howes at the State Bog, the cranberries responded rapidly and in a very startling fashion. A week following the application the new growth was twice as long as that of unsprayed plants, and had turned pink. The stems were thin and spindly, and the leaves were appressed to the stems. Study of the plots at harvest showed that the new growth on the vines treated at 200 parts per million was 3-4 times the length of that on untreated vines. However, the effects of the treatments on the crop were unsatisfactory -- on treated plots the total berry yield on a weight

basis was about 50 percent less than that on untreated vines, berries were smaller, and there were fewer berries.

Gibberellic acid may have some practical use in hastening the vining over of newly planted bogs, but I can think of no use on mature cranberry bogs. Two experiments were initiated this past year on newly planted bogs, and this work will continue next year. This project is being performed in cooperation with Mr. William Atwood, A. D. Makepeace Co.

Antibiotics

Two antibiotics were tested to evaluate their possible value as rot control chemicals. Neomycin was tested for the first time, and streptomycin was tested for the second year. The results indicated that neither of these chemicals were effective in controlling cranberry fruit rots.

Other Experiments

Other projects in progress this year include water picking experiments (in cooperation with Dr. Chandler and Prof. Norton), sprinkler application of fungicides, studies on the control of leaf drop through fungicide treatments, tests to determine if rot infection takes place during bloom, possible infection of berries through bruises at harvest (in cooperation with Prof. Norton), the determination of the types of fungi present at harvest and through storage, and the relation of increased vine density brought about through fertilization to keeping quality (in cooperation with Mr. William Atwood, A. D. Makepeace Co.). Many of these tests are only partly finished, and more data must be gathered before firm conclusions can be obtained. Though the objectives of some of these experiments may seem obscure to the grower, they are all directed towards achieving increased production on an acre basis with a minimum sacrifice of fruit quality.

Table 1

Bog Survey - Massachusetts, 1957. No fungicide treatments				
Variety and Water Man.	No. Bogs	Av. Field Rot (%)	Av. Storage Rot 6 wks. (%)	Total
EW, EB1	18	4.0	10.2	14.2
LW, EB	4	2.1	9.6	11.7
EW, Howes	2	6.4*	7.3	13.7

*Some frost flow injury included. EB Early Black
1EW=Early Water; LW=Late Water;

Table 2

Scooped vs. machine-picked berries on 7 bogst. Massachusetts, 1957			
Type	Av. Field Rot (%)	Av. Storage Rot 6 wks. (%)	Total (%)
Scooped	1.3	3.6	4.9
Machine-picked	1.5	6.5	8.0

1 5 of these 7 bogs were treated with fungicides.

Table 3

High Gallonage Fungicide Applications - 1957 two treatments of 9 lb/300 gals./acre each

Variety Water Man.		Fied Rot (%)	Storage Rot 6 wks. (%)	Total (%)
EW, EB1	Zineb	4.3	9.8	14.1
	Maneb	3.1	7.5	10.6
	Bordeaux	11.3	16.4	27.7
	Ferbam	9.9	15.3	25.2
	Unsprayed	20.0	25.9	45.9
EW, Howes	Zineb	2.9	4.2	7.1
	Maneb	3.9	5.0	8.9
	Bordeaux	4.4	5.0	9.4
	Ferbam	4.3	5.8	10.1
	Unsprayed	6.5	7.3	13.8

1 EW, EB=Early water, Early Black

Table 4

Late water, Early Blacks treated with new fungicides—1957 Two treatments at 9 lb/300 gals./acre each

Fungicide	Field Rot (%)	Storage Rot 6 wks. (%)	Total Rot (%)
Ziram	0.6	8.2	8.8
Niacide Z	0.6	8.0	8.6
Thiram	1.0	8.4	9.4
Captan	0.7	7.4	8.1
Unsprayed	2.8	11.4	14.2

Table 5

Late water, Early Blacks treated with fungicide combinations Two treatments at 9 lb/300 gals./acre each.

Fungicide	Field Rot (%)	Storage Rot 6 wks. (%)	Total Rot (%)
Zineb	0.8	1.8	2.6
Captan	0.6	5.4	6.0
1 app. zineb	0.4	2.8	3.2
1 app. captan			
2 app. 1/2 part zineb 1/2 part captan	0.5	2.7	3.2
Unsprayed	1.6	10.1	11.7

SERVING THE WISCONSIN GROWERS

FRESH FROM THE FIELDS

(Continued From Page 6)
inventor of the Getsinger mechanical picker. Sympathy is extended to the survivors.

WASHINGTON

February-March Mild

February and March were on the mild side, February, until the latter part, when the temperature dropped to 18 on the 27th and 28th. As the buds were fairly advanced there was sprinkling for frost protection. Maximum temperature for February was 65 on the 4th. Minimum humidity was 42 also on the 4th.

Spring Planting

There is a small amount of spring planting going on with prospects of more as the season advances.

OREGON

Weather conditions in southwestern Oregon this winter have been extremely mild, more so than usual, with only one frost in January. Also, there has been slightly more rainfall than usual. Buds are well advanced and beginning to swell which to all appearance is about six weeks early. Jim Olsen, a grower in the Bandon area, is reported to have over one-fourth inch of new growth already at this early date.

So with such conditions promoting early growth, growers are beginning to be concerned over possibilities of frost damage since we have had about four nights of frost here in the first week of March. As one grower put it, "I'm almost afraid to look!"

A Few New Acres

Most winter pruning is over with, but some are still working.

According to Jerry Allinger, Southwestern Oregon Cranberry Club president, there are a few new bogs being prepared in this vicinity.

Don Hultin, on the North Bank Road, has put in five acres of new bog and the Christiansen Brothers at Bandon, have planted one acre and are clearing for more. Ted Boatman, has been doing some new planting also. On the whole, new endeavors are on a limited scale.

Tax Problems

Growers in this section of Oregon can certainly sympathize with our Eastern friends in their tax problems. Re-evaluation has stirred controversy between growers and the tax assessors in trying to arrive at an agreeable basis for

assessing the value of a cranberry bog.

The outcome of numerous hearings in the Coos County Courthouse and the State Capitol have not been revealed yet, but will probably bring about some give-and-take from both sides. Nevertheless, it is hoped that an equitable decision for all involved will be the result. (Grant Scott, County Extension Agent.)

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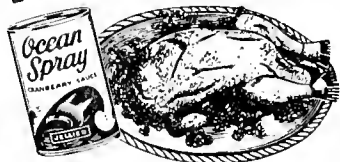
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DR. GEORGE L. PELTIER of Indian Trail, Inc. Wisconsin.

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**MRS. JANET TAYLOR
AT COAST MEETING**

Mrs. Janet Taylor, home economics manager of National Cranberry Association is to attend the national conference of American Women in Radio and Television at San Francisco April 24-27. She will also represent NCA at the National Restaurant Convention in Chicago in May, where Ocean Spray will be on exhibit and cranberry juice cocktail served.

**ALDEN C. BRETT AND
MRS. BRETT TO EUROPE**

Alden C. Brett of Belmont, Mass., recently-resigned president of the Cranberry Institute, accompanied by Mrs. Brett sailed for Europe April 15. Mr. Brett is a member of the executive commit-

tee of Associated Industries of Massachusetts, and will first visit the fair at Brussels in official capacity.

Mr. and Mrs. Brett sailed on the S. S. United States of the American Export line and after Brussels will tour West Germany, various points in Italy returning on the S. S. Independence from Naples spending about a month in all in Europe.

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Mass. Cranberry Station and Field Notes

by J. RICHARD BEATTIE
Extension Cranberry Specialist



Dr. H. J. Franklin

April 16 marked the passing of Dr. H. J. Franklin one of our industry's most respected leaders. His tremendous contributions to the field of knowledge in the culture of cranberries and the weather factors involved have placed Dr. Franklin as the industry's outstanding scientist. His entomological colleagues have accorded him world-wide acclaim for his outstanding work on cranberry insects and bumblebees. Meteorologists have been amazed with the accuracy of his frost forecasts and the unique system that he devised for making such forecasts. Perhaps he will best be remembered as a friend and counselor of growers as he worked beside his old pot-bellied stove at the station he so ably directed for 43 years. We at the Cranberry Experiment Station join his many friends and associates in extending our deepest sympathy to his family.

Quality Studies

Irving Demoranville and I have prepared an article for this issue of Cranberries Magazine on the results of our fresh fruit quality studies. It summarizes the results of a 3-year project that was initiated in 1955. Three key points were selected for discussion; namely, the weight and percentage of unusable berries found at the various levels checked and the effect of refrigeration on the shelf life of fresh cranberries. The results of a successful consumer questionnaire are also presented in this article, plus a summary of trade comments and observations noted during the course of this study. Considerable information was collected on the size of berries by varieties as determined by cup counts, and the

percentage of bruised, scarred, frosted, and insect-damaged berries. This information is available for those interested but was not presented in this particular article. A bulletin treating the 1955 study is being printed and will be ready for distribution this spring.

