

BLUEBERRIES

New Lisbon, N. J.

January 1917

Dear Friends:-

The blueberry articles published the past few months in the National Geographic Magazine, Country Life in America, and other publications have aroused such unexpected interest and so many of you have written asking for quotations on blueberry plants that I am constrained to issue this circular letter and price list, even though the present development of our blueberry plantation makes it impossible to offer plants that have been thoroughly tested, or are of uniform size.

Some may like to share the joys and risks of a pioneer cultivator of blueberries.

It was only six years ago that we began searching for superior wild blueberry plants. Up to and including 1913, thirty-six such plants were found which have been moved to the plantation at Whitesbog.

Plants from these thirty-six stocks have been fruited in the field two or three seasons. Of these, two stocks the Rubel and Harding, have proved much superior to any of the others. Under favorable conditions the largest berries borne by each of them grow to full $3/4$ of an inch in diameter.

Of one of these we have so few plants that none can be offered for sale. Of the other, the Rubel, we offer a few for sale.

FIRST
CLASS

"RUBEL" FIFTEEN PLANTS 12 to 18 INCHES HIGH CAN BE BOUGHT AT \$ 25.00 EACH.

Without extra charge, one plant of the Second Class will be sent as a pollinator with each Rubel plant ordered.

A box of selected "Rubel" blueberries was illustrated full size in the June 1916 number of the National Geographic Magazine.

The Rubel plants are strong and vigorous and have borne an enormous crop for their size each of the three years they have fruited in the field. The original bush, found the summer 1912, had twenty-five stems, five to six feet high. None of the plants in the field have nearly reached maturity.

The berries are a beautiful light blue color and of good flavor, though not so sweet as some blueberries.

Blueberries
1-1917

SECOND CLASS

OF THE SECOND CLASS WE OFFER FOR SALE 450 PLANTS, FROM 9 TO 24 INCHES HIGH, AT \$ 1.50 EACH

The Second Class includes all the good stocks, excepting "Rubel" and "Harding" found previous to 1914. All have fruited in the field at least two years, and all stocks bearing fruit of poor flavor or texture have been discarded.

Under favorable conditions, the largest berries on all of these plants reach a diameter of at least 1/2 inch and on many of them the largest berries reach a diameter of 5/8 of an inch.

All orders for two or more plants of the Second Class will be filled from at least two different stocks, but the plants of the Second Class will not carry name tags.

These plants are now well set with fruit buds which should be pruned away before the plants are replanted. Under favorable conditions they should bear a good crop the summer of 1918.

THIRD CLASS

OF THE THIRD CLASS WE OFFER FOR SALE 1200 PLANTS, 6 TO 18 INCHES HIGH, AT \$ 1.00 EACH.

The plants of the Third Class are from about sixty stocks found the summers of 1914 and 1915. They have not yet fruited in the field, and in all probability include a few stocks of poor flavor and texture. On the other hand there is every probability that they include a number of stocks as good as, or even better than the Rubel and Harding.

It sometimes happens that one of the wild bushes selected for moving because of its exceptionally large berries has its roots so interwoven with a plant bearing worthless berries, that when the plant is dug in the dormant season it is impossible to completely separate one from the other. For this reason a fraction of 1% of the plants of the Third Class may produce small worthless fruit.

Except for these few mistakes it is to be expected that under favorable conditions the largest berries produced by plants of the Third Class will reach at least 16 mm, which is nearly 5/8 of an inch in diameter. It was required that the largest berry of each sample sent in by the finders of the wild bushes be at least this large for the bush to be accepted.

Under favorable conditions all plants of the Third Class, after being transplanted this spring should produce some fruit the summer of 1918.

~~ALL / PLANTS~~

All orders for six or more plants of the Third Class will be filled from three or more different stocks and all plants of the Third Class will carry name tags.

