

This is the follow up letter used in 1924
S/B Sutton

WHITESBOG
BLUEBERRY PLANTS
AND
BLUEBERRIES
Eatmor
Cranberries
GENERAL STORE

JOSEPH J. WHITE, INC.
NEW LISBON, N. J.
GROWER OF CRANBERRIES
AND BLUEBERRIES

Amey
\$6.60

~~73 @ \$486.30~~

BLUEBERRY OFFICE
WHITESBOG, N. J.

April 2, 1924.

~~Mr. C. H. Sahlstedt,~~
~~Thornwood, N. Y.~~

4250

Dear Sir:

We sent you, a short time ago, our circular describing Whitesbog Blueberries. As your order for plants has not yet been received, we wonder if there is anything more that you would like to know about this great berry which is now attracting so much attention from both the commercial grower and the private gardener.

Whitesbog Blueberries are as superior in quality as in size. Their flavor is delicious. They lend themselves to such a variety of uses and they mature so late in the berry cycle that they have but little competition from other berries. In consequence, they command prices that are outstanding, and the returns from a single bush for one season often pay for the plant.

A commercial planting is easily cared for, is permanent, and will afford a large return on the investment.

There can be no more attractive addition to the private garden than a dozen or so of Whitesbog's famous Blueberry plants. They not only add a most delicious berry fruit for use on the table and for preserving, but the bushes themselves are very ornamental throughout the whole year. Whitesbog Blueberries present a different aspect for the four different seasons of the year, and as an ornament are well worth their cost and care.

Planting time is almost here. For several weeks we have been shipping to the South and to the Pacific Coast. We would like to have your order early to insure your getting all the varieties you would like to have. May we not hear from you at once so that your plants will be reserved, to be shipped at your convenience?

Very truly yours,

JOSEPH J. WHITE, Inc.,

SBH/ES

By

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BLUEBERRY OFFICE
WHITESBOG, N. J.
April 2nd, 1924.

Answer
7

750

\$5.49

16

@ 87.95

We recently sent you a pamphlet describing Whitesbog Blueberries and had hoped to receive an order for some plants. As we have not heard from you, we are wondering if there is some point which you would like cleared up.

Perhaps it seems to you that the price of the plants is high. If you could visit Whitesbog and learn about the difficulties of propagating, the time, care and equipment required, we believe you would say with Mr. Huntington of New York who visited us last week, "Now I see why Blueberry plants are expensive." If you knew how much time and money we have put into developing Blueberries during the past 12 years, you would wonder that they do not cost more. From the standpoint of returns, also, they represent good value, as it is not unusual for a mature bush to produce sufficient berries to pay for itself in one season. And please notice, the prices for small lots of plants include delivery to you.

You will enjoy being the first in your community to grow Whitesbog Blueberries. They are different; everyone else is not growing them. It will be a pleasure to show them to your friends. If you have land suitable for growing them commercially, they offer an opportunity for unusual profits.

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Very truly yours,

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By

P. S. A letter from Oregon dated March 3d says, "Am pleased with the Blueberry plants. I enclose check for which please send me three more."