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

**R.M. KELLOGG CO.
THREE RIVERS, MICH.
1916**



PREMIER

KELLOGG'S



Kellogg's Premier

WE make the confident prediction that Kellogg's Premier is to become the most widely known and most extensively grown extra-early variety throughout the entire country as soon as its virtues have become known to the strawberry world. This prediction is based upon the actual performance of this variety in its testing plots upon the grounds of the expert who developed this plant, and the wonderful results we have secured from it upon our own farm at Three Rivers. More than that, it is based upon the statements made by expert and scientific growers who have witnessed the performance of this variety during the period of its development upon our farm. From Pennsylvania on the East to California on the West, men and women interested in the advancement of scientific and practical horticulture have stood in wonder before the massive plants of Premier loaded from ground to tip with the most magnificent berries ever produced. And that is saying a great deal, for Kellogg's plants are famous for their extraordinary yield and quality.

Just at the ripening of the earliest fruit Professors Stubenrauch of the California Agricultural College, and Eustace of the Michigan Agricultural College visited the Kellogg farm at Three Rivers. As both of these veteran horticulturists were taken into the fields where the Premier was grown and caught sight of the berries hanging in mammoth clusters of delicious fruit, they exclaimed in unison, "Wonderful!" and declared that in all of their experiences they never had seen anything anywhere that quite compared with Premier. Col. Roland Morrill, the universally known peach and cantaloupe expert, inspected the Premier frequently during the seasons of 1914-15, and as a result will engage extensively in growing that variety for the early Chicago market.

Repeating what one visitor to our farm said, "It is the perfection of all strawberries." Another declared: "I am unable to express my delight with those mammoth strawberries." One basket of Premier berries was sent to Benton Harbor, Mich., where it was put on display in the window of a large bank. Some strawberry growers who saw them there promptly drove across to Three Rivers (a distance of sixty miles) in order to see Premier fruiting. They saw, they tasted, they complimented, and they went away declaring themselves more than repaid for the trip. And one member of the party came a second time in order to show some Texas friends the wonderful sight presented by these Premier plants in fruit.

It was the universal remark that one who never had been privileged to see the Premier could not believe that such a variety of strawberries really existed. And after fruiting this wonderful origination for four years we conclude that no one is quite capable of presenting in language its merits and that no artist or photographer can do justice to its beauty of form and color.

Kellogg's Premier is distinctly in a class by itself. In productiveness it is a wonder. The berries are mammoth in size, beautifully formed, bright, rich red through and through, delicious in flavor; and it is a splendid shipper. In one word, every berry is a show-berry and a prize-winner. It is the money-making king of all early varieties. Last year the Premier began ripening berries fully a week earlier than any other variety, and continued to fruit heavily for more than four weeks. And the last picking was as good as the first. Another quality in which the Premier excels is that of a pollenizer for pistillate varieties, a characteristic of unusual value because of its long blooming season.

If you believe you already have seen the greatest early berry, but have as yet never seen Kellogg's Premier, you still have something worth while to discover in the strawberry world. And if you would grow berries that will sell at your own price, no matter how many other berries are on the market, the Premier is the variety for you to choose.

Prices for Kellogg's Premier: 25 plants, \$0.70; 50 plants, \$1.05; 100 plants, \$1.70; 200 plants, \$2.70; 300 plants, \$3.70; 400 plants, \$4.50; 500 plants, \$5.00; 1000 plants, \$10.00.

Our Idaho and Oregon Branch Farms Combined In One Great Farm at Twin Falls, Idaho

FOUR years ago we established branch farms at Twin Falls, Idaho, and Canby, Oregon, in response to the universal demand in both of those great horticultural sections for the Kellogg plants. The creation of two branch farms was in the nature of an experiment. We sought to discover just the right place in the West as a basis of supplies for our Western trade. After four years of experimentation we decided to discontinue the Oregon branch farm and have this season combined both of the branch farms into one very large farm at Twin Falls, Idaho. The success of our Western enterprises has been most gratifying, but after four years of experience we know that we can render better service to our patrons by taking this course. One reason for the change is that in our own experience and in the experience of many of our Pacific Coast customers it is found that a better, more vigorous and productive plant is grown in the Twin Falls section than can be produced under the soil and climatic conditions prevailing on the Western coast. For instance, one Pacific Coast customer reports that whereas he secured only \$400 worth of strawberries from an acre of plants grown at Canby, he succeeded in producing from the same area and same variety of plants grown at our Twin Falls farm the sum of \$1200.

Another very important element having to do with our own success and that of our customers is suggested by the statement of our former manager of the Canby branch farm, who says that the plants grown at Canby do not continue true to type, but are widely changed by the peculiar influences of soil and climatic conditions that obtain at Canby.

The soil at Twin Falls is a virgin, volcanic ash, which contains the plant-food elements necessary to produce perfectly developed and highly fruitful plants. Another advantage in favor of Twin Falls is the fact that we have there fully two months of winter weather which produces a dormant condition in plants, and this, as all strawberry growers understand, is very essential to the vigor and productive powers of the strawberry plant. Then, too, we have at Twin Falls the best facilities for irrigating in the entire country. This ample water supply enables us to keep the plants in a state of continuous and vigorous growth throughout the entire growing months. The soil analyzes high in phosphorous, potassium and nitrogen, the three principal plant-food elements so essential to all plant life. The most perfect plants, therefore, that may be produced in the great horticultural West we find are grown at Twin Falls.

Another important element leading to our decision to discontinue the Oregon branch farm is the fact that at Twin Falls we have almost continuous sunshine, which results in producing plants that are free from all fungous diseases and which transforms plant food into a form available for the use of the plant, thus insuring large, vigorous and fruitful plants.

And still another point which has led us to combine our work in the West at Twin Falls is its central location for our Western trade. The experience of the last four years clearly has shown

that Twin Falls is by virtue of its natural conditions, its shipping facilities and its central location in the great Western fruit belt, the best point in the West for our purposes and the convenience and economy of our patrons.

Our Twin Falls-grown plants are unequalled in their carrying qualities. The manager of our Twin Falls farm was for many years connected with our Three Rivers farm and therefore has a thorough knowledge of the Kellogg way, both in the growing and the packing of plants. Last season we shipped 125,000 Superb plants from our Twin Falls farm to one of our Michigan customers. These plants were shipped late in the season. Indeed, one large shipment did not reach Three Rivers until the 5th of June. All of these shipments reached Three Rivers as fresh as the day they were dug, and this customer reports a 98-per cent. stand. These plants made a remarkable growth and began fruiting heavily in September, and the fruit produced by these plants in the late summer and autumn of 1915 was as fine as anything that went to the Chicago, Detroit, Cleveland and Grand Rapids markets.

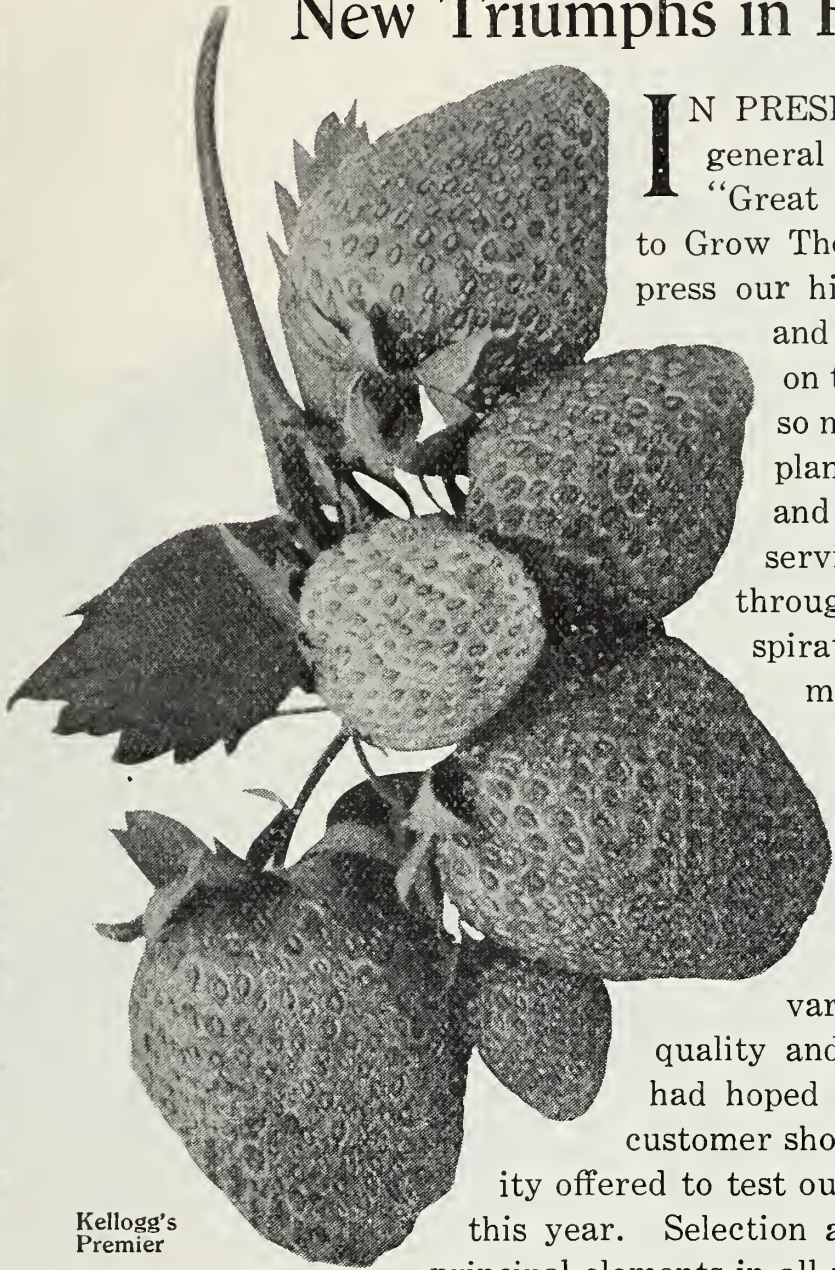
In making any change in our business we always consider our customers' interests as well as our own, and we are confident that the important change we announce will prove greatly to the interest of our Pacific Coast customers as well as to our Inter-Mountain-State customers. During the past two years, many of our Pacific Coast and British Columbia customers have insisted upon having their plants shipped from our Twin Falls farm instead of from our Oregon farm.

At our Twin Falls, Idaho, farm we grow both standard and everbearing varieties which are especially adapted to the soil and climatic conditions existing in the Inter-Mountain and Pacific Coast States, as well as in British Columbia. Practically every variety grown at Twin Falls, has been tested throughout the entire West and has proved successful for that country. Of course, some varieties will succeed better than others in certain localities in the West, the same as in the central and eastern states, and the experience we have had growing strawberries and strawberry plants in the West, has acquainted us with the varieties which are especially adapted to the different soils, climatic conditions and altitudes which are common there and we shall be glad to assist our Western customers in the selection of varieties which are best adapted to their particular conditions.

At the close of our shipping season at Canby in the spring of 1915, we ordered all plants then growing at Canby to be plowed under. We are advised that some Western growers are offering so-called Kellogg plants. This is to notify our friends that Kellogg plants may be purchased nowhere else except from our Three Rivers, Michigan, or Twin Falls, Idaho, farms, and anyone else offering our plants is offering something he cannot furnish and is practicing a deception upon the public.