Whenever a selected wild bush is moved to the plantation at Whitesbog, the stock is named, usually after the finder or some local geographic feature. When a number of desirable plants have been found by one man and no geographic name was available a number has been added to the finder's name as Brown 1, Brown 2, Brown 3 etc.

After some years trial it will probably be found that a few of these stocks are so superior to the others that they only will be used for propagation. If one of these superior stocks happens to have an unattractive name it will be given a new name. Those purchasing plants of the Third Class will do well to keep their plants carefully marked so that if they should happen to get one of the stocks which time proves to be the best, they may identify their prize, when the change of name is announced.

SHIPMENT

Shipment will be made as early in the spring as the weather permits, probably from March 25th to April 10th, and will be by express in all cases unless the purchaser especially directs otherwise.

TERMS

Cash should accompany all orders. We prefer it in the form of a Post Office Money Order.

The responsibility of Joseph J. White, Inc. can be ascertained by consulting Dun's or Bradstreet's commercial reports.

Orders accompanied by cash will be filled strictly in the order in which they are received, due allowance being made for those coming from distant points.

If available plants remain after filling orders accompanied by cash, those orders asking for credit will be filled.

SUBSTITUTION

In case no more plants of the class ordered are available at the time an order is received, the money will be promptly returned to the sender, unless special permission is given to substitute the same value in plants of another class.

PRICES

Because of the very limited number of plants available, no reduction can be made on plants ordered by the dozen or hundred. Quotations are for plants carefully packed and delivered F. O. B. shipping point.

GUARANTEE

Rubel plants are guaranteed true to name, but the nature of the Second and Third Classes of plants makes any guarantee impossible except as to good conditions when shipped.

RESPONSIBILITY

We will be responsible for any damage suffered by plants in transit because of imperfect packing, provided complaint is forwarded the same day that plants arrive at the station to which they are shipped. Nothing but vigorous, well rooted plants will be shipped, but we cannot be responsible if they do not thrive after being received by the purchaser.

CARE OF PLANTS

When plants shipped to more northerly points arrive before the ground is sufficiently thawed to plant them, they may be kept for several weeks, if necessary, in a cold place where they will not dry out. Freezing will not harm them, but in all cases great care should be taken that the roots do not dry out and as soon as possible they should be planted in a soil composed of peat and sand.

Much information on the requirements of blueberry culture may be obtained from the bulletins written by Mr. Frederick V. Coville of the U. S. Dept. Of Agriculture.

The extracts, printed below, from a paper read before the New Jersey State Horticultural Society, on December 19th, 1916, give our field experience in tillage, fertilization, irrigation and drainage etc.

With best wishes for the success of those who order blueberry plants, we are,

Very sincerely yours,

JOSEPH J. WHITE, Inc.

Elizabeth C. White, Treas.

ECW/H.

* The formula of the fertilizer used was

50 # Nitrate of Soda
100 # Fine Ground Dried Blood, 16.34 Am.
150 # Acid Phosphate
150 # Degelatinized Bone, Swifts 1-3
250 # Phosphate Rock

Experiments with fertilizer for cranberries and blueberries have not yet gone sufficiently far for us to be sure that this is the best formula.

It is known from the results of the cranberry fertilizer experiments conducted by the New Jersey Agricultural Experiment Station during the past four years at Whitesbog that the sulphur in combination with many fertilizer ingredients such as sulphate of ammonia, sulphate of potash and acid phosphate, accumulates in the soil when these ingredients are freely used several years in succession, and seriously damages the growth of cranberry vines. Presumably sulphur would have the same effect on the closely allied blueberry plants.

The small quantity of acid phosphate is the only ingredient in the above formula carrying sulphur in considerable quantity, and the intention is to omit this after the first year, and for phosphorus depend entirely on the ground phosphate rock, which becomes available in the very acid cranberry and blueberry soils much more rapidly than in ordinary farm soils.

Early in 1911, immediately after reading the bulletin "Experiments in Blueberry Culture", by Frederick V. Coville of the U. S. Dept. of Agriculture