



2445 PEACH-TIMES



Volume 11, Number 4

MAY, 1966

\$1 Per Year

SOUTHERN CROP 10% ABOVE AVERAGE MAY FREEZE REDUCES NORTHERN CROP

May 12 — Record low temperatures during past 4 days have affected northern peaches. How much is impossible to guess. However, 10% above average crop is expected from South.

SOUTHEAST (Expected volume approx. 11 million bu.) Quality this year should be superior to last. Early varieties now moving from Florida, Georgia, S. Carolina. No large volume before end of month or early June because of later-than-normal bloom. **S. Carolina's** only apparent shortage, in Coronets from Ridge area. Dixireds expected about June 13; Blakes, Redskins about July 20. S.C. season advances from Ridge area to Sandhills to Piedmont with 5 to 7 days lag between area. **Georgia** will have Coronets. Except for Keystone and Southland, which have light sets around Fort Valley and no crop elsewhere, overall Ga. prospects good. Around Woodbury, Dixired, Coronet, Redhaven, Ranger, Sullivan have full crop; Keystone, Sunhigh, Loring, Richhaven, Redskin are light; Southland about half a crop; Elbertas, none. Griffin area expects good production on Dixired, Rio-Oso-Gem, Maygold, Coronet; about 75% Elberta crop. **Alabama** estimates about half a crop, or 400,000 bu. Dixired, Ranger, Redhaven, Redskin look okay. **N. Florida** has 1500 acres in good production; largest percentage of crop, Maygold, about ready.

SOUTH CENTRAL (Expected volume approx. 2½ million bu.) Louisiana, Arkansas, Kentucky, Missouri crops look good, on schedule. **Louisiana** in production; 170,000 bu. expected. **Arkansas** grower population reduced by discouraging prices last few years. Million bu. crop expected. Commercial volume from **Missouri** bootheel due mid-June. **Kentucky's** 250,000 bu. look good, on schedule. **Tennessee** varieties look okay along Tenn.-Ky. line and elsewhere in this long state with its scattered orchards, EXCEPT area about 50 mi. north and south and 125 mi. west and east of Nashville. Redhavens, comprising 15% of state crop, expected July 1. Georgia Belles, Elbertas around end of July. Total volume expected: 110,000 bu.

SOUTHWEST (Expected volume approx. 12 million bu.) **California's** crop looks normal, on schedule. Spring-times moving out of Kern area now; selling, St. Louis stores, 69¢/ lb. Nearly half total crop marketed within

state. Some shippers experimenting with export. Nearly 30% crop available in June. **Texas** okay, on schedule. 700,000 bu. expected. Watch new large plantings around McAllen next year.

APPALACHIA (Expected volume approx. 2 million bu.) Until this week normal crop was expected. Wildest guess from reputable source predicts around 30% loss. For accurate facts, Marketing Conference scheduled at Holiday Inn, Richmond, Va., June 30.

CENTRAL (Expected volume approx. 1 million bu.) Unseasonal frost in Haysville, "Peach Capital of **Kansas**," during full bloom wiped out commercial crop. Almost 90% crop lost in Kansas City-Independence area. **Indiana's** big volume varieties are Redhaven, Sunhaven, Redskin. **Total crop potential: 400,000.** Loring, Ranger, Madison becoming major varieties. **Illinois** had heavy bloom following last year's near wipe-out. Good crop, on schedule.

NORTHEAST (Expected volume approx. 4 million bu.) This freak week took heavy toll of **Jersey** peaches; too early to guess extent. **Pennsylvania** was predicting 2,800,000 bu.; 15% for precessors. Heavy bloom in **New England** promised to compensate for virtual wipe-out last year. Complete details for area available at annual Northeast Marketing Conference, Philadelphia. Probably date: July 13.

NORTH CENTRAL (Expected volume approx. 2 million bu.) Too early to evaluate injury in Michigan or Ohio. It looks spotty. Tender and hardy varieties alike have suffered. Before this week **Michigan** estimated 3¼ million bu.; 140,000 bu. Sunhavens due about July 25; ½ million bu. Redhavens (about ¼ of state production) due around August. Kalhaven gaining in popularity. **Ohio** seems to have suffered more this week than Michigan. Too early to tell. Same for **Vineland, Ontario.**

NORTHWEST (Expected volume approx. 2½ million bu.) **Colorado** will not be able to confirm extent of late damage until June 1. Currently estimate 75% crop loss. **Idaho** predicts 150,000 bu. comprised mostly of Hales and Redhavens the latter part of August. **Washington** predicts around 1 million bu. Severe winter damage in 1965 forced out many Hale and Elberta trees. **Utah** expects no commercial crop.

'66 PEACH QUEEN



1966 Peach Queen Wilhelmina "Billie" Silva from Durham, N. C. says of her reign, "This was a great honor I will always cherish. Everywhere I have been, people have been so wonderful to me. This would make any girl feel like a queen."

Billie possesses an unusual degree of poise and charm, as displayed at the recent NPC Convention in Charlotte. She dances, sings and plays the piano with equal skill and confidence. This fall she will enter Phieffer College to major in music.

In conjunction with her reign as National Peach Queen, Billie is willing to make appearances anywhere in the United States. Sponsoring states or organizations must be responsible for her expenses. Make arrangements with NPC office. In closing she says, "I realize I have been chosen to represent the Queen of Fruits. I hope I will be able to successfully fill the position."

ATTENTION PEACH GROWERS

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LORA STONE

NPC Secretary-Manager

Frank Street's Pruning Day, at Henderson, Ky., has been a day of distinction for 26 years. Always held on the third Thursday evening and Friday in March, 13 states and Canada were represented this year. I attended for the first time. (Frank, who has never missed a day of weather reporting for 30 years, says the day rarely fails to be bad. In fact, the better the weather, the lower the attendance.)

At the Soaper Hotel in Henderson, the meeting started with a review of what was to be observed the next day. Frank Emerson, from Purdue, reported on B-995, or Alar, a U.S. Rubber Co. product scheduled for release next spring.

Alar seems to increase winter hardiness in apples, peaches and nectarines at temperatures as low as -20°, even in tender varieties like Loring. Jim Stacy, of Kentucky, reported that his work with Chapman has produced conflicting results, but their applications were in late summer. A full report of Emerson's work will be published at a later date.

(Continued on Page 14)



Sigmund Nickels, Nickels Peach Farm, Ruthven, Ont., Can. prunes peach trees at Frank Street's Annual Pruning Day.

NEW & BETTER VARIETIES

Earlired

Washington

Madison

Robinson Plant Patent 2163

Jefferson

HALEY NURSERY COMPANY, INC.