Frost Reports

Arrangements have been completed to send out frost reports over the telephone and radio. The Cape Cod Cranberry Growers Association is again sponsoring the

telephone frost warning service. This is a fine service and one that deserves the growers' support. Mrs. Ruth Beaton reports that many frost applications have not been returned as we go to press (April 16). Considerable detail is involved in preparing the frost lists for our telephone distributors. We would greatly appreciate the growers cooperation in mailing back their applications immediately. The following radio schedule supplements the telephone relay system:

Cranberry Frost Tips

Before leaving the subject of frost warnings we will try to clarify the meaning of the term **local balance**. It will be used in the warnings this season. Several have indicated that it is not clearly understood. We like to think of it in terms of the odds involved for temperatures dropping to the forecast. If the local balance is against us, the chances are rea-

Station	Place	Dial			
		A.M.	F.M.	Afternoon	Evening
WEEI	Boston	590 K.	103.3 mg.	2:00	9:00
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



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ably good that temperatures will drop to the forecast which would be against the growers interest. On the other hand, if the local balance is for us, the odds are reasonably good that the temperature will not go to the forecast which would be for the growers interest. If a more detailed explanation is needed, let us know. We have additional copies of a circular letter which was mailed to growers two years ago entitled "Cranberry Frost Tips". These copies are available at the county agents' offices or here at our Station. Finally, if growers would like to have their thermometers checked, we would be glad to perform this service for them.

Quality Forecast

The preliminary keeping quality forecast was prepared April 2 and has been mailed to growers through the county agents offices. It reads as follows:

"PRELIMINARY KEEPING QUALITY FORECAST: Weather conditions through March related to the keeping quality of the 1958 Massachusetts cranberry crop have been assembled and studied. None of these conditions favor good keeping quality. In fact, out of a possible 10 points at this time, we have none that favor good keeping quality. Unless the weather pattern in the remaining

spring months is completely reversed, fungicide treatments as outlined in the new charts will be needed on many bogs (both "early and late water") to assure our marketing agencies of an adequate supply of sound fruit".

Final In June

The final keeping quality forecast will be released early in June and we hope it will be more favorable. However, the odds do not favor any marked improvement at this time. It should be clearly understood that these forecasts are intended to serve only as guides and to that extent they have been most helpful to the growers who have used them. Their reliability has been well demonstrated the last three years.

Clyde McGrew to Miami Position

E. Clyde McGrew, who was released from fresh sales division of NCA March first enters the fresh fruit and vegetable brokerage house of Leo Shockley, Miami, Florida, May first. Mr. and Mrs. McGrew have sold the house they built at Whitman, Massachusetts four years ago and left April 19th for Florida where they will live at 17700 N. E. 19th Avenue, North Miami Beach, Florida.

Mr. McGrew who has been in cranberry sales for the past 38 years received several offers of position, in Florida, California, Indiana and Illinois, one with the Illinois Fruit Exchange within 40 miles of his birthplace at Flora. Following his severance from National, Mr. McGrew was in correspondence with brokers all over the country with whom he had done business for so many years, expressing his appreciation of their cooperation with him. Then, he says, he began to get letters of offers.

McGrew started in the American Cranberry Exchange office in New York as office and mail clerk, then became traffic manager, secretary-treasurer and assistant general manager, top positions for the last 12 years of service with that co-op, later Eatmor Cranberries, Inc.

He was with Eatmor at New Bedford, Massachusetts, and when headquarters was moved to Chicago he says, he did not wish to go there and received an offer from National in 1954 to set up its fresh fruit division. He asserts he brought about 75 percent of Eatmor brokers to National. He directed the entire personnel, in fresh fruit including salesmen and merchandising crew at retail level in the U.S. and Canada. He was given the title of vice-president in charge of fresh fruit sales which he held for three years, and by-laws state he says, he was to hold that position until replaced, which he never was.

McGrew declares the Florida offer was exactly what he and Mrs. McGrew wanted as they had been thinking of living in the Sunshine State for several years.

BETTY BUCHAN PANEL SPEAKER

Miss Betty Buchan, NCA, was a panel speaker at a Membership Relations Directors Clinic at Hershey, Pennsylvania April 10-11. The clinic was the first of its kind sponsored by Farmers' Cooperative Service of the U.S. Department of Agriculture and was attended by representatives of cooperatives in the Eastern United States.

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Cranberries

THE NATIONAL CRANBERRY MAGAZINE

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FRESH FROM THE FIELDS

Compiled by C. J. H.

MASSACHUSETTS

March Warmer

March was a disagreeable period with much rain, high winds, some snow, although it was warmer than normal by a total of 44 degrees. Month was relatively milder until the 20th, the first day of spring, running about two and a half degrees a day warmer than normal. Rainfall to that date had been 2.77 slightly above normal.

Spring Storm

On the day the sun crossed the line a savage northeaster roared in, bringing wet, heavy snow, rain, sleet, the third bad storm of the winter and one of the worst in a number of years for the date. This was the storm which so badly hampered most of the east with the heavy snowfall, but there was relatively little snow in most of the cranberry area although the fall was heavy over much of Massachusetts. Cape and Plymouth County escaped the worst of the storm.

Lack of Sunshine

The month was lacking in sunshine there being 165 hours or 13 percent below normal. Dr. C. E. Cross, Cranberry Station, had hoped for a sunshiny, cool and dry month to improve keeping quality of the coming crop. Instead, March was exactly the opposite from the desired, adding nothing to quality, although it was probably favorable toward size of next fall's harvest.

Water Abundant

Rainfall for the month at Cranberry Station was recorded as 4.50 inches which is slightly above

normal of 4.39, ordinarily the month of most precipitation of the year. One result of the wet March and previous rains and snows is that there is plenty of spring water for frosts in spite of the extreme drought of last summer. Surface water, as April began with a four day northeaster including some snow, was apparently more abundant than in several years.

This unexpected April northeaster, dumped a total of 2.38 inches in the first three days of the month—average for April as a whole 3.85.

Subscribe to Cranberries

WISCONSIN

Extremely Dry

March was warm and very dry. The average mean temperature was 34.0 degrees compared to the average mean of 32.1 degrees. Precipitation averaged only .38 inches compared to the month with below normal precipitation. So far in 1958 there has been a deficiency of 2.18 inches of precipitation. Ground water tables are 1.40 feet below normal. The regional forecast from Kansas City calls for warm and dry weather for April, although the district forecast from Madison calls for a cool and wet April. Mean temperatures for April is 46.0 degrees

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and 2.72 inches of precipitation. Many reporting stations state that all previous records have been broken for dryness.

Most reservoirs are in good shape, except in isolated cases where supplies are primarily dependent on surface runoff. April rains should quickly re-charge those reservoirs. Some pumping was done from the Wisconsin River the latter part of March to replenish supplies in the Cranmoor area.

No Winterkill

The southern marshes were mostly free of snow cover the entire month and vines were appearing through the ice the latter part of March. Northern marshes were snow covered and frooze in most of the month. Water was being withdrawn the first week in April, as several inches of frost was out of the beds. This was the earliest water had been pulled in recent years. Vines appear to be in excellent condition with no evidence of any winter kill.

Ralph C. Cole

Ralph C. Cole, 57, vice-president and treasurer of the Consolidated Water Power and Paper Co. since 1953, died of a heart attack March

19, at Delray Beach, Fla., where he and his wife had been vacationing. He had been associated with Consolidated since 1927, serving as controller, secretary and director before becoming vice-president and treasurer. Mr. Cole also was a director and executive vice-president of the Consowald Corp. and secretary and treasurer of the Wisconsin River Power Co., which operates hydro-electric plants.

He served as secretary of the DuBay Cranberry Co., was a past president of the South Wood County Community Chest and a past director of the Chamber of Commerce, Wis. Rapids. Surviving besides his wife are two children by a previous marriage, John A. Cole, Wis. Rapids, and Mrs. Thomas Durkin, Cincinnati. Sympathy is extended to the survivors.

WASHINGTON

Sprinkling For Frosts

There was an early spring up to March 15th when the weather turned bad, cold and with much rain. Because of warm weather early cranberries started breaking dormancy sooner than normal. There was a series of rather severe frosts and most growers

had had the sprinkler systems going several times. Minimum for March was 25, maximum 63 with a minimum humidity of 42 percent.

Bud Set

Bud set seems to be very good on some of the bogs, on others rather sparse.