All correspondence from our Western friends should be sent to our office at Three Rivers, Michigan, as in the past, and will receive as always our prompt and best attention.

New Triumphs in Horticulture



Kellogg's
Premier

IN PRESENTING to our friends and the general public the thirty-first edition of "Great Crops of Strawberries and How to Grow Them" we take opportunity to express our high appreciation of the generous and increasing evidence of confidence on the part of our customers, who for so many years have found the Kellogg plants the best plants grown anywhere and whose kind acknowledgements of service rendered and loyal support through all these years have been an inspiration and encouragement that words may not express. And we are happy to say that never before in the history of this institution have we been in position to offer to our patrons so many attractive features as we present in this annual in the way of new and wonderful varieties—varieties that surpass in quality and yield of fruit anything we ever had hoped to present to the world. Every customer should avail himself of the opportunity offered to test out the new varieties we introduce this year. Selection and breeding—these are the two principal elements in all forms of improvement and higher development whether we refer to plant life or animal life.

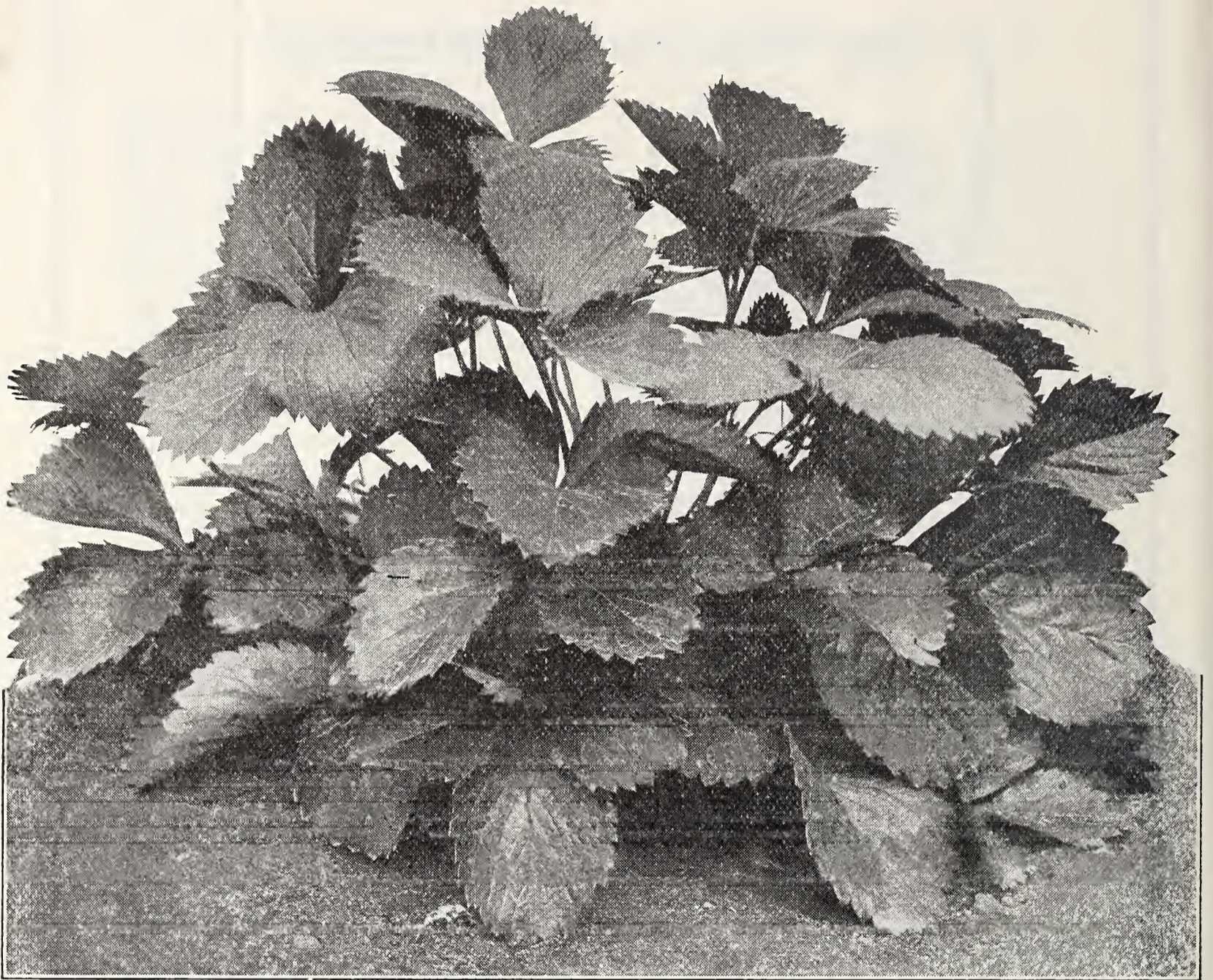
Kellogg plants are bred with much the same care that has resulted in the case, for example, of the wonderful milch cows that are today contributing so much to the wealth of the nation. Breeding and selection has changed the "scrub," worth from \$15 to \$25, into an animal that sells at from \$100 to \$500, and some of the more valuable cows go up in price to a point where it takes four and even five figures to express it.

Down in Indiana, not long ago, a group of progressive farmers joined together in the purchase of a bull of high degree. What did they pay for the animal? The rather tidy sum of \$20,000. Did it pay? Immensely. And the entire community is benefitting directly in the way of increased output of higher quality milk and indirectly through the general educational results that have followed the introduction of such high-blooded stock.

So have Kellogg plants transformed entire strawberry-growing communities following upon their introduction into sections where theretofore the common sorts of plants had been exclusively grown. Think what it means for the community life, as well as to the individual grower, to increase the product of an acre of strawberries from \$300 up to from \$600 to \$1200! And the reports from

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A KELLOGG PEDIGREE MOTHER PLANT
(Before Making Runners)

THIS photo-engraving illustrates the degree of perfection to which we develop our mother plants before they are allowed to reproduce themselves. This unusual growth is the result of scientific plant selection, proper feeding, and intensive cultural methods. It is now a recognized fact that runner plants inherit the characteristics of the mother plant, and by first developing a mother plant with a heavy fruit-producing organism, these mother plants in reproducing themselves, develop runner plants of the same high fruiting qualities. By our methods we have succeeded in developing a strain of plants that have won the world's highest fruiting records. The illustration on opposite page shows a Kellogg mother plant and its runner plants.

our customers all over the United States and Canada show that this is being done year after year by thousands of our patrons.

Kellogg plants stand for quality. It is our policy and it is our practice, to grow the best plants possible—the kind that prove their worth at fruiting time. We do just the right thing at just the right time and in just the right way to accomplish these desired results. As a consequence Kellogg plants are the best known and highest quality plants the world ever has known.

In putting the Kellogg kind of plants on the market we do not attempt to enter into price-competition with those who grow the "other kind." We can no more compete with other growers in the matter of price

than they can compete with us in quality of product.

A very important step taken by this company during the past year was the installation of an overhead irrigation system, covering sixty-five acres of our farm at a cost of \$18,000.00. Not only does this system give us complete crop-insurance (for drought is the only influence that ever has reduced our crop of plants below normal), but already we have evidence that the plants produced are better and develop more uniformly than those subjected to extreme dry weather. Growth is maintained continuously, suffering no check whatever, and the result is a perfectly formed plant, with a root and crown system so powerful as to insure the produc-

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A KELLOGG PEDIGREE MOTHER PLANT

(Reproducing Itself)

THIS illustration proves our statement that a perfectly developed mother plant will not deteriorate when producing runner plants, and that the runner plants do inherit the vigor and characteristics of the mother plant. Note how vigorously the mother plant continues to grow; also note the heavy runner cords, and the strong and well-developed runner plants. This photo-engraving, the same as all other engravings in this book, was made from an actual photograph, and represents an average mother plant, and runner plants grown in our propagating fields. These are the type of runner plants that we send to our customers, and which constitute their mother plants; and when properly handled, will develop to perfection just as did the mother plants which produced them. Such plants as these cost a trifle more than common plants, but are worth far more.

tion of immense quantities of fruit of the highest quality. This large and costly installation, which doubtless will be followed by large additions of the irrigation system as the years go by, is only another evidence of the purpose of the Kellogg Company to serve the men and women who find in strawberry growing a generous source of pleasure and profit.

Kellogg's "Big Four" Varieties

IN all of our thirty-two years of strawberry experience, we never have seen four varieties which possess all the desirable qualities, and which so nearly approach strawberry perfection, as Kellogg's Premier, Dr. Burrill, Magic Gem and Kellogg's Prize. For years we have been searching for four varieties which would completely cover the strawberry season, and this Big Four gives us a better combination than we ever expected to secure.

Kellogg's Premier is, without any excep-

tion, the best extra-early variety ever produced. It is unlike any other variety of its season. It surpasses all other extra-early varieties in productiveness, size, color and quality of fruit.

Dr. Burrill is the most ideal early variety ever offered to strawberry growers. It is sure to hold first place among early varieties. When we say that it surpasses the world-famed Senator Dunlap at every point, we have said all that is necessary to convince everyone that it is the world's future early variety. The Dr. Burrill strawberry crowns the efforts of J. R. Reasoner, who has spent twenty-five years of his life in order to produce a variety ideal in all respects, and all who have seen this variety in fruit, declare that he has succeeded in attaining his ideal.

Magic Gem has such a long fruiting season in Idaho, where it was originated, that it is difficult to name its season. It begins fruiting medium early and continues to bear fine luscious berries as late as any other standard

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STRAWBERRIES AND GARDEN VEGETABLES

THOSE who have only a small plot of ground can grow garden vegetables between the strawberry rows with perfect success. The above photo-engraving shows how successfully this may be done. Such a garden as this adds beauty, pleasure, and profit to a home. The strawberry rows are forty inches apart, with a row of vegetables between each two rows of strawberries, which still leaves plenty of room for hand cultivation. The vegetables growing in this garden are beans, peas, radishes, lettuce, carrots, turnips, beets, salsify, spinach, and onions. You will note that both the strawberries and vegetables have made an unusual growth, and we can recommend this combination to everyone who has but a small plot of ground and desires to grow both strawberries and vegetables. This is Mrs. Beatty's own private garden. Mr. Beatty is cultivating while Mrs. Beatty is gathering the good things for dinner. The entire garden measures only two rods in width and five rods in length, and it produces more vegetables and strawberries than four or five large families can use. It's fun to grow such a garden!

variety. Its large and perfectly formed berries are so beautifully colored that they command the very highest price on any market. This variety could not have been more appropriately named because in plant growth, quantity, quality, size and color of fruit, it certainly is a magic gem.

Kellogg's Prize is the late variety that already has told its own story wherever it has fruited. No other late variety ever has equalled *Kellogg's Prize* in any respect. Late varieties, as a rule, are not heavy bearers, but *Kellogg's Prize* differs from all other late varieties in this respect, as it is exceptionally productive, and in size, beauty of color and delicious flavor, it takes all prizes. Since introducing *Kellogg's Prize* three years ago, we have sold more than a million plants of this variety, and these plants have gone to every state in the Union and every province in Canada, and we have yet to receive a single complaint. But we have received innumerable letters containing highest indorsements of this truly wonderful variety.

These four varieties mark a new era in strawberry production, and we are anxiously awaiting the time when all of these varieties

have been tested on our customers' grounds. We are confident that growers who give them a fair trial will realize their highest expectations, and growers who do not take advantage of the opportunity presented in these four varieties will miss something worth while.

