

WHITESBOG
BLUEBERRY PLANTS
AND
BLUEBERRIES
Eatmor
Cranberries
GENERAL STORE

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

BLUEBERRY OFFICE
WHITESBOG, N. J.

Commercial list
1/500 names - cost \$237.97

March 5, 1925.

We take our own medicine at Whitesbog. Twelve acres set to our cultivated Whitesbog Blueberries during 1924, making a total of 50 acres planted altogether, with more land in preparation, shows what we think of blueberries.

The varieties we sell are the same we are planting ourselves. They have been carefully selected from among thousands of plants that have been tested in our trial fields for the size, firmness, flavor and excellent quality of their berries, as well as for the productiveness, vigor and hardiness of the bushes. The plants are nursery propagated and guaranteed true to name.

Blueberries are easy to grow where conditions suit them. Give a light application of fertilizer in the spring, keep them thoroughly cultivated during spring and summer, prune them in the winter, and that's all their is to it. No spraying is necessary.

Particulars about soil requirements, the size crops we secure, and the returns from the sale of berries are given in the enclosed folder. Wholesale price list of plants for commercial growers is also enclosed.

Plants for shipment this spring should be reserved now.

Very truly yours,

JOSEPH J. WHITE, Inc.,

By

SBH/ES
Encl.

Sent to Commercial list

WHITESBOG BLUEBERRY NOTES

Joseph J. White, Inc.

Whitesbog, N. J.

We receive many questions about the requirements for growing Blueberries and the results that can be secured from them as a commercial crop. Because of their general interest to farmers and fruit growers who live where Blueberries can be grown, some of the most common questions are given here with answers based on our experience at Whitesbog. This information is for the commercial grower who can plant Blueberries where conditions are naturally suited to them. Information about creating the right conditions in the garden in order to grow Blueberries for home use will be furnished upon request.

Are cultivated blueberries a money crop for the practical grower?

Yes, cultivated blueberries have passed the experimental stage. While their requirements are different from those of most other fruits, they are easy to grow and can be planted with confidence where the right conditions are found. They cannot be equalled as a money making fruit crop, either for the grower who plants several acres and specializes, or for the general farmer who wants from $\frac{1}{4}$ acre to 4 or 5 acres to supplement other sources of income. Our confidence in the commercial value of blueberries is clearly indicated by the fact that we have 50 acres planted at Whitesbog and are clearing additional land to be planted within the next two years. Other growers nearby, who have been watching the development at Whitesbog for several years, have from 1 to 7 acres planted and are enlarging their plantings.

What are these special requirements for growing blueberries?

That the right conditions for blueberries are available in many places can be readily understood from the widespread occurrence of wild blueberries. The soil where wild highbush blueberries flourish, of course, is suitable for cultivated blueberries, although sometimes additional drainage or moisture must be supplied. The essential requirements for blueberries under cultivation are as follows:

1. An acid soil, preferably one composed of peat and sand. They will not do well in heavy clay, even if it is acid.

2. A continuous supply of soil ~~mixture~~^{moisture} during the growing season. They will not produce a full crop if subjected to a severe drought. It is therefore necessary to select a soil that holds moisture well, or which is supplied underground from springs or seepage from nearby ponds or streams.

3. Good drainage and an aerated soil. From the middle of April until late in the fall, we have found it advisable to provide drainage that holds the water level in our soil at least 18 inches below the ground surface. The wet spots in our fields are drained with tile laid 18 to 24 inches deep. Where this amount of drainage cannot be secured in any other manner, satisfactory results have been obtained by throwing up slight ridges with a plow and planting the bushes on these ridges. Where such ridging is done, it is necessary to provide sufficient drainage so that the land can be kept well cultivated.

Land where wild blueberries do not grow may prove suitable for them if it meets the above requirements. The only positive way to determine this matter, however, is to experiment with a few plants.

What is acid peat?

