

\$ 5,000,000.

OF

*Cranberries*



MASSACHUSETTS

*Interesting facts concerning  
the cultivation of cranberries*

*on*

**CAPE COD**

\$5,000,000 of . . . .  
. . . . . CRANBERRIES  
are grown annually on Cape Cod



A TYPICAL CAPE COD CRANBERRY BOG

**I**F you visit the Cape Cod section of Massachusetts,—where the cranberry industry in America had its beginning,—you will be attracted by the beauty of the low, flat cranberry bogs covered with thick close vines upon which the ripening fruit may be seen gleaming in the sun of early Autumn.

The purpose of this booklet is to acquaint you with the methods of cultivation of these attractive and healthful red berries and to give you other interesting facts concerning the Cape Cod Cranberry.

HISTORY records that Gosnold found cranberries on the land that he named "Cape Cod" in 1602 and it is known that when the Pilgrims killed the wild turkeys for their first "Thanksgiving" they found these red berries growing in a wild state upon the marshlands adjacent to the Plymouth settlement.

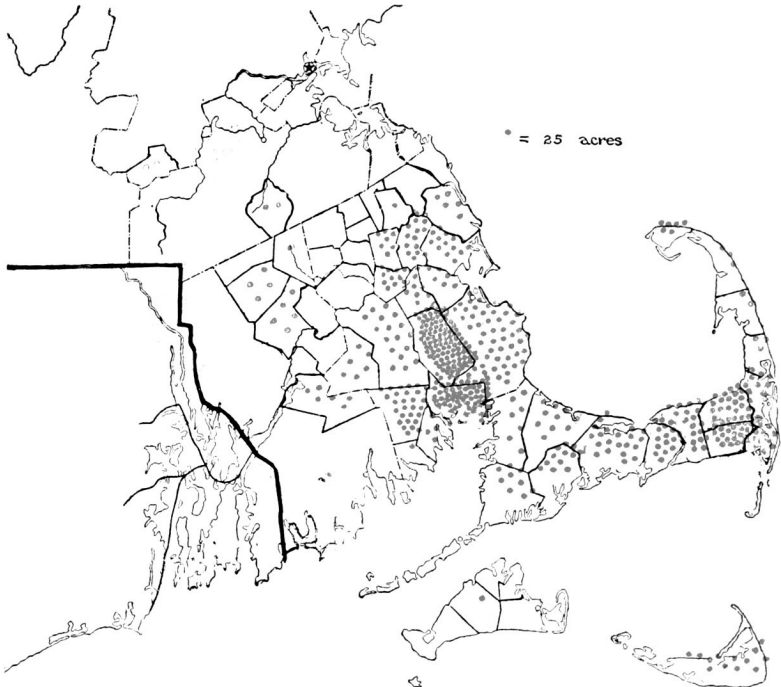
In 1638 an English Naturalist visited this section and in making a record of New England "rarities" mentions "cranberries" which he stated "The Indians and English use much, boyling them with sugar, for sauce, to eat with their meat."

In 1677 it is recorded that the loyal subjects of the Cape Cod Peninsula presented Charles the Second with gifts from this territory among which were ten barrels of cranberries.

The real history of the cranberry industry begins in 1846 when Edward Thatcher of Yarmouth started the commercial cultivation by setting out one and one-half acres of land with cranberry vines. At about this time, also, Henry Hall, an inhabitant of the Town of Dennis, selected a swamp of practically no value, cleared it of trees and set it out with cranberry vines.

The prices received for the product of these bogs greatly stimulated the interest in the industry and the scientific cultivation of the cranberry became very general in Barnstable County during the next twenty years. Within a generation large and important developments of cranberry bogs had been undertaken in Plymouth County, the pioneer in this development being A. D. Makepeace of Hyannis.

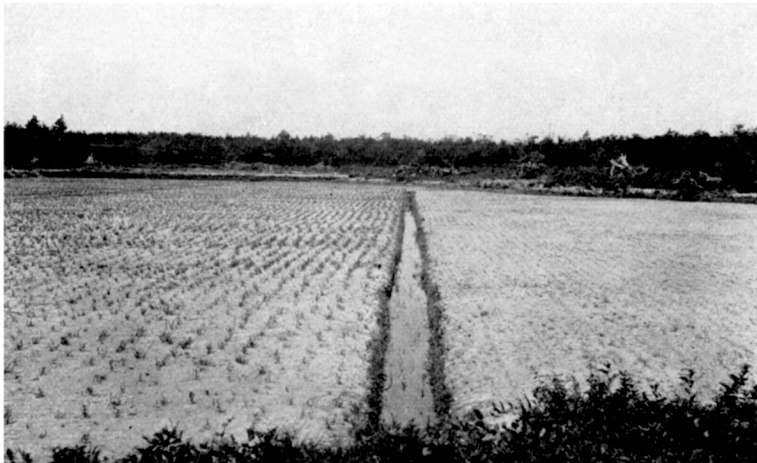
The business has grown until now it has become one of the most important industries of Massachusetts, the production from this section being more than 60% of the cranberry crop of the United States. A recent survey shows that cranberries are grown in eight counties in Massachusetts, there being a total of over 14,000 acres under cultivation; Barnstable has 31% and Plymouth County 62% of the acreage; the remaining 7% of the acreage being in Bristol, Dukes, Middlesex, Essex, Norfolk, and Nantucket Counties. The Towns of Carver, Plymouth, Rochester, and Wareham have 72% of the acreage of Plymouth County and 44% of the total bog area. The largest acreages in Barnstable County are in the Towns of Barnstable and Harwich.