Our Everbearing Varieties

IF there were any lingering doubts in the minds of strawberry growers concerning the extraordinarily high value of the everbearing strawberries, the season of 1915 must certainly have given complete assurance, not only of their reliability and permanency, but of their unusual quality and the large profits they insure to the grower. Everbearing plants set in the spring of 1914 began yielding in 1915 along with the early, mid-season and late standard varieties, and the fruit of the everbearers equalled in every way in quality and quantity the highest grades of the standard varieties. And when the fruiting season of the standard varieties was over the everbearers continued fruiting throughout the mid-summer and late summer seasons and then on up to hard freezing

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SAME STRAWBERRY GARDEN AS SHOWN ON OPPOSITE PAGE

AFTER the vegetables, which grew between these strawberry rows, were consumed, we had this photograph made to show that the vegetables did not in any way interfere with the growth of the strawberry plants. Indeed, we never have seen a more beautiful strawberry garden. The lady with the hoe is Mrs. Frank E. Beatty. She enjoys spending her spare moments in her strawberry garden because it takes her out into the open and because it is a diversion from her household cares. Any woman can spend her spare time in the strawberry garden with great pleasure and profit, and those who have only a limited amount of ground need not hesitate to grow both strawberries and garden vegetables in the same place and at the same time. This garden contains both standard and everbearing varieties, and will furnish berries from early June until November.

weather. And plants that were set as late as June 10 began bearing early in August and continued to fruit until November. One of our customers having the largest everbearing strawberry farm in the world and who purchased 180,000 everbearing plants in the spring of 1915, received for his everbearing strawberries \$5.00 per crate on the Chicago market for a very large portion of his product. They were pronounced by Chicago experts to be the finest lot of strawberries that ever had come to the Chicago market. We cannot speak in too high terms of the product of such varieties as our Superb, Progressive, Onward, Advance and Forward. There is no longer the slightest doubt as to the fixed nature of the everbearing plants. They are as reliable as any of the standard varieties and, as we have indicated above, the experiences of our customers fully justify the strongest statements we ever have made concerning these remarkable plants.

I. Elmer White, an Idaho banker, wrote us under date of August 19, 1915 as follows: "The everbearing plants I received from you early in April have far outdistanced the highest expectations I had as to bearing qualities and rapid growth. The statements made in your catalog concerning these plants and their wonderful producing qualities have been more than justified in

my experience. We are now (August 19, 1915) getting daily all the berries we want for table consumption and I have given away a great many boxes to my friends, who can hardly believe that I am daily gathering such fine berries at this season of the year. These berries are large and have the brightest color of any that I ever have seen."

Frank Ewer of Utah writes us as follows: "I received fifty Progressive plants last spring from Twin Falls. We had fine berries from the last of August until some time in November when they froze. At that time they were loaded with berries and blossoms."

Mrs. Cora Levitt of Illinois says: "The everbearing plants I purchased of you last spring are doing splendidly. I must say that your plants far excel any others I ever have grown. In spite of dry, hot weather last year, we had fine fruit in July and plants were continually loaded with bloom and berries until autumn."

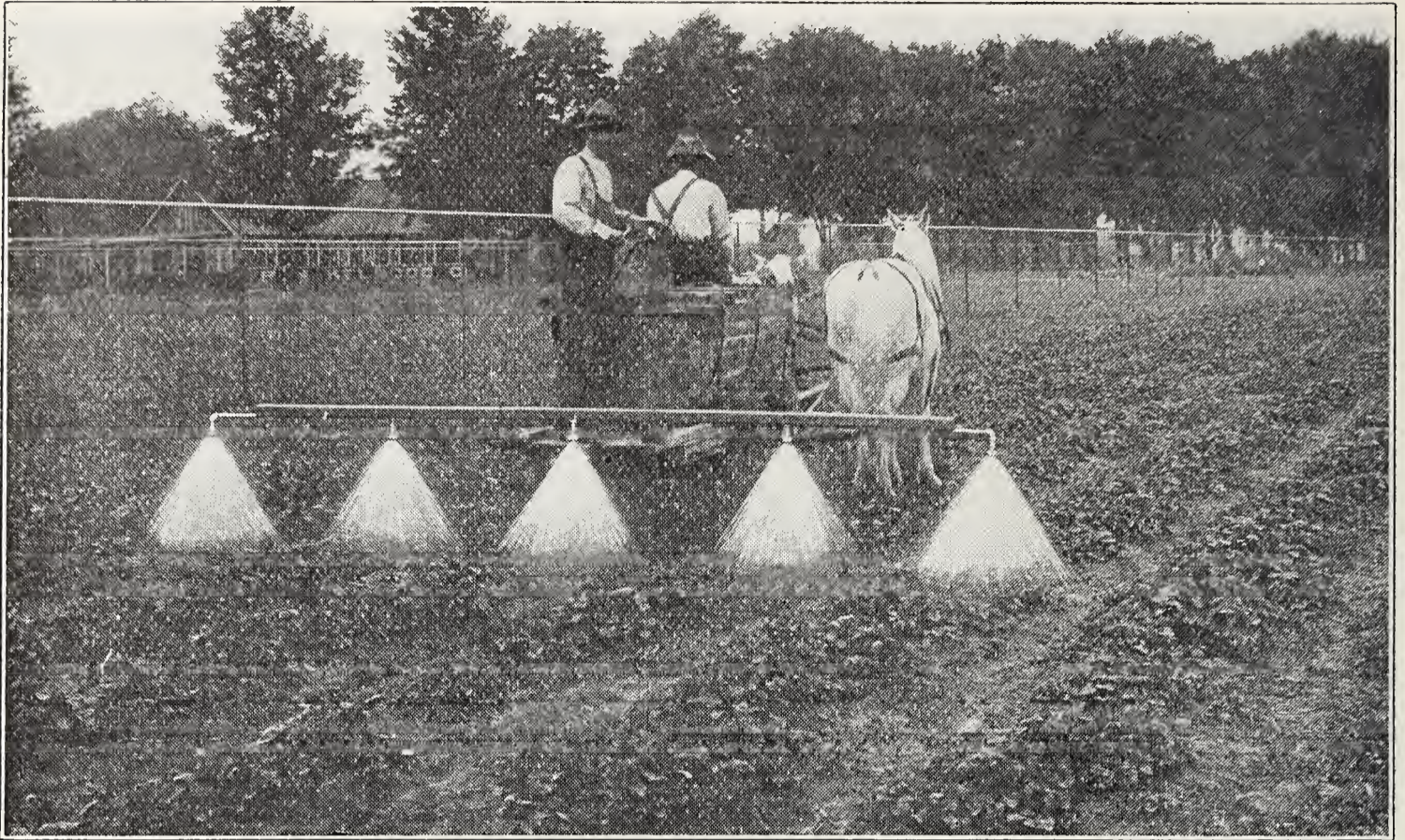
E. S. Smith, of Ohio, writes: "In the spring of 1914 I bought 100 plants of your Superb everbearers. It is the greatest wonder I ever saw in strawberries."

M. A. Lowery of Minnesota writes us as follows: "I can only say for your plants that they are better than recommended. I wish also to say that there are no berries that I know of in the state of Minnesota that compare with the Superb."

W. Souter, another Minnesotan writes us as follows: "They talk of the seven wonders of the

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HOW WE PREVENT TROUBLE ON THE KELLOGG FARMS

THIS scene is suggestive of the methods we employ to insure perfectly clean plants to every customer. Spraying goes on throughout the entire season, even though there be no sign of insect pest or of plant diseases. Arsenate of lead is insurance against the insects that might attack the plants, and lime-sulphur solution is the best preventive of fungous diseases. We use between 400 and 500 barrels of spraying materials each season and though it is expensive work we find it a paying investment.

world. I must say and say it truthfully, if there is an eighth wonder it is your Superb everbearing strawberry. The berries are not only fine, but are immense in size and yield and they are delicious in flavor. They never cease blossoming and bearing during the growing season, and there never is a berry smaller than the end of a man's thumb. The plants are very large and grow steadily larger as the season advances. If there is any one thing I am proud of it is my row of Superb plants. People who call to see my place look at the Superbs in wonder."

Letters of similar import have come to us from every section of the United States, showing that the everbearers are not only universal in their habitat, but that they have lengthened the strawberry season by more than three full months and have opened up an absolutely new field in the world of horticulture. Today the strawberry grower has the longest season of picking known to any line of horticulture, and one of the most encouraging signs of the times is the avidity with which the general public has seized upon this opportunity for delicious fruit in the late summer and fall, thus insuring to the strawberry grower an immediate sale for all the high-class everbearing strawberries he can send to the market. Under such conditions every up-to-date strawberry grower should engage not only in the work of growing standard varieties for the early

summer market, but should set out a very generous crop to the everbearing sorts in complete confidence that his work in this direction will be attended by generous success and very large profit.

New Triumphs in Horticulture

THE four fine standard varieties, which we have described above, and to which are to be added the great everbearers we carry in our list, represent new triumphs in horticulture that make not only for a wonderful increase in the wealth of the world, but in the pleasure and delight which such introductions afford. It gives us great satisfaction to report that we have a generous supply of all of the great everbearers and the four recent originations, and we cannot too strongly urge upon our friends everywhere the advantage which will accrue to them of setting a generous number of the plants of all the varieties to which particular reference here is made. Such quality in plants and in fruit as is presented in this book never was dreamed of even so recently as ten years ago. It is most gratifying to us to be able to present to our customers so noble an array of extraordinary varieties, the equal of which may not be found on any other farm in the world.

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O. P. WILLIAMS' BACKYARD STRAWBERRY GARDEN

MR. WILLIAMS of Michigan believes in making his backyard work. This little backyard strawberry garden measures only 18 x 40 feet and it produces more berries than a large family can use summer and winter. The surplus berries pay for the plants, buy sugar and cans for putting up the winter supply of berries and furnishes the women folks with some spending money. Such a garden as this will add beauty, pleasure and profit to your home. All who can do so should grow strawberries.

Kellogg's Garden and Acre Selections

OUR garden and acre selections made during past seasons have been such an aid to those who have adopted our suggestions along that line that we have decided to offer, at special prices, a series of garden and acre selections of strawberry plants. And in order that we may serve the very best interests of our customers, we present herewith a series of such selections so graduated as to meet the requirements of all. Whether you have a tiny patch in a city backyard, or a more generous area on a town lot, or if you desire to set one or more acres of plants, we shall be able to fill your requirements to your complete satisfaction, and the individual purchaser may be perfectly confident that his purpose shall be fully satisfied with a selection of varieties particularly adapted to his situation both as to number of plants and the varieties selected. Simply give us the size of your plot, your location, climate and soil conditions, and we shall promptly submit for your approval an ideal selection that will insure your complete success as a strawberry grower.

During the past years we have made selections for thousands of our customers, and the fact that these same growers continue to have us select for them is pretty good evidence that we have chosen varieties that have proved entirely satisfactory both in productiveness and quality of fruit. When we select varieties for our customers we not only choose those which are best adapted to the soil

and climatic conditions under which they are to be grown, but we also use varieties that mate perfectly. Suitable varieties and proper mating are very essential to success in the growing of strawberries.

Because of the variety of soils and climatic conditions under which our plants are grown it is impossible for us to mention here what varieties we should select for you, as we do not know the kind of soil you have, or your climatic conditions. For instance, some varieties do best in heavy clay soil, some prefer sandy loam and some black loam, and some varieties do their best in heavy black soil, while others like a light sandy soil. And we find that some varieties do exceptionally well in poor and thin soil, while other varieties must have soil that is very rich.