Acid peat is composed of partially rotted vegetable matter. Peat is commonly found in bogs or in wet swampy ground where the decay of the vegetation has been retarded by the poor drainage. It is therefore composed of the fallen leaves and remains of dead plants that have been collecting for many years. Peat is sometimes incorrectly called "muck," but true muck is much more decomposed than peat, and is not acid.

How can I tell whether my soil is acid?

If wild blueberries are growing on your land it is acid. If there are no wild blueberries and you will send us a sample the size of an egg, we will test it without charge. From such a sample we can tell you whether the soil is acid and advise you whether it is worth while to experiment with cultivated blueberries. Of course, it is impossible to tell positively from a soil sample whether blueberries will grow vigorously enough to be commercially profitable. This can only be determined by making a trial with a few plants.

Are blueberry plants difficult to transplant?

No, they are easily transplanted, using ordinary care to keep the roots from drying out. To secure satisfactory results it is necessary to transplant them with some soil on their roots and so the plants are always shipped with a root ball. With careful planting in good blueberry soil there should be little, or no, loss of plants.

What cultivation do blueberries require?

They should be kept thoroughly cultivated and free from weeds from the time growth starts in the spring until the latter part of the summer. We usually stop cultivation the last of July. Thorough cultivation is very important and makes a great deal of difference in the growth and productiveness of the plants. For the first 2 or 3 years after the plants are set out, we cultivate across the rows in addition to between them. After the plants become too large for a cultivator to pass between them safely, we keep the weeds from between the plants with hand hoes. A spring-tooth harrow has given good results for cultivation between the rows.

Do blueberries need fertilizer?

Commercial fertilizer broadcast at the time of the first or second cultivation has given excellent results. We use 400 pounds to the acre.

Should blueberries be pruned?

A very light pruning is needed for the first 2 or 3 years and a more severe pruning when the plants begin to produce heavily. This pruning should be done during the winter when the plants are dormant.

Do the bushes need to be sprayed?

No, this is one of the great advantages of blueberries. So far we have had no difficulty with insects or diseases and spraying is not necessary.

How much fruit can be secured from the Whitesbog Blueberries?

Most of the fruit that we have marketed so far has been from our fields of trial plants. The bushes of named varieties have been cut up for propagating material in order to build up a supply of plants as rapidly as possible and as a result our first fields of the named varieties are just coming into bearing. From a planting of 2½ acres of plants under trial, we have secured one hundred fifty 32-quart crates the third summer after they were planted. This is the age at which the plants produce their first commercial crop. From mature bushes of the varieties Rubel and Adams in the summer of 1924, we picked over 4 quarts per bush. As we set 1,361 plants to the acre, this would mean a production of almost 5,500 quarts to the acre.

What price do you receive for the fruit?

In 1924 the price ranged from 40 to 55 cents a quart, wholesale, and averaged 48 cents. To determine the return at our farm, deduct 10% selling commission and 2 cents a quart for express on the berries to market. Our first crop of berries was picked in 1916. All of the berries since then, including many small ones from bushes under trial, have averaged over \$10 a 32-quart crate.

The difference in price between cultivated blueberries and wild blueberries is clearly shown by the following extract from the New York Producers' Price Current for July 23, 1924, where both blueberries and huckleberries are quoted under the heading, "Huckleberries":

HUCKLEBERRIES

N. C., per quart10 @ .18
Jersey, cultivated, per quart50
Jersey, per quart15 @ .25
Penna., per quart20 @ .30
Del. & Md., per quart12 @ .22

**Can you pack the plants so they
will reach me in good condition?**

We will let two of our customers answer this for us:

"The plants arrived in first-class condition today and are safely planted. I have never before received plants which appear to have had such careful packing and never so well rooted, and I appreciate it." *Massachusetts.*

"The blueberry plants arrived a week ago today in A-1 condition. You surely know how to pack plants for shipment." *Pennsylvania.*

We have successfully shipped plants to the Pacific Coast by freight, and every year make shipments to Europe with good results.

Have you a question?