Smithville, Tennessee

PUBLICATION

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RESEARCH DEVELOPS NEW PEACH PRODUCTS, USES

By Claude H. Hills
Chief, Fruit Investigations
Plant Products Laboratory, USDA

The eastern peach industry today suffers from lack of diversification. More than 90% of the crop is sold as fresh fruit; less than 10% is processed. This runs counter to the long-range trend away from fresh items and toward more processed, convenience foods. As a consequence, peach production east of the Rockies has declined from 30 million bushels in 1930 to only 25 million per year in the 1960's. By contrast, peach production in the West, based largely on processing, has doubled in this same period and now amounts to 32 million clings and 17 million bushels of freestones annually. All the clings and nearly 60% of the freestones are processed.

A processing industry provides the consumer with a wide variety of new, attractive, high quality items at reasonable cost, available 12 months of the year. These new items are usually non-competitive with the fresh fruit. It creates an increase in total demand for the grower's crop and provides an additional outlet for his fruit, especially in seasons of high

production. This helps to stabilize the fresh market ice.

Improved Products

Research at various eastern state and federal laboratories has improved many of the standard products made from peaches. Dehydro-canned and dehydro-frozen slices, having one-half the weight of the original slices, are ideal for institutional use or export. They are more economical to package, store and ship than the usual canned or frozen slices.

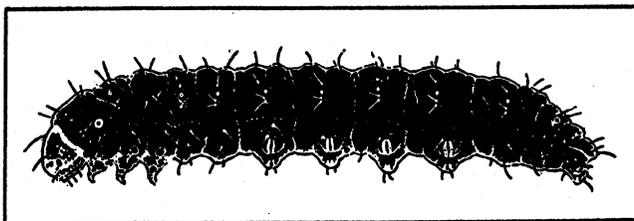
Dried peaches have been improved in color, flavor and shelf life. The latest development, freeze-dried slices, is ideal for use in dry cereal. This new item is expected to use 200,000 bushels of peaches per year. (Editor's Note: According to Richard Black, manager of Calif. Freestone Peach Assn., more than 2000 tons, or about 80,000 bushels, of freestones were utilized in the cereal market during 1965 and facilities are being expanded anticipating an increased demand in 1966.)

At present, baby food peach puree is made almost entirely from clings. Recent studies show that an acceptable product can be made from eastern freestones by careful selection of varieties and by controlled off-the-tree ripening.

The volatile flavor constituents, or "essence," of peaches can be captured and added back to various peach products to improve the flavor. Even the

(Continued on Page 13)

Peach tree borers kill trees and rob profits. Thiodan kills peach tree borers. Not just the adults. It's equally potent against the egg stage  and the destructive "worm" stage—



No other treatment gives the high percentage of borer control Thiodan provides. Wettable powder or emulsifiable concentrate (western areas). Just spray trunks to scaffold limbs—up to 21 days of harvest.

Thiodan®



Thiodan is also registered for use (on peaches, apricots and nectarines) against peach twig borer, lesser peach tree borer, green peach aphid, cat-facing insects, and silver peach mite. See your dealer, fieldman or county agent. Thiodan® is a registered trademark of Farbwerke Hoechst A. G.

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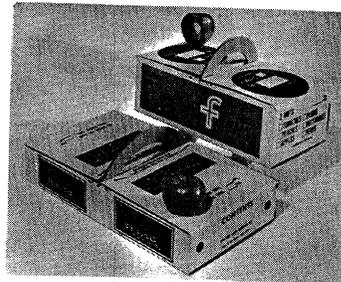
WHAT'S NEW??

What to do with 120 million lbs. of peach pits? Robert T. Collier, a Calif. manufacturer, decided to make charcoal briquets. His plant now converts more than 500 tons of pits into charcoal daily.

Ever heard of peach leaf ice cream? According to W. D. Armstrong, of Ky., he has heard of a place in Oklahoma where ice cream is made of peach leaves which are crushed for flavor. He doesn't have much documented knowledge about this report, but we'd like to hear from anyone who knows more about it so we can send the information to Armstrong.

Ohio grower, Ernest Downing, reports that eating peach seed kernels has improved and cured prostate suffers in his area. As yet there is no medical sanction for this treatment, but Downing has provided us with many documented case histories. Chewing well, one should eat from 7 to 10 kernels each day before breakfast. Some find them difficult to take on an empty stomach but very palatable mixed with sweet chocolate. No doubt they could be buzzed in an electric blender with any beverage and sweetened or flavored to taste. A few months of this regime has been sufficient for some, others continue to take them steadily or at intervals.

A process for shipping perishables, such as produce, without deterioration has been developed by Occidental Petroleum Corp. The process, called Oxytrol, involves the displacement of oxygen from a truck trailer or railroad car and its replacement with pure nitrogen gas. With control of oxygen levels to very close tolerances during transit, perishables can be shipped without deterioration, Occidental President Dr. Armand Hammer reports.



Splitainer, new from Packaging Corporation of America, shipped as a double unit, splits into 2 separate containers for more convenient merchandising. Two sizes, holding 8 to 10 lbs. of produce, are available: flat pack

(foreground) and deeper 8-qt. basket (background). Either size is ideal for tomatoes, apples, peaches, plums, nectarines, pears or oranges.

Keyes Fibre Co. announces a national pre-packaging merchandising contest for owners and employees of grocery stores and supermarkets. A total cash prize pot of \$6000 covers three food categories: meat, produce and poultry. "The purpose of the contest is to shake loose some of the ideas supermarket and food store operators and employees have but haven't been using," explained Len J. Kallerges, product manager of prepackaging products. "We think our contest will supply the motivation to put some of these ideas into use for increased sales and profits."

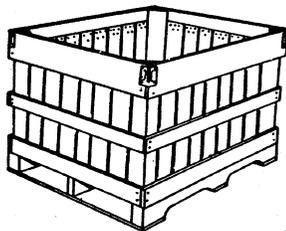
1965 Bookkeeping Facts: Americans spent \$85.5 billion for food, reports the USDA. This averages \$439 per capita; \$1,469 per family (average of 3.7 persons) or \$28.25 per week.

NPC Convention Proceedings offer valuable information long after the convention is over! Articles from the 1965 Proceedings have appeared recently in Pennsylvania Fruit News and Eastern Fruit Grower.

