

P R O G R A M

CENTENNIAL FRUIT CONGRESS

O B S E R V I N G
100TH ANNIVERSARY
AMERICAN POMOLOGICAL SOCIETY

HOTEL JEFFERSON
ST. LOUIS, MISSOURI

FEBRUARY 17, 18, 19, 1948

HOSTS — The Missouri and Illinois State Horticultural Societies
THEME — "One Hundred Years of Progress in Fruit Growing and a Glimpse
Into the Future."

TUESDAY, FEBRUARY 17

MORNING SESSION

- 9:30 GREETINGS — Fred Vollenweider, President, Missouri State Horticultural Society
Frank Penstone, President, Illinois State Horticultural Society
- 9:50 RESPONSE — Stanley Johnston, President, American Pomological Society
- 10:00 IS COMMERCIAL ARTIFICIAL POLLINATION PRACTICAL? -
R. M. Bullock, Dept. of Horticulture, Washington Agricultural Experiment Station, Wenatchee, Washington

There is great interest among orchardists regarding this subject. Mr. Bullock has carried on extensive experiments with various methods of artificial pollination including hand pollination and applications by means of sprays and dusts. Applications have even been made from airplanes. Every progressive fruit grower will want to hear this discussion.

- 10:45 COMMON PROBLEMS OF THE NURSERYMAN AND FRUIT GROWER — Richard P. White, Executive Secretary, American Association of Nurserymen, Washington, D. C.

It is fundamental that a successful orchard cannot be produced without vigorous, healthy nursery stock of varieties true to name. There are many problems in producing such nursery stock and the fruit grower should understand these problems. Mr. White is exceptionally well qualified to discuss this subject.

- 11:30 DISCUSSION
- 12:00 ADJOURNMENT

AFTERNOON SESSIONS, TUESDAY, FEBRUARY 17th

Joint session with the American Society for Horticultural Science, Dr. H. B. Tukey, Head, Department of Horticulture, Michigan State College, and Past President, American Society for Horticultural Science, presiding.

1:30 A LOOK AT THE PAST — Dr. M. J. Dorsey, University of Illinois, Urbana, Illinois.

Dr. Dorsey, Head of the Department of Horticulture, University of Illinois, has had a broad experience in New York State, in Minnesota, in West Virginia, and in Illinois as a scientist, a teacher, and a leader in horticulture.

2:10 THE PRESENT — Dr. George M. Darrow, U. S. Department of Agriculture, Beltsville, Maryland.

Dr. Darrow is principal horticulturist of the U. S. Department of Agriculture. As a plant breeder he has developed several small fruit varieties of great importance. He has made outstanding contributions to American horticulture as a scientist, writer, and administrator.

2:50 A GLIMPSE INTO THE FUTURE — Director E. F. Palmer, Vineland Experiment Station, Ontario, Canada

Director Palmer has a great record of achievement. He is noted for his soundness of thinking. From his position across the border and with the background of knowledge and practical accomplishment, he is well qualified to develop the topic involving the future.

3:30 DISCUSSION

4:00 ADJOURNMENT

7:30 ROUND TABLE DISCUSSION on Small Fruit Varieties and Production — Dr. A. S. Colby, University of Illinois, Chairman.

WEDNESDAY, FEBRUARY 18**MORNING SESSION**

Joint session with the National Apple Institute, Henry W. Miller, Jr., Paw Paw, West Virginia, Presiding

9:30 THIS OLD OCCUPATION MAKES A NEW DISCOVERY ABOUT ITSELF — Dr. Harry F. Eustace, Vice President, Farm Market Relations, Inc., San Francisco, California.

Dr. Eustace was formerly Head of the Department of Horticulture, Michigan State College. Many of his former students now occupy leading positions in the horticultural field, especially in fruit marketing. For many years Dr. Eustace has engaged in research work related to the marketing of fruit products. He is an interesting and forceful speaker.

MORNING SESSION, WEDNESDAY, FEBRUARY 18th (Continued)

- 10:10 YOUR RESOURCES FOR PROGRESS IN PRODUCTION AND HANDLING — Dr. John R. Magness, U. S. Department of Agriculture, Beltsville, Maryland

In his position as head of the work being carried on by the U. S. Department of Agriculture with horticultural crops, Dr. Magness is in an excellent position to speak on the subject assigned to him.

