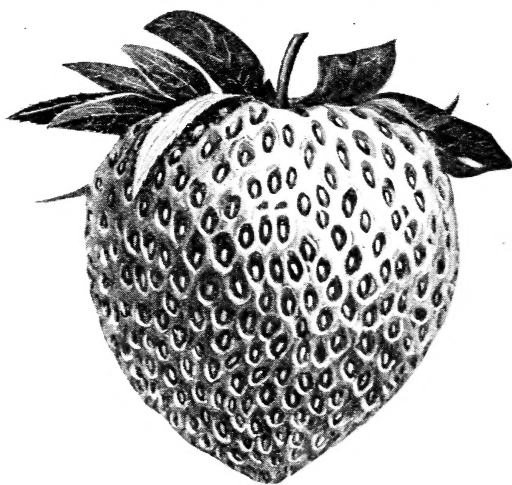


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THE NEW HORTICULTURE
1912



**GREAT CROPS
of STRAWBERRIES
AND HOW TO GROW THEM**

**R.M. KELLOGG CO.
THREE RIVERS, MICH.**

Our Guarantee

W E GUARANTEE that all plants shipped to our customers are grown upon our own farms and under our methods of selection and restriction; that they are pure-bred and true to name, and that a full count will in all cases be given. That the plants are freshly dug and carefully put up in damp packing material, and securely crated or wrapped. (We never place any plants in cold storage, but they remain in the ground where grown until we dig them to fill our customers' orders.) We also guarantee that every package is examined by a competent inspector, and that both plants and package must be in perfect condition before allowing them to leave our hands.

IN presenting this book we ask your consideration of a strain of strawberry plants grown by a concern whose purpose it is to develop a line of strawberry plants adapted to any soil in any country. We have spent years in exhaustive experiments with many varieties, seeking for a line of the best. We do not offer any untried varieties, but the old and tried ones which we have grown under ideal conditions and which we now have built up into a strain of Thoroughbreds that have won the world's highest fruiting record. All we ask is that you read every word in this book and study our methods of producing these plants. If you do this we are confident you will be convinced that the Kellogg strain of plants is what you need to insure success as a strawberry grower.

Our plants are thoroughly and scientifically sprayed throughout the entire growing season, and we guarantee them to be absolutely free from all diseases and insects. Read the Michigan State Inspector's certificate, issued after a thorough inspection of our fields:

Certificate of Nursery Inspection No. 1114

This is to certify that I have examined the nursery stock of R. M. KELLOGG CO., Three Rivers, Mich., and find it apparently free from dangerous insects and dangerously contagious plant diseases.
L. R. TAFT, State Inspector of Nurseries and Orchards.

In short, we guarantee that every detail of the work of producing and shipping plants, so long as they remain under our control and observation, is perfectly carried out. We are exceedingly anxious that every customer shall realize his highest expectations in the direction of success with our plants, and we do everything in our power to assist him to attain this desired result. But we cannot and do not hold ourselves re-

sponsible for plants after our control ceases, and, of course, it is understood that when our plants are turned over to the transportation company we have no further control over them. Should they fail to arrive in good condition it will be due to improper handling or careless treatment while in transit. No complaint will be considered that is not made within five days after receipt of plants. However, we have been growing and shipping strawberry plants for twenty-seven years, and in few instances have plants failed to reach the purchaser in ideal condition; and our plants have gone to all parts of the United States, the Dominion of Canada and to many of the countries of Europe.

With our careful methods of labeling plants it would seem quite impossible that a mistake should occur in the matter of varieties, but we guarantee plants to be true to label with the express understanding that, if a mistake occurs, we are to be held responsible for no damage beyond the amount received for plants.

The fact that we receive orders from the same customers year after year is the best evidence of our success in the work of delivering high-grade plants in perfect condition—a fact further emphasized by the increase, year by year, in the acreage devoted to the production of our Thoroughbred Pedigree strawberry plants.

Substitution

O UR stock of plants for 1912 delivery is limited as compared with the stock of previous years, owing to the extreme drought referred to elsewhere, but they reach the high-water mark of Kellogg quality. No matter how large or small the crop, certain varieties always sell far in excess of other varieties, and this contingency must be reckoned with. When it comes time to ship your order, is it your wish, should we be sold out of any varieties that you have selected, that we substitute some other varieties of equal merit in their place? In making out your order be very explicit on this point. Please note that at the bottom of the order-form page of the order sheet is a blank space with dotted lines for your answer to this question. If satisfactory for us to substitute, write "Yes" on the dotted line. If not satisfactory, write "No." In the latter case we shall return your money for any varieties we are unable to supply. In case you write neither "Yes" or "No" on dotted line, we shall understand it is your desire that we shall use our judgment in the matter. Rest assured that we shall substitute only when it is necessary to do so, even though you give us the privilege to substitute. We make this matter so clear as to avoid delays at shipping time and possible misunderstandings. If you have second choice as to varieties, please indicate what they are; this will aid us very much and also will give you double assurance of getting desired plants.

Short Plant Supply Creates a Great Opportunity

WE present herewith our 1912 edition of "Great Crops of Strawberries and How to Grow Them." The season of 1911 was one that makes certain an unusual season in 1912, for last year was unquestionably the most disastrous in its widespread effects upon crops in the history of the United States, or at least in most of the states east of the Rocky Mountains. The Department of Agriculture reported Sept. 1, 1911, a shortage of 285,000,000 bushels of oats, 390,000,000 bushels of corn, 36,000,000 bushels of wheat and 80,000,000 bushels of potatoes. Including the shortage in rye, barley, and buck-wheat, the total shortage of grain and potatoes aggregates the stupendous amount of seven hundred and thirty-seven millions of bushels; and 14,000,000 tons of hay! The same conditions that produced this vast shortage also have produced such a famine in strawberry plants throughout the country as never before has been known. Reports from strawberry plant growers all over the country indicate that there will not be one-half of a normal crop, and some reports indicate that the crop will fall below that estimate.

Such a curtailment of the plant supply makes it certain that there will be a relatively small area set to strawberry plants in 1912, which insures an unusual demand upon those fortunate enough to be in position to supply strawberries for the next few seasons, and that prices for berries will run very high is not to be doubted. We cannot, therefore, too strongly impress upon our friends the extraordinary opportunity thus created and to advise them of the importance of taking advantage of it by getting in their orders for plants at the earliest possible moment.

Notwithstanding the great shortage of plants, it will be observed that our prices have not been increased as much as the scarcity of plants would warrant. We know that we could sell every strawberry plant we have on all three of our farms at double the prices

we quote in this book, but we do not purpose charging any more for the plants than is absolutely necessary under the conditions which prevail, because we realize that growers of strawberries have suffered severe losses from the same conditions that produced the shortage in plants and in nearly all other lines of agricultural products. As early as August, 1911, we were booking large orders for 1912 delivery. One grower who visited our farms insisted that we sell him 200,000 plants of a single variety. But we declined to book his order for more than 100,000 plants, as we

felt it our duty to protect our other customers by reserving sufficient plants of this particular variety to supply their needs. We take this opportunity to announce that we have established two important branch strawberry plant farms in the West—one at Canby, Oregon, for the Pacific Coast trade, the other at Twin Falls, Idaho, for the Inter-Mountain State trade. These branch farms were established in response to the growing demand for Kellogg Thoroughbred Pedigree plants in the West, and the cordial reception given our branch establishments expresses in a most practical way the high appreciation in

which our strawberry plants are held by the people of that section.

They understand to the full what it means for them in the way of big crops of berries to have Kellogg plants grown in "the Kellogg way" and under their own conditions of soil and climate. As we shall be able to supply the Far West from these branch farms, we are in position to reserve for our patrons east of the Rocky Mountains the bulk of the crop of plants grown at Three Rivers, Mich.

Although the quantity of plants is so greatly reduced, we are glad to say that the quality is fully up to the highest standard of the R. M. Kellogg Co. product. Indeed, we never have grown better plants than those we offer for 1912. Our patrons, therefore, should not delay in sending us their orders for plants at the earliest moment possible, in order to be sure of securing desired varieties.



R. M. KELLOGG



R. M. KELLOGG COMPANY'S BREEDING BLOCK

THE Kellogg Thoroughbred Pedigree Plants have proved their worth by the big crops of fancy berries they produce for the thousands of growers who use them. Webster defines "thoroughbred" as "bred from the best or purest and kept pure for many generations." The word "pedigreed," according to the same authority means "having a pedigree of high and honorable descent." Or in short, having a fixed quality of high excellence. For twenty-seven years the Kellogg plants have been annually selected from mother plants of the highest type with steadily increasing fruiting power, and this entitles them to the name they bear. No grower who would achieve leadership in the strawberry field should fail to set our pedigree plants.

Plant Quality Essential to Success

THERE is no other fact in horticulture more firmly established in the minds of those who intelligently till the soil than that plant quality is a primary element if largest success is to be attained. The fight to establish the value of breeding and selection in the work of developing better live-stock and improving strains of horses, cattle, sheep and poultry, was a long and hard one; but victory came at last to the progressive breeders, and to-day the man who would question the importance of quality in live-stock would be considered a fit subject for inquiry into his mental state. So in the world of horticulture, the long fight for excellence and progress has been carried forward to the point where those who labor for best results and who attain those results, recognize plant quality as the first step to success.

In the strawberry field the fight for high-quality plants was begun by R. M. Kellogg more than a quarter of a century ago. Here it was proved, by the growing of plants the like of which never before were known, that his position was not merely a theoretical one, but was based upon the most practical foundation possible and sustained by the most extraordinary yields of strawberries ever known, not only on the Kellogg farms, but in the fields of thousands of customers who set out the Kellogg plants and grew them in "the Kellogg way."

Therefore, in presenting for their consideration the plants we offer to our patrons for 1912, we realize that it is unnecessary to go into details so far as our old customers go—their own successes in the past being our guarantee of their continued

favours. But to those who for the first time are considering our plants something by way of explanation of the causes which give to these plants special value may not be amiss.

There are six essential features in what is popularly known as "the Kellogg way," and in this book the reader will find them fully described, and in such a clear and simple way as to make it easy for the novice to follow them. As we have indicated above, the first of these features is plants of high fruiting power. The best soil in the world, combined with the most careful cultural methods, will not succeed in producing big crops of strawberries from poor-quality plants. By our methods of selection and breeding we succeed in producing the best plants in the world.

The second step on the way to success is carefully prepared soil, so filled with plant food and in such excellent mechanical condition as to make it in every way capable of responding to every demand made upon it.

Third in order we place intelligent cultural methods, by following which both plants and soil will do their best and make the desired results certain.

Scientific spraying of the plants to protect them from insect pests and fungous diseases. Proper spraying keeps the plants clean and promotes vigor and productivity.

Then comes mulching, which in northern latitudes carries the plants through the severest winters, brings them out in the spring in readiness to do their work satisfactorily, and in all latitudes provides a clean sweet floor on which the fruit may ripen and go to market free from sand and soil.

And last, but not least by any means, are pick-



THREE KELLOGG THOROUGHbred PEDIGREE PLANTS SHOWING FULL ROOT AND CROWN DEVELOPMENT

THESE three plants were taken from the soil in such a way as to preserve the full root system, so that we might show the great feeding capacity of the plants. It is this wonderful root system that stores up in the crown or body of the plant the vitality which the plant subsists upon while traveling from our farm to the customer, and which results in its immediately starting to grow with great vigor after setting and in the production of big crops of fancy berries that always bring big prices.

ing, grading, packing and marketing the strawberries. The grower who follows our methods in these respects will never fail for lack of customers and at the highest prices (See letter of J. D. Alexander, on Page 11.)

The Kellogg Thoroughbred Pedigree plants described in these pages are carefully selected from mother plants of proved fruiting vigor. We grow these plants under the most ideal conditions possible to provide. And every plant we offer for sale is of our own production. The methods we have described above as being essentials to success are faithfully carried out in our own fields, and we confidently assert that they represent the highest type of strawberry plants ever produced, and are possessed of the most remarkable fruiting powers. This statement is based upon the records sent us by our customers. O. J. Wigen, for instance, writes us from Wyndel, B. C., to say that he grew 45,000 quarts of strawberries from four acres of our Thoroughbred plants, and never a season passes but an order for additional plants comes from Mr. Wigen. The letters which we can find space for in this book are only a very limited selection from thousands of encouraging words that have come to us during the past few months from customers, all of them pleased and grateful because of their success attained through growing our plants.

Once a customer, always a customer, is the rule with us. Some of them have ordered plants from us for twenty-seven years. Francis B. Harrington

of Worcester, Mass., (see illustration on page 7) sent us his initial order in 1904, and has ordered a generous number of plants every season since, as the following table indicates:

1904, - -	\$18.75	1908, - -	\$29.75
1905, - -	26.90	1909, - -	24.40
1906, - -	25.80	1910, - -	22.50
1907, - -	30.50	1911, - -	12.50

This tells the story more eloquently than we can express it in words. In his note the reason for the decreasing number of plants in later years is explained by the fact that the development of the city of Worcester has compelled him to restrict the area of his strawberry field.

Not only do we have the confidence of our old customers, but we are pleased to have substantial evidences of the endorsement of our work and methods by the scientists of the Agricultural Colleges and Experiment Stations of the country, most all of which use our book as a text book in their horticultural classes. Indeed, the establishment of our branch farm in Oregon came about through a letter from one of the professors in the Oregon Agricultural College, in which he said that in view of the fact that Oregon strawberry growers wanted very much to use Kellogg plants, he thought we were missing a great opportunity when we failed to supply this demand with plants grown under Pacific Coast conditions.

And in a Bulletin devoted to strawberry growing recently issued by the Idaho Agricultural



A KELLOGG THOROUGHbred PEDIGREE PLANT AT BLOOMING TIME

PLEASE note the perfect development of the flowers; also how evenly they are distributed throughout the plants, which shows that every crown must be of high fruiting quality. A perfectly developed flower insures strong and vigorous anthers filled with fertile pollen. It also insures pistils that are ready to receive the pollen at the proper time. Plants of such wonderful vitality invariably insure a big crop of fancy berries. This means prosperity for the grower, for unflinchingly he pleases patrons.