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and

PALLETS



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of Peach

Serving the Orchard
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Half a Century



Stop costly fruit decay with new Botran®

Botran is the most effective fungicide available against peach *Rhizopus* rot

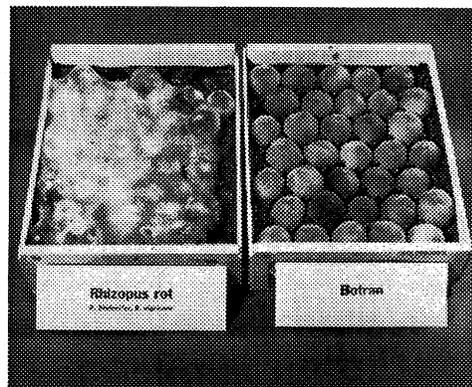
Botran is a new fungicide developed specifically for control of *Botrytis*, brown rot (*Monilinia*) and *Rhizopus*. Mycelial growth, which causes decay, is inhibited by Botran. It prevents growth of aerial mycelium and suppresses sporulation. This inhibits the spread from diseased to healthy fruit. And, Botran reduces the depth and size of brown rot lesions.

An adequate residue tolerance permits use of Botran up to one day prior to harvest. Botran does not discolor skinned areas, when used as directed.

Botran is recommended in key state spray schedules. It is compatible with common wettable powder insecticides and fungicides. Field use shows Botran has excellent wetting and spreading properties.

Botran is available as a 75% wettable powder for pre-harvest sprays and dust formulations are available in areas where applicable. It is registered for pre-harvest use on apricots, grapes, nectarines, peaches, strawberries and sweet cherries.

Botran 50W is recommended for post-harvest treatment of peaches (for processing) and sweet cherries.



Both lugs were inoculated with *Rhizopus*. A thorough spray of Botran gave excellent control.

Write Department 951 for information on Botran ... the most effective fungicide available to combat peach *Rhizopus* rot.



Suggest Interplanting Richhaven

The Richhaven peach has been producing well in some parts of the country, but not in others. According to Stanley Johnston of the Experiment Station in South Haven, Mich., it produced exceptionally well during a long trial period at the station before it was introduced. It produced ample pollen supply and was used successfully in making crosses with other varieties.

However, after being grown extensively in many areas, it is now evident that Richhaven will set a lighter crop as a result of minor variations in local climate at blossom time, which apparently interfere with normal pollination. Johnston says it has been shown that the fruit set in Richhaven can be increased in years when unfavorable weather occurs during blossoming if it is interplanted with another fertile variety.

NPC CONVENTION DATES TO 69

Feb. 19-22, 1967 Broadview Hotel, Wichita, Kansas
 Feb. 18-21, 1968 In South Carolina, location to be announced.
 Feb. 1-5, 1969 Roanoke, Virginia

GIANT AMONG SPRAYERS!
MARLOW ECON - O - MIST
 . . . the sprayer that **KILLS COST** and increases your **crop production!**

The new Marlow Econ-O-Mist high concentrate sprayer is the "GIANT AMONG SPRAYERS" because the 90-gal. tank holds the equivalent of 12,500 gallons or 25 tank loads of diluted spray. It is a GIANT in performance, in cost savings and capacity! Only with Marlow Econ-O-Mist do you get these advantages:

- Minimum Power Requirements
- Longer Life ● Longer Runs Between Refills
- High Maneuverability ● Assured Results
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For further information write for Bulletin ES-61

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FEDERAL ACTION AFFECTS FRESH PEACH INDUSTRY

Roadside market operators are affected by the Highway Beautification Act. Off-premise signs, in existence last September, will not be allowed after July 1, 1970. More recently constructed off-premise signs will be unlawful after January 1, 1968. This means stand operators will need to find other ways to promote and make their locations known.

Unemployment Compensation

Bill HR 8282, under consideration by the House Ways and Means Committee (Chairman: Wilbur Mills, Ark.), will extend unemployment insurance to farm workers if employed by a grower using 300 days of hired labor any calendar quarter, doubling net Federal tax for employers, increasing state taxes substantially. Implications of the bill are spelled out in February, 1966 *Reader's Digest's* article "New Grab for Federal Power: Unemployment Benefits." Read it.

Wage and Hour Law

HR 13712 Wage and Hour Bill to amend Fair Labor Standards Act is still pending. Ag industry seeks amendments to maintain present overtime exemptions for seasonal industries. Congressman Dent's bill would boost minimum wages to \$1.40 next February and \$1.60 a year later. The new bill would repeal present two 14-week overtime exemptions and replace them with one 14-week exemption for highly perishables limited to 10 hours a day, 48 hours a week. Let your Congressmen know how you feel.

Ag Research Funds Restored

Seventy-two letters regarding NPC resolutions protesting reduction in peach research funds sent to the Secretary of Agriculture, Ag Research Service and Plant Pest Control Division personnel, members of Senate and House Ag Committees brought personal replies to NPC from Chairman Ellender, Senators Bayh, Long, McGovern, Russell, Symington, Talmadge and Congressman Gathings. E. D. Burgess, Director of Plant Pest Control Division, informs us that the funds have been restored for 1967.

Bountiful Ridge NURSERIES

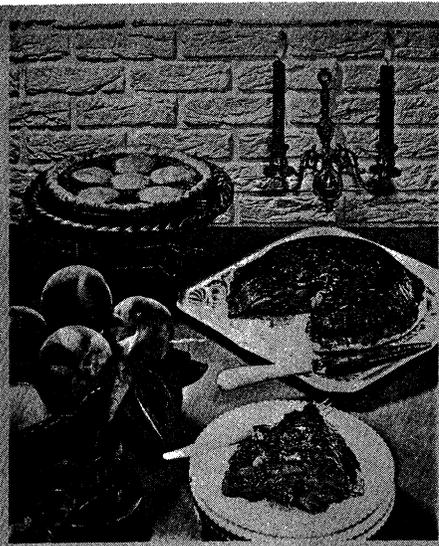


The dependable source of highest quality nursery stock. Complete line at reasonable prices. New Easy Payment Plan.

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 We solicit inquiries on quantities

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Luscious Fresh Peach Pies

Heavenly fragrant golden Fresh Peaches, bringed in abundance on produce counters promise pleasures of eating that are possible only in summer.

- Fresh peaches ripen May through September, so
- Reach for a peach
- Each day we benefit
- Sincerely delicious
- Healthfully nutritious.

- Pleasural peaches, Queen of all Fruits, make
- Each meal of the day
- A joy and a variety
- Chilled for a salad, or frozen, or combined.
- Hot from the broiler, slightly sugared and buttered.
- Eaten whole, out of hand, baked in a pie or in pudding.
- Sliced and incorporated for shortcake, or with or cream frosting.

So often we buy fresh fruit without thinking much about how they are selected and packaged. Do you know, for example, that peaches are one of the few fruits that are not sold in the United States until they are nearly finished, ripened and delicious. This means that they are the best of the crop when they reach the store. The peaches listed in marked here. As soon as the peach starts to ripen, it is packed in a special container that keeps it from over-ripening and from becoming soft and mushy. This means that you can enjoy the peach when you wish, and it will keep for many days in a cool place.

