





Eatmor Cranberries



HOW GROWN,
HOW PACKED, AND
HOW TO COOK
AND SERVE



AMERICAN CRANBERRY EXCHANGE
NEW YORK CHICAGO

The American Cranberry



AMERICAN CRANBERRIES were originally found by the early Pilgrims in Massachusetts on the Cape Cod Peninsula. There they grew wild on the low marshes near the shore. The good housewives picked and preserved them as a delicacy. It is probable that the Pilgrims served cranberries with the wild turkey at Thanksgiving time, and in this manner the cranberry became closely associated with turkey and our Thanksgiving Dinner.

Cranberries have been cultivated approximately one hundred years, during which time the industry has undergone a steady improvement. It has developed rapidly in the last twenty years through improved methods of cultivation, marketing, grading and packing. Cooperation among the growers has also been a factor in this development which has changed some 25,000 acres of waste, bog or marsh land into productive, valuable property. The maximum crop produced prior to 1907 was less than 400,000 barrels. The average crop of the last four years has been 600,000 barrels.

The Cranberry Grows on a vine which spreads over the ground. The runners attain a length of several feet. Uprights which bear the fruit reach a height of four to ten inches. They cover the ground closely and give a cranberry bog the appearance of a



PICKING CRANBERRIES BY HAND

beautiful green meadow. Each upright may bear from one to seven berries. Cranberries mature quickly; the vines are usually in full bloom on July 4th, and the fruit is ready for harvesting early in September.

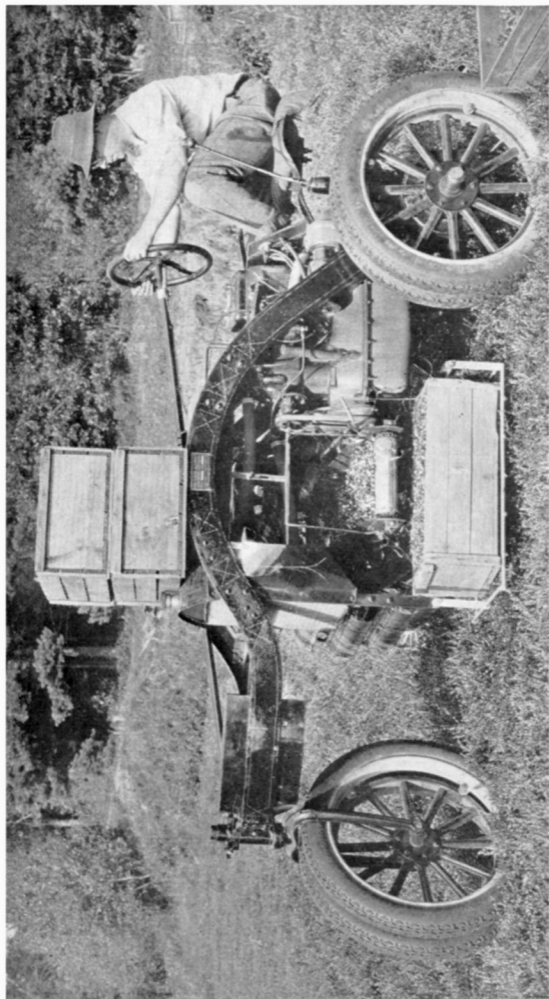
Varieties

There are many varieties of cranberries which vary in shape, size, color, flavor and keeping quality. The predominating ones are Early Blacks, Howes, Jerseys, McFarlins, Bell and Cherry, Centennials and Champions. Early Blacks come on the market in September and about the middle of October all varieties are usually ready.

Grades

Each variety varies as to size and color. The sales companies composing the Exchange have established carefully defined grades for each variety.

The Exchange adopted this grading system in order to make it simple and safe for the wholesale dealer to order the variety, size and color of cranberries he desired for his trade without seeing the fruit. A separate brand is applied to each grade of each variety. Each brand and grade is carefully described in a small, convenient catalog published by the Exchange to guide the wholesale buyer in selecting his supply. Disappointments and misunderstandings over orders or deliveries have been greatly reduced by this system.