With these varied conditions in mind you readily will see how impossible it would be for us to select varieties adapted to your conditions until we know where and under what circumstances the plants are to be grown. But when we are fully advised on these points, we then can intelligently select just the varieties you should have.

Our Garden Selections

A KELLOGG GARDEN SELECTION consists of both standard and ever-bearing varieties which will insure your family a supply of straw-

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STRAWBERRIES GROWN IN BEDS

THIS is a back-yard scene of one of our Michigan customers. The proud owner is a telegraph operator for the Michigan Central R. R. Company and he gets much pleasure and profit from his strawberry bed. Each bed is about six feet wide and thirty feet in length, and is surrounded with twelve inch plank. You will note that the foliage grows nearly a foot above the plank, which makes the entire growth of the plants nearly two feet high. Three rows of plants are set in each bed, and the plants are allowed to make runners until there are enough plants to cover the entire bed as shown in picture. These two beds have fruited for two years, and have produced all the berries a large family could use, both summer and winter, and enough surplus berries were sold to pay all expenses, such as cost of plants and of sugar and cans used in putting up the winter supply.

berries the year 'round without cost. With such a garden you will have big, red, delicious strawberries picked fresh from the vines from May until November, and canned berries, jam and preserves throughout the winter. The surplus berries easily may be sold for enough money to pay for the garden and to buy the sugar and cans used in putting up your winter supply.

Why should you pay 15c to 20c per quart for common strawberries when you may grow the Kellogg kind yourself right in your own garden or back-yard? If you were to buy the strawberries that a Kellogg garden produces, they would cost you anywhere from \$50 to \$125, depending upon the size of the garden, and you know that strawberries grown right at your own door, picked fresh from the vines when fully ripe, are much better and more delicious than berries that you buy, no matter what price you pay for them. When your strawberry garden is in full bloom it will be a veritable flower garden, and when the vines are loaded with big, red berries, it will be more attractive than a flower garden. We believe in both flowers and strawberries, and anyone who has a garden plot certainly should grow both.

Kellogg's Garden Selection A is composed of 200 plants consisting of 50 plants each of four choice standard varieties, extra early, early, medium late and extra late, including one of our famous Big Four varieties. Price, delivered to any town in the United States, all charges prepaid.....**\$2.25**

This garden should produce at least 200 quarts of delicious strawberries each year for two years

—a total of 400 quarts. Figure the berries worth 12½c per quart and you will have \$50 for an investment of \$2.25.

Kellogg's Garden Selection B is composed of 300 plants consisting of 50 plants each of five choice standard varieties and one everbearing variety, ranging in season from earliest to latest. Price delivered to any town in the United States, all charges prepaid...**\$3.50**

This garden should produce 600 quarts of berries in two years. Value \$75.

Kellogg's Garden Selection C is composed of 400 plants consisting of 50 plants each of six standard varieties and two of our best everbearing varieties. Price, delivered to any town in the United States, all charges prepaid**\$5.00**

This garden should produce at least 800 quarts of berries in two years, and the berries should be worth \$100.

Kellogg's Garden Selection D is composed of 500 plants selected from ten varieties, composed of 50 plants each of eight standard varieties and two everbearing varieties. Price, delivered to any town in the United States, all charges prepaid.....**\$6.25**

This garden is our greatest bargain because two of our new varieties and two everbearing varieties are included. It should produce at least 1,000 quarts of berries in two years, and whether you use the berries or sell them, they should be worth \$125. Where could you invest this small amount of money and get such large returns, and what can you grow that will contribute more to

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STANLEY PELTIER'S FIELD OF KELLOGG PLANTS

SOME years ago Mr. and Mrs. Peltier visited the Kellogg farm at Three Rivers, and as a result of what they saw here became very much interested in Kellogg plants, and are now successful growers in the outskirts of an Ohio city. In sending the above photograph Mr. Peltier reports his large success, and incidentally refers to his admiration for Kellogg's Prize and Chesapeake. He says the Prize "is the very best—long fruiting season and a good producer." and of Chesapeake that "it will hold in better condition on the plant after being thoroughly ripe than any other variety I ever saw." Essential points in strawberry success.

the support and delight of a home than strawberries?

Kellogg's Big-Four Garden. This garden includes 400 plants selected from our four wonderful new varieties which succeed in all soils and under all climatic conditions.

100 plants Dr. Burrill	\$1.50
100 plants Magic Gem	1.50
100 plants Kellogg's Premier	1.70
100 plants Kellogg's Prize	1.50
	\$6.20

Our special price on this garden, plants pruned ready for setting, delivered by parcel post or express, all charges prepaid to any town in the United States... **\$4.50**

Kellogg's Everbearing Garden. This garden includes 300 plants, selected from several of our choicest everbearing varieties. The varieties we shall select for this garden will depend upon the locality in which they are to be set, and we shall include plants of four or five varieties, so that you may have an opportunity to test the various varieties of the wonderful everbearers. Our catalog price for 300 plants selected in this manner is \$5.50. *Our special delivered price to you (express or parcel post prepaid), plants pruned ready for setting*..... **\$4.80**

In estimating yields from these gardens we have counted upon one quart per plant each year. Many customers report, however, that they have gathered double the quantity we estimate here.

To Canadian customers the delivered prices for these gardens will be as follows: Garden A, \$2.75; Garden B, \$4.25; Garden C, \$6.00; Garden D, \$7.50; Everbearing Garden, \$5.50; Kellogg's Big-4 Garden, \$5.25. This does *not* include the tariff duty on plants.

All plants in these Kellogg Garden Selections are pruned and ready for setting, and the plants will be delivered to you just at the time they should be set in your locality. We shall select varieties that will properly mate, and thus insure a large crop of perfectly formed berries. And

our Service Department will answer your questions whenever you have occasion to write us for information.

As we are making special delivered prices on Kellogg Garden Selections, and the amount for each being small, *full remittance should invariably accompany* the order. To avoid misunderstandings and unnecessary correspondence, the purchaser should name the letter used to distinguish the particular garden described. If you select garden C, for instance, please so indicate when ordering.

Cultural Methods for a Kellogg Garden

UNDER the title of "Great Crops of Strawberries and How to Grow Them," in another part of this book, we give full instructions for strawberry growing which are particularly adapted to large areas. For the benefit of those who grow our strawberry gardens we give herewith more specific directions for the smaller areas. In the first place, let us say that strawberries are so easily grown that even a novice may succeed from the very beginning. As a matter of fact, it requires less experience and less work to grow strawberries than it does to grow flowers or common garden vegetables. Strawberries may be said to be the most universal of crops in the sense that they succeed in all soils and under all climatic conditions, provided you have varieties that are adapted to your soil and general conditions.

The soil for strawberries is prepared just the same as for vegetables. Both require manure of some kind. You can use horse, cattle, sheep, hog or chicken fertilizer, or commercial fertilizer in case you cannot obtain the necessary manure, and if your soil will grow vegetables without any

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fertilizing it also will grow strawberries. The manure or commercial fertilizer should be spread evenly over the ground after plowing or spading, and should be worked thoroughly into the soil before plants are set. Make the soil fine and firm, as plants of no kind will succeed where there are clods.

Strawberry plants are set the same as cabbage or tomato plants. Simply make an opening in the soil and place the roots straight down into the opening, and press the soil firmly against the roots. See that the crown of the plant is above the surface of the soil.

After plants are set, cultivate with garden rake, hoe, or hand cultivator. This will cover up your tracks and will make a dust mulch that will prevent the escape of moisture and also will prevent the formation of crust. Continue cultivating the same as with garden vegetables. To grow either good vegetables or strawberries, cultivation should be repeated every week or ten days throughout the growing season. Nothing aids plant growth of all kinds so greatly as continued cultivation, and remember that strawberry plants do not like to associate with weeds and grass.

Remove all fruiting stems as soon as the blossoms begin to open, and if you wish to grow the plants in hills, remove all runners as fast as they appear.

If you intend to let your plants grow in rows, allow the runners to form and root until your rows are as wide as you wish, after which time the balance of the runners should be cut off when hoeing.

Mulch your plants with straw, marsh hay, or coarse strawy manure after the first heavy freeze. When doing this work, you should cover the entire ground occupied by your garden. In the spring, remove the mulching which lies directly on the rows of plants. Simply rake the mulching from over the rows of plants into the spaces between the rows. The everbearing varieties should have their blossoms removed as fast as they appear until the latter part of June. After this date, all blossoms that appear may be allowed

to develop fruit. We here refer to the season in which the plants are set. The second season it is unnecessary to remove any blossoms from either the everbearing or standard varieties.

If these simple rules are followed, you will be delighted with the abundant crop of delicious berries your garden will produce, and the children will dance for joy. Please the children and the entire family will be happy.

Kellogg Acre Selections

THE Kellogg acre selections are for the benefit of those who prefer to leave to us the selection for larger areas than are contemplated in the garden selections. It gives us great pleasure to assume this responsibility because as a result of more than thirty years' experience in this line we feel confident that our selections will give to our customers the largest degree of success.

If, therefore, you wish to take advantage of our free service, give us a complete description of your soil, indicate whether you wish to grow an acre or more, or one-half acre, or one-quarter acre, and we shall promptly make up a complete list of varieties which will mate congenially and that will be especially adapted to your particular conditions. Be sure and advise us whether you will grow the plants hill system, single-hedge or triple-hedge row. With this information in mind we shall advise you as to the number of plants required and submit for your approval a complete selection which will be particularly adapted to your requirements.

After carefully considering our selection you will, of course, be free to make such

changes as you deem wise or to adopt the selection as made. In your particular case we might choose from more varieties than you would care to grow; or, you might wish to set out more varieties than we had chosen, or again, you might prefer more plants of earlier or more plants of later varieties than we select. Such changes as these would not affect the general re-



A BUNCH OF SUPERBS

THIS bunch was taken from a shipment of twenty thousand Superb plants, which were shipped from our Twin Falls, Idaho, farm to Three Rivers, a distance of over two thousand miles. We had this bunch photographed to show how our plants are cleaned and bunched, and also to show how perfectly they retain their growing vigor while in transit. The entire twenty thousand plants were in the same perfect condition as the plants in the bunch shown here. After this bunch was photographed, the plants were set and every plant grew. See illustration on opposite page. The balance of the plants in this shipment were sold to a neighbor grower. They were set by inexperienced men, yet the grower has a most perfect stand, and one of the most beautiful strawberry fields we ever have seen. It is only further proof of the vigorous nature of the Kellogg plants and the big yields they give.

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SAME SUPERB PLANTS AS SHOWN IN BUNCH ON OPPOSITE PAGE

THESSE are the same plants as shown in bunch on opposite page. Arrived May 10th, set same date, photographed July 20th. We began picking big red strawberries from these plants early in July, and they were loaded with green berries when photographed, and they fruited continuously until freezing weather. The twenty thousand plants that came in the same shipment have made a growth equally as good or better than the plants shown here; they also yielded fruit in the same manner as these plants. These photographs tell the Kellogg story better than words could do. Success with such plants is assured in advance.

sult, for in all cases plants of highest quality and fruiting power will be chosen.