There are other ways to use peaches. You can make peach preserves without putting them in a hot water bath. You can use peaches in salads, or you can use them in a variety of other ways. You can use them in a variety of other ways. You can use them in a variety of other ways.

In this collection only the Fresh Peach Polka Dot Pie is not recommended for freezing. All the rest will freeze beautifully before baking. While warm at 40° it should be eaten to make the most of them.

Fresh Peach Polka Dot Pie and Fresh Peach Almond Upside Down Pie are two ways to enjoy one of summer's greatest treats... only kind of homemade Fresh Peach Pie.

DEEP DISH FRESH PEACH PIE

6 cups peeled, sliced Fresh Peaches (about 4 medium-size)
 3 cups praline flour
 1 cup sugar
 1 teaspoon cinnamon
 1 tablespoon butter
 1 package ready-to-bake refrigerated cookie dough

Mix peaches, flour, sugar and cinnamon. Put into 8-inch square baking pan. Get better than most, please cover top of peaches. Arrange 1/4-inch slices of cookie dough in rows over top of peaches. Bake at 350° for one hour. Cool about two hours before serving. Top with ice cream or whipped cream. Or pass a pitcher of cream. Makes 6 to 8 servings.

EVERYDAY FRESH PEACH PIE

3 cups sliced Fresh Peaches (about 4 medium-size)
 1/4 cup sugar
 1/2 teaspoon cinnamon
 1/2 cup butter
 1/2 cup flour
 1/2 cup almonds (if desired)

Arrange peaches, cut side down, in greasy-lined pan. Mix sugar, flour, sugar and salt. Sprinkle over peaches. Pour over peaches. Sprinkle with almonds. Bake at 400° for 45 minutes, or until filling is set. Serve warm or cold.

PEACH AND PRUNE PLUM PIE

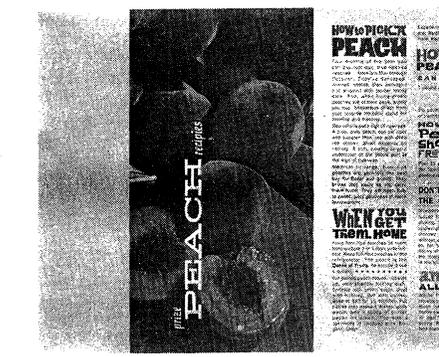
6 cups sliced Fresh Peaches (about 4 medium-size)
 3 cups praline flour
 1 cup sugar
 1 teaspoon cinnamon
 1 tablespoon butter
 1 package ready-to-bake refrigerated cookie dough

Mix peaches, flour, sugar and cinnamon. Put into 8-inch square baking pan. Get better than most, please cover top of peaches. Arrange 1/4-inch slices of cookie dough in rows over top of peaches. Bake at 350° for one hour. Cool about two hours before serving. Top with ice cream or whipped cream. Or pass a pitcher of cream. Makes 6 to 8 servings.

FRESH PEACH ALMOND UPSIDE DOWN PIE

1/2 cup sugar
 1/2 cup flour
 1/2 cup almonds (if desired)

Mix sugar, flour, sugar and salt. Sprinkle over peaches. Pour over peaches. Sprinkle with almonds. Bake at 400° for 45 minutes, or until filling is set. Serve warm or cold.



HOW TO PICK A PEACH

HOW MANY PEACHES SHOULD YOU BUY?

PEACHY

DO NOT ALWAYS PEEL THE PEACH

ANGEL OF ALL PEACHES

THE MARYLAND PEACH

LUSCIOUS FRESH PEACH PIES tells its own story in this four-color sheet which any woman would love to have. YOU CAN USE IT IN MANY WAYS. It can be folded into any size desired, and also can be used as a self mailer. Print on the back - crop information, programs and menus for banquets, price and variety information, area maps, announcements, letters. Use it as an advertising piece or as point-of-sale material. Mail it to your customers with the announcement that fresh peach season is here or pass it out with each sale. Give it to your local paper to insert in an issue (NPC office can also supply the color transparency for reproduction). 15 1/2 x 22 1/2 in. sheet printed on one side. 10¢ each or 9.50 per 100.

PRIZE PEACH RECIPE FOLDERS, in beautiful color, feature recipes for the Queen of Fruits plus a section with tips on storing, peeling and preparing fresh peaches. Mail them to your customers when peaches are ready to sell or pass out with each sale. Print or stamp your own orchard or fruit stand name, an area map or local crop information on available white space. 10¢ each or \$3.00 per 100.

Deep Dish Fresh Peach Pie

(Makes 6 servings)

- 6 cups peeled, sliced peaches
- 3 Tablespoons flour
- 1 cup sugar
- 1 teaspoon cinnamon
- 1 Tablespoon butter
- 1 package ready-to-bake toasted coconut or sugar cookie refrigerator dough

Turn on oven. Set at 400. Gently mix peaches, flour, sugar, cinnamon. Put into 8 x 8 x 2-inch deep baking pan or dish. Cut butter into small pieces over top of peaches. Arrange 1/4-inch slices of cookie dough in 5 rows over top of peaches. Overlap circles of dough slightly and use entire package of dough. Bake 1 hour. Cool about 2 hours before serving. Top with ice cream or whipped cream. Or pass a pitcher of cream for those who want it.

Glamorous, Easy Peach Melba

Put an unpeeled peach half into a dessert dish. Put a scoop of vanilla ice cream on top of peach. Drizzle raspberry jam (warmed to thin) over all. Squirt a dash of whipped cream on top. That's all! But delect!

Peaches Good For Dieters

A fresh peach every day is a good practice for dieters. With only about 50 calories each, they are an excellent source of Vitamin A, have a fair amount of Vitamin C and almost 5% of your daily calcium requirement.

Order Fresh Peach Promotion Aids

PEACHES 'N' ICE CREAM SOCIAL KIT, ► assembled for you by the American Dairy Association and the National Peach Council, includes a wealth of ideas for the Social - things to serve and how to serve them, samples of display materials which can be ordered to publicize and decorate for the Social. A sample recipe booklet can be ordered in quantity to sell. You'll find booth ideas, game ideas, suggestions for prizes and many ideas of things to sell and serve . . . we even tell you how to set up a beverage bar. There are directions for making peach shakes and low-calorie drinks. A fresh Peaches 'n' Ice Cream Social will be something new and different. It should be a marvelous crowd puller because peaches and all dairy foods go together like kisses and squeezes. \$1 for kit covers postage, handling and kit cost

Have A Peaches 'N' Ice Cream Social



Juicy, bluish-skinned Fresh Peaches are abundant in every state of the United States at some time during the Summer. And ice cream is available all year long, so now is the time to build your fund-raising projects around a Fresh Peaches 'n' Ice Cream Social.

