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N. W. AYER & SON

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### GOVERNMENT RAPS FAKE ADVERTISING.

Honest advertising is to come under the protection of the United States Department of Agriculture, to judge from a statement issued from the secretary's office in Washington. The subject of the statement is "Faking the Blueberry Business."

The department tells of sixteen years' successful effort in Washington and at a testing plantation at Whitesbog, N. J., in order to learn the requirements of the cultivated blueberry, and to establish 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 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 advertiser is mentioned particularly. He has been using, the department says, "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," states the department, "advertisements issued by this firm give very misleading 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 success in blueberry culture," states the department.

It continues: "The department's testing plantation for hybrids is at Whitesbog, near Browns 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."

Some of the varieties bred under its own auspices have berries three-fourths of an inch in diameter, the department reports.