Station, Moscow, Idaho, appears the following:

PEDIGREE PLANTS. In case the grower has not the time or inclination to select his own plants, they may be secured through several reliable firms. The R. M. Kellogg Company of Three Rivers, Michigan, is making a practice of sending out nothing but pedigree plants. Much has been said lately regarding the merit of these so called plants. Their method of obtaining them is a matter of selection. Undesirable characters are eliminated as fast as time will permit. Thus by their process of long continued selection, they have made rapid strides along the lines of improvement.

We do everything we can to help our customers start right and stay right and to win complete success. One of our customers sold nearly \$900 worth of strawberries from the first acre he ever grew. This was a splendid record, but it indicates what may be done where Thoroughbred plants and the Kellogg way are employed. Let us help you to make a record in the growing of big crops of big red strawberries! It will give us pleasure to serve you, and we are sure you in turn will find not only pleasure but large profit in the work.

Suggestions for Beginners

IN giving our methods for growing strawberries in this publication, we endeavor to make them so plain that the beginner may easily understand and follow them. We suggest that you read our Book from beginning to end. Study the cultural methods carefully and thoughtfully. Then, if there is anything you do not understand, write us. Ask all the questions you wish, but be sure and put your questions on a separate sheet from your letter and number your questions. This will enable us to answer them more accurately and more satisfactorily than we possibly could do if

your questions were mixed in with a long letter.

We always are greatly interested in those who are just beginning to grow strawberries either for market or for home use, and it gives us great pleasure to advise or assist them in any way that we can. If you will consult us we pledge you our most loyal assistance in the direction of success.

One of the mistakes often made by beginners who wish to grow strawberries for market is the setting of too large an acreage at the start. We advise you to begin in a small way. Do not start with more than one or two acres. You can increase your acreage from year to year as your experience and conditions warrant. If you have a large family of boys who have the work fever, and you are located near a good market, you could possibly start with from three to five acres. Those who want berries for family use should not set more than from three hundred to one thousand plants. The number of plants set will, of course, depend upon the size of your family. Five hundred strong plants, well cared for, will yield enough berries for a family of five or six, so that they may have all the berries they will use three times a day through the entire fruiting season, with plenty to can and preserve for winter's use. Besides this, enough could be sold to pay for the plants and all other expenses incurred in growing the berries.

Here is a letter of appreciation from a beginner, George E. Gunn of Salt Lake City, who came to us for instruction: "I wish to thank you for your letter of August 29, and to compliment your company upon it, as it shows you are wide awake and that the man who wrote that letter was taking an interest in the affairs of others and ready to answer their questions intelligently. He answered some questions which I was very much interested in, and it was very valuable for me to know." Mr. Gunn is a business man of



A KELLOGG THOROUGHbred PEDIGREE STRAWBERRY PLANT IN FULL FRUIT

IN studying this picture please keep in mind the fact that this is not an imaginary drawing, but an actual photograph. The lower leaves were removed so that the camera might reproduce the great load of berries. It is needless to say that no other except a thoroughbred which has been scientifically selected from a long line of heavy fruiting ancestors could develop such wonderful fruiting capacity. Such fruit and such extraordinary yields are to be had only from the highest quality plants.

large interests and broad experience. He will succeed in strawberry growing just as he has in other lines of work because he is not afraid to ask questions and follow good advice.

Some beginners feel timid about writing us; they apologize for taking up our time. We do not want you to feel that way. As busy as we are, we would rather answer fifty letters from one beginner who purchased only five hundred plants from us and have him succeed from the very start, than to sell that same fellow ten thousand plants and have him fail through hesitancy on his part to ask for our help. And so we say, come on with your questions, and give us an opportunity to start you right in a most delightful and most profitable business.

How to Secure a Perfect Stand of Plants

STRAWBERRY plants are exceedingly hardy, and as a general rule, it is very easy to get a full stand. Plants begin growing within a few days after they are set out, especially when weather conditions are favorable. Should the plants not start growing at once, do not become discouraged, but continue cultivating and hoeing. This will make a dust mulch which will draw the moisture around the plants, encouraging the feeding roots to take hold, and a new growth will soon start from the crown. Should an occasional plant fail to grow the runners from adjoining plants may be layered so they will fill in the vacant places.

If, for any reason, your stand of plants is poor, give the plants which do live good care, and allow them to make a large number of runners. When hoeing, draw the soil with the hoe blade over the runners just back of the node where the

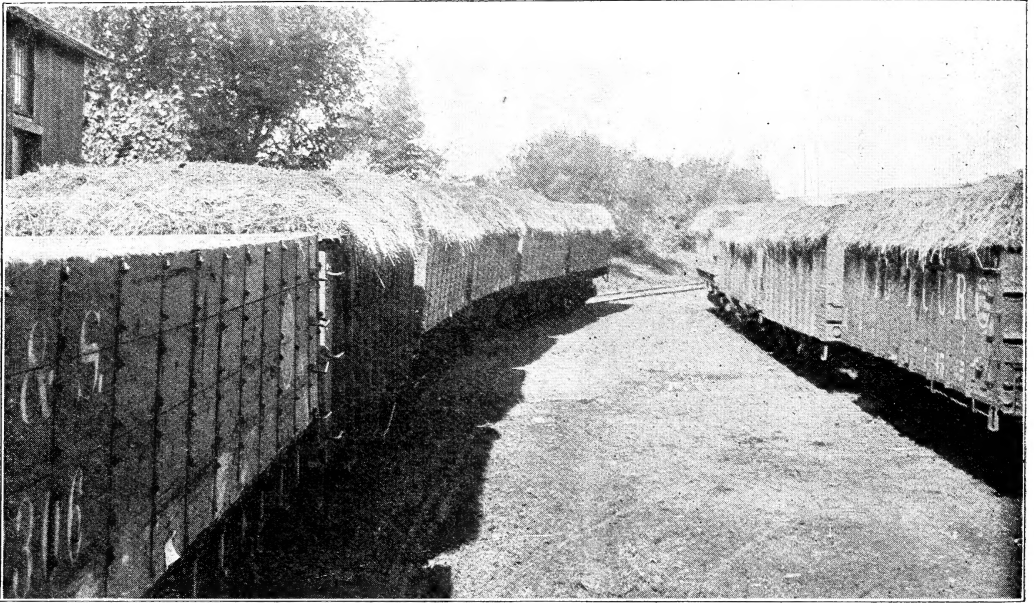
young plant is forming. This will aid the young plant to take root quickly. In the fall, when the soil is quite moist, take up the best of these runner plants, allowing as much soil to adhere to the roots as will, and set them wherever the plants failed to grow. By following this plan you easily can have every row completely filled in by October 1st, and possibly earlier, and by transplanting the plants in this manner they will not be checked in growth and will give you a good crop of berries the following spring.

Time to Set Plants

OUR twenty-seven years' experience in growing strawberries has convinced us beyond all doubt that the early spring months is the best time to set plants. We begin digging and shipping plants at our Michigan farms in the latter days of March and continue, as a rule, through the month of May. From our Canby, Oregon, farms we begin to ship plants about February 1, and from the Twin Falls, Idaho, farm about March 1, continuing throughout the season. In most states April is the ideal month to set plants. The earlier you can get the plants into the ground the more certain you are of getting a full stand. We never ship any plants during the summer or fall months. We refuse to take your money for fall-shipped plants because we do not want to accept your money when we know full well that we cannot give you your money's worth.

Fertilizing and Preparing the Soil

THE best of all fertilizers for strawberries is barnyard manure. It is the one great plant and fruit builder. During the winter and early



TEN CARLOADS OF PLANT FOOD

WHEN you set the Kellogg Thoroughbred Pedigree plants which have been scientifically grown under the most ideal conditions you are setting a strain of plants that will make you the "first fiddler" in the strawberry orchestra. The heavy growth of cowpeas and vetch turned under, together with the liberal dressing of manure, potash, acid phosphate and ground limestone, tones the soil up to the highest pitch. This soil preparation insures the building of plants that are perfectly developed in all of their vital parts, and this in turn guarantees to the grower the production of big crops of big red berries.

spring months scatter evenly over the ground from twelve to twenty tons of manure per acre, the quantity used depending largely upon the present condition of your soil. In the spring, just as early as your soil will do to work in, plow the manure under, following with the harrow as early as possible so as to pulverize the clods before they have time to become hard. Continue the harrowing until the soil is made fine to the depth of the plowing. Then go over the soil with roller or float so as to press the soil grains firmly together. This leaves the soil in ideal condition for the tool which is to make the marks for the rows. This tool should be light so as to make merely an indentation in the soil and not a furrow. We like to have the plants set on a level with the surface as nearly as it is possible to do so, except in some cases which will be explained later on. If you are to grow berries in the single-hedge, double-hedge or narrow-matted row, you should make the rows three and one-half feet apart and set the plants two feet apart in the rows. For hill culture rows should be made from twenty-four to thirty inches apart, setting the plants from twelve to fifteen inches apart in the rows.

The Care of Plants

WHEN you receive our plants they will be securely packed. The plants will be tied in bunches of twenty-five plants each, and each bunch will contain a label bearing the name and sex of the variety. The package or packages should be opened in a cool, shady place. Each variety should be put into a basket or box to itself, leaving the labels in the bunches so as to

prevent any chance of getting the varieties mixed. The tip ends of the roots should be cut back from one to two inches, using shears or knife, before the bunches are opened. We will do the pruning for you if you wish. Should you desire us to do so, mention it on your order. When plants are taken to the field to be set they should be kept



WRITING from Rockford, Ill., A. E. Lindsay, whose home and strawberry patch are here shown, says: "I bought some plants of a local dealer a few years ago but did not have very good luck with them, so concluded that raising strawberries did not pay, but a friend came along and advised me to send for some of your plants. I never saw anything to equal them. The way your plants got down to business was a wonder. I picked 100 quarts the first year, and the last year I must have gathered fully 200 quarts. I am sorry for anyone who wastes time on any but pedigree plants."



HAS BOUGHT KELLOGG PLANTS EVERY SEASON FOR EIGHT YEARS WITH SPLENDID RESULTS

WITH the photograph from which the above half-tone was made came the following letter from Francis B. Harrington of Worcester, Mass., written under date of August 25, 1911: "In 19.4, I placed my first order for plants with R. M. Kellogg and have continued to do so for each succeeding year, which in itself shows that I consider Kellogg plants the best to buy. The rapid expansion out my way of the city of Worcester has compelled me to cut down my acreage, hence the decreasing numbers of plants purchased in later years. I follow your methods of growing strawberries from transplanting to picking as told so completely in your catalog. The average yield per acre for several years is 5,000 quarts, although I have had portions of the field yield at the rate of over 7,000 quarts per acre." The longer one grows the Kellogg plants the more he appreciates them.

covered and in as cool and as shady a place as possible.

If for any reason you are detained for a day or so in setting the plants after they arrive, open the packages, take out the bunches, and lay them, unopened, in rows on the floor of a cool, damp basement; or a shed with a dirt floor is an ideal place. When this is done, wet gunny sacks or old blankets and lay over the plants to keep the air from them.

In case the setting of the plants must be deferred for several days after they arrive, heel them in. Make a trench or furrow in a cool, shady place, and set the bunches, unopened, in the furrow, with roots extending down to the bottom of the furrow. Fill the soil back into the furrow and press it firmly against the bunches of plants, being careful to have the crowns and foliage above the surface; also see that no roots are exposed. At night wet the ground where the plants are heeled in, soaking it thoroughly. Should you have reason to believe that the plants must remain heeled in for a week or more, then the strings which bind the bunches should be cut and the plants spread out before placing the soil back into the furrow. In this case, also, wet the ground at night

Mating the Varieties

IN SETTING the plants, be careful to get the pistillates in rows between rows of bisexuals. This will insure perfect pollination, which in turn insures perfectly formed berries and lots of them. We find the dibble the best tool for setting plants. However, a spade or long-handled shovel can be used. Be careful to have the openings in the soil

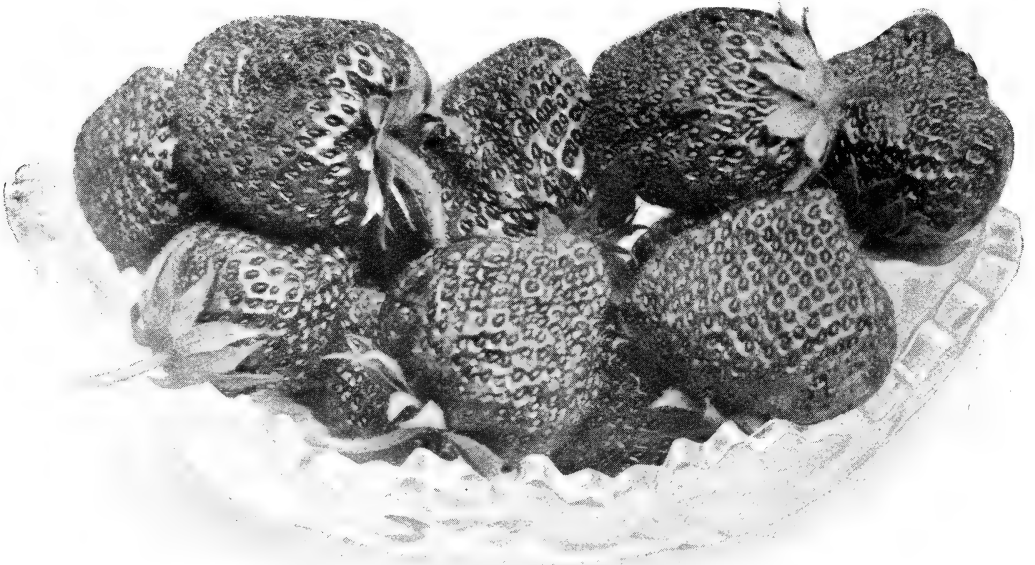
made large enough so that you can put the roots of the plants down straight into the soil. Press the soil firmly against the roots, being careful not to cover the crowns of the plants.