A Baker's Dozen

Fresh Peach Desserts

**LARGE
QUANTITY
RECIPES**



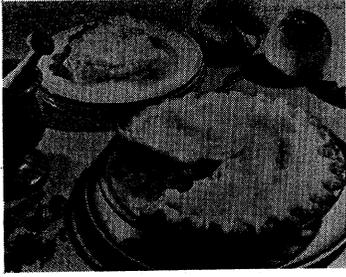
Box 316 Carbondale, Illinois
Serving The Queen of Fruits

◀ **QUANTITY FRESH PEACH RECIPE BOOK** features fresh peaches in recipes to serve groups, restaurants, bake sales and parties. Large-quantity recipes are supplemented with tips on selection and handling of fresh peaches. Give to local restaurants, church groups, clubs and organizations. 8 pages, 8½ x 5½, 25¢ each.

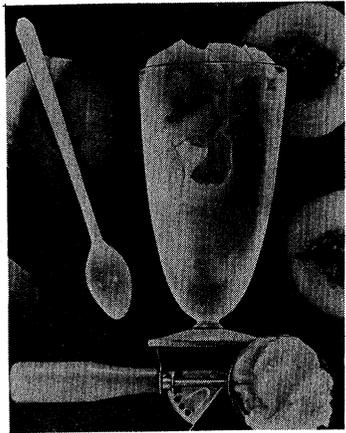
Colorful **SEAL OF QUALITY** ► stickers may be used by NPC state members only on peaches U.S. Fancy 2-inches minimum. Gummed back for easy application can be applied to any type container. Will not pass through hydrocooler. Impressive to use on post cards, stationery, bills, envelopes and displays or for sealing packages. 1¢ each. Minimum order of 500.



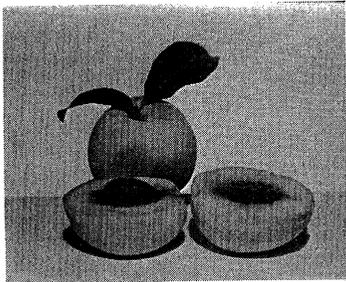
Order Fresh Peach Promotion Aids



13. Fresh Peach Pie



10. Peach Parfait or Sundae Sauce



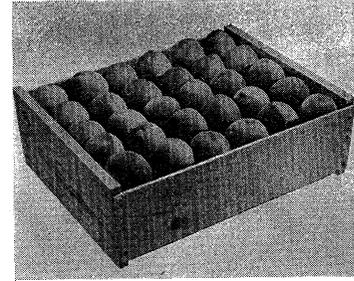
19. Peaches (no recipe)
(Available as glossy photo only)

NPC MATS CAN WORK FOR YOU IN ADVERTISING AND MERCHANDISING

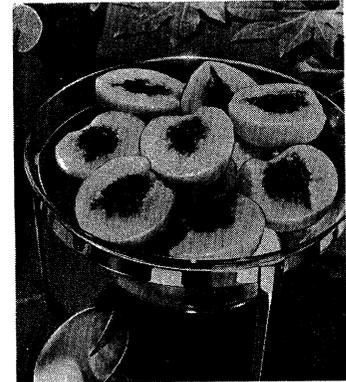
Mats featuring fresh peaches are available for 35¢ each from the NPC office. Pictured on this page, these are one-fourth the actual size of the mat which you receive. A mat is an impression of a picture on cardboard. It is taken to a printer who reproduces it to make any number of pictures exactly the same size as the mat. Recipes accompany each mat. These may be used in conjunction with the picture, if desired. These mats are made to use on newsprint only. For heavier stock, you need a glossy photo. These are 8 x 10 photos, available for \$1 each.

Over the past years, NPC members have used these mats in various ways. Here are a few suggestions from members themselves:

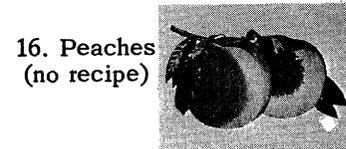
- ... Send or take it with the recipe to the local newspaper for the food or women's feature section. If you are an advertiser, remind the editor of this!
- ... Use them to illustrate your own ads, flyers, brochures and other publicity material.
- ... Use them to add interest to any printed advertisements you run in newspapers.
- ... Use them to illustrate recipe booklets, tear off pads or stuffers for the peach baskets.
- ... Create your own mailing piece and send it to your customers when your peaches are ready to sell.
- ... Supply the mat and recipe to grocery stores to run in their advertisements.



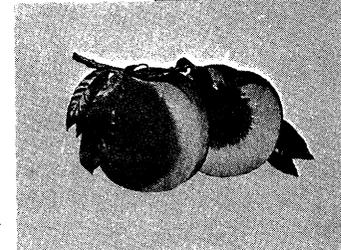
18. Lug of Peaches (no recipe)



12. Help Yourself Dessert



16. Peaches (no recipe)

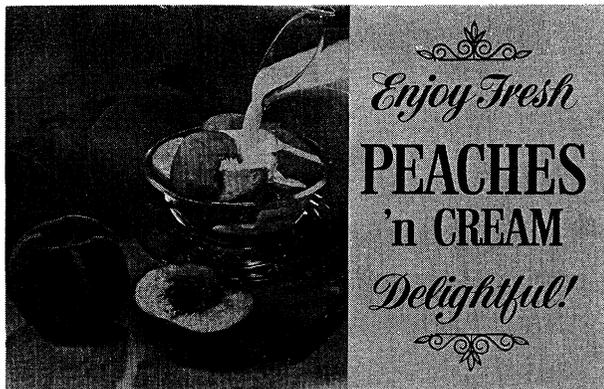


15. Peaches (no recipe)

ILLUSTRATED FOLDER AVAILABLE

WHAT IS THE NATIONAL PEACH COUNCIL, an illustrated two-color folder, is available FREE from NPC. The informative folder tells what NPC does, its history and aims and why there is a National Peach Council. A brief, concise way to tell the NPC story to old and new members, it fits into a standard business size envelope. Use it at your meetings, conventions and field days. Hand it out to friends who are not active in the Council now. Encourage new members to join!

Order Fresh Peach Promotion Aids



POINT OF SALE POSTER is printed in four colors on heavy weight enamel stock. Use it at roadside stands, ship with bulk shipments or hand out to grocery stores and fruit markets. The piece also makes attractive decorations for peach festivals, bazaars, bake sales, and meetings. Price is 10¢ each, minimum order of \$1.

