

WE forward the attached as
a matter of mutual interest.
N. W. AYER & SON

GOVERNMENT RAPE W DISHONEST AD.

WASHINGTON, April 6.-
Honest advertising is to come
under the protection of the United
State Department of Agriculture,
to judge from a statement issued
from the secretary's office here.
The subject of the statement is
"Faking the Blueberry Business".

The department tells of sixteen
years' successful effort in Wash-
ington and at a testing plantation
at Whitesbog, N. J. in order to
learn the requirements of the
cultivated blueberry, and to estab-
lish it as a commercial crop. The
need for an acid soil, instead of
for the usual alkaline soil, is
especially stated out of this
experience.

Now, protests the department
in the face of all its care and
effort, a few unscrupulous nur-
serymen "are taking advantage
of the work that has been done
in the domestication and im-
provement of the blueberry to
deceive the public by advertis-
ing blueberries in a very mis-
leading manner."

One advertiser is mentioned
particularly. He has been us-
ing, the department says, "a
blueberry taken from a publica-
tion of the Department of Agricul-
ture issued in 1916. The illus-
tration is used in such a way
as to lead the reader to believe
that this firm has for sale
blueberries of the kind shown
in the illustration, when as a
matter of fact ordinary wild
blueberries, first transplanted
to a nursery are furnished in
response to the advertisement.

"Furthermore," states the de-
partment, "advertisements is-
sued by this firm give very mis-
leading information."

Quotations from a definite
advertisement are made, which
assert the ease and success with
which the advertised "nursery-
grown" plants can be grown.

"These statements give a very
erroneous and misleading idea
of the conditions necessary for
cultivation to the point of offer-
ing plants for sale."

Some of the varieties bred un-
der its own auspices have berries
three-fourths of an inch in di-
ameter, the department reports.

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