

Program for Conference with
Mr. White, Mr. Chambers and Miss White
Sept 29, 1922
S184

File Cases JW

PLANT SALES

FACTS (Basis for plans)

PLANT SUPPLY

We have sold 2880 plants this fall

We have sold ~~431~~⁴⁵⁰ plants for next spring

We have unsold 12,100 plants for next spring

We estimate 70,000 plants available in fall of 1923 and spring of 1924

We plan production of at least 100,000 plants for fall of 1924 and spring of 1925. This can be increased with our present equipment, if considered advisable.

We have had inquiries from or information about 10 prospects who are considering commercial blueberry production. At least one of these is considering planting ten acres.

SALES FOR COMMERCIAL PRODUCTION OF FRUIT

Territory where soil and climate are suitable is restricted and limited

Many uncertainties as to soil and climate

Cranberry growers are best prospects

Acreage cost of plants is high - Only limited number of people can afford to buy

SALES FOR HOME GARDENS

Almost all garden soils need special preparation and care

Success is possible as evidenced by examples of which we know.
We will collect more information on this by questionnaire to purchasers of plants.

Plants are expensive and results uncertain, therefore no effort should be made to sell to the class of people to whom the investment will be a matter of considerable moment, especially so, because such people are likely to be able to give intelligent care.

PLANS.

Our connection with advertising firm made at this time to guide us in making plans and establishing policies, rather than feeling need of magazine advertising at once.

The small number of plants available makes it seem advisable to do little or possibly no magazine advertising this winter, unless Ayer & Son consider it necessary in order to learn something of the response to be expected or for some other reason that they can justify, looking forward to sales the following year.

Insert small advertisement for regular insertion in "Wareham Courier" (Not necessarily every issue.)

Furnish news notes about commercial blueberry production to "Wareham Courier" and if possible to other local papers in southern New Jersey, from time to time.

Consider advertising for commercial plantings in local papers in southern New Jersey and possibly other selected localities.

Consider advisability of using Ayer & Son's publicity service.

Consider desirability of acquiring mailing lists from some other source than magazine advertising, such as list of members of garden clubs.

Is it not advisable for us to fill orders from the nursery trade, we to ship the order direct to the customer; allow a discount of 25% to the trade and require cash with order. Do not solicit such orders before spring of 1924 at least, but accept them beginning at once.

Require agreement not to propagate for sale from all purchasers.

Illustrated circular and sales letters should be written to appeal to buyers for home gardens

Possibly use same circular and special letters to prospects for commercial culture.

Mr. White suggests - When we start paid advertising, free adv. will cease

*ayres adv. should provide outlet for 7,000 to 8000 plants next spring
Ayer get inquiries from home gardeners. We must dig up prospects
for commercial production & sell them, for the present
Undertake to serve as N. J. carrier of Wareham courier.
Join Am. Assn. of Nurserymen
Mr. White suggests we get a truck load of garden soil & try out
alum. sulphate*