Planting

As April began work on the bogs was being held up by bad weather, although some planting and pre-planting operations were in progress.

"Captain"

Notice has been received from Carl Tanner of the California Spray-Chemical Company, Portland, that "captan" has been registered for use in this area. This is expected to be a welcome addition to the list of fungicides and it has given very good experimental control of twig blight.

OREGON

Bog Taxes

The Southwestern Oregon Cranberry Club met Wednesday, Mar. 19 to receive explanation of all the transpired negotiations between the clubs tax committee, the tax appraisal board and the Oregon State Tax Commission.

Ray Oliver gave a full report explaining the formula of percentage used by the first appraisal as such: \$1500--acre basic land value; 40% vines; 35% water; 10% topography, 5% accessibility.

After several meetings with the appraisal board and a hearing with the tax commission in Salem, the final outcome is as follows: \$1200 acre basic land value; 40% vines; 25% miscellaneous; 10% topography; 5% accessibility. This would lower the tax value about \$90 from the first method.

No frost damage to end of March—only two or three nights where temperatures dropped below 28° were reported. Some growers turned on their irrigation sprinklers just in case.

There is a need among the growers, of some study to be made that will more clearly pinpoint the exact temperature that results in a killing frost.

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Fresh Fruit Quality Studies 1955-1957

By
 J. Richard Beattie, Project Leader
 and
 Irving E. Demoranville
 Cranberry Experiment Station
 East Wareham, Massachusetts

Surpluses have plagued the cranberry industry during the last 10 years resulting in unstable markets and discouragingly low returns to growers. Production costs have risen sharply since World War II, but prices have remained essentially unchanged during the same period. In order to reduce the surplus and maintain a reasonable balance between the sales of fresh and processed cranberries, it was generally agreed in Massachusetts that fresh fruit should receive greater attention. This important outlet still accounts for approximately 45 percent of the United States cranberry crop.

The techniques for raising and packing high quality fresh cranberries have become well established, but proper handling methods from the time of shipment through to the consumer have not been well defined. Reports of poor quality fruit have been far too frequent in retail stores. Factual information, however, has been lacking in terms of color, size, soundness, weight, general condition, and appearance of fresheranberries at shipping points and in the retail stores. It fresh cranberries at shipping was believed that such information should be obtained in order to provide a basis for determining specific research that would improve the condition, salability, and consumer acceptance of fresh cranberries. With this objective in mind, a project was developed in 1955 and has continued during the last three years.

Methods—1955

The 1955 study was essentially a survey of the condition of fresh cranberries at shipping point and in the retail stores. Three packages of cranberries were collected weekly from 7 packing houses throughout the shipping season (mid-September to mid-December). The times of collection were varied from week to week.

Packages from retail outlets were also collected on a weekly basis, one package being purchased from each of 3 representative stores in 6 cities. These cities included Kansas City, Mo.; Chicago, Cincinnati, Detroit, New York

City, and Boston. The 3 samples from each city were packed in a special shipping carton and mailed parcel post, special handling, to the Cranbrey Experiment Station for analysis.

General information recorded included the date of analysis, variety, type of package, general color and gloss of berries, foreign matter in the containers, and net weight of the cranberries. Detailed information was secured on the size of berries as determined by cup count, the number of unusable, bruised, and scarred berries per sample. Berries were considered unusable if they were

affected by decay, insect blemishes, frost, withering, and physiological breakdown, but only if the defects were one-fourth of an inch in diameter either singly or collectively on each individual berry.

Results—1955

Table I
 Packing House Samples
 By Varieties—1955

Variety	No.	Av. Wt. (gm.)	Av. % Unusable
Early Black	156	470.7	3.5
Howes	95	475.0	4.0
Other	7	471.2	4.1
Weighted Av.	258	472.3	3.7

Table II
 Retail Samples by Varieties—1955

Variety	No.	Av. Wt. (gm.)	Av. % Unusable
Early Black	120	448.9	27.1
Howes	40	465.1	16.8
Searls	39	447.8	17.0
Other	7	447.0	27.7
Weighted Av.	206	451.7	23.2

Table III
 Refrigeration Study—1955

No. of stores	18	
No. of samples	159	
Total refrig.	15.3%	unusable
Partial refrig.	25.5%	unusable
No. refrig.	30.1%	unusable



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Table I shows that there was no underweight problem with the samples at the packing house as shown by the fact that the packages weighed over 453.6 grams, which is the equivalent of one pound. Most shippers pack approximately $\frac{3}{4}$ of an ounce (21 grams) over one pound to allow for loss of weight in shipment. The average percentage of unusable berries for all packing house samples was 3.7 percent. A few weak lots shipped near the holiday period raised the average, which otherwise might have been nearer the 3 percent level.

Table II shows that there was a definite underweight problem of the packages in retail stores with the Early Black and Searls varieties. Early Blacks had the highest percent of unusable berries, namely 27.1 percent. A few samples of Wisconsin Searls were collected and analyzed as a matter of interest. The average percentage of unusable berries per sample for all retail samples was 23.2 percent. This figure represents an increase of nearly six times that found at the packing house.

The most significant feature of the 1955 study was the effect of refrigeration on the shelf life of fresh cranberries. Table III shows that complete refrigeration in retail stores reduced losses 50 percent. A similar study made in 1956 indicated approximately the same results. Based on this information, plus some additional storage data, a leaflet was prepared by the Cranberry Institute suggesting that fresh cranberries be displayed on refrigerated racks, and that unopened cases be stored at temperatures of 35 to 45 degrees F. Copies of this leaflet were enclosed with each master carton of cranberries shipped during the last two seasons.

Methods—1956, 1957

For these studies, coded or tagged lots of berries were used in order to obtain more information about the effect of refrigeration on the shelf life of fresh cranberries. A system of coding packages and master cartons was devised so that they could be easily identified in the channels of trade. Three major food chains cooperated in these studies, one in 1956 and two others in 1957.

The markets studied in 1956 were Detroit and Boston; in 1957, Cincinnati and Boston.

The Cranberry Station was notified whenever a shipment of fresh cranberries was scheduled for one of the cooperating chain stores in a test market. A trip was then made to the packing house to secure as much information as possible on this shipment. This information included methods of picking, varieties, water management, fungicide and fertilizer practices. The test lots were coded, samples were collected and brought to the Cranberry Station for analysis. A sample from the test lot was obtained from the chain store warehouse within four days of shipment and was carefully examined. The remainder of the test lot was then distributed to 3 cooperating stores where they were handled according to a pre-arranged plan. One store handled the berries without refrigeration, while the other two gave them complete refrigeration. Samples were collected weekly and mailed to the Cranberry Station.

A consumer questionnaire was prepared and attached to each of the tagged lots as well as to several other shipments, in order to obtain additional information on the condition of these test lots from the consumer's point of view.

Results—1956-57

Table IV
Tagged Samples at Various Points
1956

Points		Av. Wt. No. (gm.)	Av. % Unusable
Pack. House	18	476.2	1.4
Terminal Mkt.	15	469.4	2.7
Retail Store	29	457.5	8.8

Table V
Retail Samples by Varieties—1956

Variety		Av. Wt. No. (gm.)	Av. % Unusable
Early Black	59	450.3	13.0
Howes	14	458.1	15.8
Weighted Av.	73	451.8	13.9

Table IV showed no underweight problem at the various

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points checked. The average percent of unusable berries showed a marked decline compared with the 1955 studies.

Table V included both the tagged and untagged samples. The underweight problem again was a factor with Early Blacks. The percent of unusable berries was 13.9 percent compared with a comparable figure of 23.2 percent shown in Table II.

Table VI showed no underweight problem at the various points checked, the figures being comparable to those shown in Table IV. The average percent of unusable berries showed nearly 100 percent increase over a similar study made in 1956, as shown in Table IV.

Table VII indicates that Early Blacks weighed slightly under one pound at the time of purchase—one pound equalling 453.6 grams. The average percent of unusable berries for both varieties showed a small increase of 1.5 percent over a comparable study made in 1956.

Consumer Questionnaire, 1956-57

There were approximately 1200 two-cent postal cards attached to 16 lots of cranberries shipped to all parts of the United States in 1956. Thirty-two percent of these postal cards were returned with the requested information. The first question asked for the consumer's opinion as to the condition of the cranberries when purchased. Ninety-one percent indi-

cated that the condition was good. The second question asked whether the condition of the berries would encourage further purchases. Ninety-four percent indicated that the consumers would purchase cranberries again. Sixty-six percent had additional comments that in many instances were most helpful.