Cultivation and Hoeing

AS SOON as plants are set you should follow up with a cultivator. You also should hoe shallow around the plants. This hoeing and cultivation will make a dust mulch which will hold the moisture about the plants, encouraging the feeding roots to develop at once. Cultivation should be continued every eight or ten days throughout the entire growing season, unless the ground is wet. Always cultivate after a rain as soon as the soil will permit. The soil should be broken up shallow around the plants often enough to prevent crust from forming. By cultivating and hoeing in this manner you will keep down all weeds and obnoxious growth. It will keep a dust mulch around the plants which will hold moisture and which will keep the plants growing very vigorously.

Managing the Runners

IN about four weeks after the plants are set they will begin to send out runners. If you wish to practice the hill system, all runners should be pinched or cut off as fast as they appear. Should the single-hedge row be your preference, then allow each plant to make two runners and each of the runners should make one or two plants. These should be layered directly in line with the original row. This can be done by drawing the soil over the runner cords just back of the young plant when hoeing. For the double-hedge



STAPLES AND COLUMBIA--TWO ADDITIONS TO OUR LIST

IN this dish are shown berries as produced by the Kellogg strain of Staples and Columbia varieties, which we offer for the first time. Staples is an old and tried variety and succeeds almost everywhere, while Columbia is of recent origination and is succeeding almost everywhere it has been tested. We are sure that Staples will please everyone who wishes to grow big crops of highly colored berries, and those who have not tested Columbia we urge to do so, as we know they will be greatly pleased.

row allow each plant to make four runners, layering the runners so as to form a continuous row of young plants on each side of the original row. When the double-hedge row is completely formed you will have three continuous lines of plants. For the narrow-matted row allow enough runners to form to make the row of plants about fifteen or eighteen inches wide, but do not allow the plants to set too thickly. They can be thinned out while hoeing. After the rows are formed according to your liking, the balance of the runners should be cut off as fast as they are sent out.

When your plants are a year old and begin fruiting, they will continue to send out many runners. It is not necessary to remove these. We have experimented by cutting runners off from the fruiting plants, but sufficient difference in the quantity or quality of the berries was not observed to justify the work.

Removing the Blossoms

IN a short time after the plants have been set they will begin to blossom. These blossoms should be removed by pinching or cutting them off. The plants should not be allowed to fruit the first season they are set. Plants which are set in the spring of 1912 will produce their first crop of berries in the spring of 1913.

Mulching

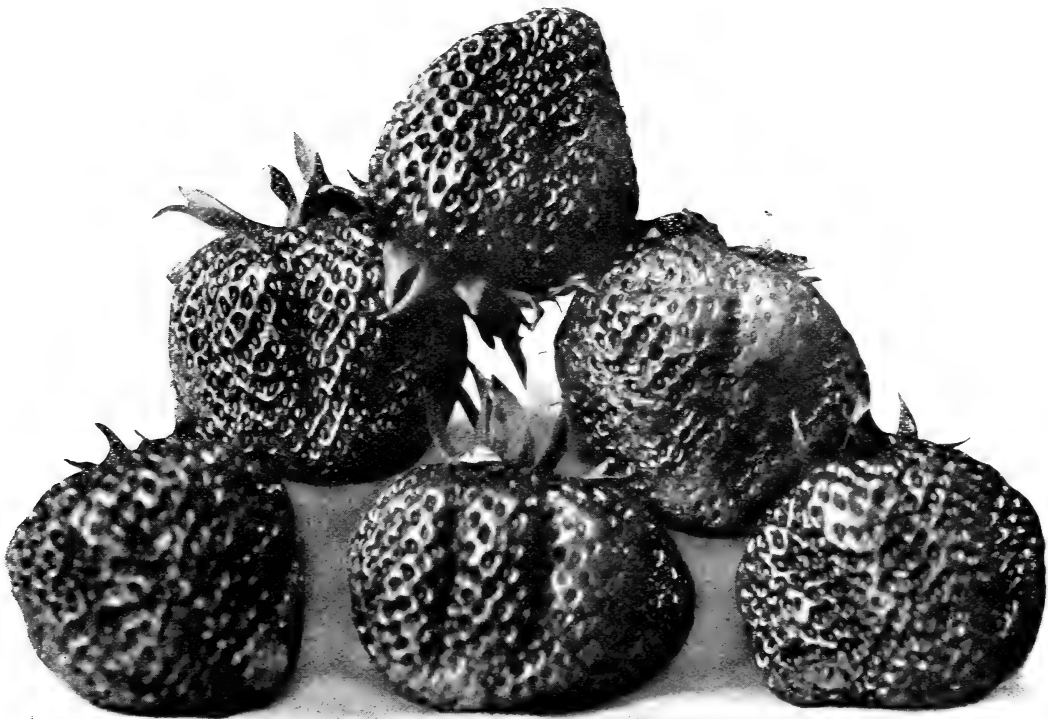
IN the early winter cover the plants with some kind of straw or marsh hay. This covering should be put on very lightly, just enough to shade the plants. About three large two-horse loads is sufficient for one acre. Leave the mulch undis-

turbed until the plants begin to grow the following spring. Then, with a fork or rake, part the mulching directly over the row. In making this opening in the mulching see that it is wide enough to allow the plants to grow without any obstruction. The mulching should remain between the rows to hold moisture and to keep the berries clean at fruiting time.

Spraying the Plants

FORTUNATELY, the strawberry has but few enemies. However, there are some insects which work upon the plants. Therefore, we give you these suggestions in spraying so that you may know what to do in case insects attack your plants. For any insects which eat holes in the leaves of the plants spray with arsenate of lead, using three pounds of the lead to fifty gallons of water. Put the lead into a three-gallon bucket; pour over it enough water merely to moisten. Then with a mallet similar to a potato masher pulverize it thoroughly, adding water as you pulverize, until you have made it into a creamy paste. Add this to fifty gallons of water and mix thoroughly. Generally one spraying will destroy any leaf-chewing insect.

For any fungous trouble, such as leaf-blight or mildew, use lime-sulphur solution in the proportion of two gallons of solution to fifty gallons of water. This material may be purchased from any manufacturer of spraying materials. However, it is unnecessary to spray at all unless some insects are working upon your plants or some fungus is present upon the foliage. We may say here that the reason we spray our plants contin-



KELLOGG'S PRIDE OF MICHIGAN, THREE-FOURTHS SIZE

SINCE 1905, when we first offered Pride of Michigan to our patrons after several seasons of careful test, this great variety has grown steadily in public favor and today it is recognized the country over as being the greatest of the late fancy fruits. The letters we receive from customers all over the country fully endorse all that we have said respecting this wonderful variety.

The illustration above indicates the attractive form and great size of this variety, but the artist could scarcely show in colors its bright beauty, and no one can ever imagine the fine flavor without sampling them.

Referring to his experience with Pride of Michigan, S. B. Butler of Hartford, Mich. writes us under date of May 5, 1911: "I have the finest patch of Prides of Michigan in this country and the beautiful fruit they grow is indicated by the fact that I sold seven berries for \$7.00. I took these particular berries down to town and held them up in my hands. Two Chicago men came along and began bidding on them and ran them up to \$7.00, or \$1.00 apiece. They said when they got back to Chicago they would show the people there the finest specimens of strawberries they ever saw."

J. M. Greek of Prospect, Ohio, Feb. 20, 1911, says: "Your plants are the best I ever saw. I grow plants on a plot about 100 feet square, but always seek the best. Pride of Michigan is fine—great big fellows. The plants I have are from your farm."

usually throughout the entire growing season is to insure every customer who purchases Kellogg plants against any insects or plant diseases. In this connection let us say that arsenate of lead has almost altogether supplanted Paris green as an insecticide, while the lime-sulphur solution is generally recognized as more effective than Bordeaux mixture. Our own observation and experience confirm this view, and we therefore advise the use of arsenate of lead and lime-sulphur solution as above indicated.

How to Handle Wet Land

LOW, marshy land which is not subject to overflow often produces record crops of berries. Such land should be prepared the same as any other land, but the method of setting the plants should be changed. In wet land there should be a ridge made for every row of plants. This can be done with a common breaking plow, by throwing two furrows together, known as a back furrow. When these ridges are all made, run a roller lengthwise over them so as to press them

down. The rows of plants may be set on top of these ridges. This method is followed in southern Texas where the land is marshy and wet. It also is followed in some irrigated districts of California. We recommend this plan in any low soils or in any country where such heavy rains fall as to cause the water to lie on the ground for any great length of time.

Growing Strawberries by Irrigation

IN setting strawberry plants in soil which is to receive its moisture by irrigation, a furrow should be made where each row of plants is to be set. In making these furrows a tool known in all irrigated districts as a corrugator should be used. These tools may be set so as to make two furrows at a time, three and one-half feet apart. After the furrows are made, run water into them until the soil is thoroughly wet from eight to ten inches on each side. After the soil is dry enough to work, set a row of plants along the side of each furrow about four inches from the edge. The water should follow the men who are setting



A PLATE OF BRANDYWINES

BRANDYWINE is one of the good old standard varieties that has held the confidence of growers from its introduction more than twenty years ago. It is one of the big money makers all along the Pacific Coast, and many California growers plant Brandywine exclusively. It is as popular in the East as it is in the West, and justly so, because of its reliability and the beautiful berries it grows in such large quantities. We can ship plants of this variety from our Oregon, Idaho and Michigan farms.

and continue running until the soil is thoroughly soaked all around the plants. This will furnish sufficient moisture to start the feeding roots. Leave the furrows undisturbed until after you irrigate the plants again, or until the plants have attained sufficient growth to make a row across the field so plain that you can follow it easily while cultivating. Then, cultivate as soon as the soil will permit, and continue cultivating every week or ten days until the plants indicate that they require more moisture; then irrigate again. Continue irrigating and cultivating in this manner throughout the entire growing season, irrigating, of course, only as moisture is needed. This can easily be determined by the appearance of the plants, also by the appearance of the soil when you dig into it. The preparation of the soil and all other work connected with the growing of strawberries is the same in an irrigated country as in any other.

The Ridge System

SOME growers in irrigated countries, especially in California, prefer the ridge system. Take an ordinary breaking plow and throw two furrows together. This makes a good wide ridge. The ridges should be about three and one-half to four feet apart. Draw a roller or float over the ridges so as to make the tops flat and firm. Run the water into the furrows between the ridges until the soil is soaked to the top of the ridges. Then, set two rows of plants on the top of each ridge. When the plants are set on the outer edges of

the ridge, the rows are made about twelve to fifteen inches apart, and the plants may be set from twelve to fifteen inches apart in the rows. Follow the hill system. Growers who follow this system claim that it overcomes the necessity of mulching to keep the berries clean, as the water never makes the soil wet enough on the top of the ridges, where the berries ripen, to soil the berries.

Picking, Packing and Marketing

DO NOT pick strawberries when the vines are wet from dew or rain, unless the season is wet and local conditions make it necessary to do so. Do not jerk the berries off, but pinch the stem with the thumb nail leaving a short piece of stem to each berry, which will aid the berry in shipping and also will give it a better appearance. Berries which are to be shipped a long distance should be picked before they become fully ripe. Berries which are to be marketed at home may be perfectly ripe before picking. Pick over the vines every day or as often as enough berries ripen to justify it. When picking, put the fancy berries in boxes by themselves, avoiding the necessity of handling the berries the second time in order to sort them. See that the berries are the same all through the box, and pack the fancy berries in the box nicely by laying the top layer of berries in rows with stem ends down. This gives them such a beautiful appearance that they will sell for twenty per cent. more than they would if this was not done.

See that your boxes and crates are clean and

Copyright 1911 by R. M. Kellogg Co., Three Rivers, Mich.



TWO FENDALLS FILL A WATER GLASS

THE Fendall produces as large berries as we ever have seen, and it is exceedingly productive. It wins friends wherever tested because growers have found Fendall to be very profitable. It has won a place among the leaders and is now recognized as one of the "stand-bys." Whether growing berries for market or for use in the home, you should have some Fendall.

neat. Whether you sell through commission merchants, retail grocers, or direct to the family trade, see to it that your berries are superior in every way to those of your competitors. This will bring customers to you, which will save you the trouble of hunting customers.

Treatment of Plants after Fruiting

AFTER the plants have fruited mow off the foliage, using an ordinary two-horse mowing machine or sickle or scythe. The size of the patch will determine the kind of tool which should be used. If the foliage dries quickly after being cut off—say within forty-eight hours—the entire patch may be burned over by setting fire on the side of the patch from which the wind is coming. The wind will blow the fire over the field quickly and it will consume all of the mulching and foliage without injuring the crowns of the plants. Should conditions not permit the burning over, rake up the refuse and haul it off the field. After the mulching has been taken care of either by burning or hauling away, take a common breaking plow and throw a furrow from each side of the row into the center of the space between the rows. This will leave a ridge or back furrow between every two rows of plants. This may be leveled down either with a five-tooth cultivator or with a harrow. It is well to use a harrow going both north and south, and east and west over the patch. This levels the soil and draws enough fine soil over the crowns of the plants to permit them to make their new root system. Should you not care to use a breaking plow to narrow down

the rows, take a two-horse corn-cultivator and tear out the sides of the rows, leaving only a narrow space in the center. Harrow the same as with the breaking plow, and be sure and use a harrow which will permit the teeth to be slanted backward, so that it will not tear out the plants. After the plants begin growing, cultivate and hoe the same as with newly set plants. When hoeing, cut out all the weaker plants, leaving only the strongest and best ones.

By following these suggestions you can get a large crop of berries the following spring, making two big crops from one setting of plants. After the second crop of berries is picked, plow the plants under and sow forty to fifty pounds of winter-vetch seed per acre. This is one of the greatest legume crops ever grown, and the best crop to prepare the ground for another crop of berries.

When Competition Doesn't Count

FREMONT, O., July 17, 1911.

R. M. KELLOGG CO.,
Three Rivers, Mich.

Gentlemen:—Hurrah for the Kellogg thoroughbred strawberry plants. This season with me marks a new experience, but my thoroughbreds brought me through safe and sound and on top.

It was just this way: Shortly after the season had started, I found the market flooded with strawberries, and strawberry growers everywhere were trying to get rid of their strawberries, and in their frantic efforts they actually sold them at from \$1.25 to \$1.50 per crate of 32 quarts.