The number of plants required to set an acre depends entirely upon the system you have decided to follow. For instance, if you decide to grow berries by the hill system, it will require 14,000 plants to the acre; the single-hedge calls for 7,250 plants, but if you decide to grow under the triple-hedge-row system, it will require only 6,250 plants. Therefore, the number of plants we shall recommend for the area you intend to set to strawberries will depend upon the size of the plot and the system you intend to follow. All of these matters will be fully explained after we receive the necessary information from you.

Try Growing Strawberries One Year

IF there is any doubt in your mind about strawberry profits, try growing them for just one year, and then you can quit if you want to; but you will not quit, because the pleasure and profits of strawberry growing will induce you to increase your acreage rather than to quit the work. The first year's experience will fully convince you that strawberries give quicker returns and greater profits than any other crop, and if you do not fall headlong in love with the work, and if you do not make more money than you are now making, we shall miss our guess. We base our prediction on the assumption that what other men and women have done, you can do. The profit of strawberry growing is no longer a guess with us, or with our thousands of customers. Those who started growing strawberries years ago still are growing strawberries and are increasing their acreage from year to year.

Perhaps you think you cannot succeed at growing strawberries because you have had little or no experience. We had no experience whatever

when we started growing strawberries thirty-three years ago, but we succeeded in spite of the fact that we were greenhorns. We now have more than one hundred thousand customers and every one of them started with no experience. They are still growing strawberries and no doubt will continue in the business as long as it proves as pleasant and profitable as it has in the past.

When you begin growing strawberries you get into a business that is not overdone. Every town, regardless of its size, offers a splendid opportunity for anyone who will grow strawberries of high quality. A large percentage of our customers who are now making big money in growing strawberries, and who now have a business that is making them practically independent, are men and women who became tired of the steady toil and grind that is the lot of the mere wage-earner. They simply became convinced that there was money in strawberry growing, and they had the grit and determination to make the start. Succeeding in business of any kind is like learning to swim—you must make the plunge.

Our most successful customers were at one time bookkeepers, clerks, salesmen, teachers, mechanics, or farm hands. They became dissatisfied with their earnings, sent for our book, which encouraged them to make the start, and it affords us no small amount of pleasure to know that we have had something to do with their success. If you are tired of being called to your work by the whistle, and are earnest in your desire to engage in a business that will make you independent, and are willing to make the start, we are willing to assist you in making your plans, and will consider it a pleasure to aid you to become a successful strawberry grower.

We recommend strawberry growing to you because we assume that you, like ourselves, want to get into a business that will give you the largest possible profits for the money and time invested.

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If this is your wish, grow strawberries and your highest expectations will be fulfilled. We have observed that both men and women engaged in many other lines of work soon make a change, while those who begin growing strawberries are faithful to their choice.

There is a reason for this, and the reason is that folks stay in a business that pays them large profits, and the larger the profits, the longer and more closely they stick to that business. The page in this book headed "Quarts and Dollars" will give you some idea of the success and profits enjoyed by growers who use the Kellogg plants and follow the Kellogg way.

Women Strawberry Growers

ANYONE who doubts a woman's ability to grow strawberries will have that doubt removed by a reading of the letters which come to us from women who grow Kellogg strawberries both for home use and for market. Some of the most enthusiastic letters which come to our office are written by women strawberry growers. There is no reason why a woman should not grow strawberries. The work is refined, healthful and delightful as well as profitable.

It requires less experience and less work to grow strawberries than it does to grow flowers or garden vegetables and it has been the experience of many women customers that strawberries give a greater profit than any other kind of fruit or any kind of vegetables. They also find that greater profits are derived from strawberries than from cows or chickens, to say nothing of the difference in the amount of work required to accomplish desired results.

A great many families are supplied with strawberries through the thoughtfulness and efforts of women. They not only conceive the idea of growing strawberries for home use, but they also order the plants and do practically all the work connected with the growing of the crop.

It is the women who stand over the hot stoves during the long, sultry days of summer preparing fruits and vegetables that we may have these splendid edibles during the winter. If it were not for the goodness of wives and mothers, our tablecloths would not be stained very often during the winter with jam, jelly, preserves, fruit-juices, etc. Neither would our appetites be tempted with mango pickles, spiced peaches and such things.

Every boy and girl who has a mother that is willing to stand over a red-hot stove in the summer preparing good things for winter would better appreciate her and give her lots of flowers while she lives, as it will be a long time before you get another mother that will sacrifice her comforts in order to supply your wants and to make you happy. The flowers which please a good mother most are the flowers which grow from a good child's heart. The varieties are obedience, love, kindness, appreciation. Such flowers as these never lose their fragrance or beauty.

A husband that has a wife who desires to grow strawberries should grant her that privilege, and if she doesn't want to grow strawberries, he should grow them for her.

All women who are sufficiently interested to write us and ask questions will have their questions answered entirely without charge. Indeed, the pleasure will be ours if we may have

something to do with her success as a strawberry grower, whether she desires to grow berries for home use, or pleasure, or profit.

Herewith are brief extracts from letters from a few of our women customers, expressing their satisfaction, pleasure or profit they find in growing Kellogg Plants in the Kellogg Way:

Mrs. C. H. Cowles of Wisconsin writes: "We always get fine plants from you, and Oh! such lovely big berries as grow on those plants!"

Mrs. Thos. H. Andrews of Illinois, writing under date of August 13, 1915, says: "Having seen some of your fall-bearing strawberries at Mrs. Cassidy's, I wish you would ship me one thousand of those plants. I never before saw such nice plants."

Mrs. J. A. Fleming of Michigan writes: "I have your berries growing in my garden—planted them a few years ago. They have had very little care, but never have failed to give us all we could eat every season."

Miss Nellie Grider of Kentucky, a young woman who is making large success in her work as a strawberry grower,



MAKING STRAWBERRY PRESERVES

THIS photo-engraving shows Mrs. Frank E. Beatty making her famous sun-cured strawberry preserves. Mrs. Beatty is the wife of F. E. Beatty, president of the R. M. Kellogg Company. When Mr. Beatty began growing strawberries twenty-five years ago, Mrs. Beatty had charge of the office work, packing, labeling, etc., and she has had much to do with his success as a strawberry grower. She still enjoys going over the great fields of strawberry plants, and always has her own strawberry garden where she can work among the plants and pick the berries just as she wants them. Mrs. Beatty's 1915 garden is shown on page 6, where you will see her with her basket of vegetables which were grown between the rows of strawberries, and her "worst half" is cultivating. Mrs. Beatty is an expert in preparing strawberries for winter use. Her jam, preserves, canned berries and shortcake, have become famous. She is now a member of our Free Service Bureau and our lady customers may have the benefit of her experience at any time. We are confident that women strawberry growers will profit by the help that Mrs. Beatty will be able to give them on all things pertaining to strawberry dainties

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A HALF-ACRE OF KELLOGG'S EXCELSIORS IN CALIFORNIA

THE above illustration is from a photograph of the field of Excelsior plants set out in the spring of 1914 by Mr. and Mrs. Newell of California. Mr. Newell writes us: "In the following October they began blooming and we sold berries all through the winter from November to February. Weather conditions were against us or we would have netted \$800 from that half-acre. Photo was taken after the vines had been picked over for four months." East or West, Kellogg quality always wins.

writes us as follows: "I have convinced my friends and neighbors that the Kellogg berries can hold their own in Kentucky, a southern climate, as they do elsewhere. Those who predicted my berries would be worthless are now using quantities of commercial fertilizer to stimulate their plants for another year. The Kellogg plants surely are a success in this section."

Mrs. Gordon B. Fuller of Ohio sends us the following: "I saw in a strawberry-plant catalog from another Michigan town the following: 'We guarantee our plants to be as good as Kellogg's or any other thoroughbred man.' That speaks well for you, as one usually says, 'His goods are as good as the best.'"

Mrs. Susan Talbot Bawden of Ohio expresses her appreciation of the assistance we have rendered her as follows: "Your letter has been a comfort and a joy ever since, because it made me feel sure that there was one company that could be depended upon. I want to do everything just right, if I can, because that patch of strawberries just *must* help me put my two boys through college."

Mrs. Wm. L. Sprague of Massachusetts says: "When the strawberry plants reached me the 3rd of May in such beautiful condition I could not help but exclaim, 'Such fine plants!' The roots were fine, and I am sure, if those plants do not succeed, it will certainly be due to no fault of the plants you sent me. It surely was a pleasure to set them out."

Mrs. Hezekiah Fox of Maryland wrote us under date of June 2, 1915: "I wish you could see what those wonderful plants are doing that you sent me a year ago. The fruit is ripening and the berries are simply wonderful."

Mrs. E. Hendee of Illinois writes under date of April 18, 1915: "I am more than pleased with the plants just received, and shall always recommend Kellogg plants."

Rose H. Gay of Gold Hill, Oregon, writes: "The strawberry plants ordered from you are looking splendidly, and we are much pleased with them."

Mrs. Mary L. Montgomery of Washington writes as follows: "The plants I bought of you last spring are simply splendid, and my ever-bearing plants did very well. When the snow came they were full of berries and bloom. They were a wonder to people here."

Mrs. H. B. Mick of West Virginia says: "I received my berry plants in fine shape. I am delighted with them, as I never saw such a nice lot of plants before."

How to Get a Productive Home

THE best asset on earth is a piece of the earth, and we know both from personal experience and the experience of numberless growers that the best and quickest way to get that piece of earth is by growing strawberries. The profits

from one acre of strawberries in a single season will buy two or three acres of high-priced land. Many of our customers are doing better than this. Mr. Chandler of LaGrange, Oregon, paid for a fine and beautiful home from the proceeds of less than one acre of strawberries. He is just an ordinary every-day man, and what he has done, any hustler can do if he will make the try. Every man owes it to himself and his family to own their own home, and with a little effort this is possible.