CRANBERRY PICKING BY MOTOR POWER

“Eatmor” Label: The better grades of the various varieties bear this trade-mark on the label and usually on the side of the box:

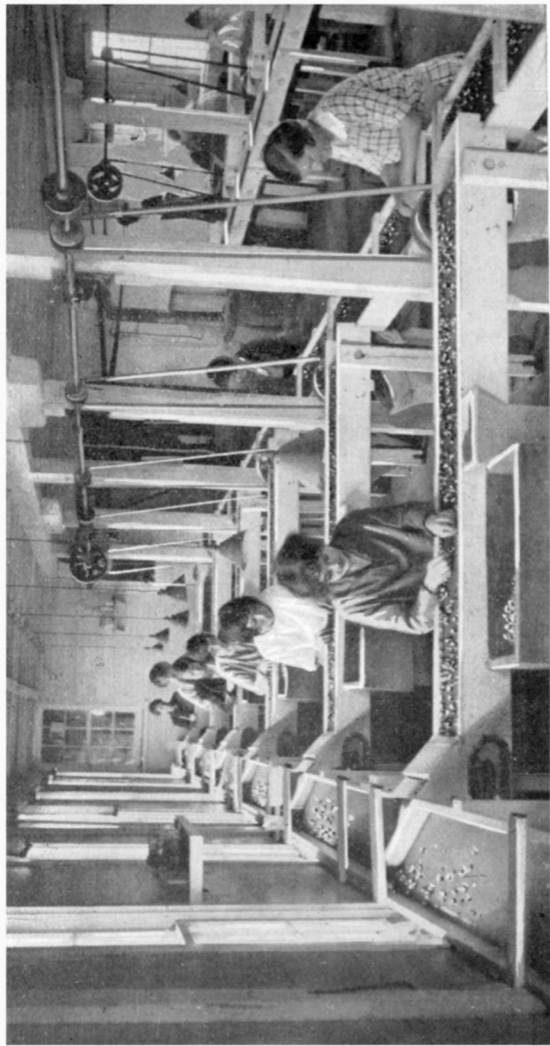


This trade-mark is the retail dealer's and consumer's guide to the better grades of cranberries.

Harvesting: The original method used in harvesting cranberries was by stripping the berries from the vines with the bare hands (see picture on page 3). This method is still used in picking from young vines, in order to avoid pulling the vines from the ground. The method more generally used now is with fingered scoops (see picture on page 16). These scoops are about fifteen inches wide and have fingers about ten inches long which are placed about one-quarter inch apart. A more modern method is now being introduced — a motor-driven picker (see picture on page 5). This machine is a new invention and is not in general use.

Shipments: About 75% of the crop is shipped in carloads to all parts of the United States and Canada. Heavy shipments begin about September 10th, and about one-fifth of the crop is shipped by October 1st.

Containers: The Exchange uses two sizes of boxes; i. e.: one containing $\frac{1}{2}$ U. S. Standard Barrel and one containing $\frac{1}{4}$ U. S. Standard Barrel. The half barrel box size holds from 47 to 51 pounds and the quarter



PACKING ROOM, SHOWING TABLES OVER WHICH CRANBERRIES ARE HAND ASSORTED
AFTER PASSING THROUGH THE SEPARATOR

barrel box holds 23 to 26 pounds of Cranberries, varying in weight according to the variety and size of fruit.

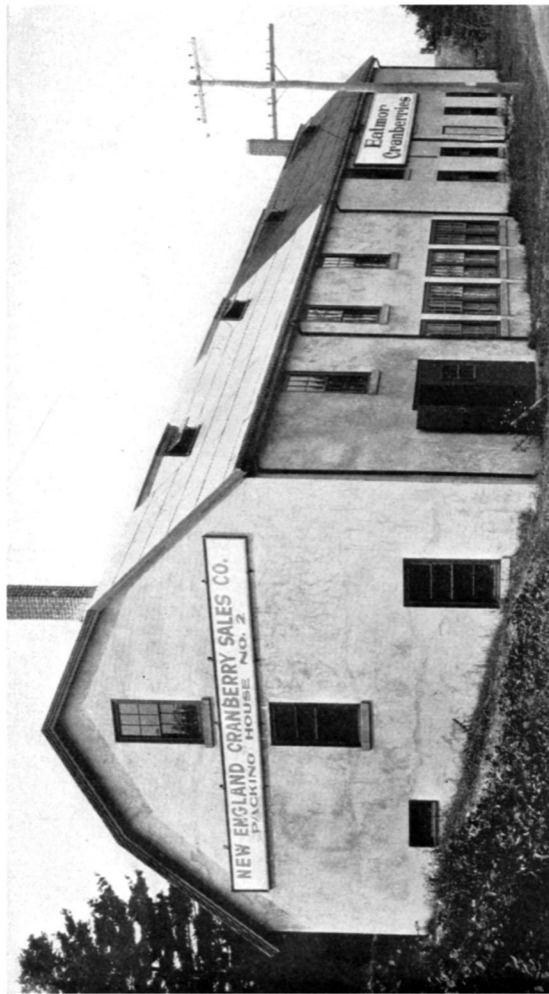
Eatmor Cranberries are generally on sale in every part of the United States and Canada by September 25th, and in the larger cities by September 20th.

