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Joseph J. White, Inc.,

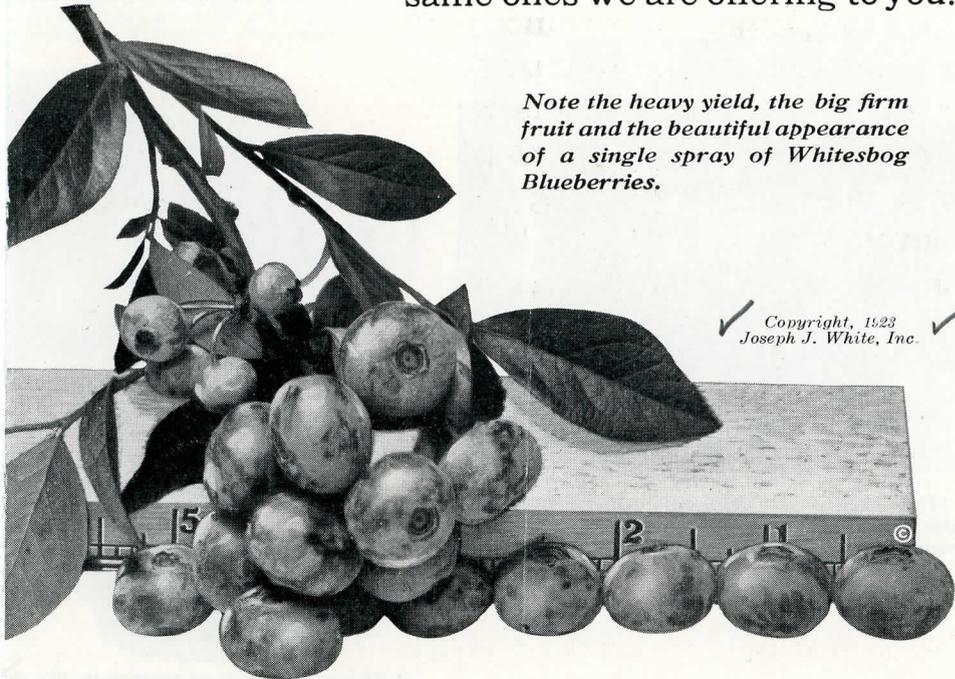
New Lisbon, New Jersey

**P**ICTURE heaping bowls of big, plump blueberries! Think of golden brown pies bursting with blueberries that are nearly as large as grapes! That's what awaits the grower of Whitesbog Cultivated Blueberries.

The Whitesbog Nursery is, we believe, the only nursery in the United States that is sending out blueberry plants from cultivated, tested and named stock varieties. The varieties we are using in our own commercial plantation with the greatest success, are the same ones we are offering to you.

*Note the heavy yield, the big firm fruit and the beautiful appearance of a single spray of Whitesbog Blueberries.*

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Joseph J. White, Inc.



# Grow Whitesbog Blueberries for their Size, Delicious Flavor and Beautiful Appearance

IT is seldom that a new berry fruit becomes so valuable and popular so soon after being introduced as Whitesbog Cultivated Blueberries. Their fruit averages nearly five-eighths of an inch in diameter and is practically seedless. Flavor is distinctive and delicious. All varieties are heavy bearers at an early age.

From late June to mid-August, growers of Whitesbog Blueberries have a steady supply of this delicious fruit for pies, dessert and preserving. Commercial growers are finding them very profitable. Market prices are from 35c to 50c

a quart, or \$11.20 to \$16.00 a bushel. We have been averaging \$800 to \$1000 an acre on that portion of our 30-acre plantation, which is in full bearing.

Whitesbog Blueberries not only lengthen and complete the berry cycle, but make beautiful garden ornaments. You can plant them along the borders of the garden or near the house in a way that it would be impossible to do with any other fruit. With congenial conditions all of our varieties are long-lived and should produce for many years.

