

## STORIES of New Jersey

desirable. The berries are placed in storehouses built to allow free circulation of air. During cool nights the doors are left open, and then closed by day to retain the cool air. Some of the elaborate storehouses are fitted with cold storage walls.

Methods of cultivating and marketing the cranberry have been vastly improved since the formation of the American Cranberry Exchange, which functions as a selling agency for its members. All the important cranberry growers are members of the exchange and benefit from the information it distributes impartially. New discoveries in producing methods, disease control, or handling of labor problems become common property. There was a time when an individual grower regarded any improvement he had worked out as his personal property to be used in competition. Now the growers work together to prevent glutting the market and to develop better methods of production. In addition, the Exchange has developed an extensive advertising program to interest consumers in the cranberry's place in the everyday diet.

The canning of cranberries has also become a profitable industry in this State. About 20 percent of the crop is packed as canned cranberries, cranberry jelly or cranberry cocktail.

Some of the New Jersey bogs have odd names. One, a few miles south of Toms River, is known as Double Trouble. The story is that a minister lived at this little settlement on Cedar Creek many years ago. Whenever the muskrats burrowed through the dam it was his job to make repairs. Once the muskrats dug two tunnels at the same time. Exasperated upon finding twin leaks, the minister cried: "Here's double trouble!" The name stuck.

### BIBLIOGRAPHY:

Cranberry Growing in New Jersey: Charles S. Beckwith, published by New Jersey Agricultural Experiment Station, 1931.