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Archives of American Gardens

Successful Farming Letter Contest, 1915

Extracted on Apr-17-2024 02:09:05

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#4

C.C.Bever,
Clark,Wyo. good Copied 6/29/15
SEED CONTEST LETTER

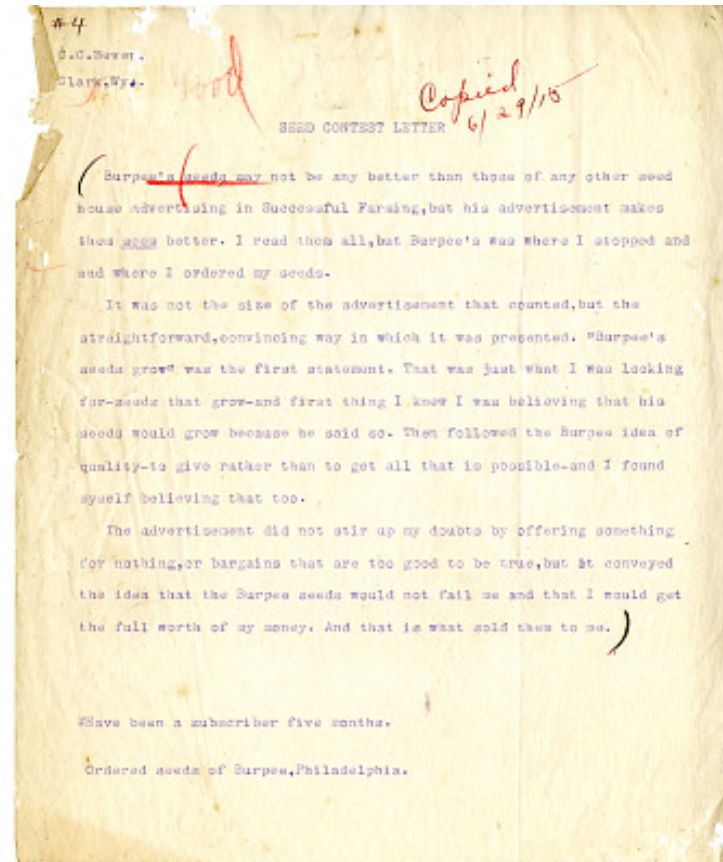
Burpee's seeds may not be any better than those of any other seed house advertising in Successful Farming, but his advertisement makes them seem better. I read them all, but Burpee's was where I stopped and where I ordered my seeds.

It was not the size of the advertisement that counted, but the straightforward, convincing way in which it was presented. "Burpee's seeds grow" was the first statement. That was just what I was looking for—seeds that grow—and first thing I knew I was believing that his seeds would grow because he said so. Then followed the Burpee idea of quality—to give rather than to get all that is possible—and I found myself believing that too.

The advertisement did not stir up my doubts by offering something for nothing, or bargains that are too good to be true, but it conveyed the idea that the Burpee seeds would not fail me and that I would get the full worth of my money. And that is what sold them to me.

#Have been a subscriber five months.

Ordered seeds of Burpee, Philadelphia.



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Approved by Smithsonian Staff
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