Thirty-four lots of cranberries with approximately 3200 two-cent postal cards attached were shipped throughout the country in 1957. Nearly 28 percent of these postal cards were returned with the requested information. Consumers were asked the same questions used in the 1956 survey. Eighty-eight percent indicated that the condition of the berries was good at the time of purchase. Ninety-four percent indicated that the consumers would purchase cranberries again, and 65 percent of the returned cards had additional comments.

Any helpful information obtained from these questionnaires was relayed to shippers and marketing people for suitable action.

Trade Comments

In the course of this study, numerous trade representatives were interviewed in the 6 cities mentioned earlier in this article. Their specific comments and observations pertaining to quality, merchandising, pricing, and movement of fresh cranberries were carefully noted and are summarized as follows:

Terminal Market Representatives—jobbers, commission men, wholesalers, brokers, marketing reporters and inspectors.

1. Fresh cranberries reach the market in reasonably sound condition.
2. Quality was not a severe problem from their viewpoint in 1955-1957.
3. The pricing policies of some of our shippers came under rather severe criticism. There was a feeling that the law of supply and demand should be given greater freedom.
4. The major chains bought directly from the cranberry selling agencies rather than at the terminal market.
5. Movement is decreasing at the terminal market level.
6. Weather is an extremely important factor in the movement of fresh cranberries. Hot, humid weather depresses sales while cool, crisp temperatures increase movement.
7. Advertising and promotional programs for fresh cranberries have little effect on the trade unless the programs are well coordinated at all levels and are backed up by quality and at the right prices.

Buyers—chain and independent.

1. Pricing policies were again criticized for the same reasons given earlier.
2. The majority interviewed bought directly from shippers.
3. Quality was not a serious problem according to their standards in 1955-1957.

Advertising, promotional and public relation representatives—chains and independent stores.

1. They liked the one-pound units—both the cellophane bag and the window box.
2. Some felt that there was too much advertising material on these units, resulting in limited vision of the contents.
3. Brands mean very little unless they stand for quality.

Retailers—store and produce managers.

1. Quality was reasonably satisfactory according to their standards.

Table VI
Tagged Samples at Various Points—1957

Points	No.	Av. Wt. (gm.)	Av. % Unusable
Packing House	30	474.5	4.3
Terminal Mkt.	30	472.1	5.1
Retail Store	38	458.6	14.9

Table VII
Retail Samples by Varieties—1957

Variety	No.	Av. Wt. (gm.)	Av. % Unusable
Early Black	31	453.0	13.4
Howes	20	475.5	18.5
Weighted Av.	51	461.9	15.4

2. Fifty-seven percent of the stores visited displayed their cranberries on refrigerated racks, and 43 percent displayed their cranberries on dry racks.

3. Poor sealing of the individual packages was a problem with approximately 25 percent of the people interviewed.

4. No code system is used with fresh cranberries.

5. The underweight problem was noted with a small percentage of retailers.

6. The more attractive the display, the better the movement.

7. Competition is keen for display space on refrigerated counters.

Summary

1. Most packing house samples leave shipping point in good condition—within the federal tolerance of 3 percent unusable berries.

2. Most shipments reach the terminal market and chain store

warehouses in reasonably sound condition—within the federal tolerance of 5 percent unusable berries.

3. The shelf life of fresh cranberries is definitely limited. Breakdown after approximately 2 weeks in retail stores is rapid.

4. Between 85 to 90 percent of the breakdown at shipping point, terminal market, and retail level was caused by fruit rots.

5. Underweight packages were a problem with some retailers, due to the dehydration and breakdown of the berries.

6. Complete refrigeration at the retail store level reduces losses approximately 50 percent.

7. Based on the consumer questionnaire, it was apparent that consumers were not quite as critical of our products as we were in our examinations.

8. The fresh fruit outlet has a loyal and enthusiastic following

among consumers, based on the comments made in the questionnaire.

Grayland Board Activities

At a recent meeting of the Grayland (Washington) Cranberry Association, a seven member board was voted to act as advisory board for National Cranberry Association. The members are; Cecil Richards, John O'Hagen, Friedolph Persson, "Bud" Bailey, Arnold Pertula, Robert Quinby and Dortha Johnson.

At a reorganization meeting, Mr. Quinby was elected president, Mr. Persson, vice-president, Mrs. Maude O'Brien, treasurer and Mrs. Johnson, secretary.

This board has been very active in the past year, having worked with the county commissioners of Pacific County on ditch drainage and at present it is getting information to the State Highway Department to complete the new beach highway (13A) from the State Park to North Cove.

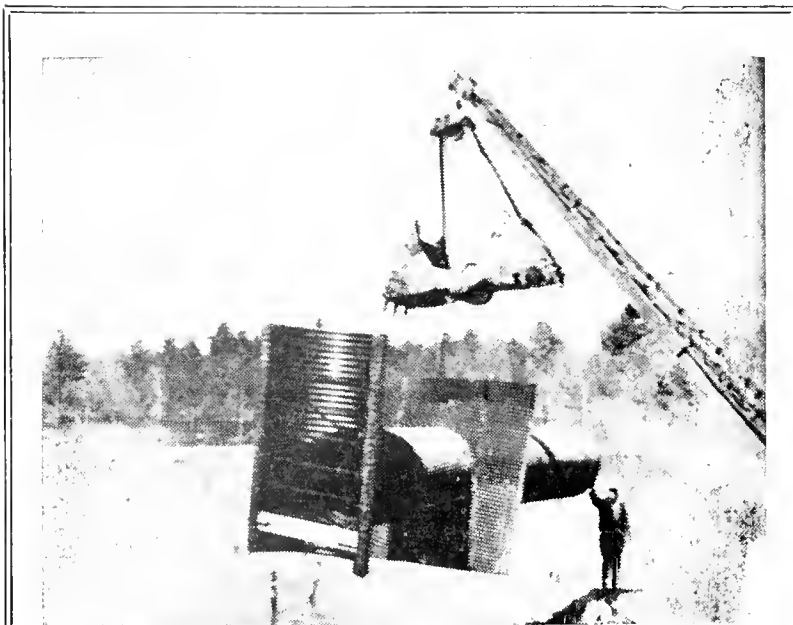
Also the board has sponsored the making of 18 new folding tables which will be ready for the annual spring banquet when, the group will meet the new NCA manager, Ambrose E. Stevens.

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"It Is Fun Making People Think For Themselves"—Dr. Peltier

Wisconsin Scientist, Always Considered Himself A Teacher, Now Enjoying A "Second" Successful Career

by
Clarence J. Hall

After two successful careers in the fields of plant pathology and bacteriology, which brought him national recognition, this man has started another career all over again; but this latter in a field in which he had more than a little experience as a youth and young man. We are referring to George L. Peltier, consultant for Indian Trail, Inc., of Wisconsin Rapids. Instructive articles by him have been featured in this magazine for the past several years.

In his new career, aiding growers, Dr. Peltier is one of the busiest in the industry in Wisconsin. He is surely one of the most enthusiastic. He has assisted in numerous developments which are definitely playing a part in Wisconsin's gains in barrels per acre and in total production—better looking and ever more prolific cranberry marshes and in quality.

Yet, he is by no means satisfied with Wisconsin gains which are the envy of other areas, and intends to help boost the industry along to higher levels. Is a true scientist ever satisfied?

His Career

Perhaps the most concise way to tell of his career before he came to Indian Trail in 1951 is to quote from "Who's Who in America".

Peltier, George Leo Prof. of bacteriology; b. Merrill, Wis. May 8, 1888; s. Emile and Georgiana (Laramie) P.; A. B., U. of Wis. 1910; A. M., Wash. U., St Louis, 1912; Ph. D., U. of Ill., 1915; m. Floy Quin, Sept. 23, 1913; children—Sally Marjorie (Mrs. John W. Osborn), Leonard Francis. Teacher of science, Wauwatosa (Wis.) High Sch., 1910-11; fellow of botany, Wash. U., 1911-12; asso. floricultural pathologist. U. of Ill., 1912-16; prof. of plant pathology, Ala. Poly. Inst., and plant pathologist, Ala. Agri. Expt. Sta., 1916-20; same, U. of Neb. and Neb. Agri. Expt. Sta., 1920-37; prof. of bacteriology and chairman of department University of Neb. 1934-53, prof. emeritus, 1953; cons. Indian Trail, Inc. Wisconsin Rapids, Wis. 1951-; asso. with U. S. Dept. Agr. as agt., plant pa-

thologist or sr. botanist, summers 1911, 22, 24, 26, 35, 38. Fellow A.A.A.S.; mem. Bot. Soc. America. Am. Phytopathol. Society, Society American Bacteriologists, Nebraska Academy of Science (president 1927), Sigma Xi, Gamma Alpha, Phi Kappa Phi, Gamma Sigma Delta, Phi Sigma, Theta Nu. Author; Laboratory Manual of General Bacteriology (with C. E. Georgi, L. F. Lindgren), 4th ed 1952; Laboratory Manual of Microbiology (with K. H.