HOW TO CHOOSE AND USE PEACHES gives timely tips on selection, storage and preparation. Handy charts show nutritive values and caloric content of fresh peaches. A graph shows just when and in what state peaches are being picked. Send it to your customers to announce the beginning of your picking season; pass out with each sale; give it to your local newspapers and radio stations, schools and 4-H clubs. Minimum order 10. 10 for 35¢, 50 for \$1.50, 100 for \$2.75, 500 for \$10.

Order Now

Mat Number	MATS Title	QUANTITY	
		Mat	Photo
10	Peach Parfait or Sundae Sauce	_____	_____
12	Help Yourself Dessert	_____	_____
13	Fresh Peach Pie	_____	_____
15	Peaches (no recipe)	_____	_____
16	Peaches (no recipe)	_____	_____
18	Lug of Peaches (no recipe)	_____	_____
19	Peaches (no recipe)	xxxxx	_____
Total		_____	_____
		@ 35¢	@ \$1
Total		\$ _____	

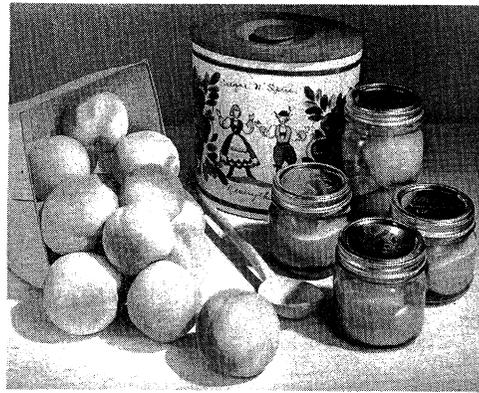
Send to _____

QUANTITY	ITEM	
_____	LUSCIOUS FRESH PEACH PIES	\$ _____
	@ 10¢ each, \$9.50 per 100	
_____	HOW TO CHOOSE AND USE PEACHES	\$ _____
	(minimum order 10)	
	@ 35¢ per 10, \$1.50 per 50	
	\$2.75 per 100, \$10.00 per 500	
_____	POINT OF SALE PIECE @ 10¢ each	\$ _____
_____	QUANTITY RECIPE BOOKS @ 25¢ each	\$ _____
_____	RECIPE TEAR OFF PADS @ 50¢ each	\$ _____
	(100 identical sheets per pad)	
_____	PEACH RECIPE FOLDERS @ 10¢ each, \$3 per 100	\$ _____
_____	QUALITY SEAL STICKERS (minimum order \$5) @ 1¢ each	\$ _____
_____	ICE CREAM SOCIAL KITS @ \$1 each	\$ _____
_____	WHAT IS NPC (free)	XXXXXXXXXXXX
Total		\$ _____
	Add total from column at left	\$ _____
	Payment in full enclosed	\$ _____

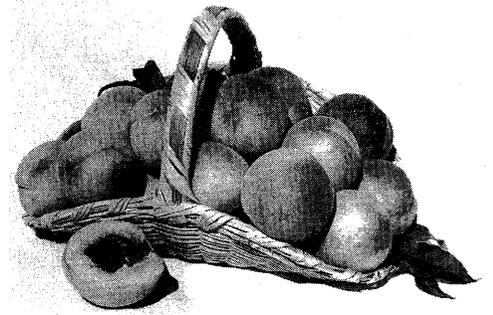
Make check payable to and mail:
 National Peach Council
 22 West Sherwood Drive
 St. Louis, Missouri 63114

Payment, in full, must accompany order.

How To Choose and Use FRESH PEACHES



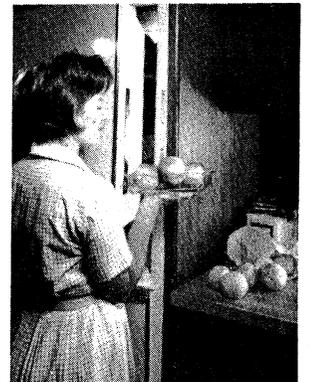
Don't judge a peach by her blush. Some varieties blush little . . . like this. Look for creamy yellow skin with no hint of green.



Some have very red faces. Peaches picked "firm ripe" travel to market without bruising. This fragile Queen of Fruits needs tender care.



Some peaches are flecked with red. Look for well-rounded cheeks and a well-defined crease or fold.



Peaches are ready to eat when they feel barely soft. Let firm ones soften at room temperature. Keep soft ones cool.



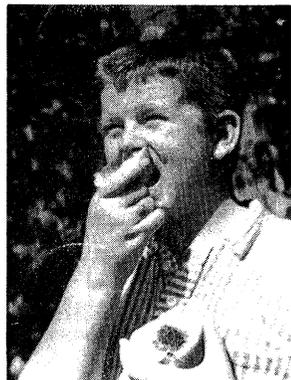
Lots of vitamins and minerals are under the skin. Spear unpeeled slices with picks and serve with a dairy dip. Cool!



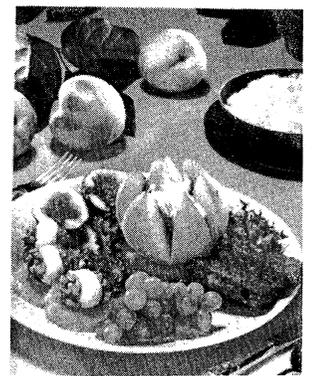
Now brushed and washed before packing, fresh peaches don't need peeling before they go into a pie. Try it and see!



FRESH PEACHES are being packed some place in the United States from May through October. There are freestones and clings, yellow-fleshed and white. Do you know the difference? How many ways can you use a Fresh Peach?

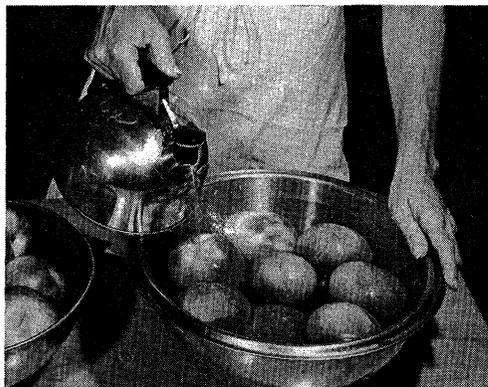


Center a glorious fruit plate with an unpeeled peach cut like a flower.