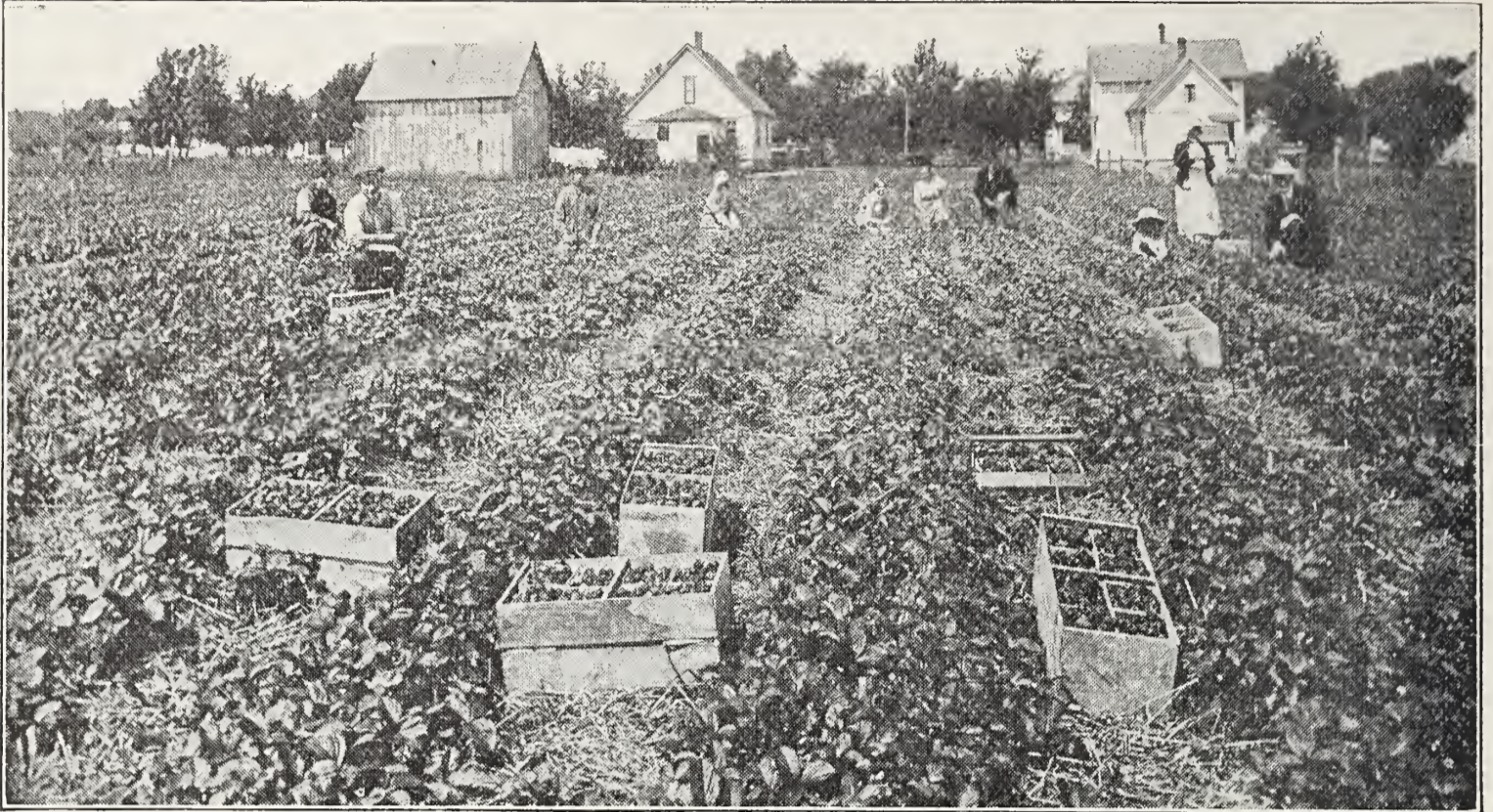
If you are not in a position to pay cash, you can lease a few acres for a term of years, with the privilege of buying. Land that is worth \$200 per acre, will have a tangible value of \$500 per acre as soon as set to strawberries. The value of land is based upon its productive power. The more dollars you can make each acre produce the more valuable your land becomes, and there is no other crop so sure and none that will produce so many dollars per acre and do it so quickly, as strawberries. The soil is the source of everything we eat and wear, and the sooner we own a part of this source, the sooner we are assured of plenty and become independent.

If you will lease five or ten acres of land with the privilege of buying, and will set one or more acres to strawberries each year, the profits from the crops soon will pay for the land, and enable you to build a comfortable home upon it, and by the time you have accomplished this, your land will have doubled or trebled in value. We have observed that those who make a special effort to get a home, generally succeed. It is better to pay taxes on your own home than to pay your landlord's taxes and a big profit on his investment besides, and when you are paying for your own home, every dollar you spend on it beautifies and increases the value of your own property. When you are buying a home for yourself, you have something to look forward to, and you are encouraged to do your dead level best.

The fellow who is paying for his own home, views life differently from the fellow who pays rent. A productive home not only gives your

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AN ACRE OF KELLOGG PLANTS THAT YIELDED \$977.50

THIS illustration is from a photograph of the acre field of Dr. L. G. Hemenway of Illinois, who says in his letter accompanying the photograph: "I claim that this acre strawberry field of Kellogg plants bore the largest crop of berries ever grown in this region—8,500 quarts of fine berries. The varieties were Senator Dunlap, Kellogg's Prize, Warfield, Enormous and Ozark. The picking season lasted forty-two days, and I sold them from 2 cents to 3 cents a quart higher than any of my competitors, mine being the only Kellogg berries grown in this locality. I received an average of 11½ cents a quart." Quality always counts.

family a place to live, but it also furnishes them with many of the necessaries of life, and makes it possible for you to give them luxuries which you never could give while renting. Then, too, there is a source of pride in owning a home of your own. Your employer hires you for the purpose of making a profit from your services. Why not make that profit yourself?

Strawberries always have been a profitable crop, and today strawberry growing offers a greater opportunity than ever before. The automobile affords an easy means of travel that did not exist a few years ago. The city folks who own automobiles and have no place to grow their own berries, will drive fifteen or twenty miles in order to get strawberries picked fresh from the vines. Make your little farm so attractive that it will bring them to you for berries. Mail a neat little circular, describing your farm and berries to the owners of automobiles and you will be surprised at the number who will take advantage of this opportunity to get strawberries which are fully ripe and freshly picked. The news soon will spread and your farm will become famous for many miles around. We are confident that by this method of advertising you will be able to bring a sufficient number of buyers right to your farm to consume a big crop of berries, and if you will grow berries of high quality and pack them attractively in neat, clean boxes, you will get a much better price than you can get in any other way. A little advertisement in the daily papers of your nearby towns and cities also would increase your trade. Someone in your locality is going to take advantage of this splendid opportunity to get a productive home. Let us help you to be the one. Possibly, your wife would like to join you in this enterprise. She could serve shortcake and strawberries and cream, and take

orders for jam, preserves, and canned berries for winter use, which she could prepare from the smaller berries. In this way the second-grade berries could be disposed of at a price equal to that obtained for the fancy berries. One of America's largest pickle and preserve factories was started in just this way. In starting an enterprise of this kind, you take no chances. The city folks want strawberries and they are willing to pay a good price for freshly-picked berries of high quality. Our Service Department will be glad to co-operate with you in every way. We will help you in the selection and mating of varieties, and everything pertaining to the cultural methods which you should employ to get the largest and quickest results, and we also will assist you in getting up your circulars and advertising matter.

Let Us Help You Through Our Free Service Department

WHETHER you are a beginner or an old-time strawberry grower, you may have the benefit of our thirty-two years of strawberry experience whenever you want it, and we can help you most by answering questions that concern you most. We try to cover all points concerning strawberry growing in this book, but that is a difficult matter because your conditions may be different from our conditions, and besides this new things are coming up all the time.

Our Free Service Department was established expressly for the benefit of those who find it necessary to ask questions pertaining to strawberry growing and marketing problems. And the demands upon this Service Department have grown until it now requires from four to five

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STRAWBERRIES KEEP HIM YOUNG AND HAPPY

HERE is a photograph of the strawberry patch of W. J. Cox of Bolivar, Mo., who writes us that the six-square-rod plot shown herewith yielded strawberries at the rate of more than \$800 per acre. Mr. Cox is eighty years young and the work he does in his patch is perfect. He has grown Kellogg plants for many years and is proud of the fact that he grows them the Kellogg Way.

stenographers to take care of the correspondence which comes to this department. The questions are answered by men who have had experience concerning the very things you inquire about. And let us say that there are very few questions pertaining to the growing and marketing of strawberries that cannot be answered through this department to your entire satisfaction and to your profit. One thing is certain: we are not going to advise anyone to do anything that would not be to his best interest.

Letters of appreciation which now come to this department equal in number and some days exceed the number of letters containing questions. This alone makes it safe for us to say that this Service is accomplishing what it was intended to accomplish, and that is to assist our customers in growing larger crops and better berries than ever have been grown before. And the service we give also has had much to do in aiding growers to get better prices for their berries.

When we receive an order for plants we fully realize that our obligations to that customer have just begun. We not only give each and every customer a dollar's worth of plants for each dollar received, but we also give him an equal value in service, and whether questions come with the order for plants or months or years afterwards the questions are answered with the same promptness and interest.

Our Free Service begins with you whenever you begin asking for information, and it continues indefinitely or until you are able to solve your own problems and you find it unnecessary to ask for further information and advice.

The members of our service department are on the job six days in the week and fifty-two weeks in the year. We are very busy at times, but never too busy to answer questions with reason-

able promptness and to show our appreciation to those who have placed their confidence in us.

The principal object of our Free Service Department is to advise our customers on all points pertaining to strawberry growing and to aid them in eliminating expensive mistakes. Of course, we realize that it is impossible to accomplish anything worth while without making some minor mistakes, but with our help, combined with good judgment on the part of our customers, mistakes may be reduced to the minimum.

Let us repeat that we not only invite you to send us your order, but we also invite you to take full advantage of our Free Service Bureau, and if we may have the pleasure of helping you increase your profits, we shall feel well repaid for the efforts extended in your behalf.

Grow Strawberries and Get the Boys Interested

MOST boys like to grow money-making crops, and the farmer could do nothing better than to get his boys interested in the growing of strawberries because strawberries give quicker returns and larger profits than any other crop. One acre of strawberries properly grown will yield a greater net profit than twenty acres of corn or wheat. When a boy grows strawberries, he not only learns how to grow this best of all fruits, but he also gets a business training when picking and marketing the berries. When a boy learns how to grow, pick, pack and market strawberries he soon will build up a business and a reputation that will be worth a fortune to him. A great many boys are leaving the farm and going to the cities because they do not like to grow

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PROPERLY CLEANED PLANT
(The Kellogg Way)

WE had this photograph made to show how the Kellogg plants are cleaned when preparing them for shipment. You will note that the crown of this plant is protected by the husk or covering which nature develops for that purpose. In cleaning our plants we are careful not to remove this protection, because this is the only protection the crown and bud possesses. The removal of this protection would greatly interfere with its keeping and carrying qualities. This explains why the Kellogg plants will travel for days by express or parcel post and still retain their vitality. In cleaning plants, we never strip the runner cords and leaves by hand. This work is done with shears, and the runner cords are cut several inches from the crown as shown in picture. A plant treated the Kellogg way will not look as clean as a plant cleaned the other way, but the Kellogg Way is the way that insures plants reaching you in perfect condition and also insures a perfect stand, rapid growth, and big results in the way of crops, and that is what strawberry growers desire.

common farm crops, and we believe that an acre or so of strawberries would solve the problem of keeping the boys on the farm in many instances.

Mr. Beatty, the president of the Kellogg Company, was born and raised upon a farm, and he was one of the boys who did not like general farming. His father had a small plot of strawberries in the family garden and this boy soon became greatly interested in this crop. He said he would rather hoe and pick strawberries all day than to shock wheat for one hour, because when he worked with strawberries he did not get beards down his neck. This little bed of strawberries on the farm was the beginning of this boy's strawberry career, and today Mr. Beatty is recognized as one of America's greatest strawberry experts, and his greatest pleasure is in

telling other boys how to grow and market this most delicious and profitable fruit.

This little patch of strawberries on the farm not only got Mr. Beatty interested in strawberry growing, but it also had something to do with his falling in love with a strawberry grower's daughter, whom he married, and the wife is as



IMPROPERLY CLEANED PLANT
(The Other Way)

YOU will observe that nature's only protection has been removed from the plant shown here, exposing the tender crown and bud. A great many growers clean plants in this manner, because it is quicker and cheaper. The old foliage and runners are stripped off by hand with one operation. This leaves the crown and bud exposed, and greatly weakens the plant, and causes it to bleach and lose its vitality while in transit. Plants cleaned in this way will not endure so well the sudden climatic changes which are apt to take place at the time strawberry plants are set, and which sometimes make it impossible for the grower to get a full stand. And the plants so treated and which do live seldom make a satisfactory growth the first year. Last season we purchased four thousand plants of a new everbearing variety which cost us three hundred dollars. The plants were cleaned the same as the plants shown in this picture, and although these plants were set with extreme care, in perfectly prepared soil, and the season was ideal, only about fifty per cent lived and the ones that pulled through did not make a satisfactory growth.

