

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

from *Carlisle, Pa.*
Mercury
Date *7/19/23*

Blueberry Made Large Industry

MSG
Varieties Bred With Berries More
Than Three-Quarters Inch
in Diameter.

ACID SOIL IS REQUIREMENT

About 20,000 Hybrids Have Been
Fruited at Government's Testing
Plantation at Whitesbog, Near
Browns Mills, N. J.

(Prepared by the United States Department
of Agriculture.)

After experiments extending over 16 years, the United States Department of Agriculture has established the culture of the blueberry as a commercial industry and has bred varieties with berries more than three-fourths of an inch in diameter. The most outstanding cultural characteristic of the blueberry is its requirement of an acid soil. It does not thrive in ordinary rich garden soil that has a neutral alkaline reaction.

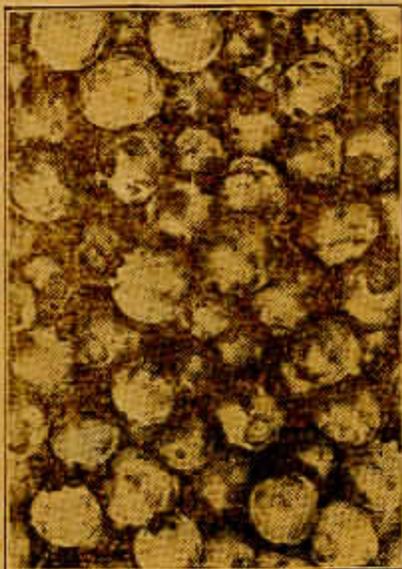
Testing Plantation.

The department's testing plantation for hybrids is at Whitesbog, near Browns Mills, N. J. About 20,000 different hybrids have been fruited thus far. Propagation material of some half dozen of the best of these hybrids has been placed in the hands of several nurserymen, but only one of them has carried the propagation to the point of offering plants for sale, and only one variety of these hybrids, Pioneer, is as yet commercially available.

Misleading Advertisements.

Unfortunately a few nurserymen are taking advantage of the work that has been done in the domestication and improvement of the blueberry to deceive the public by advertising blueberries in a very misleading manner. One New York nurseryman has been using in an advertisement an illustration of a hybrid blueberry taken from a publication of the Department of Agriculture issued in 1916. The illustration

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, advertisements issued by this firm give very misleading information. One of their advertisements, in the February number of a well-known garden magazine, states that "by repeated transplanting, we effected the root system of the plants", that "now, you may grow



The Ordinary Wild Blueberry.

blueberries as easily as any other garden berries"; and that "starting with our nursery-grown plants assures success under all conditions." These statements give a very erroneous and misleading idea of the conditions necessary for success in blueberry culture.



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