

**George H. Cook's Comments on Cranberry Production Ignorance**  
**Presented to**  
**New Jersey Cranberry Growers' Association**

A period of much interest in certain particulars has been reached in cranberry culture. Careful observers have learned that the early methods practiced in preparing a plantation were based upon false principles, and to this circumstance may possibly be traced the remote cause of the rot which has proved so disastrous. In the selection of land, in the mode of preparation, in planting and in after care, there has been so much error, the wonder is that the results have not been much worse than they really are.....

There is probably no branch of industry as large as the cranberry interest, which has received as little thought from intelligent men. A very large proportion of cranberry plantations have been established and are now owned by non-residents, most of whom have their time and attention taken up with other business. They have been and still are, to a great extent, dependent for their knowledge of the best methods of cultivation, upon their workmen, some of them shrewd and sharp men, it is true, but not always knowing quite as much as they think they do.

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the New Jersey Cranberry Growers' Association  
held at Mt. Holly, New Jersey on Tuesday,  
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