Possibly you have a question that is not answered here. If so, and you will write us, we will gladly answer it by letter.

Joseph J. White, Inc.
Whitesbog, N. J.

WHITESBOG
BLUEBERRY PLANTS
AND
BLUEBERRIES
Eatmor
Cranberries
GENERAL STORE

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

BLUEBERRY OFFICE
WHITESBOG, N. J.

Mar. 3, 1925.

Letter to gardener list
1250 east #142.43 - Return 70 dms - \$ 98.13

Dear Sir:

Whitesbog Blueberries are a new addition to the cultivated garden fruits of America. In the past two years, thousands of these improved blueberry bushes have been planted in private and estate gardens and will materially lengthen the berry cycle and supply the blueberry needs of the table at the "big house."

Whitesbog Blueberries of tested and named varieties are so highly developed and such prolific bearers that the average bush in full bearing produces from two to four quarts during the season. Many berries are over 3/4 inch in diameter, while the average is about 5/8 inch. They are large, firm, and so delicious that they arouse enthusiasm wherever served. They are a great addition to our bush fruits.

Another reason why Whitesbog Blueberries are such a valuable addition to the estate garden is because the bushes themselves are so beautiful - a true ornamental shrub that can be used as any other decorative bush. Each of the four seasons brings a new and changed beauty to them. Spring comes with pink buds and bell-like white blossoms in rich profusion; summer with foliage of satiny green and large clusters of exquisite blue, bloom-covered berries; autumn and the leaves turn to vivid crimson; winter and the brilliant red twigs add a cheery tinge to the landscape.

The enclosed circular gives additional particulars about this new garden fruit. Plants purchased now will soon enable you to show something new and different - such blueberries as can be produced only by those who grow the Whitesbog varieties. Reservations should be made promptly for shipment this spring.

Very truly yours,

JOSEPH J. WHITE, Inc.,

By *S. B. Hutton*

SBH/ES
Encl.

WHITESBOG
BLUEBERRY PLANTS
AND
BLUEBERRIES
Eatmor
Cranberries
GENERAL STORE

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

GROWER OF CRANBERRIES
AND BLUEBERRIES

BLUEBERRY OFFICE
WHITESBOG, N. J.

March 28, 1925.

*Letter to old customers
enc. Cultural Directions*

Dear Blueberry Grower:

An occasional warm March day suggests that Spring is upon us and that our gardens will soon be demanding attention. Of course, the blueberries should get their share.

While blueberries are not difficult to grow, they do demand a different sort of care from most garden plants. Lime and stable manure are harmful to them. Instead, like rhododendrons and azaleas, they require a woodsy, peaty soil such as that in which they grow wild.

We hope that the enclosed folder describing the methods that have been found most successful for growing blueberries in the garden, will be helpful to you. It is based, not only on our own experience, but also on that of many of our customers who have grown our Whitesbog varieties successfully under conditions not naturally suited to blueberries.

It is impossible to lay too much emphasis upon the need of an ample supply of plant food in the form of peaty material. To provide this, peat, rotten sawdust, partially decayed leaves or similar material should be mixed with the soil as described in the folder.

In garden culture, best results have been secured where the plants have been kept mulched the year round. The mulch may consist of leaves or other loose material, and should be 6 inches deep and extend at least 2 feet each side of the plants. Such a mulch conserves the soil moisture and greatly reduces the care of the plants as it keeps down weeds. Mulching material can be applied at any time.

Very truly yours,

JOSEPH J. WHITE, Inc.,

By

D. D. Hutton.

SBH:MFB
Encl.

WHITESBOG
BLUEBERRY PLANTS
AND
BLUEBERRIES
Eatmor
Cranberries
GENERAL STORE

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

BLUEBERRY OFFICE
WHITESBOG, N. J.

*Letter to Mrs. Fruit Grower —
1000 cost \$ 125.56 - Return 13ndev # 82.30*

March 18, 1925.