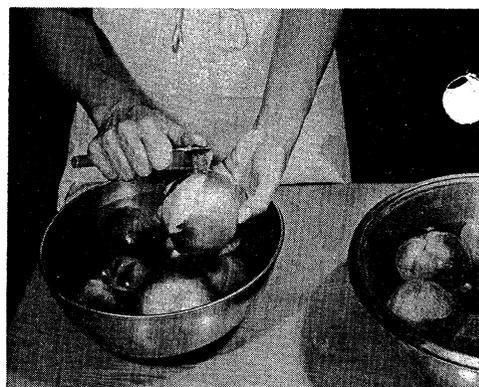


Ripe, dripping sweet juice, nothing equals the sheer delight of eating a fresh peach out of hand. Peachy snack, anytime! Low in calories, too.

PHOTO OFFER
Six 10-inch prints of these photos are available for 50¢ each, \$2.75 for the complete set.



Here's an easy way to peel peaches. Cover with boiling water. Let stand about a minute . . .



. . . strip off the skins like this.

FRESH PEACHES ARE GREAT FOR DIETERS

1/2 cup sliced Fresh Peaches (3½ oz.)	38 calories
1 teaspoon sugar*	17 calories
1/4 cup whole milk*	37 calories
	<hr/> 92 calories*

*Use non-caloric sweetener and skim milk, only 54 calories . . . peachy dessert for slim-liners.

FRESH PEACHES ARE GOOD FOR YOU

A medium-size (100 gram or 3½ oz.) Fresh Peach is full of nutrients low in calories, with a fair amount of calcium, unusual for a fruit! Fresh peaches contain iron, too!

Calories	38
Protein	0.6 grams
Fat	0.1 grams
Carbohydrate	9.7 grams
Calcium	9 milligrams
Iron	0.5 milligrams
Vitamin A*	1300 I. U.
Thiamine B ₁	0.02 milligrams
Riboflavin B ₂	0.05 milligrams
Niacin	1.0 milligrams
Vitamin C	7 milligrams

* White-fleshed – approximately 50



FRESH PEACHES ARE AVAILABLE 6 MONTHS OF THE YEAR

State	April	May	June	July	August	September	October
California		---	---	---	---	---	---
Georgia		---	---	---	---		
Texas		---	---	---	---		
South Carolina		---	---	---	---		
Alabama		---	---	---	---		
Louisiana		---	---	---	---		
North Carolina			---	---	---		
Tennessee			---	---	---		
New Mexico			---	---	---		
Missouri			---	---	---	---	
Oklahoma			---	---	---		
Kansas				---	---		
Arkansas				---	---		
Illinois				---	---	---	
New Jersey				---	---	---	---
Pennsylvania				---	---	---	---
Washington				---	---	---	
Virginia				---	---	---	
Indiana				---	---		
West Virginia				---	---	---	
Utah				---	---		
Ohio				---	---	---	
Kentucky				---	---	---	
Maryland					---	---	
Michigan				---	---	---	---
Colorado					---	---	---
New York					---	---	
Oregon					---	---	
Idaho					---	---	
Connecticut					---	---	---
Delaware					---	---	---
Massachusetts					---	---	---
Ontario					---	---	

National Peach Council
 22 West Sherwood
 St. Louis, Mo. 63114

RESEARCH DEVELOPS (cont'd from page 3)

volatile aroma of peach preserves can be captured and used to intensify the flavor of this product.

New Products

New peach products that promise to utilize several million bushels of freestones include attractive peach drinks, nectars, and frozen concentrates already developed and market tested. Peaches have an attractive flavor and color that recommend them for these uses. Another new product, chilled peach slices, could develop into a large scale market.

New Peach Varieties

As new processed peach products are developed, there will be an increasing demand for new freestone peach varieties better suited for processing. The ideal, as in the case of apples, would be dual-purpose varieties suitable for both fresh market and processing. The eastern freestone peach industry must plan in terms of both fresh market and processing. A sizeable processing industry, utilizing at least 25% of the crop would not only stabilize the fresh market, but increase the total demand for peaches and provide a basis for an orderly and profitable expansion in the future. (Editor's Note:

All the preceding is borne out in a letter from New York state which points up the need for unified action by all types of growers. According to Donald C. Shoemaker, President, N. Y. State Peach Growers Assn., "New York State is continually losing peach volume. Our business is almost entirely a small basket retail roadside market deal. The only bright spot we may have is the plantings by Gerber Baby Food Products of cling peaches. Many farmers are now planting acreage and this may increase our production heavily.")

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Moses Richter

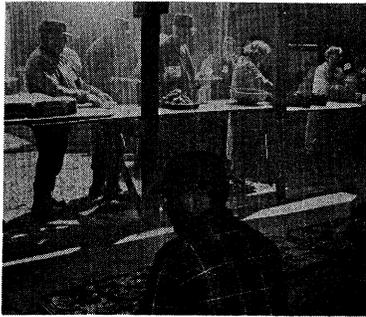
Bernard Richter

"Ed" Necker

SINCERELY YOURS (con't. from page 2)

Gray and wet, Friday began with pruning two-year-old trees. We progressed to the trees which have been pruned, through the years, by one particular person. His name is on the tree as well as its yield in pounds and number of peaches per bushel for the previous year. Trees belonging to those who were absent this year were left unpruned.

As the group moved along, comparative treatments were observed and various people were called upon to prune and discuss their philosophy of pruning and other cultural practices.



At noon the wet and hungry crowd moved to the equipment shed to feast on Frank Street's famous fried Kentucky ham and steaming urns of coffee.

After lunch, the crowd thinned gradually as men, wives and even children began the homeward trek. They say more women were there this year than ever before.

Too much was observed and too much heard to report it all. But I came away with a few things which will fit nicely into this column.

Renovate Old Land For New Trees

This is Frank Street's formula: Plow, lime and, if needed, fertilize. Dig holes with 12-inch augur. Get fresh, unused dirt from ditch; fill holes two-thirds full. Tamp soil. Plant so there will be 12 inches of new soil around tree. Add nitrogen (the cheapest you can buy) and 6 to 8 gallons of water. Add 3 shovels of manure, 3 ft. away from tree. Cover with a bale of straw. Water again, if needed. Leave alone in early summer. Then gradually pull mulch away, so that by late summer it is 12 inches from tree.

FOR DEPENDABLE FRUIT TREES WRITE

SHAHAN NURSERIES

TULLAHOMA, TENNESSEE

We believe that the successful orchard of tomorrow will depend upon the best nursery stock grown today. We believe, too, that our Wholesale Price List probably shows more of the best Experiment Station-tested new varieties than can be found anywhere else.

GROWING GOOD FRUIT TREES SINCE 1913

In the meantime, you have gone over the tree 3 times, pinching back with your fingers so that you don't have to do any winter pruning to form scaffolding.

Turnips for Rabbits and Mice

Another Street formula is random planting of turnips through his orchards for scavengers (plus tree treatment). Tenant families, at liberty to sell new greens, cut about 10 bushels a day and keep half the proceeds.

