

American Pomological Society Annual Report

JANUARY 1-DECEMBER 31, 1971

L. D. Tukey, Secretary-Treasurer

Membership and subscription renewals for 1972 were sent out in November. As compared to a year ago, membership has increased by 32 and subscriptions by 12. When renewal statements were sent, a purchase order form for the book, "North American Apples," was enclosed. The effectiveness of this is not known, as orders were to be sent direct to Michigan State University Press, but several slips were returned to the Secretary for book orders.

The financial situation of the Society is average. We seem to be holding our own, but the costs of publishing *Fruit Varieties* are increasing. Consequently, page charges to researchers will be a necessity. Advertising in *Fruit Varieties* is down; not much change since last year. In the billing to advertisers this past fall, a covering letter was sent indicating that nurseries could contribute \$100 toward the support of the publication in lieu of advertising. As yet, all are expected to renew their ads. Further support of *Fruit Varieties* through more advertising is strongly needed.

Since dues were increased to \$5.00 per year, the "grower" magazines have been handled as a service to members. In 1972 the charge to members has been increased slightly. Thus, on each subscription the Society is retaining about 50¢. This will help to cover handling costs to the Society.

This past year the Executive Committee and Advisory Committee were canvassed as to a possible change in name for *Fruit Varieties* and *Horticultural Digest*. The results were passed along to President Slate.

Summer meetings of the Society at the time of the ASHS meeting have been increasingly successful. This probably has been so because leadership in the Society has been by the professional group, and fruit breeders have a strong interest in APS.

On the other hand, attendance at the Society's annual meetings, held jointly with fruit grower organizations, has been poor. This is suggestive that the annual meetings of the Society might be changed to the summer meeting date. Meetings with fruit grower organizations would continue, but greater emphasis would be placed on supporting the grower meeting through visiting speakers and other activities.

Growth of APS seems more promising today than it has for many years. A need for the Society continues to be apparent. In November one of the strongest supporters for APS died, Dr. Harold B. Tukey. It was largely through his leadership that the Society was reborn and its present directions charted.

Additions to Advisory Committee

(Requirement is 11.)

Dr. D. V. Fisher—Canada

Dr. M. N. Westwood—Oregon

Prof. Melvin Kolbe—North Carolina

Dr. C. O. Hesse—California