- 10:50 OUR RESOURCES AS SELLERS — John Chandler, Secretary, National Apple Institute, Sterling Junction, Massachusetts.

John Chandler is not only a successful apple grower, but has had wide experience in the problem of promoting the sale and use of apples.

- 11:30 DISCUSSION

The three speakers and the presiding officer will act as a panel.

- 12:00 ADJOURNMENT

AFTERNOON SESSION

Joint session with the National Peach Council, Sheldon W. Funk, Boyertown, Pennsylvania, President, presiding.

THEME: Teamwork Between Growers and Distributors

- 1:30 TEAMWORK BETWEEN RETAILERS AND GROWERS — Joseph B. Hall, President, The Kroger Company

President Hall, of Kroger's 2,800 stores, has been aggressively practicing this cooperation. Some of the methods he has put into practice are novel, almost startling, and heart-warming to growers.

- 2:10 TEAMWORK BY THE WHOLESALE — Clarence W. Kitchen, Executive Secretary, United Fresh Fruit and Vegetable Association.

Mr. Kitchen will tell, among other things, of the remarkable work of the Merchandising Institute, a major development of this post-war world.

- 2:50 THE GROWERS' RESPONSIBILITIES IN THIS INDUSTRY TEAMWORK — John B. Peters, Aspers, Pennsylvania.

Mr. Peters manages a grower cooperative and is himself a grower. His penetrating, thoughtful approach to industry problems has earned for him industry-wide recognition.

- 3:30 DISCUSSION

- 4:00 ADJOURNMENT

BANQUET PROGRAM

WEDNESDAY, FEBRUARY 18 — 6:30 P. M.

TOASTMASTER: T. J. Talbert, Head, Department of Horticulture, University of Missouri, and Past President, American Pomological Society.

Musical Entertainment.

Presentation of Wilder Medals — Dr. H. B. Tukey, Chairman, American Pomological Society Wilder Medal Committee.

Remarks and Reminiscences by Distinguished American Horticulturists:

THURSDAY, FEBRUARY 19**MORNING SESSION**

TOPIC: Fruit Growing in Other Countries

9:30 **FRUIT GROWING IN MEXICO** — H. W. Guengerich, Stark Bros. Nurseries, Louisiana, Missouri.

Mr. Guengerich has studied fruit growing in our neighboring country to the south and has an interesting illustrated talk on the subject.

10:10 **FRUIT GROWING IN CANADA** — M. B. Davis, Dominion Horticulturist, Ottawa, Canada

We have many fruit growing and marketing problems in common with Canada, and Dr. Davis, because of his position and long experience, is very well qualified to discuss them.

10:50 **THE FRUIT GROWING AND MARKETING SITUATION IN EUROPE**—F. A. Motz, U. S. Agricultural Attache, Vienna, Austria.

Fred Motz is now on his way home after thirty months in Central Europe as an Agricultural Attache. Prior to the last war Mr. Motz spent several years in Europe as a marketing observer for the U. S. Department of Agriculture. He will be able to give us an accurate and up-to-date picture of the situation in Europe.

11:30 **DISCUSSION**

12:00 **ADJOURNMENT**

AFTERNOON SESSION

1:30 **TRENDS IN FRUIT VARIETIES** — John T. Bregger, Clemson, South Carolina

In his position as Chairman of the Variety Appraisal Survey sponsored jointly by the American Pomological Society and the American Association of Nurserymen, John Bregger has accumulated a vast amount of valuable information about varieties and trends in planting. You will be interested in his talk.

2:10 **THE AMERICAN POMOLOGICAL SOCIETY'S PROGRAM FOR THE FRUIT HOBBYIST** — Dr. W. F. Pickett, Head, Department of Horticulture, Kansas State College, Manhattan, Kansas.

There are many people in this country like Marshall P. Wilder, first president of the American Pomological Society, who derive a great deal of pleasure from growing new and rare old varieties of fruit as a hobby. This is a healthful recreation and also is a source of valuable plant material from which new varieties can be found, and for use in plant breeding. Dr. Pickett will discuss this interesting subject.

2:30 **AMERICAN POMOLOGICAL SOCIETY BUSINESS SESSION**

Report of the Secretary-Treasurer — W. D. Armstrong, Princeton, Ky.

Report of the Editor, "Fruit Varieties and Horticultural Digest"—
Dr. W. P. Judkins, Wooster, Ohio.

Reports of Committees

Election of Officers

Discussion

Adjournment