Lewis), 2nd ed. 1950. Asso. editor of Phytopathology, 1919-22, 1930-33, 1941-44. Author of many articles and bulletins. The laboratory manual of which he is co-author has been used in more than 200 Colleges and Universities over the country, and while at Nebraska he developed a department of bacteriology which was recognized as a model the country over. In 1956 he was elected a Charter Member of the American Academy of Microbiology.

The fact that he finally got into full-time active work in cranberries is not at all strange. First, he was born in a part of Wisconsin in which cranberries are grown and he has several relatives in the business. It may be noted his biography shows he worked summers at the Wisconsin Cranberry Experiment Station, when there was one located at Cranmoor. He wrote his senior thesis on cranberry false blossom. He also made an intensive study of cranberry fruit worm. He's really an old hand at the cranberry business.

His first work at Indian Trail (then Cranberry Growers' Inc.) consisted of assignments to study plant growth, fertilizer needs, insects, plant diseases and weed

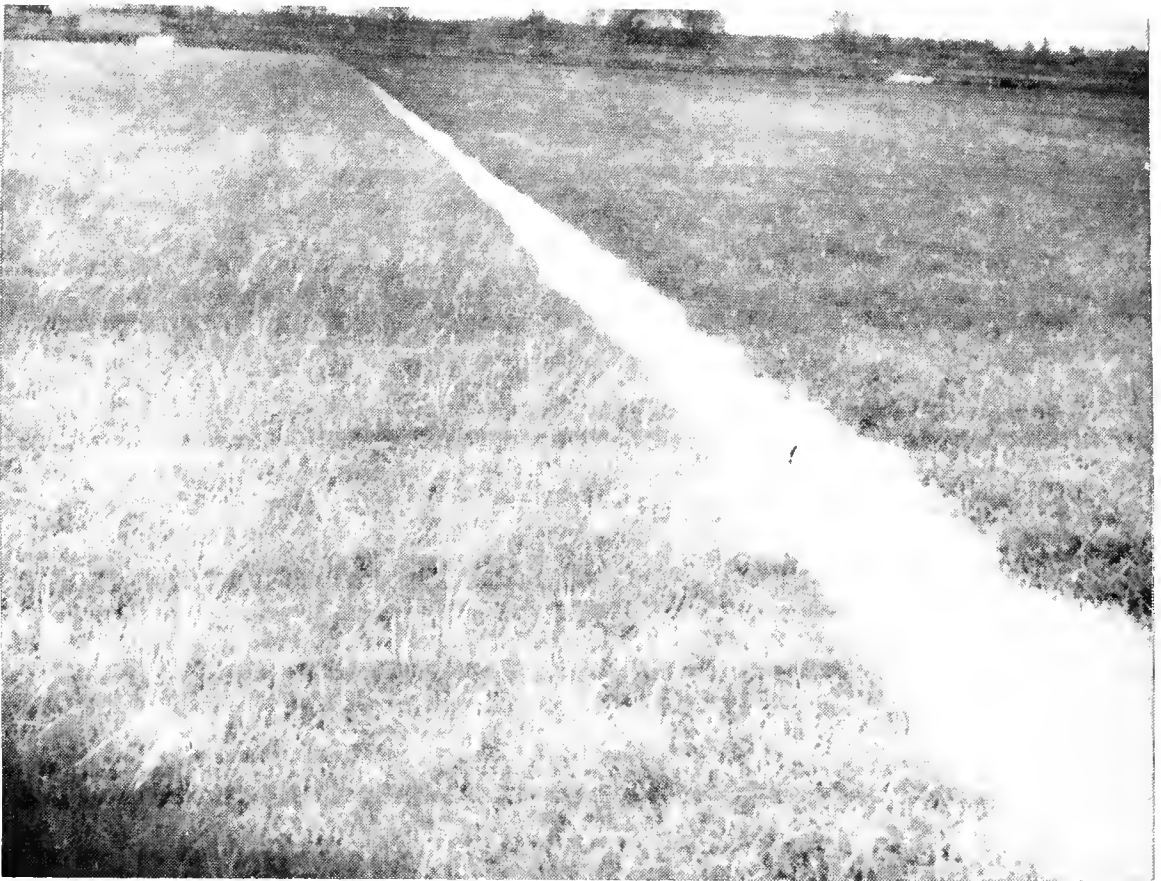
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Showing contrast between untreated (left) and treated bog.

(CRANBERRIES Photo)

control for the benefit of members of the corporation and there were arrangements whereby, the results were available to aid all Wisconsin growers. He settled to the task and has been supplying valuable technical information to growers through a series of releases offering recommendations upon fertilizers, insects, insecticides, plant diseases, fungicides, weed control, herbicides, "cranberry weather;" in short, on about every subject pertaining to cranberry culture—always with the emphasis upon producing quality as well as quantity fruit. He gets the information to growers in many ways and spends much time out in the field, visiting, and setting out test plots.

His writings in *CRANBERRIES* have given wider spread to his studies.

Wisconsin's Grass Problem

He was not long in coming to the realization of the full implication of the grass and weed

problem in Wisconsin. He knew that in spite of often high production per acre, this could be reduced and largely eliminated on the marshes.

For several years he has been making extensive and large-scale research with the material Dakapon upon a strictly experimental basis. He has applied it both by broadcasting and by use of specially-designed swabs.

Cranberries do grow and mature (and remarkably well) in Wisconsin marshes despite the heavy growth of grasses on so many properties. These grasses have been attacked with various types of clippers for years, and with a low degree of effectiveness. Furthermore, there is in most methods of clippers a mechanical injury to vines. He realized if the grasses could be eliminated, or largely so, this would be a big step forward for the Wisconsin industry. He is now convinced he is on the right track toward this

with the right kind of chemical control.

Some weed killers such as Dakapon, when sprayed on in the fall (after harvest), not only kill the grasses, he found, but also injured crop prospects for the following year. He thought of some other method and devised swabs

Swabs

He made a drawing showing how such a swab might be made and Kingsley Colton was the first to construct such a one along these lines; others followed suit. All are based on the same general principle—an aluminum container with a cylindrical reservoir wrapped in a towelling, through which the material reaches the outside by capillary action.

There are a dozen or more of these swabs in use now, ranging in length from 10 to 20 feet. They are carried by two men, with the swab brushing against the grasses above the tops of the vines

The material is applied first in one direction, then the opposite way of the bed, and then two more sweeps may be made across these swaths, so the grasses are reached from all four directions. Such application, experiment has proven, will kill most perennial grasses. Amino Triazole and 2-4D have also been used in apparently successful experimentation.

He began his experiments intensively on a number of bogs, one of these being the marshes of the Copper River Development Company near Merrill (the city of his birth). This is a highly-regarded property of 55 acres, the owners, members of the Indian Trail group. It reached a top production of 7,600 barrels on 33

acres in 1955. Vines are mostly Searls with some McFarlins. But it has developed a real problem in wire grass. Copper River is in Lincoln county, one of the newer areas for cranberry growing. It is owned by Charles Laramie of Wisconsin Rapids and four business and professional men from Oshkosh, Wis.

In a bold experimental attack on grass much acreage was covered both by broadcast and by swab in tests. The difference between areas not treated and those treated is obviously noticeable in the amount of grass. The material applied to the grasses keeps them from making seed and hence new growth. These test treatments

have been so successful that Dr. Peltier is inclined to believe that perennial grasses "can be cleaned up, and the day of the clipper will be over in Wisconsin."

Know What You Are Doing

He continues, "If we can lick the grasses here, we will be equal with the East in this particular respect. However, as with antibiotics you have to know what you are doing. The use of the swabs seems to actually stimulate the cranberry vines, probably because the grass is no longer there and the vines get the full 'sunshine'".

Another marsh of one of the Indian Trail group on which Dr. Peltier has made very extensive tests and which bears out his belief that grasses will be conquered



The G. Brockman swab (20 ft. long) at the Mengel marsh. Holding, Dr. Peltier (left) and Max Gust. (CRANBERRIES Photo)

Sowing the Colton swab (19 ft. long) at copper River, held by Alfred Strogieski (left) and Ernie Wittwer. (CRANBERRIES Photo)

is that of Richard Brazeau. This is a property of 33 acres, and wide leaf was a tough problem. Beds which were treated in 1954 by broadcast in the fall bore no crop in 1955. In 1956 test areas showed a gain in production through wideleaf elimination of from 30 barrels an acre up to 200.