KELLOGG THOROUGHBREDS ON THE FARM OF F. W. WHITEHALL, LONDON JUNCTION, ONTARIO

THOUSANDS of our customers are located in Canada, representing every province. We are glad, therefore, to present this fine view of Mr. Whitehall's field of Kellogg plants. Mr. Whitehall in his letter speaks especially of his admiration for Pride of Michigan, saying that "as a fancy berry it cannot be excelled." He continues: "The unusual vigor of Thoroughbred plants I have fully demonstrated as, owing to a late wet spring, my plants remained heeled in for two weeks, and I do not believe that one per cent. of them failed to grow." It is such records as these that hold and increase the trade of the Kellogg Company.

Now, while all of this flurry and sacrifice was going on, my Kellogg thoroughbreds were bringing me from \$3.20 to \$4.80 per crate of 32 quarts, according to size of berries; and it was impossible for me to supply the demand at this price, and many of my customers had to be disappointed. My motto is: grow the best strawberries that can be had, fill the boxes full of good, ripe fruit, and

market them as soon after picking as possible, while they have that fresh, appetizing appearance so familiar to them when first picked from the vines.

I cannot refrain from giving you one of the many complimentary experiences I have enjoyed at the hands of satisfied customers. One of the prominent ministers of our city called on me for berries. He thought the price, \$3.20 per crate, a little high, since other growers were selling for \$1.50 per crate. However, he bargained for a half-crate at the price, \$3.20 per crate. A few days later the same gentleman returned for more berries, and told me that, after sorting the berries ready for canning, he and his wife put some of them back into the baskets to see how they would hold out, and to his surprise, he said that the baskets were filled by them. "Now," he said, "I do not want to flatter you, but your berries are cheaper at 12½ cents a quart than other berries on the market are at 8⅓ cents a quart."

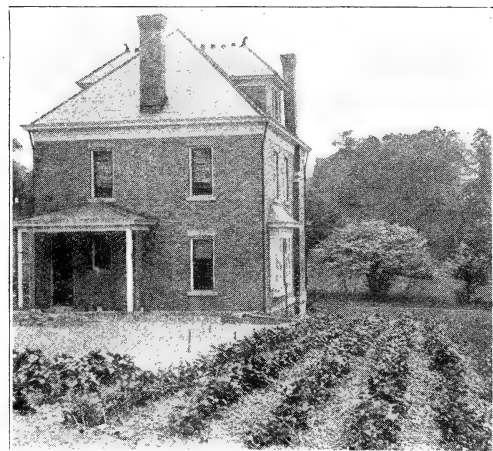
Wishing you continued success in your strawberry culture, I am,

Yours very truly,
J. D. ALEXANDER.

Kellogg Plants Cheap at ANY Price

FROM Arthur Willhite of North Pleasureville, Ky., under date of February 15, 1911, comes the following:

"You will find herewith enclosed order for 3000 of your Thoroughbred Pedigree plants. I have been ordering plants of you for six years, and haven't sent you a word about my success. I have had fine success with all the plants I got of you. Your plants are somewhat higher in price



THIS illustration is from a photograph of the home and strawberry patch of Seth V. Green, Butler, Pa., taken in the summer of 1911. Mr. Green gathered more than two bushels of berries from this small patch, the first picking being June 1 and the last June 30. His Pride of Michigan were very large; Glen Mary and Senator Dunlap fine in every way.

Address all communications and make all remittances payable to R. M. KELLOGG CO., Three Rivers, Mich.



R. F. SHARF'S FIELD OF THOROUGHBREDS AT WHITE PIGEON, MICH.

THIS view was taken just 120 days after these Kellogg plants were set out, during which there were 42 days of terrific drought. But Mr. Sharf is an old employee of the Kellogg Co., and knew just how to meet the emergency. The varieties are Senator Dunlap, Warfield, Sample, Dornan, Haverland, Brandywine and Pride of Michigan—a very excellent selection.

than others sell them for, but they are *ten times as high in their power to produce big, fine berries*, so I think they are awfully cheap in the final windup. I find by experience that it pays better to set your plants at your price than it does to set their plants as a free gift.

"I have bought plants of a good many strawberry men and have quit them all, for 1910 satisfied me. I had a good crop in 1910, grown on the plants I got from you in 1909. There were no berries in my section in 1910 excepting mine, and I had fine, big berries; and I want to say right here that Kellogg's Thoroughbred Plants are good enough for me. Experience has taught me this: I have been raising strawberries for ten years, and I want to say if I could not get Kellogg's plants I would quit business. I could tell you a lot more about your plants, but I guess I had better quit. May God bless your company for the good work you are doing."

Importance of Well-bred Plants

R. L. Watts, horticulturist of the Pennsylvania Agricultural College, recently wrote a paragraph on the importance of planting good seeds which applies with equal force to strawberry plants, and it is so suggestive that we reproduce it here: "Vegetable growers are open to severe criticism regarding the character of the seeds which they plant annually. Variations are so great with all classes of seeds that the whole question demands attention. The most progressive corn growers of the West know the importance of using the best seed, and a vegetable grower here and there is awake in regard to this question, but the rank and file of the army of truckers and market gardeners give the matter very little thought. The breeding plots at the

Pennsylvania State College indicate most emphatically that certain strains of Jersey Wakefield cabbage will make \$100 more per acre than other and poorly bred strains. Selections of seed made at the college have done remarkably well, thus indicating that it is possible to breed seed that will produce satisfactory results."

We Always Welcome Investigation

THE following letter received from W. H. George, Edgewood, Pa., is suggestive, and we hope others, when in doubt, may adopt his course:

"We are novices in the business, and must admit that we have been rather skeptical about some of the great crops of enormous berries you show and speak of, and, as you request doubters to write to any of your customers, we selected one at random, Mr. E. J. Brown, Bloomsburg, Pa., and such a letter as we got in reply—you have none to equal it. We decided that if your plants were so good for him they ought to be some good for us, as we are after the same coin that he is after; and if we don't equal him in percent, it will not be for lack of effort."

Kellogg's Plants Make Britisher Weep

AMONG the foreign shipments made by the R. M. Kellogg Company in the spring of 1911 was one composed of 150 plants to Mr. Edmund Wiseman at Luton, England. Writing to an American friend, under date of May 10th, 1911, Mr. Wiseman says:

"One of Kellogg's catalogues arrived in due course and I read it carefully and with increasing interest. I had no intention of ordering at first, but as I read on I began to feel convinced that I must try what I could do with those grand Amer-



MORE THAN \$760.00 FROM FIVE-EIGHTHS OF AN ACRE

THIS is a very beautiful field of strawberries as all will admit, but "beauty is as beauty does," and under this test it stands out even more prominently. J. H. Gage, of Ray, Ind., writes concerning his fine field: "This is one field of your Thoroughbred plants that yielded me 156 bushels on five-eighths of an acre. I sold my fruit for 14 cents a quart by the crate, or 15 cents for a less quantity. Other growers sold theirs at 'three for a quarter' and had to hustle to get rid of their crop, while mine were taken as fast as they were picked, and then I could not supply the demand." Never can supply the demand for such fruit.

ican strawberry plants. So ordered 25 each of several kinds. They are Longfellow, Virginia, Heritage, Buster, Senator Dunlap and Helen Davis—wee, tiny little plants (plenty of root though) but didn't appear to have strength enough to pull through after their trans-Atlantic trip. But after a fortnight nearly all of them are 'going it strong'—leaves developed and even flowers. The gardener seemed inclined to shed tears, and remarked, 'This beats the old country anyhow.' I am much surprised to see how they have looked up in so short a time."

Never Found a Poor Kellogg Plant

UNDER date of June 5, 1911, Wm. T. LeFevre, Horticulturist in charge of the Bitter Root Valley Irrigation Company's work near Hamilton, Mont., writes: "While I was connected with the college at Bozeman I referred a great many inquirers to you, and took particular pains to inspect the plants when they came, and of the many shipments that came in, some very late in the season, I never found one plant that I thought would not live."

This is the record of our Thoroughbred Pedigree plants wherever they are properly treated. And referring to "pedigreed plants," we take pleasure in quoting herewith from a recent address of Leonard Coates of Morganhill, Calif., before the Pacific Coast Association of Nurserymen, what that authority had to say on the subject: "An increasing number of fruit growers all over California believe in pedigreed trees, the theory and practice of selecting individuals from which to propagate being warmly upheld by Prof. F. T. Bioletti of the University of California, Mrs. M. E. Sherman of Minnewawa and others. The term 'pedigreed' implies exceptional and fixed quality,

and that is what we desire. Pedigreed stock is simply the propagation of selected plants, whether bud variants, mutants, or by whatever name they may be known to scientists."

Kellogg Plants Not Sold by Agents

THE Kellogg Thoroughbred Pedigree plants are not sold by agents or by any other nurserymen or seedsmen. The only way you can secure the genuine Kellogg plants is to order directly from the R. M. Kellogg Co. Sometimes neighbors form a club and send in a single order to us, and this we always are glad to have them do. Many agents carry our book and claim to be selling our plants, but there is no agent anywhere authorized to represent us as our agent or to sell our plants. Some agents who claim to sell our plants buy the cheapest plants they can get and deliver them as Kellogg plants. From this time on every package of Kellogg plants will bear our trade mark as shown in the upper left-hand corner of the back cover page of this book, and no plants will be genuine that do not bear this trade mark.

\$175 From a Quarter of an Acre

F. L. JENKINS, Leon, Iowa, writing under date of September 2, 1911, says: "One-fourth acre of R. M. Kellogg Co.'s Thoroughbred plants this season produced for me \$175.00 worth of fine berries." In other words, Mr. Jenkins testifies to the fact that Kellogg's Thoroughbreds yielded berries at the rate of \$700.00 an acre—a record of which any man may justly feel proud. It is only plants capable of producing such results that are worth the time and expense to grow.



STRAWBERRY POSSIBILITIES ON A CITY LOT CLEARLY INDICATED

WHAT may be accomplished by the strawberry grower on a city lot is shown by the above illustration. It is a photograph of the home and strawberry field of F. E. Ward of Hastings, Mich., which is set to Kellogg Thoroughbreds. Mr. Ward writes: "This small patch brought us in \$35.00 in cash; besides which we canned and gave away a great many berries. I intend to put out two more lots into strawberries next year." This experience is typical of thousands of reports from delighted customers.

An Explanatory Statement

It has been said that "imitation is the sincerest form of flattery." Certain it is that the one who imitates selects for his ideal the very best of its kind, and thus the very act of simulation sets upon the imitated the seal of high quality.

One of the most flattering testimonials to the quality of Kellogg plants and methods is the persistence with which some growers of plants, and some seedmen who sell strawberry plants as a side line, base their claims to superiority upon the ground that their plants are "R. M. Kellogg Co.'s plants," or who reproduce our illustrations, or use the name of new varieties of our plants of which the parties never had opportunity to buy a single plant. One large seed company on the Pacific coast brazenly advertised to supply their trade with Kellogg plants, until we compelled them to quit doing so, although our books failed to show they had ever sent us an order. Another large company, doing business at San Francisco and Seattle, and claiming to be the largest concern on the coast, advertises to sell the "R. M. Kellogg Co.'s strain of plants," though we never have shipped plants to that company.

One Pennsylvania concern issued quite an elaborate catalogue, the strawberry department being made up almost entirely of selections from our book, even to our descriptions of varieties—a manifest attempt to mislead the public. This concern also offered a book for 50 cents which they called "Great Crops of Strawberries and How to Grow Them." We asked a Philadelphia friend to secure and send us a copy. He called at the office of the concern, but was told no copies of the book were kept in stock, but that a copy would be sent for. Later on a copy of the book was received. It was printed from plates a half-century old. There was nothing about "Great Crops," etc. in it, and as a guide to strawberry

growing it was as far behind the times as the age of its initial publication.

One Eastern plant grower last year deliberately had reproduced from one of our books the engraving of the R. M. Kellogg Co.'s breeding plot, notwithstanding the fact that the picture contained the well-known buildings and other surroundings of our farm at Three Rivers, he used this scene and declared it to be a photograph of his own breeding plot! In addition to this he copied page after page of our copyrighted articles describing the "Kellogg way." This modest gentleman was compelled to destroy all of the edition of his catalog remaining on hand after we discovered his action, and to send a statement to all of his customers acknowledging his wrongdoing.

But in 1911, when one seed firm not only infringed upon our copyright, but made claims that reflected directly upon our business honor, the limit of endurance was reached. We made the unequivocal statement in our 1911 book that we had the exclusive sale of the Helen Davis strawberry plants. This was the absolute truth, and its truthfulness has since then been verified by sworn testimony. Notwithstanding these facts, an Illinois seed firm, who sells strawberry plants, reproduced the half-tone engraving of the Helen Davis strawberries as shown in a glass fruit-dish on Page 19 of the present edition of "Great Crops of Strawberries," and proceeded to advertise for sale plants of that variety, notwithstanding the fact that no plants of that variety could be secured anywhere save from the Kellogg Co., and at prices approximately twice what they offered them for. As our illustrations are copyrighted, and as this firm had apparently violated the United States copyright law, we promptly brought suit against that concern for an injunction and damages for this infraction of this copyright law and for unfair competition. The



VIEW OF ONE OF F. R. COOK'S STRAWBERRY FIELDS AT LEXINGTON, OHIO

THIS view was taken June 8, 1911. Mr. Cook writes as follows: "This field is composed mostly of Kellogg's Sample, Wm. Belt, Dunlap and Haverland. Note the new field in the background for next year. The Kellogg strain of plants are fine and produce great crops of strawberries." Mr. Cook's field certainly indicates the thrift and vigor of our Thoroughbred Plants.

suit was begun in the United States Circuit Court for the Northern District of Illinois, Western Division, Judge Kohlsaet of Chicago presiding. Without going into all the legal phraseology of the preliminary injunction issued by the court, we may say in a word that the court promptly "Ordered, adjudged and decreed" that an injunction issue (without bond)

"restraining the said defendants, and each of them, and their respective agents, attorneys, servants and workmen, and each of them, until the further order of this court, from publishing, printing, selling, disposing of, distributing, exposing for sale or causing or being in any way concerned in the sale or exposing for sale or delivery, or distributing or otherwise disposing of, any copies of the said _____ Seed and Plant Guide containing the page referred to, illustrating and advertising the Helen Davis strawberry, which is complained of in the bill of complaint, marked "Exhibit D," or any material or substantial part of the same, or any imitations or simulations thereof, or of the complainant's copyrighted publication."