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POPULAR FOR MORE THAN A QUARTER OF A CENTURY

HAVERLAND is one of the great mid-season pistillate varieties that has won world-wide popularity among strawberry growers. After twenty-six years of selection and restriction of this variety we recommend it without hesitation to growers everywhere. The Haverland yields a long, large berry, bright crimson on the sun side and shading to a light red on the under side. It is full and round at the stem end, gradually tapering to an obtuse point. No other berry of our acquaintance presents a more beautiful and tempting appearance when placed upon the market. The foliage is tall, of spreading habit with a long leaf. Haverland makes strong, large plants which produce large crops under practically all conditions of soil and climate. It may be said in truth of this variety that it is a universal favorite. Any mid-season bisexual will perfectly mate with Haverland. If you haven't grown Haverland you still have something to try that is worth while. Grown at both Three Rivers and Twin Falls.

much interested in the growing of strawberries as Mr. Beatty himself. They grow both strawberries and children. Their crop of children consists of two daughters and one son. Until the son was about 18 years old he was somewhat undecided as to whether he would take up engineering or architecture, but he has decided that strawberry growing is more healthful and more profitable than anything he could do in the city, and he too has fallen in love with the business and has chosen strawberry growing as his life's work. It is needless to say that this change of the boy's mind has made Mr. Beatty very happy.

We want every farmer's wife and farmer's boy to feel perfectly free to write us and we shall be pleased to give them the benefit of our strawberry experience. We will select varieties best adapted to your soil and climatic conditions and will give all the information necessary to insure immediate success.

Strawberries on the Farm

EVERY farmer should grow strawberries for his family's use at least. No one is better equipped to grow strawberries than the farmer because he has plenty of land and plenty of manure to enrich the land. Strawberries are a wonderful help to the housewife in preparing her three daily meals because this is the first fruit to ripen in the spring and, with the fall-bearing or everbearing varieties, is the last fruit to ripen in the fall.

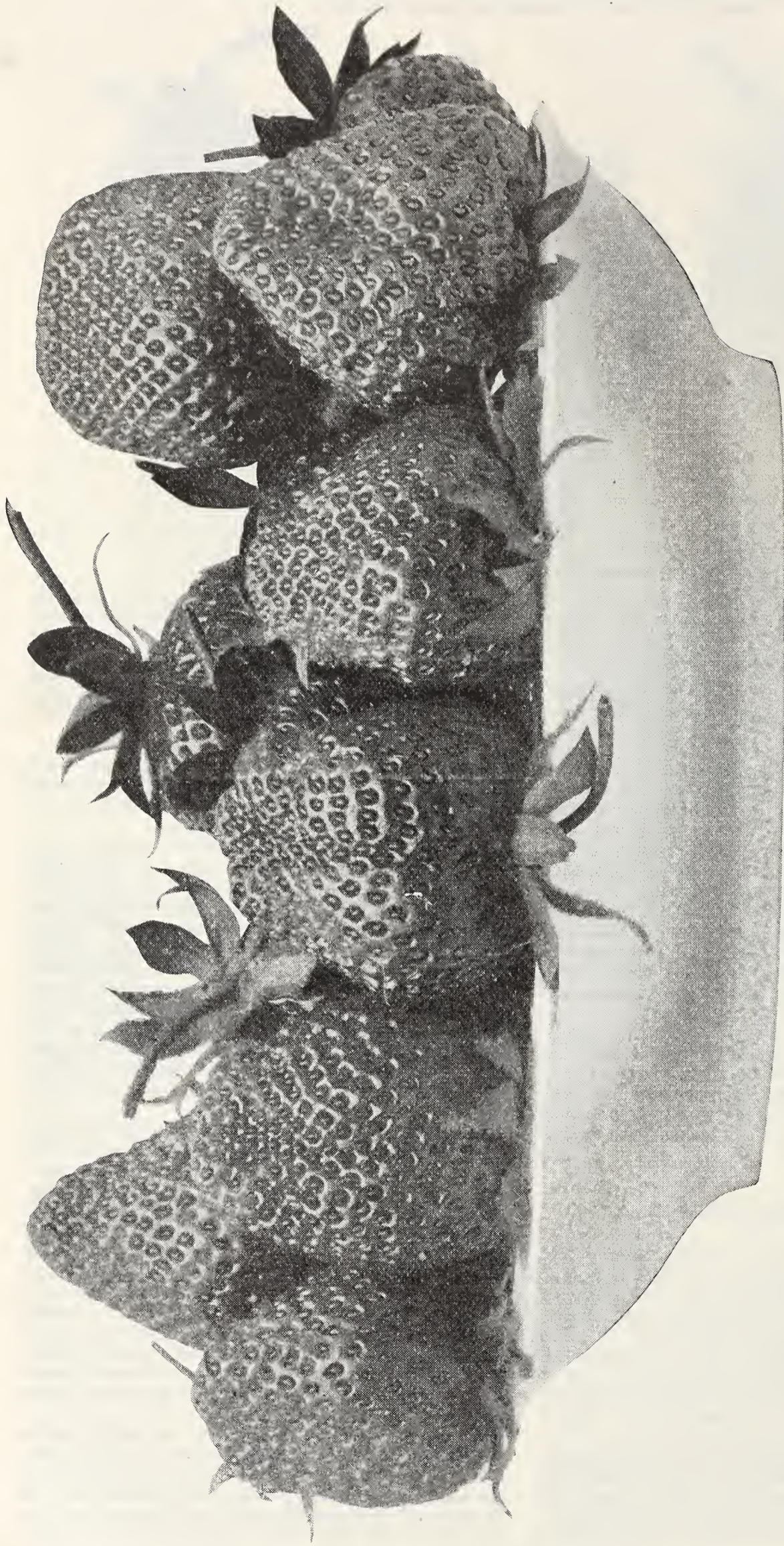
Standard varieties generally begin ripening their fruit in May and continue to fruit until early in July, and the everbearing varieties begin to ripen their fall crop in August and they fruit continuously until early in November or until heavy

freezing weather comes on. We often have picked berries from the fall-bearing varieties on Thanksgiving Day. Light freezing does not affect the fruiting of these varieties.

A small plot of ground set to the standard and everbearing varieties will supply a large family with all the delicious strawberries they can eat the year 'round. From May until November the family will be supplied with strawberries picked fresh from the vines, and during the winter months they may enjoy jam, preserves and canned berries. Fresh strawberries and cream and shortcake during the summer and fall months and canned berries, preserves and jam during the winter is a treat worth while. And the best part of it is, a farmer can supply his family with this delicious fruit the year 'round at practically no cost.

The wives of many farmers are not only supplying the family with strawberries throughout the year, but they also are making their own spending money by selling the surplus berries. Most women are independent and like to earn their own pin money, and they appreciate self-earned money more than money which is given them by their husbands. It is, indeed, interesting to read the many letters which come to us from farmers' wives telling how they supply the family with strawberries and how the surplus berries furnish them money which they may spend as they please. No crop is more easily grown than strawberries and nothing adds more beauty, pleasure and profit to the home.

No one who lives on a farm can afford to be without strawberries. The strawberry patch unfailingly becomes the center of attraction for all the members of the family, and nothing else in the way of crops will more surely develop the love of home in the younger members of the family.



KELLOGG'S PRIZE, GREATEST OF THE LATE VARIETIES—THE BERRY WITHOUT A FAULT

IN attempting to describe this variety we scarcely may hope to do the subject justice, for its qualities are so numerous and so marked for their excellence as to place this extraordinary late variety distinctly in a class by itself. Have you not, in your travels, seen some notable sight or gazed upon some work so wonderful as to be quite unable to describe the experience to your friends, and end the description by saying that you must see before you possibly can comprehend their real beauty and greatness? Try as we may to describe the qualities of this recent production we are compelled to say that you must see Kellogg's Prize in fruit before you can understand its wonderful fruiting qualities and before you can realize the place it occupies in the strawberry world.

Kellogg's Prize is a tall-growing and a deep-rooting pistillate

of the very hardiest type. It succeeds in all soils and under all climatic conditions. From all parts of the United States and Canada come letters commenting on its hardness, productiveness and the rich quality of its fruit. The first crop of Kellogg's Prize is greater than any single year's crop of any other late variety; the second year's crop is greater than the first; the third is still better, and the fourth crop beats them all. In its persistent fruiting qualities Kellogg's Prize differs from all other varieties.

A local expert berry grower describes the Kellogg's Prize in one short sentence as "The grandest and most profitable late variety that ever happened." We say, it is wonderful; our customers who have tried it say it is magnificent.

Kellogg's Prize berries are large and most beautifully formed.

In color they are deep crimson, splashed with dark red, and the berries have a subdued glossy surface, with a firm texture that makes it a peerless shipper. The calyx is a light green and remains fresh and bright colored for days after berries are picked. The flavor of the berries is mild and delicious. In short, the fruit is ideal in every way—it will please the most exacting grower and will delight the most particular buyer. It will be to your interest to let Kellogg's Prize tell its own story on your own grounds and under your particular climatic conditions. If you will do this you will get a stronger endorsement and a more convincing description of plant growth and quantity and quality of fruit than we find it within our powers to describe. And in addition, you will enjoy one of the most pleasurable treats in all your varied experience.



Our Wonderful Magic Gem

MAGIC GEM is a midseason-to-late bisexual which was originated by Edward Vance of Idaho, and since its origination has been grown exclusively by him. Because of the unusually large size and high quality of the berries and its long fruiting season, it has been possible for Mr. Vance to control the strawberry trade in his local market. This variety made Mr. Vance such large annual profits that he refused to allow any of the plants to leave his farm, as his profits were greater from the sale of the berries than they would have been from the sale of plants.