In cooperation with Dr. M. N. Dana of the University of Wisconsin, both experimental and grower's tests are being made of Amino-triazole which has a much wider activity against grasses and broadleaves and Maleic hydrazide, as growth inhibitor of ferns and marsh smartweeds. Preliminary tests are under way with herbicides active against annual weeds, seeds, and seedlings. The next step is the control of weed seeds, which find their way into the beds with the flood waters. The final step in weed control will be an attack on the weed choked reservoirs.

"Keep Busy"

Peltier's philosophy is keeping busy, even after retirement, at a job which forces him to think about the future rather than the past and so keeps him mentally young. Too, it is still fun making people think for themselves, whether they

are young or old. In this respect, he has always considered himself a teacher and not an educator.

NCA Pays \$1.00 More On '57 Crop Directors Vote To Drop Edaville Festival

National Cranberry Association's board of directors voted to pay a 4 percent dividend on all shares of common stock on record as of April 30, according to Ambrose E. Stevens general manager and executive vice president. Members will receive their payments the last week in May.

The vote was taken when the 24 member board met at the association's headquarters in Hanson. Charles L. Lewis, vice president, of Shell Lake, Wisconsin presided at the two day meeting in the absence of President Frank P. Cranston.

The board also voted to increase packaging facilities for fresh fruit at the Markham and Grayland. Washington plants where shipments of fresh cranberries to consumers during the past fall and winter showed a 70 percent increase over a year ago. It was also voted to install a processing line for Cranberry Juice Cocktail at Markham to supply the West Coast market. Up to this

time, a major portion of the juice has been made at the processing plant in Hanson.

Carroll D. Griffith of So. Carver, chairman of the board's market agreement committee, presented a new code of rules and procedure for the acceptance of cranberries for Ocean Spray fresh cranberry packages, and this was approved by the board to be put into effect when the 1958 cranberry crop is harvested.

On the recommendation of the advertising and marketing committee, chaired by Miss Eller Stillman of Hanson, it was voted to discontinue the Chicken-Cranberry Barbecue and the annual Cranberry Festival previously held at Edaville, South Carver under National Cranberry Association sponsorship.

Other committee chairmen making reports to the board were Chester W. Robbins, Onset Shrinkage Committee; and John M. Potter, Port Edwards, Wis Fact Finding Committee.

In accordance with the vote of the board at the February meeting, a 2 percent semi-annual dividend on Preferred stock was paid in March and an advance of \$1.00 per barrel on 1957 cranberries received from NCA members was made April 2. This brings the amount paid so far by NCA to \$6.60 per barrel.

NEW THEME FOR OCEAN SPRAY ADS

NCA's "Cranberry Scoop" reported a new advertising copy theme. It will be: "Serve Ocean Spray Every Day." This includes that it is a "Natural Mate for every meat", that Ocean Spray contains 14 important vitamins and minerals and more natural fruit pectin than in any other fruit or berry.

Plans are that television spots as well as magazines will be used.

SPICED CRANBERRIES ALOFT

Spiced Cranberries, a product of Cranberry Products, Inc. of Eagle River, Wisconsin have now taken to the air. The product is being served on flights of Northwest Airlines.

C. & L. EQUIPMENT CO.

191 LEONARD STREET

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Dr. H. J. Franklin, World Famous Cranberry Scientist, Dies at 75

Dr. Henry J. Franklin, Sandvich Road, East Wareham passed away early Wednesday morning after being in failing health for some time. Dr. Franklin had been long recognized as the foremost authority on cranberry cultivation and was world-recognized as an authority on the bumble bee.

In 1909 he was called to head up and organize the Cranberry Experiment Station at Wareham, remaining as its director until his retirement, August 19, 1952. During his long career he pioneered outstanding contributions in various phases of cranberry growing among them being his notable work on cranberry insects and on cranberry weather. The many bulletins which he wrote are still outstanding reference works for researchers and growers of today.

His cranberry work was his whole life interest, conscientious, tireless-working he probably contributed more than any other single man to modern methods of cranberry culture.

He was born in Guildford, Vermont, February 10, 1883, the son of the late James H. and Emma M. Franklin. He was collaterally related to Lt. Col. A. B. Franklin and Calvin Coolidge, former president. When he was eleven he moved with his parents from the Green Mountain State to Bernardston, Massachusetts. Attending public schools there he was graduated from Power Institute in 1909 the same year entering Massachusetts Agricultural College (now University). While at Amherst he became dubbed with the name "Ben" Franklin which followed him through life. He played football on the college team in guard position.

He was graduated from the present University, majoring in entomology with the degrees of B.S. in 1903 and Ph. D. in post-graduate work in 1912. His thesis was "The Bombidae of the New World", considered a monumental work and it remains the authoritative publication on bumble bees. He taught at the College during 1905-1906 and was at the University of Minnesota from 1908 to 1909. It was then he was recalled to Massachusetts. His first publication was "Preliminary Report on Cranberry Insects", to be followed by a number of several such publications.

In June 1953 the University of Massachusetts conferred on him the honorary degree of Doctor of Science. Dr. Franklin was not

only a researcher but became himself a practical grower. For a time he owned bogs at Wilmington and Carlisle, Middleboro County, these being renowned for steady high production and as models of good bog management. He was a director of the now defunct New England Cranberry Sales Company, of Smith-Hammond Company and president of Fuller-Hammond Company. He was a member of the Association of Econ. Entomologists, Boston Society of Natural History, Amherst Grange and a member of the Bernardston Baptist Church. Although his fame as a scientist was world-wide and he was known personally or by reputation to nearly every cranberry grower, he lived quietly and retiringly. He was devoted almost solely to the interests of cranberries. The hours he spent in cranberry study, research, cultivation, in consultation with growers at cranberry gatherings were limitless.

He was married in 1918 to Esther M. Smith of Jamaica, N.Y. who survives with a brother, Ray Franklin of Bernardston, a sister Miss Elsie Franklin of Greenfield, Mass., and several nephews.

Funeral services were held at 11 a.m. Saturday at Cornwell Memorial Chapel with Rev. James A. Wolfe, pastor of E. Wareham

Methodist Church officiating.

Burial was in Bernardston, Mass.

Attending the services were members of the station staff and wives as a unit, delegates from University of Massachusetts and Waltham Field Station. Many growers from the industry were present to pay final respects to Dr. Franklin.

WASHINGTON

Tip Blight seems to be relatively scarce this year with only a few minor infections reported, according to latest issue of "The Cranberry Vine," South Bend, Washington. Although it is considered a large part of this lack may be due to good weather last year, a major reason could be the excellent research and subsequent recommendations for spraying by Dr. Folke Johnson, Dr. Eglitis and Charles Doughty of the Experiment Station.

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Cranberry Institute

MONTHLY REPORT TO THE INDUSTRY

By

ALDEN C. BRETT, President



Discontinue Marketing Order Efforts

At a meeting of the members the Cranberry Institute, held on Wednesday, April 9, 1958, plans for the 1959 season were formulated. After considerable discussion, it was voted to discontinue all efforts to secure a marketing order which would bring cranberries for processing under the provisions of the Federal Marketing Act. This question has been a bone of contention for the last two years, and the discontinuance of the Institute's active participation will be welcome to some of the members of the industry.

More Money For Growers

The objective of the Institute "More money for the growers" was re-affirmed, and activities covering a broad range of undertakings all directed towards this end were approved. It does no harm to re-state these objectives from time to time in order that all growers may understand just how the Institute is attempting to improve conditions within the industry.

1. It will promote better marketing practices and operation.

In order to maintain an orderly market, it is essential that there be made available to all shippers an adequate knowledge of crop movements and the quantities available in the various markets. The Institute will collect this information and disseminate it.

2. It will promote the setting

up of grade standards so that the distributor and the consumer alike can buy cranberries with confidence.

3. It will study the problem of packages and shipping containers, and the best methods of transportation, so that fresh cranberries will reach the housewife in better condition, and will make a more attractive display in retail stores, competing on a favorable basis with other fruits.

4. It will assist in the education of the receiver and handler in the handling, storage, and display of cranberries.

5. It will assist in the development of more and better cranberry products, working with the U.S. Department of Agriculture and the State Experiment Stations in their laboratories.

6. It will assist in the development of export markets.

7. It will initiate research for the development of secondary uses for the disposal of cranberry wastes and for handling surpluses.

8. It will stimulate, assist, and suggest the character of growers' service to be rendered by the State Experiment Stations.

Promotion

The question of general publicity for the industry was discussed at some length and a program which would include promotion at the retail level through the United Merchandising Institute, and pub-

licity through an advertising agency, was tentatively approved, subject to acceptance by all members of the industry. The cost of such a program was estimated to about 7c per barrel.