"It is further ordered, adjudged and decreed by the court that the said defendants turn over to the complainant the plate or plates for printing or reproducing the infringing page of the defendant's publication."

In order that we might be perfectly certain that this party was not delivering Helen Davis plants we had several friends in different parts of the country order plants of that name from this concern. Some of these were set aside by side (in our own testing plot) with our own Helen Davis plants, where they were carefully noted, and we found the other plants in no wise resembled the real Helen Davis plants. Some of our friends in various states made the same test with the same result. One Illinois strawberry grower, of half a century of experience, testified under oath that the alleged Helen Davis plants he received from the Illinois concern did not at all resemble the true Helen Davis variety as grown by R. M. Kellogg Co., but did resemble the Senator Dunlap plant.

And on the taking of testimony it was shown

that the only genuine Helen Davis plants that this concern had been able to secure with which to fill orders were 200 plants purchased from R. M. Kellogg Co. by a representative of the Illinois concern! It also was shown that that house had sent orders to two plant growers in southern Illinois to have them fill its orders for Helen Davis plants. Neither of these growers had Helen Davis plants on their farms, neither did they list them in their catalogues; but they filled the orders just the same with something and called them Helen Davis! Since that time one of these plant growers has admitted over his own signature that he did not know the Helen Davis plants, and that it was a new variety to him. It is interesting in this connection to know that one of these concerns from whom the Illinois concern ordered Helen Davis plants has been repeatedly denounced as a fraud in the pages of no less an authority than *The Rural New-Yorker*!

With the manifest purpose of forcing us to settle our copyright case against it, this Illinois concern brought suit against us in the sum of \$100,000.00, because we told the truth about its action in the matter. Our attorneys, however, advise us that there is no foundation for the suit thus brought against us; and we shall push our own case against the offending firm until justice is satisfied.

We never make any misrepresentations in our book, as customers of many years will testify, and this plain statement of facts is made here simply to correct any misapprehensions that may have grown out of the action of the Illinois concern as above set forth. One assurance every customer of the R. M. Kellogg Co. always has, namely, that every plant offered by this company is exactly as represented, and is grown under our own supervision and according to the methods we advocate as essential to the production of high-quality plants. *Genuine Kellogg plants can not be obtained from any source except the R. M. Kellogg Co.*

So numerous and persistent have become so-called nurserymen who thus impose upon us and



EARLY OZARK STRAWBERRIES--EARLIEST OF ALL

THE introduction to the strawberry world of Early Ozark was of great importance because it gave to the grower a variety that ripens its fruit earlier than any other variety, and berries of a size and quality superior to those produced by any extraordinary variety previously known. It is one of the most productive varieties as well, and also a good shipper. In color the berries are beautiful, and their uniformity in shape is indicated in the photo-engraving above. The berries shown here are a trifle over one-half size of the original. No variety ever originated has developed a larger or more beautiful and healthy foliage than Early Ozark. It is especially easy to handle in the fruiting bed because it makes only a limited number of runners. For this reason plants of this variety can not be sold at as low a price as some other varieties, but the difference in cost is made up many times over by greatly increased yields of attractive and delicious fruit, to say nothing of the pleasure of being a leader in one's line.

mislead the public, that we have found it necessary to take steps to stop it. We have employed one of the best patent, trademark and copyright law firms in the country, Messrs. Dyrenforth, Lee, Chritton & Wiles, of Chicago, not only to prosecute this particular case, but to protect us against any further acts of infringement or unfair competition. And we publicly serve notice here that any further infringement upon our rights will be promptly prosecuted to the fullest extent of the law.

Our Special Testing Offer

WE have growing in our large testing plot seventeen varieties of strawberries which give promise of extraordinary success. Indeed, many of them already have proved themselves leaders, and all have shown fine vigor and promise while under our observation. In accordance with our well-known policy of encouraging our customers to test new varieties, we make special offers as follows:

- 25 plants of any one variety - - - - \$1.00
- 25 plants each of eight varieties of your choice - - - - - 5.00
- 25 plants each of all of the 17 varieties - 8.00

This will give you opportunity to try out some of the most promising as well as some of the most successful varieties ever originated.

Following is the list of varieties offered:

- | | |
|--------------------|------------------|
| Berlin (P) | July (P) |
| Black Beauty (P) | King Edward (B) |
| Charles Dumas (B) | Lea (B) |
| Charles Newman (B) | Oakes' Early (B) |
| Commission (B) | Ohio Boy (B) |
| Evening Star (B) | Paul Jones (P) |
| First Quality (B) | Red Prolific (P) |
| Gold Dollar (B) | Ionian (P) |

St. Louis, (B)

Do not fail to take advantage of this extraordinary chance. It will pay you handsomely.

ROBERT REID, of Eureka, Mont., writes us: "I have beaten everything in this country with strawberries. I sent five plants of Enormous to Spokane to be treated for the Great Northern Railway exhibit car that is traveling through the East. They had twenty-eight berries on them; the largest measured eight and one-half inches in circumference. People came from miles around to see my big berries."

Distances Apart for Plant-Setting

STRAWBERRY growers do not always follow the same rule with regard to the distance apart at which plants are set. Here are six different ways of arranging them, together with a statement of the number of plants required to set an acre in each arrangement:

12 in. x 12 in.....43,575	36 in. x 20 in.....8,725
15 in. x 15 in.....27,875	30 in. x 24 in.....7,275
30 in. x 20 in.....10,450	42 in. x 24 in.....6,225

For the benefit of those who wish to set out plants in any other arrangement, or wish to estimate plants on a smaller area, we give the following method of calculating the number of plants required for a plot of any size:

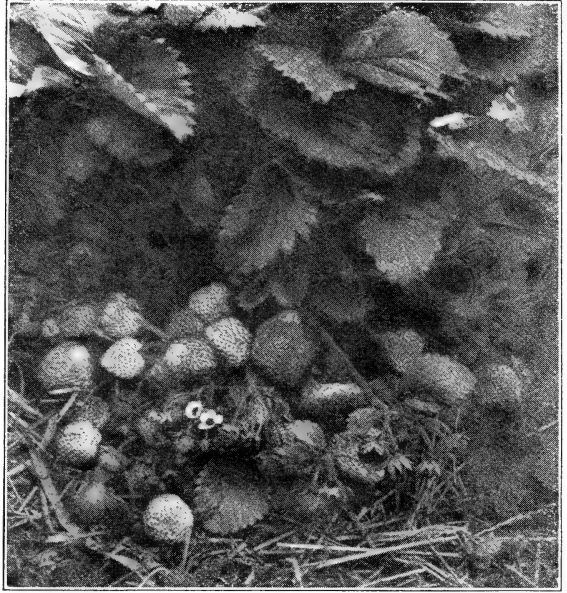
To find the number of plants required for a given area, divide the length of the plot by the distance between the plants in the row, and multiply this number by the width, divided by the distance between the rows. For example: A plot of ground 50 feet long by 30 feet wide, with plants set 2 feet apart in the row, and rows 2 feet apart will require:

$$(50 \div 2) \times (30 \div 2) = 250 \text{ plants.}$$

WRITING from Waverly, N. Y., E. G. Whitney says: "Very unwisely I bought plants near home last year, and they were the worst 'punk' you ever saw; and will fix me for berries in 1911. Kellogg's for mine to plant this year."

Buster the Record-Breaker

HERE is presented a photographic view of one of our Buster plants in full fruit, just as it grew in the field of M. D. Clark of Anthony, Kan. Mr. Clark, in sending us the photograph says: "This is a plant of the Buster, and is one of that variety I bought of you in 1910. There were 102 berries on this single plant. You will hear from me again, as I am going to set out a larger patch." This plant is typical of the entire body of Buster plants, and indicates that it is indeed a marvel of productivity. Buster is a cross of Sharpless and Bubach, and its wonderful record in the field of its originator led him to give it the name it bears—a "Buster" of all records. Not only is Buster a record-breaker in the matter of yields; it has an unparalleled record as a frost-resister. When the bloom of all other varieties have been killed or badly affected by late frosts in spring, Buster has remained quite immune to frost, and has yielded its full quota of beautiful fruit. This is the third year we have offered Buster to our customers, and our experience in 1911 with this variety renews our confidence that it is to prove of unusual value in the fields of our customers. The flesh of this variety is firm, and for short distances it is an ideal shipper. The plant is a vigorous grower, partaking of the best qualities of both its progenitors. We cannot too strongly urge our patrons to give this mid-season variety a thorough testing out, confident that in nearly every section of the country it will prove itself a splendid yielder of high-grade fruit. There is nothing else so satisfactory as an actual test.



UNDER date of June 19, 1911, John Gunderman of Lenox, Iowa, sends us the photograph from which this photo-engraving is made and says: "I send you a photograph of my patch of plants bought of you in 1910. I lost only two plants out of all I bought, and it was awful dry here last

year. The plants were in fine shape when I got them; so were the plants I got this spring—lost only one. The spring has been dry here. We had hot winds from May 22 to 26 and it burned the bloom of some of the plants. The dry weather has cut the crop short. I got about 200 quarts off the 200 plants set last year. I thank you for the fine plants you sent me."

Don't Be Too Easily Discouraged

SOMETIMES we receive letters from beginners complaining because plants on arrival do not look fresh and green, and for this reason they do not give the proper care in setting and cultivating the plants. The following letter should convince any one that the Kellogg Thoroughbreds will grow vigorously when the grower does his part. This letter came just as we were closing the pages of our book, and it is so suggestive on this point that we reproduce it here:

WEST FRANKFORT, ILL., Sept. 16, 1911.

R. M. KELLOGG CO.

Gentlemen: Last spring I bought of you 825 plants, and when they came I was displeased with them because they looked so dry; but I set them out. Drouth set in the last of April and continued until July 10. I wrote you about the plants when I received them, and told you I would report what they did. I will say that in spite of the drouth they are the finest plants that I ever saw. I now can see something in the Kellogg Thoroughbred strawberry plants that is not in the common plants, and will report again next spring with an order for some more plants.

T. S. WHITE.

Thousands of other customers have made similar discoveries; among others that growers make big money when they use our plants exclusively.

Helen Davis Justifies Our Highest Claims

THE wonderful results received from the Helen Davis plants, as set forth in our 1911 book, were repeated last season, and not only did we have opportunity to test them under the most trying conditions on our own farms, but letters received from customers in many sections testified to the beauty and strength of these surpassingly fine plants and proved that their strong qualities persisted in all sections of the continent, just as we were confident would prove true because of its fine performance here.

Two examples of letters received from customers who set out Helen Davis plants in 1911 are herewith given—one from the Atlantic coast, the other from far-away British Columbia on the

Pacific coast; and the writers are equally enthusiastic:

ATCO, N. J., August 29, 1911.

'A thing of beauty is a joy forever.' Such is your new strawberry, Helen Davis—it beats everything I ever saw, both for foliage and close setting in the bed, and I am proud of my purchase. I thought Early Ozark would never be beat, and while I think of it as highly as I did when I wrote you last year about it, still, in my opinion, Helen Davis wins the day. One plant of Helen Davis has made already a bed nine feet long, well and close set, and two to three feet wide.

W. H. L. OPENSHAW.

KEREMEOS, B. C., June 25, 1911.

The plants that I got from you this spring are doing splendidly. I find that the Helen Davis is the thriftiest and the most rapid-growing plant of the four kinds I planted, Longfellow coming a close second. P. F. QUANT.



HELEN DAVIS STRAWBERRIES AS SEEN THROUGH THE PHOTOGRAPHER'S CAMERA



KELLOGG THOROUGHBREDS THREE MONTHS AFTER SETTING OUT

THIS remarkable field is the property and the pride of R. B. Smith of East Hardwick, Vermont. Mr. Smith had this photograph taken just three months after the plants were set, and he writes that out of the 3,000 Thoroughbreds we shipped him there were not more than four plants that failed to grow. "I cannot recommend your plants too highly," he writes us after picking a big crop in 1911, and adds: "Everybody who saw them this season said they were the best they ever saw."

Fewer Acres, Less Work, More Berries and Bigger Profits

FOR more than a quarter of a century we have consistently advocated intensive horticulture, and the real meaning of intensive strawberry culture, as expressed in actual results is—fewer acres, less work, more berries and bigger profits. In actual practice intensive strawberry growing means (1) high-quality plants; (2) perfectly prepared soil; (3) continuous cultivation; (4) proper picking and packing. Thousands of our customers have adopted this method and have attained the highest degree of success in their work. From the vast number of letters that have come to us from those who use the Kellogg plants and follow the Kellogg way we quote the following:

Freezing Could Not Discourage Kellogg Plants

J. L. Lane, St. Ansgar, Ia., writes: "From one-half acre of your plants I gathered 1,461 quarts, selling them at 15 cents a quart straight, thereby realizing \$219.15 from the plot. After all the freezing, etc., that my plants endured, my yield fell short only one-fourth of a crop from an ordinary season. Am very much pleased with the showing my plants made."

Fancy Fruit from Kellogg Plants Brought Fancy Prices

Mrs. J. Rose, Rutland, Vt., writes Feb. 28, 1911: "The plants I bought of you in 1909 turned out wonderfully and my berries were mostly fancy ones. I sold them at 15, 20 and 25 cents a quart. Herewith an order for 2,375 plants."

Second Crop Yields at Rate of \$375.00 to Acre

W. J. Jones of Silverdale, Wash., writes under date of June 27, 1911: "We have five of your varieties—Texas, Clyde, Wm. Belt, Brandywine and Marshall. They are all fine. We will clear better than \$125.00 from one-third of an acre this year, and this is the second crop."