Are you interested in producing fancy fruit that tops the market? Are you looking for a profitable crop which grows best on acid, moist land not suited to other fruits? Would you like a generous return from a berry that ripens in midsummer? Then investigate cultivated Blueberries.

A total of 50 acres planted to our cultivated Blueberries at Whitesbog with more land in preparation, shows what we think of them.

The varieties we sell are the same we are planting ourselves. They have been carefully selected from among thousands of plants that have been tested in our trial fields for the size, firmness, flavor and excellent quality of their berries, as well as for the productiveness, vigor and hardiness of the bushes. The plants are nursery propagated and guaranteed true to name.

Blueberries are easy to grow where conditions suit them. Give a light application of fertilizer in the spring, keep them thoroughly cultivated during spring and summer, prune them in the winter, and that's all there is to it. No spraying is necessary.

Particulars about soil requirements, the size crops we secure, and the returns from the sale of berries are given in the enclosed folders. If you would like additional information, we will send you a free copy of our 32 page illustrated bulletin, "Commerical Culture of Whitesbog Blueberries," and price list of plants for commerical growers, if you will return the enclosed post card.

Plants for shipment this spring should be reserved promptly.

Very truly yours,

JOSEPH J. WHITE, Inc.,

By *M. J. Hutton*

SBH:ES
Encl.
1213

File Copy

WHITESBOG
BLUEBERRY PLANTS
AND
BLUEBERRIES
Eatmor
Cranberries
GENERAL STORE

JOSEPH J. WHITE, INC.

NEW LISBON, N. J.

GROWER OF CRANBERRIES
AND BLUEBERRIES

BLUEBERRY OFFICE
WHITESBOG, N. J.

February 18, 1926.

Special Offer of
Whitesbog Blueberry Plants.

We have just been checking up our supply of Blueberry plants that are ready for spring shipment and find we are overstocked in a few varieties, due chiefly to the fact that an unusually large proportion of our cuttings of two varieties rooted in 1924.

These plants are in our two year old 10 to 12 inch size. They are vigorous plants and include only selected named varieties described in our catalogue. We have two acres or more of each variety planted in our own fields where we are growing them for fancy fruit.

Many customers have reported that our plants do well west of the Cascades. The climate there seems to just suit them, so if you have natural blueberry or huckleberry soil or can prepare your soil by mixing in rotten sawdust, partly decayed leaves or similar peaty material the plants should thrive for you.

These surplus plants are offered in our selection of varieties in a set of six plants at \$6.00 for the set delivered by prepaid parcel post anywhere in the United States. We will include at least two varieties in each order and will tag each plant with its name. Orders must be placed at once so that we can ship them before our rush packing season begins on March 10th.

It is only by our reserving the right to select the varieties with which to fill your order from our surplus and by shipping the plants before our rush season opens that we can make this unusual offer. If you wish to grow the large cultivated Whitesbog Blueberries described in the catalogue we recently sent you, send in your order at once for one or more of these sets of six plants. Ask for Set No.6.

Encl. under blank return envelope.

Very truly yours,

JOSEPH J. WHITE, Inc.

800 mailed to names on order lists who have not ordered using names received before Dec 31, 1924. Names from west of Cascades in Wash. & Ore & from Calif north of Sacramento.

WHITESBOG
BLUEBERRY PLANTS
AND
BLUEBERRIES
Eatmor
Cranberries
GENERAL STORE

JOSEPH J. WHITE, INC.

NEW LISBON, N. J.

GROWER OF CRANBERRIES
AND BLUEBERRIES

BLUEBERRY OFFICE
WHITESBOG, N. J.

April 14th, 1926.

J. J. White
Winnetuxet Orchards,
Flympton, Mass.

Gentlemen:

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 new berry which is 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 a variety of uses and mature at a season when there is little competition from other berries. These factors justify the excellent prices which they command. Our named varieties produce from two to four quarts per bush, which last season sold for an average of 50 cents a quart wholesale.

