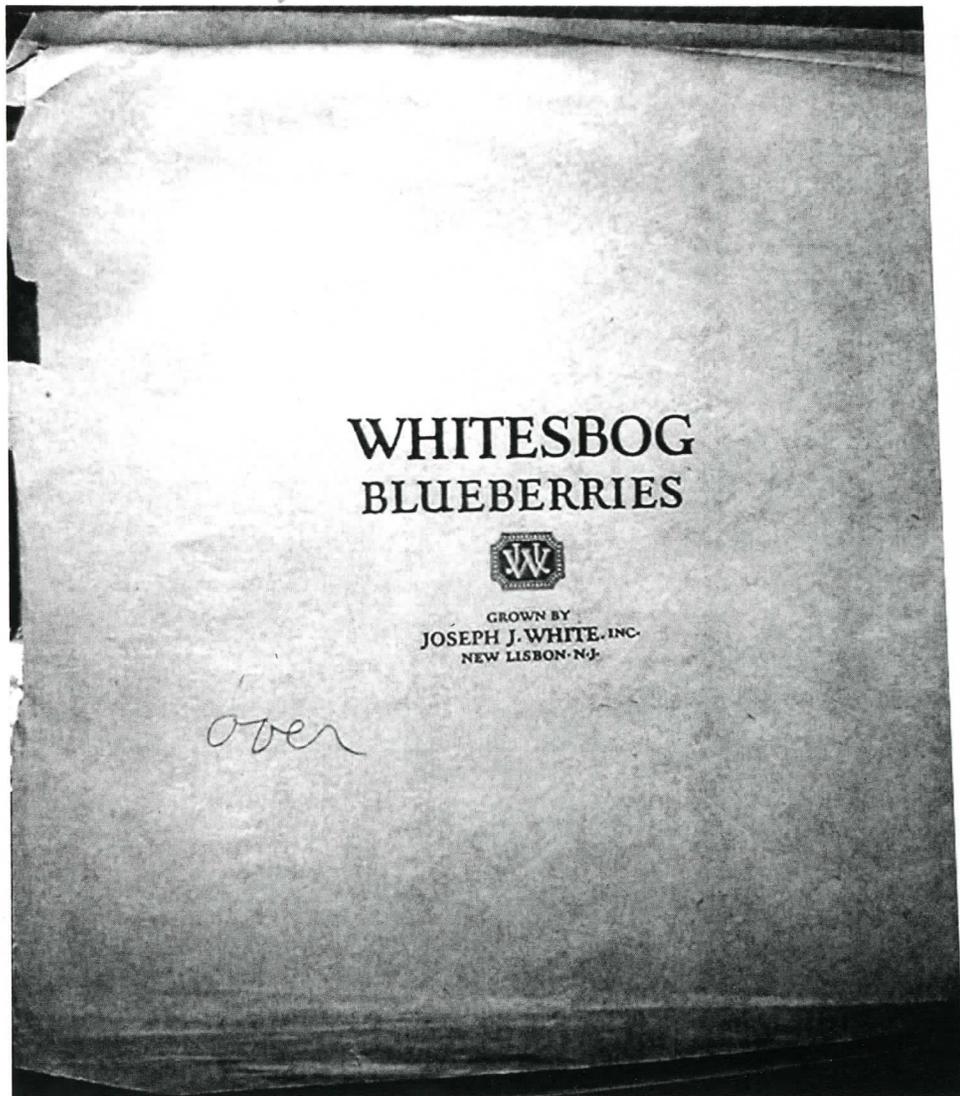


**WHITESBOG
BLUEBERRIES**



GROWN BY
JOSEPH J. WHITE, INC.
NEW LISBON · N.J.

This came from a photo of the original paper cover, possessed by
Marie Ortner, Frederick Coville's grand-daughter. Obtained
by Mark Chlenfeldt, 2005.



This is a sample of the first cover
planned to use over quarts of blueberries.
It was used for several years before we
knew anything about "celophane".
Sidney Hutton first saw the transparent
plastic about a box of Whitman's candy.
The president of the Whitman Co. as blueberries
were not considered competitive to candy sold
him where it could be purchased.
It then was imported from France and was
not yet named "celophane" which is a
trade name of du Pont's.

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