

tempt to make a profit as all profit has been put into additional advertising to build up a mailing list. In one year I have been able to build up a mailing list of 1700 people who have repeat-ordered. It is my plan to continue this non-profit idea for at least three years, putting back all profits into additional advertising so that by the time my grove comes into full production I hope to have a nice little mail order business built up.

I am a neophyte at this business but I would say that to date I am quite pleased with the results. I have been able to prove to myself that people are willing to pay top prices for top quality fruit and good service, and I believe that many of you here at this meeting could do the

same thing. I have received many letters of appreciation from my customers who tell me they had no idea that avocados could be so big and so delicious or that limes could be bought that had such a fine flavor. There is no doubt that the addition of the bread-and-butter items, plus the exotic fruits, is helping to push the sale of the things which I myself grow and want to market.

If more of you here do the same thing I think that between us we can make the fine quality of Florida products better known throughout the nation and pave the way for a most necessary cooperative advertising and promotional campaign to put our fine fruits, at better prices, on more dinner tables throughout the nation.

OBSERVATIONS OF SOME OF THE NEWER MANGOS DURING THE YEAR OF 1950

L. H. ZILL
Delray Beach

Keitt

Keitt trees seem to be very vigorous growers and good fruiterers. The Keitt blossom that opened the same time as Haden blossom bore fruit that ripened about three and one-half months later than the Haden. The quality was very good and some fruit weighed two pounds. The Keitt have all been very clean and free from anthracnose. The fruit had a very beautiful pink blush until matured and then most of it disappeared. This is the first year I had the opportunity to observe the fruit throughout the entire season.

Lippins

The Lippins appears to be a very heavy fruiter if the weather is dry. When the bloom stems are old enough for the fruit to be the size of peas they

usually are as thick as a cluster of grapes. As the fruit continue to grow the smaller ones drop off and only the larger ones continue on to maturity. If the bloom or small fruit are exposed to excessive rain or fog they will turn black and all fall off. Spraying would naturally help this condition. The fruit begin ripening a little later than the Haden and there are usually a few fruit left two months after the first one begins to ripen. The first fruit of the season are a little flat in taste but those later in the season are enjoyable.

Since the fruit usually hang in clusters it is often the case that they are spotted where they touch one another. The fruit do not have as much pink blush as does the Haden. The size of the fruit, which vary from one-half to one and one-quarter pounds each, is determined to a great extent by the size of the crop on the tree. The Lippins has good keeping qualities.

Oliver

My first observing of the Oliver was at a Mango Forum Variety Committee meeting. By its shape I would judge that it has some Saigon in its ancestry. The tree, according to its owner and his neighbor, was a good bearer. The fruit has a little pink cheek, very small seed and a deep apricot colored flesh. Quality is very good. It seems to fruit about the same season as the Haden. One peculiarity noticed was that fruit picked when just beginning to ripen were slightly withered or shriveled when completely ripened. However, this in no way harmed the quality.

Edward

The Edward is not a new mango but most people are not acquainted with it and I believe it deserves mentioning. I was not greatly impressed with the fruit until the season of 1949 because the fruit does not have the brilliant red cheek as does the Haden. Most of the fruit, however, do have a slight pink blush and when fully ripe the yellow and pink takes on a glossy luster.

The fruit is shaped similarly to the common "Turpentine" but is larger. The seed is very small and usually flat. The flesh is of firm texture all the way to

the seed and is of excellent quality, with somewhat of a creamy flavor. The Edward usually have only one fruit to the blossom stem. They ripen simultaneously with the Haden and are best flavored when fully mature.

I have trees growing several miles west of Delray Beach in the "flatwoods" where most people say that mangos will not bear. Trees in this locality, although only five feet tall, had two dozen fruit on them. The fruit were very clean, whereas Hadens grown on the same farm were so spotted that one could not recognize them as Hadens.

Pettigrew

I received my graft wood about five years ago from Mr. Asa Pillsbury and Carlos Earle of Palma Solo. The leaves of the tree are slender, reminding one somewhat of peach leaves. The tree is not a heavy fruiter but is quite consistent. The fruit mature about two months later than the Hadens, and weigh from one to two pounds. They have no pink blush, but remain green with only a slight yellowish tinge when ripe. The quality is excellent.

The Pettigrew could be recommended for local commercial marketing and home use only.

MONTHLY MEETINGS ON TROPICAL AND SUB-TROPICAL FRUITS

M. U. MOUNTS

County Agricultural Agent

West Palm Beach

When I started my work as County Agent in Palm Beach County some twenty-five years ago, I found very little interest in Tropical Fruits. Unfortunately, at the time, the major interest in all agricultural activities was to transpose such interests into acreage

sales and much of the interest and activities of those early days were of such a transient nature.

The only plantings of these fruits were limited to a few small banana and pineapple plantings that were destined to be with us only a short time. There were also many dooryard plantings of seedling mango trees in the urban centers of the East Coast. Many of these seedlings were to be eventually ex-