Industry Needs Institute

The general feeling was that the cranberry industry needs the Institute to work on problems common to all members and present a united front in the common effort to secure as large a possible part of the consumer food dollar.

GROWERS

DISTRIBUTORS

PROCESSORS

SUPPORT YOUR

Cranberry
Institute

AND IT WILL

SUPPORT YOU

TREND IN CRANBERRY CONSUMPTION

THERE are some interesting comments on per capita consumption of cranberries, in a new special bulletin on "Cranberries in Wisconsin" just issued. This survey declares the per capita consumption of fresh cranberries for the 24 years, 1910-33 averaged one-half pound. For the 23 years, 1934-56 the fresh cranberry consumption per person averaged three-eighths of a pound. Consumption per person of canned cranberries for the years 1948-56 has shown a steady upward trend from four-tenths of a pound to nine-tenths of a pound.

For the years 1950-56 consumption of both fresh and canned cranberries was one pound or more per person. The increase in per capita consumption of cranberries has been entirely due to increases in per capita consumption of canned berries.

Survey further states that all fruit consumption has been at a significantly higher level from 1938 and for most of the years has averaged more than 200 pounds. Total fresh fruit consumption per person has shown a noticeable decline in recent years but is offset by increasing consumption of processed fruit including, canned, frozen or chilled products.

These facts we believe speak for themselves, with perhaps only the added comment that we still have to successfully market our fresh fruit which makes up something like 45 percent of the cranberry market.

2,000 CRANBERRY "SALESMEN"

WE HAVE HEARD comment among smaller growers and some larger ones too, that the industry is losing sales because cranberries, chiefly processed, are not more readily available for sale in the growing areas, such as in the Cape area. These growers complain friends visiting say cranberry products are not being pushed in gift shops or at eating places.

Florida visitors buy oranges, they are everywhere. In the cranberry areas visitors do not find cranberries in every form available and temptingly offered at every turn.

These sales might be relatively small.

Editor and Publisher
CLARENCE J. HALL

EDITH S. HALL—Associate Editor
Wareham, Massachusetts

CORRESPONDENTS—ADVISORS

Wisconsin

LEO A. SORENSON
Wisconsin Rapids

Washington—Oregon

CHARLES C. DOUGHTY
Cranberry Specialist
Long Beach, Wash.

Massachusetts

DR. CHESTER E. CROSS
Director Mass. Cranberry Experiment Station
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BERTRAM TOMLINSON
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New Jersey Cranberry and Blueberry Station
Pemberton, New Jersey

But they would have a build-up value—people who tasted cranberries for the first time might become permanent buyers when they returned home.

It has been suggested women of the industry might form committees to see that cranberries were available and promoted in cranberry areas. We know of a cranberry grower who everywhere he went asked for cranberry sauce. He was a self-appointed cranberry salesman. Suppose all the 2,000 or so growers plus their wives appointed themselves as cranberry "salesmen" and publicists? This could help some, and any gain is a gain in consumption.

From Sea To Shining Sea (Wisconsin Harvest)

by
E. B. CHANDLER

In a recent issue, the third part of the second trip to the west coast was published. This told of the industry in Grayland, Washington, and Lulu Island, B. C. also about visiting Yakima, the great fruit section in Washington.

Plans had been made to study the harvesting and dryers in Wisconsin. This was sponsored by the Wisconsin State Cranberry Growers Association and a preliminary report of this study was presented at their January 11, 1957 meeting. That report presented the results of the harvesting, drying and storage. This report reviews those subjects and shows the difference between marshes. The study was made in the fall of 1956 on four marshes planted to the Searls variety. All marshes were harvested the same day by the same machines and operators, and the hand raking was done by one man. (The author believes the variation between individuals may be greater than the variation between methods). The following day all of the berries were dried, half in a horizontal dryer with a movable belt and half in a gravity flow dryer. The lots were divided again, half being placed in a grower storage and half in a commercial cold storage at a constant temperature of 35° F. Over two hundred samples were studied and over 55,000 berries were observed. Mr. Bain helped study many of the samples.

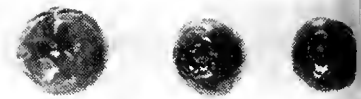
Four Tests

The first samples to be studied were those to determine the condition after harvest and before the "grass machine" (equipment to remove grass and vines) called stage one; after the grass machine and before drying, called stage two; after drying and before the grader in the moving belt dryer

or after drying and before the conveyor on the gravity machine, called stage three; and the end of both machines, called stage four. Each berry was examined and put in one of three categories -- "rotten", any evidence of rot no matter how small; "bruised", including the smallest mark; and "good", those which did not fall in either categories. When the berries were studied in this manner, there was no difference between methods of harvest. 55 to 57 percent (each a mean of seven samples) of the fruit was "good". After the berries had been through the grass machine there were only 39 to 50 percent "good"; while at the end of the dryer, third stage, there were only 35 to 38 percent "good". At the end, the fourth stage, only 20 to 22 percent of the berries were "good". Therefore, it would appear that the grader did the same amount of damage as the conveyor. If we should assume that there were no berries marked before harvest, then about 45 percent of the berries had marks after harvest. Then the "grass machine" marked 35 percent of the previously unmarked ones. The third stage, or moving along the dryer, marked 12 percent of the previously unmarked the fourth stage, grader or conveyor, marked 40 percent of the unmarked berries or lowered the "good" berries to 20.2 percent for one dryer and 22.0 percent for the other. These percentages are an average of nine samples and do not show sufficient variation to be significant (range with one dryer was from 8.0 to 38.8 percent).

Storage

After drying, a storage box from each lot was placed in a grower storage which had a fluctuating but low temperature. A storage box was also placed in a commercial cold storage with a constant temperature of 35° F. After six weeks in storage, the berries were removed. Samples were taken from the third stage from the commercial storage for



The stem of these berries pull during harvest. The berry the left rotted on the stem end. The other two berries dried and shriveled on the stem end.



The berry on the left has a short stem which may pierce one more berries. The other berries have been pierced and dried around the hole.

study. In general, the rot in commercial storage was four percent and eight percent in grower storage. This probably significant but does not appear to be of a magnitude which would justify the expense. It is also interesting that the storage period was longer in the commercial storage than in the grower storage. When the rot is studied in relation to the marsh, it appears that the quality of berries from some marshes was better after six weeks of commercial storage than two weeks of grower storage.

Following six weeks of storage the berries were put through a machine to remove the pie berries and the leaves. About 200 berries from each lot were put in window boxes, cellophane bags and polyethylene bays. These were shipped to Massachusetts and sorted after about three weeks at a temperature of about 60°. A analysis of the data showed no difference between containers in the amount of "good" berries. However, the percentage of rotten berries at the end of this period was related to the marsh and the preceding storage conditions.

There were a surprising number of berries with small round holes which were punctures caused by a short piece of stem from a

Percentage of "good" cranberries by marshes and storage

Sample from	Kind of storage	Time of storage	Marsh			
			1	2	3	4
Stage 1	Grower	2 weeks	57.2	61.9	48.4	58.9
" 2	"	2 "	45.1	42.7	43.6	31.5
" 3	"	2 "	41.5	40.0	36.1	24.8
" 4	"	2 "	21.8	23.4	21.6	16.4
" 3	Commercial	6 "	14.9	26.1	23.7	13.5
" 4	Commercial plus 60°	travel 6 "	1.41	1.56	1.98	1.71
" 4	Grower plus 60°	travel 6 "	.89	.96	.68	.50
" 4	Commercial plus 60°	travel 3 "				

Percentage of "rotten" cranberries by marshes and conditions of storage

Sample from	Kind of storage	Time of storage	Marsh			
			1	2	3	4
Stage 1	Grower	2 weeks	9.9	6.9	3.0	7.2
" 3	"	2 "	11.7	6.3	5.5	8.7
" 3	Commercial	6 "	7.7	2.6	1.4	5.9
" 4	Grower plus 60°	travel 6 "	15.0	21.1	17.1	27.1
plus sorting, pkg., and shipping	Commercial plus 60°	travel 3 "				
Stage 4 plus sorting, pkg., and shipping	Commercial plus 60°	travel 6 "	15.7	12.7	7.6	17.8

other berry. Sometimes rot developed at these locations and sometimes they dried up. There did not seem to be a difference in the samples studied, however the fruit had all been handled several times before this observation was made. Also there were a large number of berries that had pulled stems. Later some of these became rotten on the stem end but most of them dried and became flat on the stem end. Both the stem end punching and the stem pulling also occur on other varieties and with dry harvest.