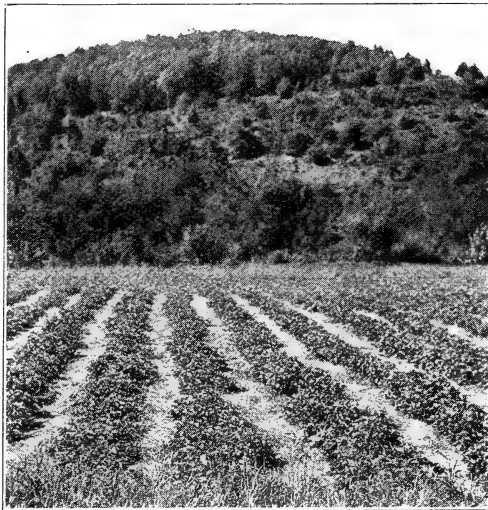
Kellogg Berries Enormous in Size and Quantity

T. H. Pettinelli, Milford, Calif., writes July 20, 1911: "The plants we received from you in 1910 have grown so wonderfully and borne fruit in such great quantity and of enormous

size that we have named the patch 'Aladdin.' We have grown strawberries for many years, but this is the beginning of a new era."

Why He Made \$1,032 an Acre

A. A. Gilchrist, Valley Center, Kan., says: "I have been so successful with your plants that I want nothing but Kellogg's Thoroughbreds. My strawberries have led everything here for several years. I had one-twelfth of an acre of your plants last year and they netted me \$86.00 (at the rate of \$1,032 to the acre). Some of my neighbors who don't believe there is any difference in strawberry plants have adopted my



HERE is shown the field of Kellogg Thoroughbreds on the place of Geo. Job of Jewett, N. Y. They are Prides of Michigan and Stevens' Late Champion. Mr. Job writes: "They are the finest berries I ever saw," and adds that he soon will be wanting more of the same high-quality plants.



PICKERS IN THE FIELD OF O. F. ILER, LAOTTO, INDIANA

THERE are a good many pickers in this field, but they were needed, even though the field was but three-fourths of an acre in area. Mr. Iler writes us that in nine days these pickers gathered almost 6,000 quarts of berries, and there were still a good many more to harvest when this fine record had been made. No wonder our customers always insist on planting Thoroughbreds!

way of cultivating, and can't see why it is that they don't succeed in raising the kind of berries I do. I tell them it's the Kellogg plants."

\$25.50 From Three Square Rods

H. E. Cuendet, Condon, Ore., writes: "I have tried out your plants with flattering results. I set out three square rods on unfertilized ground and sold from them \$25.50 worth of berries. At this rate one acre would bring \$1,360; and the birds got their share of the berries, too."

\$180.25 From 1300 Kellogg Plants

A. N. Squires of Norwich, N. Y., writes that from 1300 of our plants he realized in cash \$180.25; "besides two families had all they wanted to use, and that was no small quantity. One old berry man visited me and declared that he never before had seen such big berries and so many of them for so small a patch."

\$122.00 From 1000 Kellogg Plants.

Wm. J. Lewis, Milton, N. H., writes: "I sold \$122.00 worth of strawberries from 1000 of your plants in 1910."

Berries from Kellogg Plants Command High Prices

P. E. Burger, Salix, Ia., says: "I sold the berries from your plants at 20 cents a quart at first, then later on at 15 cents. It seemed like the people couldn't get them fast enough. Kellogg berries are all right!"

2,500 Quarts from 2,000 Plants

J. J. Pedigo, Vollmer, Idaho, writes: "The 2,000 Wm. Belt plants I received from you in 1909 yielded 2,500 quarts. Quite a number of the berries measured nine inches in circumference. Kellogg's Thoroughbred Pedigree plants for me, and all the time."

Kellogg Plants Grow Enormous Berries in Oklahoma

Hugh Simpson, Paul's Valley, Okla., writing May 15, 1911, says: "My 400 plants received from you in 1910 already have yielded 225 quarts, and will go over 300, I am sure. My Wm. Belts are enormous, and all are fine."

8256 Quarts From Two Acres in a Dry Season

W. J. Parks, Lake Linden, Mich., writes July 24, 1911: "Have just completed harvesting my 1911 crop of Kellogg strawberries. I picked and sold from two acres 258 bushels (8256 quarts) and gross receipts were \$890.00."

\$100.00 From Only 1,450 Kellogg Plants

J. R. Dennis of Oakley, Ill., writes in 1911: "Last year I took \$100.00 worth of fruit from 1,450 of your plants. This spring I expect to purchase 5,000 more plants."

Succeeded With His First Crop

Clarence J. Ragan, Fillmore, Ind., writes: "Last year was my first experience with strawberries, but can say that

through the help and guidance of your book I was led to great success. From the thousand plants I got of you I made \$85.00. My neighbors said they never saw such fine berries. Your illustrations and statements in your book are not in the least exaggerated."

Kellogg Plants Produce Large and Delicious Fruit

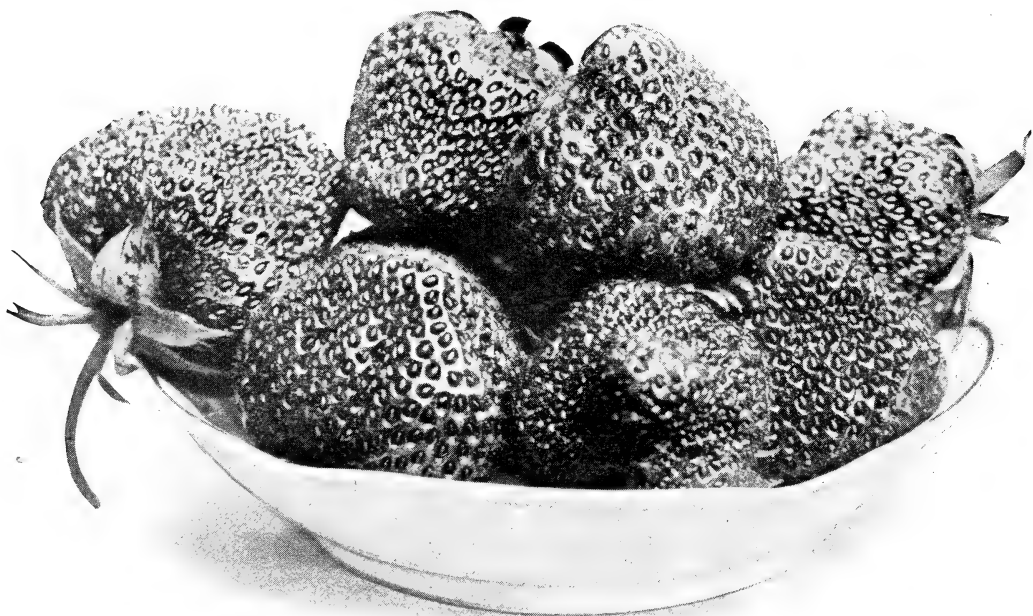
Mrs. Henry L. Day, Excelsior, Minn., writes July 13, 1911: "The plants I purchased of you two years ago have this season exceeded all of my expectations. The berries were the largest and most delicious I ever have seen or tasted, and the supply lasted about four weeks."

Four Kellogg Dornans Weigh One-Half Pound

Mrs. J. N. Shaw, Galesburg, Kan., "We certainly have enjoyed our bed of Dornan plants bought of you. The first crop was the wonder of the neighborhood. I weighed four berries which together tipped the beam at one-half pound."



FROM far-away British Columbia comes the photograph from which this illustration is made. S. Ransom of Duncan, Vancouver Island, B. C., writes us that it is a view of his home and the plants he received from us in the early spring of 1911. He received 800 plants and 777 of them grew to perfection, despite their long journey by rail and water.



MAGOON STRAWBERRIES AS GROWN ON KELLOGG PLANTS

MAGOON is one of the most popular varieties in Washington, Oregon and British Columbia, and throughout the Pacific coast country grows to perfection. It is a big money maker. Plants of this variety we grow only at our farm at Canby, Ore.

Read Before Making Up Your Order

IN making up your order for plants, do not vary from the scale of prices as given on Page 28 of this book. We cannot allow a customer to combine two or more varieties in order to get the lower price. For example, should you order 500 plants of Glen Mary the cost would be \$2.50; but should you order only 250 plants of Glen Mary, and 250 plants of Wm. Belt, the price of the 500 plants made up of these two varieties would cost you \$3.20, as you will note that the price for 250 Glen Mary is \$1.60, and the price of 250 Wm. Belt also is \$1.60. The fact that you order 500 or more plants of a certain variety does not entitle you to any different price on any other variety than that quoted in the price list. In short, carry out all prices exactly as given in the price list for each variety in accordance with the number of plants ordered of that variety.

Arizona, B. (Male)

MEDIUM EARLY. Bisexual. Dark red; top-shape; fruit large and exceedingly rich in flavor; heavy yielder; runners short and few. Favorite in California and Idaho.

Aroma, B. (Male)

LATE. Bisexual. Dark red; a beautiful round berry of extra-large size and attractive appearance, and having a delicious aromatic flavor; very heavy yielder; runners medium as to number and length. A perfect shipper and a maker of dollars.

August Luther, B. (Male)

EXTRA EARLY. Bisexual. Bright red; round at calyx and tapering to point; berries medium to large and very sweet; a big yielder; popular everywhere, and especially

avored by Pacific Coast growers. Prolific runner maker; runners long; stands shipping well.

Bederwood, B. (Male)

EARLY. Bisexual. Deep crimson; round; berries medium size; flavor tart; heavy yielder; runners long and numerous. Splendid shipper; a great favorite in the West and North-West.

Brandywine, B. (Male)

LATE. Bisexual. Blood red; round; yields very large crops of finest quality berries, having a deliciously rich flavor; makes a medium number of short runners. Famous among commercial growers for its qualities as a shipper. Very popular with California growers; one of the very best.

Bubach, P. (Female)

MEDIUM LATE. Pistillate. Bright red; varies as to form; berries extra-large; mild of flavor; yield heavy; a universal favorite; makes plenty of short stocky runners to form a perfect fruiting row.

Buster, P. (Female)

MEDIUM TO LATE. Pistillate. Bright red; round; fruit large; flavor excellent; heavy yielder, indeed, one of the heaviest we ever have seen; makes plenty of short runners to form an ideal row.

Cardinal, P. (Female)

LATE. Pistillate. Takes its name from its beautiful cardinal shade; varied in shape; large berries, rich in flavor and abundant as to yield--one of the greatest of late pistillates. Prolific maker of long runners.

Chesapeake, B. (Male)

VERY LATE. Bisexual. Crimson to dark; conical, thick and meaty; flavor similar to that of Wm. Belt. Runners medium length; foliage tall, thick and leathery with upright leaf stems. Fruit extra large and very



A SAUCER FULL OF CLARK'S SEEDLINGS

CLARK'S SLEDLING is one of the most profitable varieties in Oregon and Washington and steadily grows in popularity in British Columbia. It is sometimes called Hood River because it is grown almost exclusively by the growers of the Hood River valley. Kellogg's strain of this variety is very productive. Berries are firm enough to ship to any market. Carloads of this variety are shipped from the Coast to New York every season. Plants of this variety are grown only at our Oregon farm.

smooth. The most productive of the extremely late varieties we ever have tested. Chesapeake has the reputation of being the greatest frost resister known. Where others fail this variety has given full crops. Splendid shipper.

Clark's Seedling, B. (Male)

MEDIUM EARLY. Bisexual. Bright red; round; large; flavor rich; yields big crops of berries; runners short and few. Clark's Seedling is sometimes called "Hood River" because of its universal popularity in the fruit section of Oregon which goes under that name. To its other qualities is to be added that of an excellent shipper, proved by the fact that Oregon and Washington growers send them thousands of miles and that they reach destination in first-class condition.

Grown only at our branch farm at Canby, Oregon.

Climax, B. (Male)

EXTRA EARLY. Bisexual. Dark red; round; large in size and very rich in flavor; heavy yielder; makes medium number of runners, which are short. A valuable variety.

Clyde, B. (Male)

EARLY. Bisexual. Crimson; conical; extra-large; flavor mild; very heavy yielder; makes medium number of short runners. A noble variety.

Columbia, B. (Male)

LATE. Bisexual. Deep rich red; conical, thick and meaty; rich and tart. Calyx heavy, runners long, foliage upright. Yields fairly large crops of firm, beautiful and attractive fruit; it is in every way high class. This is the first season of this variety in our list, but our experience with it is so entirely satisfactory that we take pleasure in recommending all our customers to give it a trial this season.

Commonwealth, B. (Male)

VERY LATE. Bisexual. Dark rich red; coxcomb in

form; smooth surface; rich and juicy; very large; yields heavily; calyx large and showy; foliage heavy; runners long and not very numerous. Commonwealth is the latest of the late berries, and will add distinctly to the length of the fruiting season. No field should be without its quota of this variety.

Crescent, P. (Female)

EARLY. Pistillate. Crimson; wedge-shaped; medium size; mild in flavor; heavy yielder; runners long and numerous. Good shipper.

Dornan, B. (Male)

LATE. Bisexual. Dark red; conical; extra-large fruit, flavor delicate and delicious; confirmed dyspeptics eat Dornan without the slightest disagreeable results; yields big crops and is a fine shipper; makes just enough runners of medium length to nicely fill in the rows.