Storing Cranberries: Cranberries should be kept in a dry atmosphere, where the temperature is as uniform as possible. If cranberries are cold do not put them in a warm room, as the moisture in the warm air will condense on the cold berries, causing them to sweat and decay. It is perfectly safe to change cranberries from warm to cool air, and it is advisable to do this, if the cooler atmosphere is dry and can be so maintained.

The Consumption of cranberries is no longer confined to the holiday season. Habit has heretofore largely associated the serving of cranberries with turkey. They are equally delicious when served with other poultry, and with roast pork, roast beef, roast lamb, steaks or chops. The malic acid in cranberries makes them a particularly healthful and delicious adjunct to any meat.

Advertising

The American Cranberry Exchange is a cooperative marketing organization of cranberry growers. This organization conducts a national advertising campaign each season in an effort to teach the housewives the many delicious ways of cooking and serving cranberries.



ONE OF THE CENTRAL PACKING HOUSES WHERE EATMOR CRANBERRIES ARE PACKED

RECIPES

A few choice recipes we particularly feature are as follows:

Always cook and keep cranberry sauce in earthen, porcelain-lined aluminum, glass or enameled vessels only—never in tin.



Whole Cranberry Sauce can be made in ten minutes. It should be served cold. It is desirable to cook up a quantity at a time and fill mason jars, the same as other fruits, and have a supply on the pantry shelf ready for use. It is delicious and appropriate to

- (a) Serve with any meat course, hot or cold.
- (b) Make pies or tarts.
- (c) Serve on vanilla ice cream. (This makes a most delicious and attractive sundae.)

Here is the recipe:

- 1 pound (4 cups) cranberries
- 2 cups boiling water
- 1½ to 2 cups sugar (¾ to 1 pound)

Boil sugar and water together for five minutes; add the cranberries and boil without stirring (five minutes is usually sufficient) until all the skins are broken. Remove from the fire when the popping stops, and let stand in cooking vessel until cool.

Cooking cranberries too long spoils the flavor, toughens the skins. To merely *break* the skins by cooking is enough. When they break they pop—after about five minutes of boiling. When they stop popping, *stop cooking*—remove from the fire, and do not disturb until cool.



Cranberry Jelly is very appetizing and does not have the cloying richness that most jellies do, as only half the amount of sugar is required in making cranberry jelly that is generally required to make other fruit juices jell. It is delicious for a spread on hot biscuits, toast or rolls for breakfast. It is easily and quickly made and very economical, as it requires no labor for peeling, pitting, stemming, etc., and the pulp will make delicious cranberry butter.

Eight pounds of cranberries and two and one-half pounds of sugar will make ten glasses of jelly.

Here is the recipe:

Cook until soft the desired quantity of cranberries with one and one-half pints (three cups of water for each two pounds (eight cups) of berries. Strain the juice through a jelly bag. Measure the juice and heat it to the boiling point. Add one cup (one-half pound) of sugar for every two cups of juice; stir until the sugar is dissolved; boil briskly for five minutes; skim and pour into glass tumblers, porcelain or crockery molds.

Molded Strained Sauce: This is desirable for those who prefer a strained sauce. Appropriate and delicious to serve at any meal. Also an attractive garnish for fruit salads. Adds immensely to both flavor and appearance.

Cranberry Mold

4 full cups (1 quart) cranberries, 1 cup boiling water, 2 level cups granulated sugar (may be spiced with $\frac{1}{4}$ teaspoon powdered cinnamon or clove, or both mixed, if liked).

Place berries in enamel saucepan with 1 cup boiling water and simmer gently for 15 to 20 minutes, stirring frequently to prevent sticking. When berries are reduced to a soft pulp, strain through as fine a sieve as possible. Add 2 cups sugar and return to saucepan. Stir, then boil rapidly for from 5 to 8 minutes—until a spoon of the mass “jells” as it drops away from the spoon. Turn at once into a wetted glass or crockery mold. Chill.