Summary

In summarizing there seems to be no difference between harvesting machines or dryers. The Searls berries from different marshes are different. Commercial storage is more beneficial for some marshes than for others. Stem pulling and stem punching may cause some damaged berries.

(See tables.) The percent of "good" berries or unmarked berries was less than one from all marshes. However, when the percentage of "rotten" is studied particularly in commercial storage the amount of percentage went from 7.6 on one marsh to 17.8 on

another marsh. The fruit from one marsh had the same amount of "rotten" berries from both storages, but the other three marshes had considerably more rot in grower storage than in commercial storage. This shows that in fruit produced with low rot and properly stored, there may be as low as 7.6 percent rot while fruit harvested with higher rot and poorly stored may have 27.1 percent "rotten".

My sabbatical was educational—observing bogs in other areas and learning first hand some of their cultural methods—it was enjoyable—meeting and working with people in all of the other areas was a pleasure. I hope these articles and the two bulletins have enabled me to tell you some of my experiences and in this way I have shared with you part of my sabbatical.

HOW HERBICIDES KILL WEEDS

Some Herbicides kill weeds by destroying or interfering with the plants' ability to synthesize needed foods. Federal-State research shows. Some interfere with the first step in photosynthesis—the process by which plants manufacture their own food sources in the green pigments.

Basic studies made by USDA

crop researchers in cooperation with the California and North Carolina Agricultural Experiment Stations revealed where the toxic action occurs in the plants.

N-phenylcarbamate, substituted urea, and triazine derivatives all inhibited that portion of photosynthesis concerned with absorption of light by plants and with ultimate synthesis of carbohydrates (sugars and starches) within plants.

Researchers found in one test that killing of barley by the herbicide Simazin (a triazine derivative) can be prevented by supplying carbohydrates to the plants through their leaves.

In other USDA studies at Beltsville, Md., dalapon, a common herbicide, killed plants by preventing formation of pantothenic acid, one of the B vitamins essential to growth of plants.

Fresh From The Fields

(CONTINUED FROM PAGE 6)

NEW JERSEY

Heaviest Snow On Record

March 21st brought to the cranberry area of New Jersey none of the plaintive notes of spring but rather a record snowfall, which

SERVING THE WISCONSIN GROWERS

brought great destruction and suffering throughout the area. Electrical systems were knocked out for as long as two weeks in some rural areas and thousands of homes were without heat and light for long periods.

The snowfall which occurred over a 48-hour period amounted to 16 inches in depth. This was the heaviest snow which has occurred since weather records were begun at the Laboratory thirty years ago. It was an abnormally heavy snow mixed with rain and this accounted for the unusual damage which resulted from it. The precipitation converted to rainfall was 3.95 inches. If this had been the usual dry snow which has the equivalent of one inch of rain for every ten inches of snow, this snowfall would have amounted to 40 inches!

Heaviest March Precipitation

We have been experiencing a very wet as well as cold spring. During March there was a total of 6.62 inches of precipitation. This is the highest rainfall ever recorded for this month at the Laboratory and is about 3 inches more than normal. For the first three months of 1958 we have totalled 18.34 inches of rainfall, about 8.50 inches above normal for this period, which amounts to about 40 percent of the normal total annual rainfall.

Temperatures Low

The temperature has been quite a bit below normal for each of the first three months of the year. March averaged 39.1°, about 3 degrees colder than normal. The three-month period averaged 32.3°, 4.6 degrees colder than normal.

Late Season

The season appears to be two to three weeks later in the Pemberton area. Last year at this time it was two weeks late and progress of plants and trees at present is even slower than it was last year.

LATE MASSACHUSETTS

Late Massachusetts

April to the 17th was running colder than normal and much wetter. Precipitation to then had been a whopping 6.16 inches with the normal for entire month 3.83. This follows a March with slightly excessive rain, February with considerable excess and a January of more than double normal.

Result is that total precipitation to mid April for the year from January first has come to 23.41. There was never more

abundant surface water, or at least for many years, everything, ponds, streams, reservoirs were full up. There's no question of flooding water when it becomes necessary for frost this spring.

Temperatures in April started out consistently below normal but by mid-month the deficiency was not great and warmer spring whether was forecast with a shift in the jet stream.

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PURCHASING
WISCONSIN
CRANBERRY
PROPERTIES

Vernon Goldsworthy

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A **NEW** Quart Decanter of Cranberry Juice Cocktail



Ocean Spray's answer to the many consumer requests for Cranberry Juice Cocktail in a large container is a new quart-size decanter to be on the market soon.

The new decanter with twist-off cap offers many attractions to the consumer. It's economical... The bottle is reusable and attractive enough to put right on the table... It's a convenient size for large families, parties and for people who drink cranberry juice regularly. It's refreshing, and now enriched with Vitamin C.

AND what's good for the consumer is good for cranberry growers!

Ocean Spray Cranberry Juice Cocktail

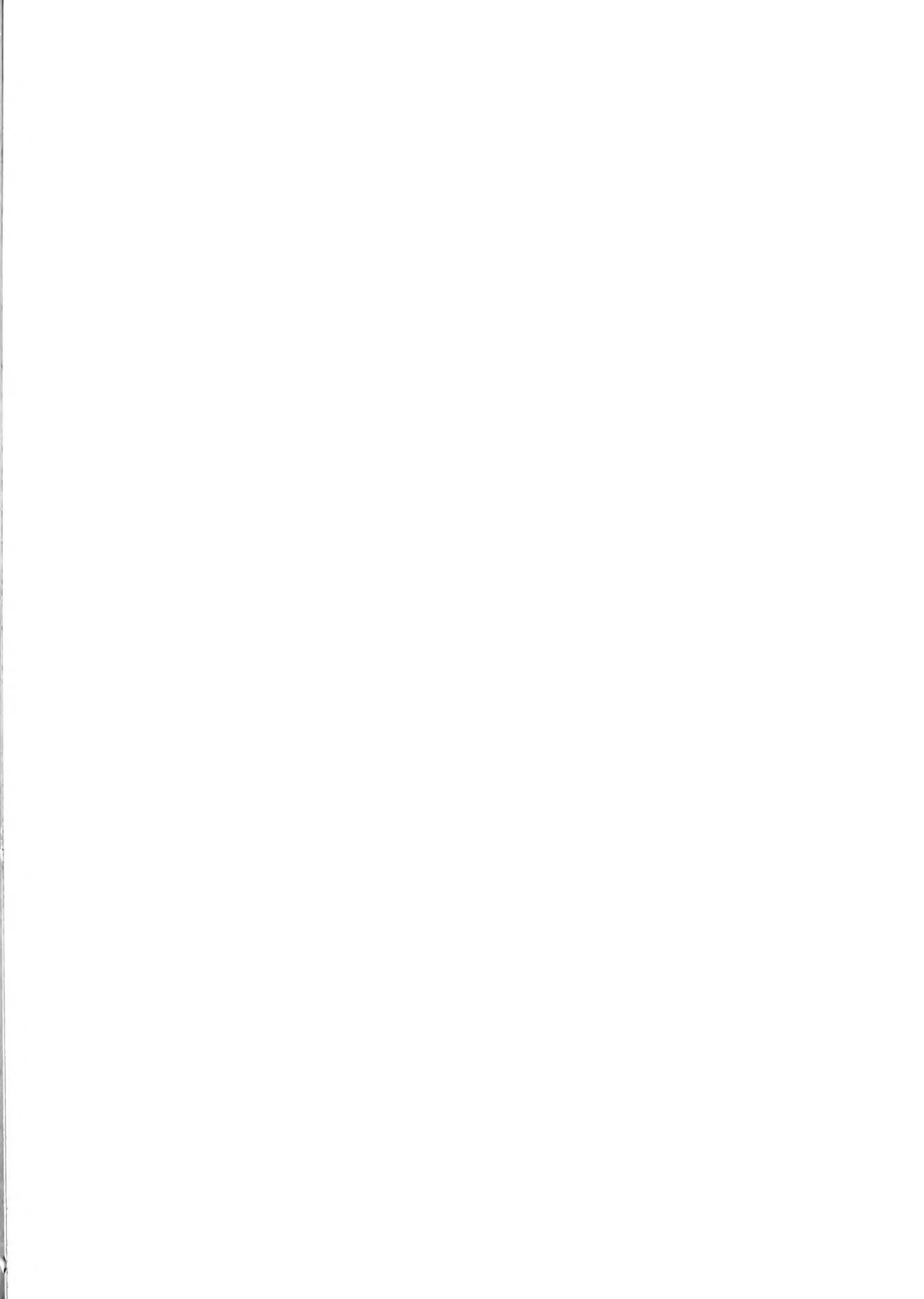
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