Early Ozark, B. (Male)

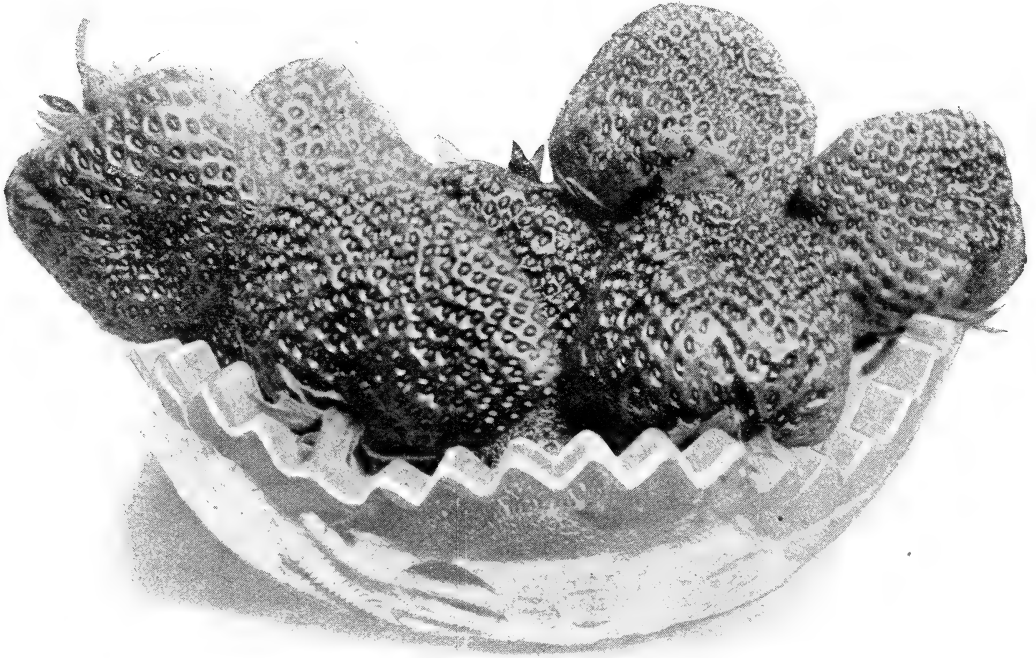
EXTRA EARLY. Bisexual. Dark red, color extending all the way through; tart but delicious; nearly round; foliage tall, dark green; runners short; sets just enough runner plants to form an ideal row. Early Ozark is the most wonderful extra-early variety ever originated as to productiveness, size, color, form and flavor. As early as Excelsior, it is twice as productive, and the berries are more than twice as large.

Enormous, P. (Female)

MEDIUM TO LATE. Pistillate. Dark red; wedge-shape; medium large fruit, flavor rich; yield heavy; runners of medium length are produced in sufficient numbers to fill out the rows. Every grower should set some plants of this variety.

Excelsior, B. (Male)

EXTRA EARLY. Bisexual. Deep, dark red; round; medium size; flavor tart; heavy yielder; runners long and



A DISH OF KELLOGG'S MARSHALL STRAWBERRIES

THIS illustration shows the size and shape of strawberries produced by the Kellogg strain of Marshall plants. Marshall always has been very popular in the East, and is now becoming one of the leading varieties of the Pacific Coast. We have a good stock of this variety at our Oregon and Idaho farms as well as at Three Rivers, and we recommend them to all customers.

abundant. One of the leading favorites in California and the Southern states. Extra good shipper.

Fendall, P. (Female)

LATE. Pistillate. Crimson; in form ranges from conical to very broad and wedge shaped; fruit very large and fine in every way; exceedingly productive. Foliage tall; runners long; very hardy. Chesapeake and Fendall make a wonderful team when set together.

Gandy, B. (Male)

LATE. Bisexual. Bright red; perfect strawberry shape; produces very large berries of rich flavor; yield medium large; shipping qualities extra-fine, as growers all over the country know. Long runners. A favorite almost everywhere. Should be set with a strong bisexual like Dunlap or Wm. Belt.

Glen Mary, B. (Male)

MEDIUM EARLY. Bisexual. Dark red; varied in form; berries extra-large; flavor rich; heavy yielder; runners short and stocky, with plenty to form an ideal fruiting row. While this variety is a bisexual, the quantity and quality of berries may be increased by setting Glen Mary with such varieties as William Belt, Dunlap or Clyde. A good shipper, valuable in every way. Glen Mary succeeds everywhere.

Haverland, P. (Female)

MEDIUM. Pistillate. Crimson; long and conical; fruit large; flavor mild; extra-heavy yielder; runners medium long and plenty of them to make a good fruiting row. Because of shipping qualities a favorite with commercial growers. A sure money maker.

Helen Davis, B. (Male)

EARLY TO LATE. Bisexual. A deep crimson; top-shaped; velvety texture; flavor rich and delicate; yields

enormous crops of very large berries; begins to ripen early and continues until late in the season. Berries hold up in size until the last picking. Foliage tall and light green; runners of medium length and many of them. A very strong pollinizer. One of the noblest varieties we ever have tested.

Heritage, B. (Male)

EARLY. Bisexual. Crimson; long in shape and extremely attractive; extra-large and flavor delicious; yields heavily; makes a medium number of long runners. A splendid variety in every way.

Highland, P. (Female)

EARLY. Pistillate. Scarlet; conical; medium large; flavor excellent; famous for immense yields; makes short runners and just enough of them to form an ideal fruiting row.

Jocunda, B. (Male)

MEDIUM EARLY. Bisexual. Bright red; top-shape; large fruit; rich flavor; heavy yielder; prolific maker of long runners. Favorite among Colorado, Idaho and other inter-mountain states. One of the big money makers.

Grown only at our branch farm at Twin Falls, Idaho.

Klondike, B. (Male)

MEDIUM EARLY. Bisexual. Blood red; top-shape; large; mild; yields heavy crops; prolific maker of long runners. A very popular variety in the South and all along the Pacific coast; a big success in all sections. One of the very best shippers.

Longfellow, B. (Male)

EARLY TO LATE. Bisexual. Dark red; conical and very long, having the long neck typical of the very sweet berry; large in size and deliciously sweet in flavor; extra-



A WONDERFUL TEAM--GLEN MARY AND WM. BELT

THESE two varieties when set together make the strongest combination possible, as both Glen Mary and Wm. Belt produce berries of enormous size and in enormous quantities. Where one does well the other quite equals it, and they are popular almost everywhere. They are in great favor among Pacific Coast and Inter-Mountain State growers as well as in practically all sections of the East. Can ship plants from our Idaho, Oregon and Three Rivers farms. We highly recommend these varieties to all our customers, with absolute confidence that the results will justify the highest claims we have made concerning them.

heavy yielder and ranks among the best of shippers; an ideal berry in every way, and is taking first place with many growers; runners medium length and comparatively limited in number. One of our favorites; exceedingly profitable. One of our recent introductions.

Lady Thompson, B. (Male)

MEDIUM EARLY. Bisexual. Bright red; top-shape; medium-size fruit; very sweet; yields a fairly generous crop of berries; develops long runners in not very abundant numbers.

Magoon, B. (Male)

MEDIUM LATE. Bisexual. Rich red with yellow seeds; conical; fruit very large; flavor mild and delicious; heavy yielder and splendid shipper; runners short and stocky. Favorite on the Pacific coast and in British Columbia. Is one of the very best.

Grown only at our branch farm at Canby, Oregon.

Marshall, B. (Male)

LATE. Bisexual. Very dark red; varied as to form; berry very large and sweet, and yield excellent; one of the universally popular varieties; makes plenty of runners which are short and vigorous. As a shipper, Marshall is unexcelled.

Molena, B. (Male)

EARLY TO LATE. Bisexual. Crimson; form varies greatly and in size fruit is very large; flavor rich and

satisfying; yields tremendous crops; prolific maker of long runners. One of the greatest favorites in California where it begins fruiting early and continues to produce for several months.

New York, B. (Male)

MEDIUM EARLY. Bisexual. Dark red; form varies greatly; extra-large; mild and delicious; heavy yielder; runners short and few. A splendid berry for fancy trade.

Nick Ohmer, B. (Male)

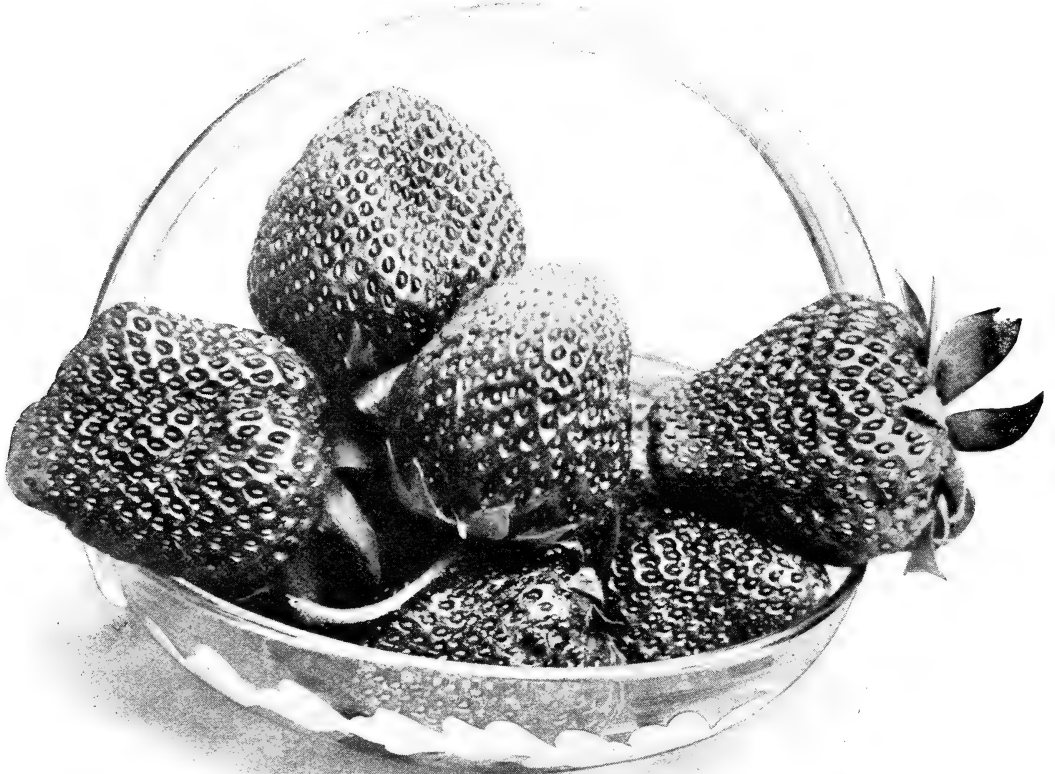
MEDIUM EARLY. Bisexual. Dark crimson; cone shape; extra-large; very rich in flavor; produces a medium number of long runners. A growing favorite in Florida and along the Pacific coast. Good shipper.

Parsons' Beauty, B. (Male)

MEDIUM EARLY. Bisexual. Bright red; conical; large; mild in flavor; heavy yielder; runners quite prolific and short. For high altitudes there is nothing better than this variety.

Patagonia, B. (Male)

EARLY TO LATE. Bisexual. Luther Burbank's latest origination, and has the "Wizard's" highest endorsement. We are testing this variety, which is the result of twenty-five years of work on Mr. Burbank's part, on our branch farm at Canby, Oregon, and have a limited number for delivery in 1912. In his description of the Pata-



SOME SPECIMENS OF SENATOR DUNLAP

IN this picture appears a selection of Senator Dunlap berries showing the different shaped berries produced by this universally popular variety. Dunlap is a favorite everywhere. The demand for this variety on the Pacific Coast has compelled us to set a large acreage on our Oregon farm, and we have a good supply of plants there with which to supply Western growers who are finding Dunlap so profitable. We also have good stocks of the Senator Dunlap at both Twin Falls and Three Rivers.

gonia, Mr. Burbank says that the berries are grown on stiff-branching stalks that hold the fruit up from the ground; the fruit is scarlet in color, with flesh of a pale yellow; seeds are so small as to be imperceptible. Full-grown plants measure from twelve to eighteen inches across. Not more than 100 plants of Patagonia will be sold to a single purchaser.

Grown only at our branch farm at Canby, Oregon.

Pride of Michigan, B. (Male)

LATE. Bisexual. Ranges from bright to dark red; conical and corrugated; fruit unusually large; flavor delicious; yield extra-heavy; makes medium number of short runners. One of the fanciest berries ever originated; is an excellent shipper. Makes more money per acre than any other late variety. Introduced by us in 1905.

Sample, P. (Female)

LATE. Pistillate. Dark red; top-shape; flavor rich; berries large and yield very heavy; makes a medium number of short and stocky runners. Sample is one of the varieties that customers buy year after year once its acquaintance is made. Good shipper.

Senator Dunlap, B. (Male)

MEDIUM TO LATE. Bisexual. Dark red; top-shape; fruit large, rich flavor; yields immense crops of high-quality fruit, and stands a leader among the universally

popular varieties; runners are long and grow prolifically. Famous as a shipper. A great money maker—a veritable mortgage lifter.

Sharpless, B. (Male)

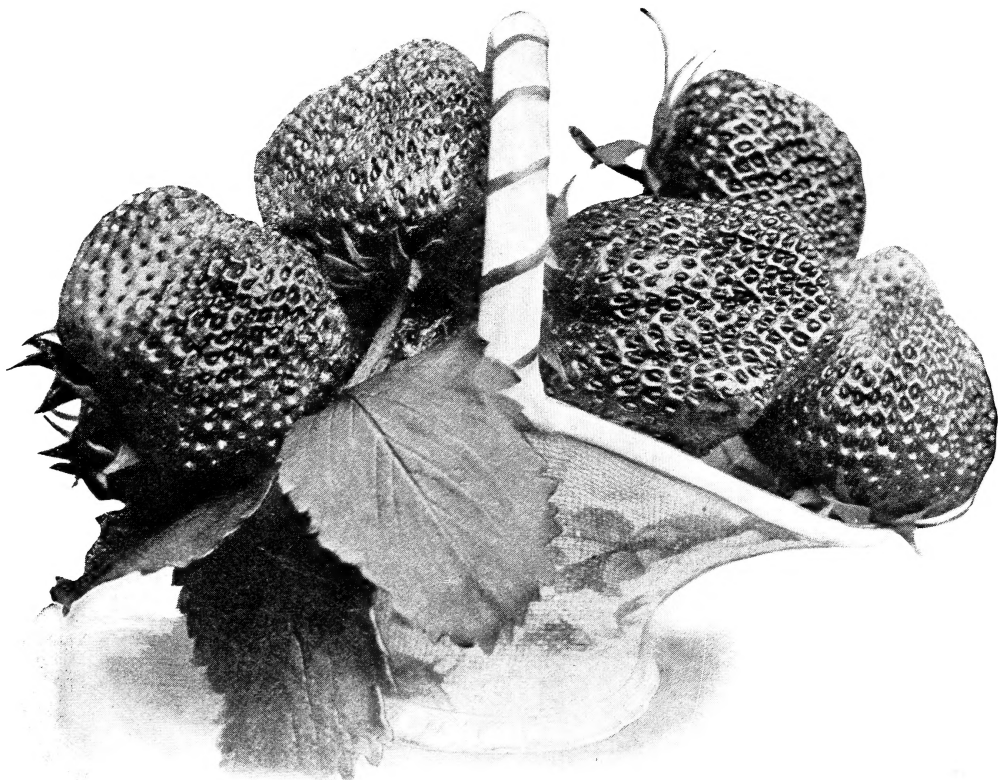
MEDIUM LATE. Bisexual. Bright red; shape varied; about like the Bubach; berries very large; produces medium-size crops of a rich and delicate flavor. One of the old and tried varieties; foliage very large and just enough short runners to fill in the row.