Canker Cure from Michigan

Bob Anderson, Covert, Mich., explained the canker-combating program he has developed over the last 5 years. They say he maintains one of the most canker-free orchards in southwestern Michigan. He says canker could be almost eliminated from his 20 acres if he had the time. In fruit farming since 1908, Bob's method is simply to spray, cut and paint, with heavy emphasis on the spray. He starts trees the year they are set out with a spray regimen on 1 pound Phygon per 100 gallons water in spring. A half-pound follows pink stage and a quarter-pound of Phygon and 3 pounds sulfur during petal fall. Cankers that crop up are carved out and painted with a mixture of Phygon and grafting wax. He says some of his neighbors have adopted his spray plan and reduced their canker problems. Before he adopted this plan many peach trees in his orchard were lost to canker.

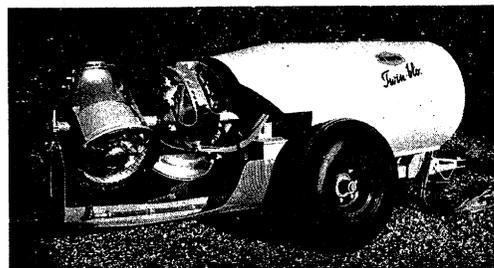
Future for Peaches is Good

At the close of the day, while philosophizing with Goodling and Chiles, both in apples as well as peaches in Virginia, Anderson said he believes the future of peaches is far brighter than that for apples.

There was talk of DMSO, the "miracle" chemical, but Eric Sharvelle, pathologist from Indiana, reported that it has not yet been granted approval. In the future, he says, we will be hearing more about terramycin for peach pruni and bacterial leaf spot. Two promising new materials are on the horizon for post-harvest loss preventative, but their names were not released.

For Better Coverage and Faster Work

300 Gallon Kwh TWIN-BLO mist sprayer



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C.E. HERITAGE, PAST NPC PRESIDENT, DIED APRIL 21

Carleton E. Heritage, former NPC president and one of the most widely known pioneers in the fruit growing industry, died April 21 in Elmer Community Hospital, Elmer, N.J. He was stricken ill in Washington and physicians said death was caused by a complication of pneumonia and ulcer surgery.

Peaches seemed to be his first love and throughout his career he was closely associated with them both on state and national levels.

Mr. Heritage was president of the N.J. Farm Bureau at the time of his death. He was an active and vigorous leader and had many friends throughout the country. He was a former member of the State Board of Agriculture; a member of the executive committee of the State Hort. Society; a director of the New Jersey Fruit Co-operative Association; president of N.J. Agricultural Marketing Assn. and a member of the Advisory Council on Farm Labor of N.J.

He was a widower and is survived by a daughter, a son, a sister and four grandchildren.

N.J. Secretary of Agriculture Phillip Alampi, issued the following statement. "New Jersey agriculture has lost a dedicated champion with the death of Carleton E. Heritage. As head of the state's largest farm

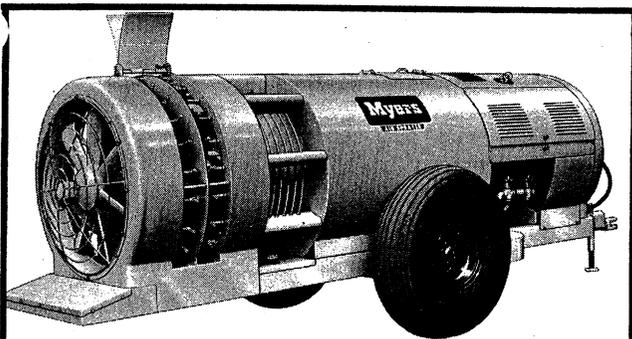
organization, he was an outstanding leader and able spokesman for New Jersey farmers. A successful farmer himself, he had a real understanding of the problems of his fellow agriculturists and was a tireless worker in his efforts to find solutions to them. Members of the State Board of Agriculture, of which he was a past president, join me in expressing deep regret at his passing."

MEMO *from* OSCAR JAYNES

We have taken a positive stand on the reduction of Phony Peach and Peach Mosaic. Following the NPC Convention in Charlotte, Allen Jones and I went to Washington, D.C. Not only did we collectively object to our Congressman and Senators, but we instituted a write-in program by the growers and other affected persons when we got home. What action have other state groups taken?

SAM DILLON APPOINTED TO AID CONGRESSIONAL LIAISON STAFF

R. Samuel Dillon, Jr. of Hancock, Md. has been appointed to the Congressional Liaison Staff of the Agency For International Development. He will be Far East Congressional Liaison Officer, replacing Alex Dickie who was recently named Deputy Director of the Staff. Dillon is a past president of the NPC and Maryland State Hort. Society. He has been in the Maryland House Of Delegates since January, 1963.



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Gene Turner, Salesman

Francis M. (Bo) Lemmon, General Manager

All Peaches Hydrocooled and

Federal State Inspected

QUOTABLE QUOTES

"If in the future, we are to be dealing with the unions for our farm labor supplies, it behooves us to become a more cohesive unit simply for the protection of our own interests. Our need for high quality hand labor to pick a high quality specialty product is going to continue for some time. We need to support our local labor recruitment organizations in order to secure the best supply, utilization and distribution of efficient labor. We need a program of selecting and training labor crews. We need experimental work on varieties that mature evenly." Richard Black, Manager, Calif. Freestone Peach Assn.



"Any apple promotion success that Washington State has had is due to the accumulative effect of an equitably financed program that has operated consistently through the years." Sid Morrison, Grower and Chairman, Washington Apple Commission.



Jersey Fruit
COOPERATIVE ASSOCIATION, INC.

SEAL OF QUALITY

PEACHES

JULY AUGUST SEPTEMBER
RIVERTON, NEW JERSEY
Phone 829-2360 Code 609
Apples Peaches Nectarines

"While talking and working with groups of housewives, the statement is continually heard, 'If I just knew how to prepare and use fresh fruits and vegetables, I much prefer using them over canned or frozen.' The entire industry could offer more and better recipes for consumer use. We need point of sale advertising material on a wider variety of commodities. Every homemaker likes to have recipes for new and different foods and many will not try anything new until they have a way to prepare it." William F. Romney, Romney Produce Co., Texas.



"The produce industry is missing opportunities because the rest of the food industry is outdisplaying, outpackaging, outpromoting, outadvertising and out-selling it. The industry has great products to SELL, but they aren't selling them, and they have a flavor advantage and eye appeal edge over canned and frozen products but they aren't exploiting it. Everyone is too preoccupied in wheeling and dealing on the buying end of the business." John Fox, Exec. V.P., United Fruit Co.

PEACHES?

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