IN THIS AREA TWO-THIRDS OF THE WORLD'S CRANBERRY CROP IS GROWN

In the cultivation of cranberries the swamp land is cleared of all wild growth, the trees, bushes and under-brush being cut and hauled away. The top turf is broken up exposing the underlying peat or muck which consists of a smooth textured vegetable mold mixed with finer mineral matter. The area is then graded until level and trenches are dug for irrigation and drainage.

The sections are then covered with a clean, coarse sand which is usually found in the uplands adjacent to the bog territory. Cuttings of vines which have been selected from other prolific and healthy areas are then set out at regular intervals; these cuttings being pushed through the sand until their ends reach below the sanded surface into the peat. From these cuttings the vines spread out over the sand, taking root at frequent intervals and sending up short upright stems upon which the fruit is borne. The leaves, which are ever-green, dark and shiny, make a beautiful background for the delicate blossoms of early summer and the crimson berries which ripen in September.



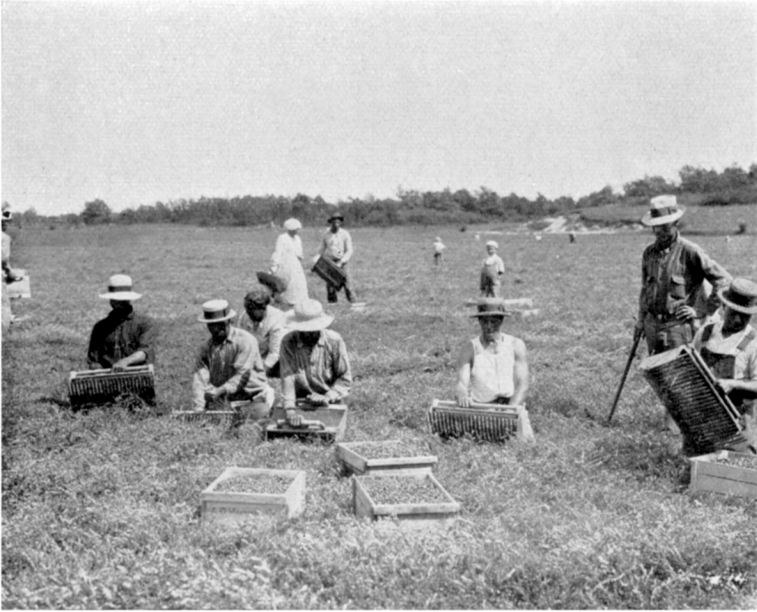
SECTION OF A "NEW" BOG

It takes from three to five years after the planting of the cuttings for the cranberry bog to come into profitable bearing. Its early cultivation—which is done largely by hand—consists for the most part in keeping the vines free from weeds. Further protection is given the bog by flooding the territory with water through the irrigation ditches to prevent frosts killing the budding shoots in the spring or injuring the maturing fruit in the fall.

After the third year the vines have covered the entire area so well that the bog presents the appearance of a green carpet. The vines begin to bud in the early part of June and are in full bloom usually by the first of July; the fruit matures and is ready to harvest in a normal season about the first of September. Harvesting commences as soon as the berries reach the proper state of maturity and continues for a period of from six to eight weeks according to weather conditions. Berries are not picked during rainy or damp days.



PICKING CRANBERRIES BY HAND



#### HARVESTING CRANBERRIES WITH SCOOPS

In the earlier days of the industry all harvesting was done by hand, the berries being picked into six quart pails made especially for that purpose and when filled were emptied into storage boxes holding about thirty quarts. This method has been displaced by the use of scoops which have long wooden teeth spaced far enough apart to allow the vines to pass between them while the fruit is drawn into the scoop. As each scoop will hold from ten to fifteen quarts, harvesting in this manner is much more rapid and consequently less expensive. This present general method of harvesting is in turn now being displaced by the use of automotive picking machines which are capable of harvesting approximately thirty quarts per minute.

The filled storage boxes are placed in modern, well ventilated buildings where they are kept until the berries are to be packed for shipment. In the process of packing, the chaff and the poorer berries are separated from the good fruit which is in turn graded for size and color and is then packed according to market requirements into specially constructed boxes holding approximately twenty-five and fifty pounds respectively, which bear the nationally advertised trademark

## **Eatmor Cranberries**

This red and blue trademark appears only on boxes of the best selected fruit which are packed by the cooperative growers' associations of Massachusetts, New Jersey, and Wisconsin.



POWER PICKING OF CRANBERRIES



**The  
NEW ENGLAND CRANBERRY  
SALES COMPANY**

with headquarters at Middleboro is the cooperative association of cranberry growers of Massachusetts, organized in 1907 to promote the interest of growers and consumers of cranberries by cooperating in the packing and distribution of the product under the most improved methods, so that the consumers may receive the finest cranberries, standardized under reliable brands and that its members may gain the advantages resulting from these improved methods of marketing. In the selling of its crops, the

**NEW ENGLAND CRANBERRY SALES COMPANY**

is affiliated with the

**AMERICAN CRANBERRY EXCHANGE**

of

90 WEST BROADWAY,

NEW YORK, N. Y.

which is the central organization for the distribution of

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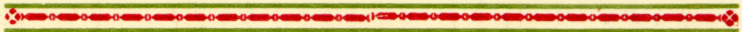
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Send to  
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90 WEST BROADWAY  
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