

17. Cold Storage

A peach that has good shipping qualities will probably prove a good "keeper" and also hold up well in cold storage. It has been observed that a peach subjected to cold storage loses its flavor and bright color. (I have never taken the second bite from a peach out of storage). Wouldn't it be a boon to the industry if these peaches were processed into preserves or pie stock directly from cold storage? It seems a shame and an affront to the unsuspecting consumer to put this tasteless stuff on the fresh fruit market.

18. Name

A good name for a variety is probably more important than we have heretofore realized. A variety with an outlandish hard-to-remember name has two strikes on it at birth. A name should be selected that would be rather short, "catchy", easily remembered—with the primary viewpoint in mind that it appeal to the public rather than the producer. (Ala Hollywood). Also, the use of the terms "Early" or "Late" in association with established names is not a desirable practice.



VARIETIES OF APPLES FOR DEHYDRATION

By H. O. Triebold

Grimes, Rome, and Stayman varieties were found to produce good dehydrated apples in one year. On the other hand Chenango, Duchess, McIntosh, Starking, Wolf River, and Yellow Transparent were found to produce poor or worthless dehydrated products.

Twenty-seven varieties grown in Pennsylvania were rated in this study as good, fair, poor, or no good with respect to the production of dehydrated apples. The dried apples after being rehydrated and cooked were rated by a group of competent judges.

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PROTECTION AGAINST APHIDS

BLACK LEAF 40 CONTROLS aphids that deform fruit and foliage, leafhoppers that devitalize the leaves. Add Black Leaf 40 to the lead-oil cover spray program for codling moth, thus destroying many adult moths during the egg-laying season.

BLACK LEAF 155 EFFECTIVE CONTROL FOR CODLING MOTH

BLACK LEAF 155 PROVIDES effective codling moth control, plus control of certain other insects such as leafhoppers and aphids.

BLACK LEAF PROGRAMS PROTECT FOLIAGE

BLACK LEAF 155 programs are non-caustic — protect foliage, conserve orchard vigor and fruit quality, without a heavy spray film — no washing required at harvest.

Tobacco By-Products & Chemical Corp.,
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LOUISVILLE 2, KENTUCKY