Splendid, B. (Male)

MEDIUM EARLY. Bisexual. Bright red; round in shape; medium size; mild flavor; heavy yielder; a prolific maker of long runners. A great favorite in the intermountain states.

Staples, B. (Male)

EARLY. Bisexual. In offering this variety to our customers, we do so with the assurance that it is particularly adapted to the needs of the commercial strawberry grower. In general character, it is very much like the Warfield, but, unlike the Warfield, is a strong bisexual, and will yield a full crop of fruit when set entirely by itself. It is of the perfect strawberry form, and in color ranges from rich crimson to deep wine color. The Staples has the true strawberry flavor, and is rather tart. The berries are remarkably uniform in size and, while not extremely large, are of the size most popular on the



A BASKET OF CHESAPEAKES

NO other late variety of recent introduction has met with greater favor than the Chesapeake. The berries shown here indicate the large size and extreme beauty of this wonderful late variety. We have a generous number of plants at our Twin Falls (Idaho) farm as well as at Three Rivers. Growers in sections where late frosts occur say Chesapeake means crop insurance.

market, and their uniform shape and variegated color make a most attractive showing when properly packed. This is our first offering of plants of this variety, and we have only a limited number of plants this season.

Stevens' Late Champion, B. (Male)

LATE. Bisexual. Dark red; varied as to form; berries large; flavor rich; yields heavy crops of high-quality fruit; prolific maker of long runners. Good shipper.

Tennessee Prolific, B. (Male)

EARLY. Bisexual. Bright crimson; long and corrugated; medium large in size; sweet in flavor and a heavy yielder; a prolific maker of long runners. A favorite in many localities.

Texas, B. (Male)

EXTRA EARLY. Bisexual. Crimson; in shape round and conical; medium large; tart; very productive; makes plenty of strong runners of medium length. Extra fine shipper and a big money maker.

Thompson's No. 2, B. (Male)

MEDIUM EARLY. Bisexual. Bright red; cone shape; fruit large; flavor rich; yields heavily; runners short and stocky. Grows steadily in popularity; an excellent shipper.

Virginia, P. (Female)

EXTRA EARLY. Pistillate. Scarlet; bell-shape, with an obtuse point; large in size and mild of flavor; enormous yielder; produces a large number of long runners. Every one who grows Virginia speaks very highly of it.

Warfield, P. (Female)

EARLY. Pistillate. Dark red; top-shaped; fruit of medium size; tart and delicious; heavy yielder; is a prolific producer of long runners. Warfield is without doubt the best canner ever originated, and is also a favorite table berry. Good shipper. A great favorite and big money maker everywhere.

Wm. Belt, B. (Male)

MEDIUM EARLY. Bisexual. Bright red; variously shaped; extra-large; very rich in flavor and a big yielder; prolific maker of short runners. Very popular in all states and especially so in the West.

Wolverton, B. (Male)

EARLY. Bisexual. Crimson; top-shape and large in size; sweet flavor; yields medium-size crops; produces a medium number of short runners.

Kellogg Quality Gets 100 per cent. Premium

J. W. Griffin, Charleston, Ill., writes June 10, 1911: "I have some very fine fruit from the plants I received from you. I am getting for my best \$3.00 a crate, and for second grade \$2.50. One of the oldest strawberry growers here is selling his stuff at from \$1.50 to \$1.70 a crate for his best. People ask me how it is I grow such fruit in the face of such a drought. Well, I tell them they are Kellogg's Thoroughbreds!"

Price List of Strawberry Plants for 1912

Read Carefully the Inside Cover Pages of the Catalog Before Making Out Your Order

EXTRA EARLY VARIETIES

	25 Plants	50 Plants	100 Plants	200 Plants	300 Plants	400 Plants	500 Plants	1000 Plants
Excelsior (B)	\$0.35	\$0.50	\$0.75	\$1.10	\$1.50	\$1.80	\$2.00	\$4.00
August Luther (B)	.40	.60	.90	1.35	1.85	2.25	2.50	5.00
Early Ozark (B)	.60	1.00	1.50	2.10	2.85	3.50	4.00	8.00
Michel's Early (B)	.35	.50	.75	1.10	1.50	1.80	2.00	4.00
Climax (B)	.55	.85	1.25	1.85	2.50	3.15	3.50	7.00
Texas (B)	.40	.60	.90	1.35	1.85	2.25	2.50	5.00
Virginia (P)	.60	1.00	1.50	2.10	2.85	3.50	4.00	8.00

EARLY VARIETIES

Highland (P)	\$0.60	\$1.00	\$1.50	\$2.10	\$2.85	\$3.50	\$4.00	\$8.00
Heritage (B)	.60	1.00	1.50	2.10	2.85	3.50	4.00	8.00
Lovett (B)	.35	.50	.75	1.10	1.50	1.80	2.00	4.00
Bederwood (B)	.40	.60	.90	1.35	1.85	2.25	2.50	5.00
Clyde (B)	.40	.60	.90	1.35	1.85	2.25	2.50	5.00
Tennessee Prolific (B)	.40	.60	.90	1.35	1.85	2.25	2.50	5.00
Wolverton (B)	.40	.60	.90	1.35	1.85	2.25	2.50	5.00
Crescent (P)	.40	.60	.90	1.35	1.85	2.25	2.50	5.00
Warfield (P)	.40	.60	.90	1.35	1.85	2.25	2.50	5.00
Helen Davis (B)	1.20	1.85	2.75	4.00	5.40	6.75	7.50	15.00
Staples (B)	.55	.85	1.25	1.85	2.50	3.15	3.50	7.00
Columbia (B)	.55	.85	1.25	1.85	2.50	3.15	3.50	7.00

MEDIUM VARIETIES

Lady Thompson (B)	\$0.40	\$0.60	\$0.90	\$1.35	\$1.85	\$2.25	\$2.50	\$5.00
Glen Mary (B)	.40	.60	.90	1.35	1.85	2.25	2.50	5.00
Wm. Belt (B)	.40	.60	.90	1.35	1.85	2.25	2.50	5.00
Splendid (B)	.40	.60	.90	1.35	1.85	2.25	2.50	5.00
Parson's Beauty (B)	.55	.85	1.25	1.85	2.50	3.15	3.50	7.00
Klondike (B)	.40	.60	.90	1.35	1.85	2.25	2.50	5.00
Nick Ohmer (B)	.40	.60	.90	1.35	1.85	2.25	2.50	5.00
New York (B)	.55	.85	1.25	1.85	2.50	3.15	3.50	7.00
†Jocunda (B)	.40	.60	.90	1.35	1.85	2.25	2.50	5.00
Molena (B)	.75	1.25	1.85	2.50	3.50	4.25	5.00	10.00
Sharpless (B)	.60	1.00	1.50	2.10	2.85	3.50	4.00	8.00
*Patagonia (B)	1.50	2.50	3.75	No more than 100 plants will be sold to a single customer				
Buster (P)	.60	1.00	1.50	2.10	2.85	3.50	4.00	8.00
Thompson's No. 2 (B)	.60	1.00	1.50	2.10	2.85	3.50	4.00	8.00
Senator Dunlap (B)	.40	.60	.90	1.35	1.85	2.25	2.50	5.00
Bubach (P)	.55	.85	1.25	1.85	2.50	3.15	3.50	7.00
Haverland (P)	.40	.60	.90	1.35	1.85	2.25	2.50	5.00
Enormous (P)	.50	.75	1.10	1.80	2.35	2.75	3.00	6.00
Downing's Bride (P)	.50	.75	1.10	1.80	2.35	2.75	3.00	6.00
Arizona Ever-Bearing (B)	.60	1.00	1.50	2.10	2.85	3.50	4.00	8.00
Longfellow (B)	.60	1.00	1.50	2.10	2.85	3.50	4.00	8.00
*Clark's Seedling (B)	.40	.60	.90	1.35	1.85	2.25	2.50	5.00
*Magoon (B)	.40	.60	.90	1.35	1.85	2.25	2.50	5.00

LATE VARIETIES

Fendall (P)	\$0.60	\$1.00	\$1.50	\$2.10	\$2.85	\$3.50	\$4.00	\$8.00
Aroma (B)	.55	.85	1.25	1.85	2.50	3.15	3.50	7.00
Pride of Michigan (B)	.60	1.00	1.50	2.10	2.85	3.50	4.00	8.00
Brandywine (B)	.40	.60	.90	1.35	1.85	2.25	2.50	5.00
Gandy (B)	.50	.75	1.10	1.80	2.35	2.75	3.00	6.00
Dornan (B)	.55	.85	1.25	1.85	2.50	3.15	3.50	7.00
Marshall (B)	.40	.60	.90	1.35	1.85	2.25	2.50	5.00
Sample (P)	.50	.75	1.10	1.80	2.35	2.75	3.00	6.00
Chesapeake (B)	.60	1.00	1.50	2.10	2.85	3.50	4.00	8.00
Stevens' Late Champion (B)	.55	.85	1.25	1.85	2.50	3.15	3.50	7.00
Cardinal (P)	.55	.85	1.25	1.85	2.50	3.15	3.50	7.00
Commonwealth (B)	.55	.85	1.25	1.85	2.50	3.15	3.50	7.00

Runner Cutter	{ with handle	No handle can be attached to this form of cutter, as the bolt holes are arranged for attachment to cultivator only	\$2.50
	{ without handle		1.85
Dibbles, 35c each; three for			1.00

Dibbles cannot be sent by mail, but must go by express or freight.

*Varieties marked with star are grown only at Pacific Coast Branch.

†Variety marked with dagger is grown only at Inter-Mountain State Branch.

Read Carefully Every Word Upon the Inside Cover Pages

Of this book before making up your order, so that you may know our rules and terms, and thus avoid possible misunderstandings.

Our Terms

CASH must accompany each order or it will not be booked. If not convenient to remit the entire amount at the time order is sent in, remit not less than one-third of the entire sum required to cover order, and your order will be filed and plants will be reserved for you; the balance due to be paid, however, before plants are shipped. We send no plants to anybody, no matter what his financial standing, until the cash is in hand. We send no plants C. O. D. to anybody under any circumstances. Do not ask it.

How to Remit

ALL remittances should be made by postoffice or express money order, or by bank draft or registered letter. No other way by mail is safe, and we shall not be responsible for any currency or coin sent in a letter. When private checks are sent, add 15 cents to cover cost of collection. This for the reason that the clearing-house associations all the country over have adopted a rate of 15 cents for exchange on all personal checks, and the great volume of business done by us makes it necessary to insist upon this point.

Kellogg Plants Not Sold by Agents

NO one is authorized to represent the R. M. Kellogg Co. in the sale of Thoroughbred Pedigree Strawberry Plants. Sometimes, however, one member of a community or neighborhood forms a club, and sends in a combined order representing several of his neighbors. In such a case, you will know that you will be dealt with honorably; and we always are glad to have such clubs formed. If anybody represents himself to be the agent of this company, compel him to show his authority. This will reveal his true character. So many people have been misled into ordering plants through unauthorized persons representing themselves to be our agents that we publish this warning.

How to Make Up a Club Order

YOU may join with your neighbors in getting up a club and get the benefit of thousand rates on all varieties of which 500 or more of each variety are ordered. The club order will be shipped to one address. Each bundle of 25 plants being labeled, the division is easily made. Catalogs will be sent to any of your neighbors, on request, to aid in making up the club.

Order Early

ALL orders are booked in the rotation in which they are received. The earlier they come in the more certain will be the patron of securing the plants of his choice. Orders for early shipment are best, too, for the reason that the plants when dormant are in better form to transport and transplant. No order will be filled for less than \$1.00, as the cost of handling is too great when the amount is less than one dollar.

Orders sent in after March 15 must be accompanied by full payment to insure proper position in the files. Plants will be shipped at the proper time, as nearly as we can judge, for setting out in your locality, unless you give us specific date for shipment. Orders received after April 15 will be shipped according to the date of their receipt regardless of special shipping dates, provided they have been remitted for in full.

Transportation of Plants

EXPERIENCE has taught us that the best and safest way to ship plants is either by express or mail, and it is cheaper by far when you come to figure up actual results. We recommend express even when the order calls for a large number of plants. And with small orders the cost by express is cheaper than by freight because express companies charge only for the exact number of pounds in the shipment, and carry plants 20 per cent. cheaper than is done in the case of merchandise. If your plants go by freight you will be charged for 100 pounds at first-class rates, no matter how small the package. We reserve the right to ship all plants by express for which orders are received after the shipping season opens. Do not send money to pay express or freight charges. You will pay these charges when you get the plants. The rate will be just the same. Although we have shipped and do ship plants by freight, we advise against that method of transportation. What we desire to do is to get the plants to you at the earliest moment possible and in the best condition. Remember, when plants go by mail you should add 20 cents above the cost of plants for each 100 plants. Postage to Canada requires 40 cents for each 100 plants. Mail packages should be registered. This will cost 10 cents for each package. As a rule, as many as 100 plants go in one package.

Estimated Weight of Plants

IT IS impossible to give the exact weight of plants, because plants of some varieties are much larger than others, and plants steadily increase in weight as the season advances. But our experience has been that it is safe to calculate on from twenty-five to thirty pounds for each thousand plants when the plants are packed ready for shipment.