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 these named varieties of Whitesbog Blueberry plants. They not only add a most delicious berry fruit for use on the table and for preserving, but the bushes themselves are ornamental through the whole year. Whitesbog Blueberries present a different aspect for each of the four seasons, and as ornamentals alone 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. Already our supply of the extra sized plants and of Cabot in all sizes is exhausted. To obtain the varieties you prefer your order should be sent in at once. The plants will be reserved and shipped when you are ready for them.

Yours very truly,

JOSEPH J. WHITE, Inc.,

By

SBH:FK

WHITESBOG
BLUEBERRY PLANTS
AND
BLUEBERRIES
Eatmor
Cranberries
GENERAL STORE

JOSEPH J. WHITE, INC.

NEW LISBON, N. J.

GROWER OF CRANBERRIES
AND BLUEBERRIES

BLUEBERRY OFFICE
WHITESBOG, N. J.

February 27, 1926.

*This is the letter
recently mailed to
commercial prospects.*

Mr. R. D. Wood,
St. Albans, Vt.

Dear Sir:

Enclosed is our 1926 catalogue of Whitesbog Blueberry plants and also our price list to commercial growers who can use 250 plants or more.

In the circular you will find described the results we are securing at Whitesbog where our crop has increased from 21 crates in 1916 to over 1100 crates in 1925, and will continue to increase as our newly planted acreage comes into full bearing.

Cultivated Blueberries are too new for us to point to production records in other sections. However, during the past year I have examined experimental commercial plantings in Virginia, Connecticut, Rhode Island, Massachusetts and New Hampshire and found that plants set out in natural blueberry soil and given care were making good growth in all of these states and that those old enough were beginning to bear. Plants which had been given no care were growing very slowly. This agrees with the experience of ourselves and others in New Jersey that to obtain best results blueberries should be kept cultivated and fertilized. Where cultivation is impossible a deep mulch of leaves or straw will take its place.

Blueberries are easy to grow where conditions suit them. Give a light application of fertilizer in the spring, keep them thoroughly cultivated during spring and summer, prune them in the winter, and that is all there is to it. No spraying is necessary.

As our stock of some varieties is very limited, plants for this spring should be reserved promptly.

Yours very truly,

JOSEPH J. WHITE, Inc.,

By *S. J. Norton*

SBH:FK

File Copy

WHITESBOG
BLUEBERRY PLANTS
AND
BLUEBERRIES
Eatmor
Cranberries
GENERAL STORE

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

GROWER OF CRANBERRIES
AND BLUEBERRIES

BLUEBERRY OFFICE
WHITESBOG, N. J.

February 25, 1926.

Dear Mr. Fruit Grower:

Have you ever wished for a crop that was different; something that everyone else was not growing? Do you like to grow fancy fruit that tops the market and is always in demand? Then investigate cultivated Blueberries.

Cultivated Whitesbog Blueberries are a new development that are especially suitable for acid soil such as that in which wild highbush blueberries grow.

Where natural blueberry conditions are available Whitesbog Blueberries are easy to grow. Give a light application of fertilizer in the spring, keep them thoroughly cultivated during spring and summer, prune them in the winter, and that is all there is to it except to harvest the crop. No spraying is necessary.

The enclosed circular gives further particulars about soil requirements, profits to be obtained and the varieties that are available. The commercial price list gives wholesale prices of plants in quantities of 250 or more.

As our stock of some varieties is very limited, plants for this spring should be reserved promptly.

Very truly yours,

JOSEPH J. WHITE, Inc.,

SBH:FK

By

P.S. If you are interested in growing blueberries commercially we will be glad to send you a complimentary copy of our 32 page illustrated bulletin "Commercial Culture of Whitesbog Blueberries". Do not stop to write a letter; just write your name and address below and return this sheet.

*Encl.
12
Comm. Price list (1926)
Order Bl.
Return env.*

*718 copies mailed to members of
Mass. Fruit Growers Assn. +
who are not on our lists.*

WHITESBOG
BLUEBERRY PLANTS
AND
BLUEBERRIES
Eatmor
Cranberries
GENERAL STORE

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

GROWER OF CRANBERRIES
AND BLUEBERRIES

BLUEBERRY OFFICE
WHITESBOG, N. J.