### OUR GUARANTEE

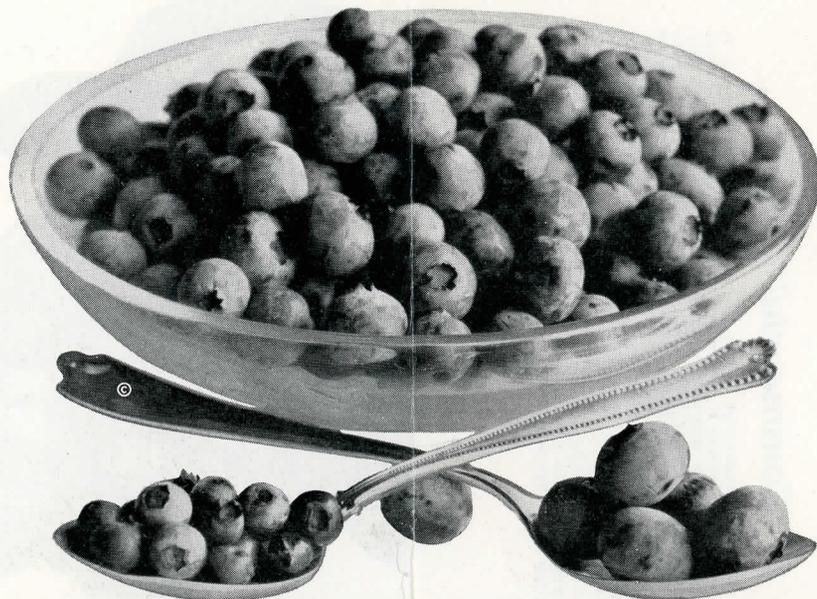
*We guarantee our plants will reach you in first-class condition. If for any reason you are not satisfied, the plants may be returned within three days, and we will replace them or refund the money, as you prefer. We will replace free of charge any plant that proves untrue to label.*

*With the right cultural conditions Whitesbog Blueberry plants will give satisfaction. You will agree with us, however, that we cannot guarantee results as we cannot control conditions after the plants are shipped. We will be glad to assist any of our customers by expert advice and suggestions when needed or asked for.*

**WHITESBOG BLUEBERRY NURSERIES**  
Joseph J. White, Inc., New Lisbon, N. J.



*This Whitesbog Blueberry bush is not fully grown. Yet an acre of similar ones would produce 125 bushels.*



*Two standard sized teaspoons. To the left is shown one containing ordinary blueberries. To the right is a spoon containing Whitesbog Blueberries. They are comparatively seedless and their flavor is as distinctive as their size.*



*A bush in the Whitesbog commercial plantation. Our returns in 1922 from 16 acres, not all of which are yet in full bearing, were \$625 dollars per acre.*

## *Cultural Information*

**W**HITESBOG Blueberry Plants are rather exacting in their soil requirements. They prefer a light sandy acid soil containing an abundance of partially rotted vegetable matter or peat.

If natural blueberry soil is not available, your garden may easily be prepared by mixing with the surface soil a liberal quantity of partially rotted leaves, pine needles, sawdust or chip dirt from an old wood pile. If your soil is clay, the addition of some sand will benefit it.

If none of these materials are available for the preparation of your soil, we can furnish peat.

Whitesbog Blueberries love an abundance of moisture, but will not tolerate soggy ground with water standing over their roots during the growing season. If planted in a dry location they should be well mulched with leaves, sawdust or lawn clippings to conserve the moisture. The plants will be greatly benefited by an occasional watering during dry weather.

These requirements are not difficult to meet and add more zest to the amateur enthusiast who gets satisfaction from surmounting obstacles in his achievement of success.

## *Commercial Culture*

Where blueberries are to be produced commercially it is necessary to select a soil which naturally suits them. Such soils abound as indicated by the wide distribution of wild blueberries and huckleberries. The requirements are an acid peaty soil, and a water supply so balanced during the growing season that the roots never dry, and yet the ground is not soggy wet. In many parts of the country suitable soils are now lying waste and may be purchased cheaply, because too acid for ordinary agriculture.

If you are interested in commercial blueberry culture, send us a description of your land and state if wild blueberries now grow on it. We will gladly send you additional information.

✓  
**W**E thank you for your  
interest in *Whitesbog Blue-*  
*berries.* ✓ It gives us pleasure  
to send you this circular  
describing them.

JOSEPH J. WHITE, Inc.  
NEW LISBON, N. J.

JAN 22 1923 ✓