

with the established standards will be of value to those concerned either with varietal performance or the search for promising germ plasm.

TABLE 2. Effect of blossom season on the survival of peach flowers exposed to air temperatures of 23-25 F.

Blossom Season	Percent Survival		
	Open Blossoms	Blossoms	Mean

What's in a Name?

Why does Hollywood re-name many of its stars? They need names that have customer appeal. Likewise, with any commercial article, such as soaps, lotions, and scents—the name counts. And so it does in our business—Fruits.

The name of a fruit need not appeal to the originator, nurseryman, grower, or broker—we are too few, but it does have to appeal to the many who consume our product. Names such as Halehaven, Redskin, and Dixie Belle are attractive and easily remembered.

Quite some years ago J. H. Hale was the elite among peach varieties. The very large, firm, round fruit usually sold for double the price of Elberta. But the Hale was *self-sterile*, and the tree short-lived. A most reputable nursery introduced an “improved” self-fertile variety under the name, Fertile Hale. As soon as trees were available we set a ten-acre block. When the trees came into bearing I could detect little resemblance to the J. H. Hale. Fruits were about the same size as those of adjoining Elbertas. One day, after the first truck load was delivered to the local packing plant, the manager notified me there were no takers for Fertile Hale; but ‘Elberta’ they moved readily!

Some Fertile Hale had gotten into the market previously and had backfired.

Simple deduction indicated as the reason for non-acceptance: The Lady of the House had an entirely different conception of the meaning of the word ‘fertile’ than I, as a peach grower!—W. W. Teichman, *Eau Claire, Michigan*.

Processing Apples

N. F. Childers reports (Hort. News) the observations made at the Apple Processing Conference at College Park, Maryland, March, 1966, as follows:

“A Cornell researcher noted the following variety characteristics which are considered in processing: Golden Delicious loses weight fast after harvest if not handled properly. Spy has a very tender skin, as has Golden Delicious. Cortland and McIntosh have a tough skin. Rome and Idared are outstanding in storage life. Rome and Monroe give high yield as peelers. Oblate or conical-shaped varieties give less yield in processing. Delicious has large seed pockets (carpels) whereas Rhode Island Greening has small seed pockets. Greater darkening of flesh near the core and the fibrovascular bundles is important.”