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5-1-1961

### Names and terms used in advertisements not in compliance with the federal seed act

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#### Recommended Citation

"Names and terms used in advertisements not in compliance with the federal seed act" (1961).

*Proceedings of the Short Course for Seedsmen*. 69.

<https://scholarsjunction.msstate.edu/seedsmen-short-course/69>

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UNITED STATES DEPARTMENT OF AGRICULTURE  
Agricultural Marketing Service  
Grain Division  
Washington 25, D. C.

January 1961

NAMES AND TERMS USED IN ADVERTISEMENTS NOT IN  
COMPLIANCE WITH THE FEDERAL SEED ACT

Names of kinds and varieties of seed and descriptive terms have been noted in advertisements which do not comply with section 205 of the Federal Seed Act and sections 201.2(h) and (i), 201.34, and 201.36b of the rules and regulations under the act.

Section 205 of the act prohibits the dissemination by the United States mails or in interstate or foreign commerce of any false advertisement pertaining to agricultural or vegetable seeds. Sections 201.2(h) and (i) of the regulations set forth the names of the kinds of agricultural and vegetable seed subject to the act. Certain synonyms are recognized, such as suckling clover (small hop clover), cattail millet (pearl millet), Singletary-pea or Caley-pea (roughpea), sorgo (sweet type sorghum), and horse or fava bean (broadbean). Section 201.34 of the regulations sets forth the method of determining the correct name of the kind and variety. Section 201.36b sets forth the manner in which descriptive terms, origin designations, and terms taken from trademarks (including firm names) may be associated with names of kinds and varieties.

The name of the kind or variety may be shown separately in an advertisement provided it is confined to the recognized name and is shown in a manner that is not misleading.

In advertisements subject to the act, plural terms, such as "clovers," "hop clovers," "vetches," "lespedezas," "millets," or "fescues," may be shown to indicate collectively several related species without showing the complete name of each kind. If variety names and kind names are both shown, however, the complete name of the kind must be clearly associated with the variety name.

Abbreviations of names of kinds and varieties are construed to be misleading as the average consumer may not be able to translate the abbreviations.

The following is a list of terms frequently noted as being not in compliance. The incorrect term is shown in the left column and the correct form in the right column.

Names of kinds and varieties (variety names underlined for distinction)

<u>Common Errors</u>	<u>Correct Form</u>
Clover, Alyce	Alyceclover
Bean	Field bean (if field bean)

Common ErrorsCorrect Form

<u>Astoria</u> bentgrass	<u>Astoria</u> colonial bentgrass
<u>Highland</u> bentgrass	<u>Highland</u> colonial bentgrass
<u>Merion</u> bluegrass	<u>Merion</u> Kentucky bluegrass
<u>Delta</u> bluegrass	<u>Delta</u> Kentucky bluegrass
<u>Newport</u> bluegrass	<u>Newport</u> Kentucky bluegrass
<u>King Ranch</u> bluestem	<u>King Ranch</u> yellow bluestem
Bromegrass	Smooth brome, field brome or mountain brome
Burclover or Clover, Bur	California burclover or spotted burclover
Clover, Button	Buttonclover
Alsike	Alsike clover
Hop clover	Large hop clover or small hop clover
Peas	Cowpea (if species <u>Vigna sinensis</u> )
Peas, Southern	Cowpea (if species <u>Vigna sinensis</u> )
Pea	Field pea (if field pea)
<u>Illahee</u> fescue	<u>Illahee</u> red fescue
<u>Pennlawn</u> fescue	<u>Pennlawn</u> red fescue
<u>Alta</u> fescue	<u>Alta</u> tall fescue
<u>Ky. 31</u> fescue	<u>Ky. 31</u> tall fescue
<u>Kobe</u> lespedeza	<u>Kobe</u> striate lespedeza
Black medic clover	Black medic
<u>German</u> millet	<u>German</u> foxtail millet
<u>Hungarian</u> millet	<u>Hungarian</u> foxtail millet
<u>Starr</u> millet	<u>Starr</u> pearl millet
<u>Gahi-1</u> millet	<u>Gahi-1</u> pearl millet
<u>Austrian Winter</u> pea	<u>Austrian Winter</u> field pea
Cane	Sorghum
Kafir	Sorghum
Milo	Sorghum
Maize	Sorghum (if sorghum)
<u>African Millet</u> Cane	<u>African Millet</u> sorghum or <u>Sourless</u> sorghum
<u>Black Amber</u> Cane	<u>Black Amber</u> Sorghum
<u>Honey Drip</u> Cane	<u>Honey</u> sorghum
<u>Red Top</u> Cane	<u>Red Top</u> sorghum or <u>Sumac</u> sorghum
<u>Martin</u> Milo	<u>Martin</u> sorghum or <u>Martin Combine</u>
	<u>Milo</u> sorghum
<u>7078</u> or <u>7078</u> Milo	<u>Combine 7078</u> sorghum
Hybrid milo	Hybrid sorghum
Clover, Sweet	Sweetclover

Common Errors

Hubam clover  
Madrid clover  
 Melilotus indica  
 Sudan  
Viking trefoil  
Empire trefoil  
Lana vetch  
Willamette vetch

Correct Form

Hubam white sweetclover  
Madrid yellow sweetclover  
 Sourclover  
 Sudangrass  
Viking birdsfoot trefoil  
Empire birdsfoot trefoil  
Lana woollypod vetch  
Willamette common vetch

Descriptive terms, origin designations  
and terms from trademarks

Common Errors

Winter barley  
 Select Sweet sudangrass  
 Fancy bermudagrass  
 Bromegrass, Southern  
 Reseeding crimson clover  
 Creeping red fescue  
 Kansas alfalfa  
 Oklahoma approved alfalfa  
 Utah Grimm alfalfa  
 Northwestern alfalfa  
 Domestic ryegrass  
 Danish orchardgrass  
 John Doe alfalfa  
 John Doe's Lee soybean

Correct Form

Barley, winter type  
 Sweet sudangrass, select quality  
 Bermudagrass, fancy quality  
 Smooth brome, southern type  
 Crimson clover, reseeding type  
 Red fescue, creeping type  
 Alfalfa, Kansas origin  
 Alfalfa, Oklahoma approved origin  
Grimm alfalfa, Utah origin  
 Alfalfa, Northwestern origin  
 Ryegrass, domestic origin  
 Orchardgrass, Danish origin  
 John Doe brand alfalfa  
 John Doe's brand Lee soybean