

**Faking the Blueberry Business.**

After experiments extending over sixteen 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 or alkaline reaction.

The Department's testing plantation for hybrids is at Whitesbog, near Brown Mills, New Jersey. 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.

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 nurseryman at Rochester, New York, 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 perfected the root system of the plants;" that now you may grow 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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