February 25, 1926.

Extra

Dear Mr. Fruit Grower:

Have you ever wished for a crop that was different; something that everyone else was not growing? Do you like to grow fancy fruit that tops the market and is always in demand? Then investigate cultivated Blueberries.

Cultivated Whitesbog Blueberries are a new development that are especially suitable for acid soil such as that in which wild highbush blueberries grow.

Where natural blueberry conditions are available Whitesbog Blueberries are easy to grow. Give a light application of fertilizer in the spring, keep them thoroughly cultivated during spring and summer, prune them in the winter, and that is all there is to it except to harvest the crop. No spraying is necessary.

The enclosed circular gives further particulars about soil requirements, profits to be obtained and the varieties that are available. The commercial price list gives wholesale prices of plants in quantities of 250 or more.

As our stock of some varieties is very limited, plants for this spring should be reserved promptly.

Very truly yours,

JOSEPH J. WHITE, Inc.,

SBH:FK

By

P.S. If you are interested in growing blueberries commercially we will be glad to send you a complimentary copy of our 32 page illustrated bulletin "Commercial Culture of Whitesbog Blueberries". Do not stop to write a letter; just write your name and address below and return this sheet.

WHITESBOG
BLUEBERRY PLANTS
AND
BLUEBERRIES
Eatmor
Cranberries
GENERAL STORE

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

BLUEBERRY OFFICE
WHITESBOG, N. J.

March 11, 1929.

Miss Marjorie L. Case,
305 S. Maple St.,
Royal Oak, Mich.

Dear Madam:

It is through no mere chance that we are sending you this letter.

The new variety of Whitesbog Blueberries, named Rancocas, is being offered to a few hundred former patrons whose homes are in sections where blueberry growing has been especially successful.

A description of this new variety is enclosed together with an illustrated leaflet of the older varieties which you have. To introduce Rancocas we make the following special offer for shipment this spring:

Set #2 - 5 plants, one each of Rubel, Harding, Sam, Grover and Pioneer . .	\$7.50
Two plants of Rancocas @ \$2.50 each . .	<u>5.00</u>
Regular Price	\$12.50
SPECIAL OFFER, SEVEN PLANTS, DELIVERED	\$10.00

If you prefer to select a different combination of varieties one Rancocas plant may be included free with each Ten Dollar order. Should you favor us with an order it will have our very best attention.

A new set of Cultural Directions has been prepared to show how to grow the finest blueberries in the home garden. Would you care for a copy?

Very truly yours,

JOSEPH J. WHITE, INC.

Memorandum of Blueberry Cash

Sales

Whitesbog, N. J., July 18, 1929.

Cash July 8, 1929.	87.55
Check	32.80
" "	52.80
" "	<u>10.40</u>

\$183.55

July 18 Cash	85.00
Check	16.00
" "	20.00
" "	6.00
" "	<u>17.60</u>

144.60

Total \$ 328.15

Sales

July 8	98.30	(details given July 8)
(check 52.80 less amount overpaid)	32.80	(16 qts H.M. @ 75¢; 1 cr. H.M. at 65¢)
	41.60	(2 cr. H.M. @ 65¢)
	10.40	(16 qts H. M. @ 65¢)
	<u>\$183.10</u>	\$183.10

8 Qts Harvest Moon	@	75¢	6.00
16 " " "	"	65¢	10.40
21 " " "	"	60¢	12.60
3 cr. 29 qts " "	"	55¢	68.75
3 cr. 5 qts " "	"	50¢	50.50
8 qts Greenleaf	"	40¢	<u>3.20</u>

Total Sales Paid for to date \$334.55

Total Cash forwarded 328.15

Retained at Whitesbog \$6.40

Very truly yours,

JOSEPH J. WHITE, INC.