Cranberry Meringue Pie: This is an especially delicious and attractive pie.

$1\frac{1}{2}$ cups sugar	2 tablespoons powdered sugar
2 cups cranberries	$\frac{1}{2}$ cup cold water
1 teaspoon flour	2 eggs.
$\frac{1}{2}$ teaspoon vanilla extract	1 tablespoon butter

Cook sugar and water to a syrup; add the cranberries. Cook until they pop. Cool a little.

Mix smoothly in a bowl the flour and yolks of eggs; add three tablespoons of the juice of the cooked cranberries, then add to the berries and simmer for three minutes. Stir in butter and vanilla and set aside to cool. Turn filling into deep pie crust previously baked; cover with meringue made from stiffly beaten whites of eggs and powdered sugar. Place in slow oven to set and slightly brown the meringue.

Cranberry Ice: Is a delicious and attractive entremet or light dessert to serve at a dinner party. It is easy to make. Try it.

1 quart cranberries
1 pint water

1 pound sugar
juice of two lemons

Cook the cranberries with the water until the berries are tender; then strain; add the sugar and cook until this is thoroughly dissolved. Cool; stir in the strained lemon juice, and freeze to the consistency of water ice. Serve in sherbet glasses. Enough for six persons.



Cranberry Criss-Cross Pie: Here is a pie the men like, and it is quickly and easily made.

Have ready a partly baked pie shell; pour in the regular whole cranberry sauce when cold; put strips of pastry over the top and finish baking in a moderate oven.

Mock Cherry Pie: This is a real treat.

1 cup cranberries	$\frac{1}{2}$ cup water
$\frac{1}{2}$ cup raisins	1 tablespoon flour
1 cup sugar	pinch of salt

Chop the cranberries coarsely; add to them the raisins, seeded and cut in pieces. Add also the sugar, water, flour and salt. Line a deep pie plate with pastry; turn the filling into this, and cover with an upper crust. Press the edges closely together, and bake in a moderate oven about half an hour. This pie may be flavored with almond or vanilla. Enough to serve six persons.



Cranberry Fruit Salad: On a chilled salad plate arrange crisp leaves of lettuce. In the center place a banana and two heaping teaspoons of cranberry sauce. Garnish with mayonnaise.

Oranges, pineapples, pears or peaches may be substituted for bananas.

A Good Drink: Something new and delightful.

Cover the cranberries with water; boil until soft; then strain. To each quart of juice add one cup of sugar; let it again come to a boil; add pineapple juice to taste. Serve with cracked ice.

Yankee Pot Roast: Cranberries cooked with pot roast and the cheaper cuts of boiled meats make the meat exceedingly tender and delicious.

To prepare a 3-lb. pot roast, brown the meat first in 3 tablespoons of hot fat; when surface is

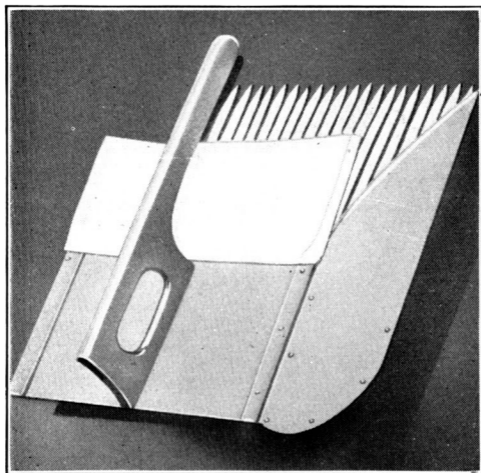


HARVESTING CRANBERRIES WITH SCOOPS

brown, remove meat from pan and add 3 cups of water; stir until boiling, then add 2 cups of cranberry sauce, made less sweet than usual; replace meat in pan with this gravy-sauce and proceed with cooking in ordinary way, adding salt and pepper to taste when cooking is about half finished.

Cranberries are the TONIC fruit — rich in iron lime and carbohydrates — the vital elements that aid in restoring nerves and toning up the system. They stimulate the appetite and are an aid to digestion. If served freely at meals, they will prove extremely beneficial to the general health.

Cranberries are an inexpensive and delicious food. There is no waste of material or time in preparing them. No peeling, pitting, etc.



CRANBERRY SCOOP



HARVESTING CRANBERRIES WITH SCOOPS