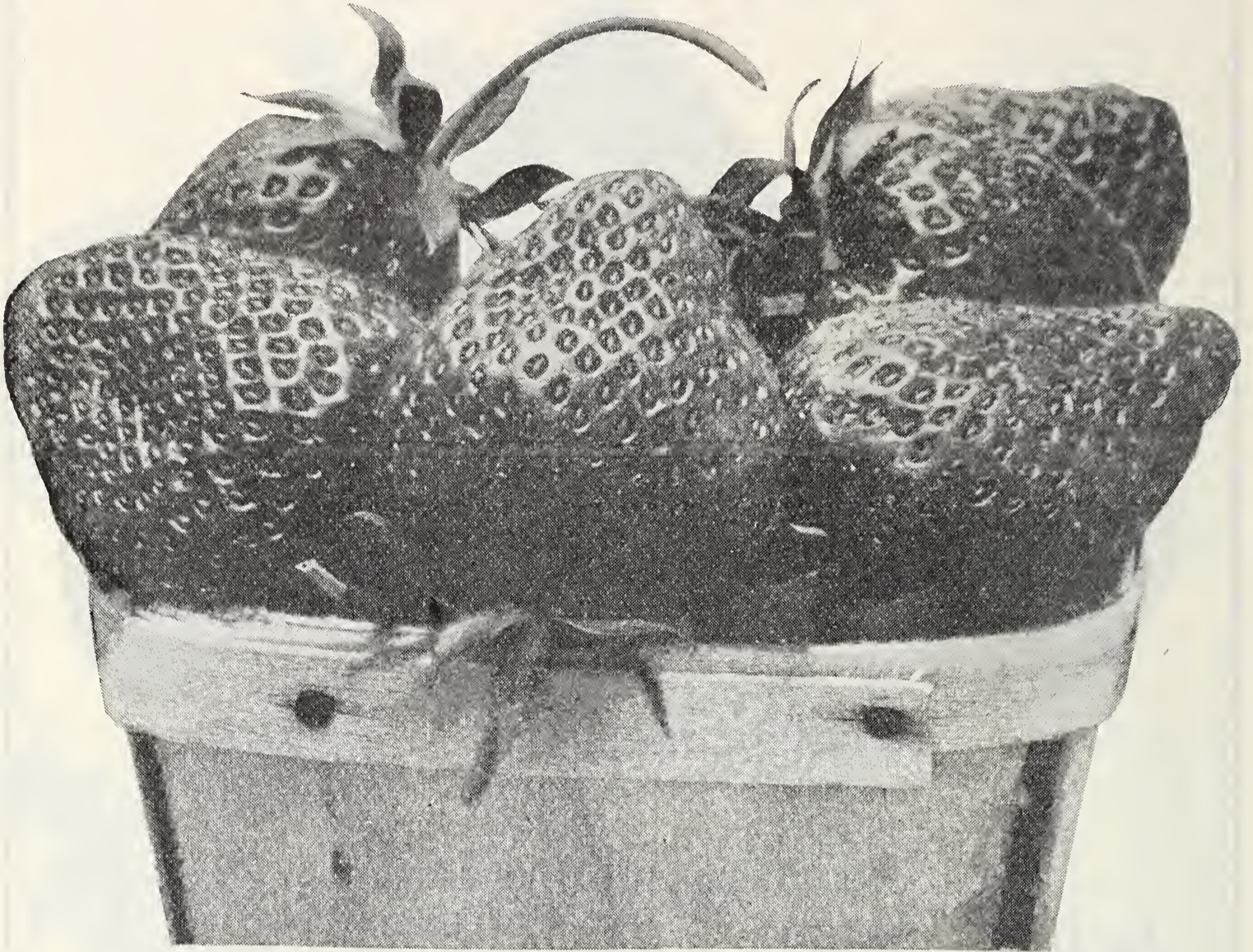
However, after we saw Magic Gem in fruit during the season of 1914, we were so highly pleased with its performance that we were determined to have the honor of introducing this variety to our friends, and we made Mr. Vance such an attractive proposition that he could not afford to decline it. A contract was executed which gives the R. M. Kellogg Co. the exclusive right to propagate and sell the plants of this variety. We obtained the entire stock of plants from Mr. Vance so that we might have a sufficient acreage to develop the number of plants required to supply the great demand which this variety is sure to create. The large acreage which we have set to this variety makes it possible for us to offer these plants at an unusually low price for such a profitable new origination, and no one, whether growing strawberries for home use, pleasure or profit, can afford to be without Magic Gem plants.

Magic Gem grows the largest foliage we ever have seen. Many of the leaves measure four inches across the center, and nearly six inches in length. The unusually large leaves, together with the long leaf-stems, furnish a perfect protection to the abundance of berries this variety produces. No other variety with which we are acquainted will produce more large fancy berries per acre than the Magic Gem. The berries are not only large and abundant, but they also are beautifully formed and are distinctly cone-shaped, just as shown in the photo-engraving above. The berries are highly colored, being dark red with glossy surface, and bright yellow seeds, which are imbedded in the surface just deep enough to produce a beautiful contrast. The flavor of the fruit is mild and delicious. The calyx is a dark, rich green, which adds to the beauty of the berry. The berries are very firm and ship exceedingly well. Another valuable point in addition to the vigorous nature of the plant, its productiveness and high quality of fruit, is the fact that it is an exceptionally strong bisexual.

Judging from the performance of this variety in Idaho and on our farm in Michigan, we are confident that it will succeed universally. All points considered, this variety is most appropriately named, as it surely is magical in its productive powers, and the berries it produces so abundantly are gems of beauty and deliciousness.

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SENATOR DUNLAP, THE LITTLE GIANT

THE record of this extraordinary variety is excelled by that of no other. For eighteen years we have grown the Senator Dunlap, and the demand for it has increased every year during that long period of time. We literally grow this variety by millions and still the demand increases. It may truly be said of it that it is the little giant of the strawberry world, as at shipping time it is one of the smallest plants known, while its production of high-grade strawberries is simply prodigious. It is grown from the Gulf to the uttermost regions of the North and from Maine to California. It is without doubt the most popular variety in the world today. Large and handsome in form, rich dark red in color, shading to deep scarlet on the under side and having prominent bright yellow seeds that look like gold imbedded in highly colored wax, the Dunlap certainly is one of the most attractive berries ever placed upon the market. Its uniformity of size, its delicate flavor, its keeping qualities—all unite to make it the universal favorite. No one should fail to include a generous proportion of Senator Dunlaps in any order for plants. Its universal success is a certain guaranty to all who grow them. Grown at our farms at Three Rivers and Twin Falls,

The Story of the Dr. Burrill Strawberry

WHEN Rev. Dr. J. R. Reasoner of Urbana, Illinois, by scientific hybridizing and breeding produced the Senator Dunlap variety, he won the distinction of producing the greatest general-purpose strawberry ever known. And when he gave to the world the Dunlap variety he made a gift which has added millions of dollars to the wealth of the country. The Senator Dunlap now is grown in every nook and corner of the United States and Canada as well as in many European countries. Wherever strawberries are grown the Dunlap is a favorite, both for home use and for the market.

Fortunately for the strawberry world, Dr. Reasoner did not stop his work as a plant breeder when he achieved his notable success with Senator Dunlap. Instead of "resting on the laurels" so notably won, he at once began work with a view to producing, if possible, a still greater variety, and after twelve years of patient work, testing out innumerable combinations, but always using the Senator Dunlap variety for the male

parent, he has achieved another notable victory and one which he believes is to be of higher value than even the far-famed Senator Dunlap. Dr. Reasoner is a very modest man and prefers to give the laurels won by his efforts to his friends rather than to retain them for himself. His first origination was named in honor of Senator Henry M. Dunlap of Illinois as a token of Dr. Reasoner's appreciation of the services rendered to horticulture by that distinguished Illinois law-maker and horticulturist. In casting about for a name for his latest and greatest origination he chose as the person most entitled by his services to horticulture, to education and to the state, Dr. T. J. Burrill, long-time Vice-President of the University of Illinois and one of the greatest of American botanists. Hence the name "Dr. Burrill" has been bestowed upon this great strawberry.

When Dr. Reasoner, after years of testing, had proved the wonderful qualities of this variety, he looked about for some institution in the strawberry world with a reputation worthy of the

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honor of introducing this origination. And we consider it a high tribute to the R. M. Kellogg Company that Dr. Reasoner chose our company as the proper medium through which to bring this variety to the attention of the public. Dr. Reasoner's purpose was to have this great variety placed in the hands of breeders who would improve the variety rather than deteriorate the splendid characteristics of his origination. He sought an institution, therefore, that would keep the variety pure and vigorous, so that all who bought the plants would find them as good or better than he claimed for them. Therefore, in describing the Dr. Burrill variety, which is the pride of Dr. Reasoner's life, we shall be as modest as our enthusiasm for this variety will permit, and shall say nothing in favor of it except what it justly merits and what we are sure Dr. Reasoner cordially will endorse.

If there are any points relating to this great variety that you feel we have not fully covered, do not hesitate to write us about them (see description on Page 64), and we shall answer such inquiries as they come to us with the full confidence that nothing we may say concerning it could possibly exaggerate the true worth of the Dr. Burrill variety.

How to Make One Acre Do the Work of Two

IN order to make one acre do the work of two, we must put into that one acre the amount of fertility and the number of plants required to make this possible. Why should you fertilize, plow, plant, and cultivate two acres by the methods generally practised, when you can make more money from one acre under the intensive methods we outline here?

After years of experience we learned that it did not pay to allow one-half of the acre to loaf while the other half was working, and for many years, we have worked on the following intensive plan, thereby forcing every square foot of each acre of our great strawberry farm to contribute its full share toward producing the crop.

Fifteen to twenty tons of manure should be evenly spread over the acre during the winter months, and in the spring this manure should be plowed under shallow, and mixed thoroughly with the top soil. Ten days or two weeks before plants are set, 500 pounds of acid phosphate or 400 pounds of bone meal, and 175 pounds of sulfate of potash should be broadcasted over the ground and mixed with the soil and manure by harrowing and cross-harrowing. This amount of fertility will put the soil into ideal condition for close hill culture. Make the strawberry rows thirty inches apart and set the plants fifteen inches apart in the rows. Have the plants set in check rows, so that you can cultivate the thirty-inch spaces with Planet Jr. twelve-tooth horse cultivator, and the fifteen-inch spaces with hand cultivator. By culti-

vating the plants both ways little hand-work, such as weeding and hoeing, will be necessary.

Remove the fruit stems as soon as the blossoms begin to open and relieve the plants of all runners as fast as they appear. By removing the runners you will increase the vigor and fruitfulness of the

plant. Cultivate shallow every week or ten days, and always cultivate as soon after a rain as the condition of the soil will permit. The soil close around the plants where horse and hand cultivators cannot reach, should be loosened with the hoe. Use varieties which are adapted to hill culture. If you wish to leave the selection of varieties to us, you may rest assured that we shall consider your interest in every way.

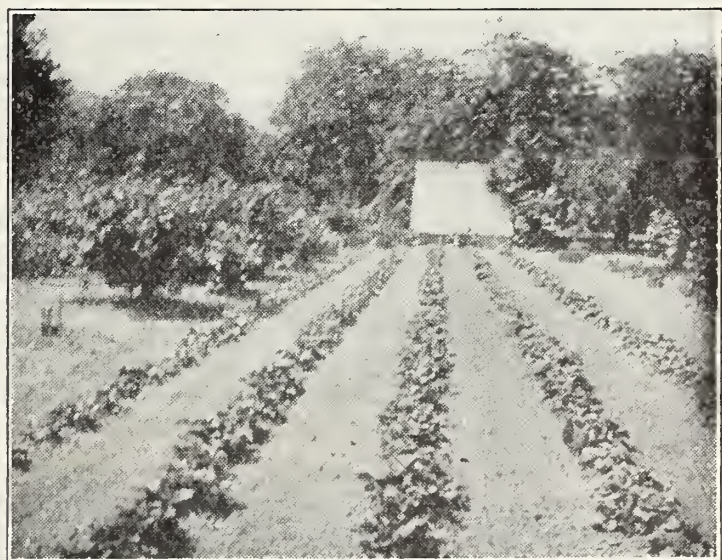
We will select varieties which are adapted to hill culture, and those which are best adapted to your particular conditions. We also will select the plants from male and female varieties, which will mate congenially, and will tell you how to arrange the different varieties to insure perfect pollination, which in turn will insure a large crop of perfectly formed berries. In short, we

will tell you all you need to know to insure success under this method.

If weather conditions are favorable, and you do your part, you should grow a larger crop of fancy berries from one acre than generally is grown on two acres. Plants grown in this manner, and under these conditions, should produce at least one quart per plant, and it requires 14,000 plants per acre, which makes a total yield of 14,000 quarts per acre. Assuming that you get only 10 cents per quart for the berries, which



DR. J. R. REASONER

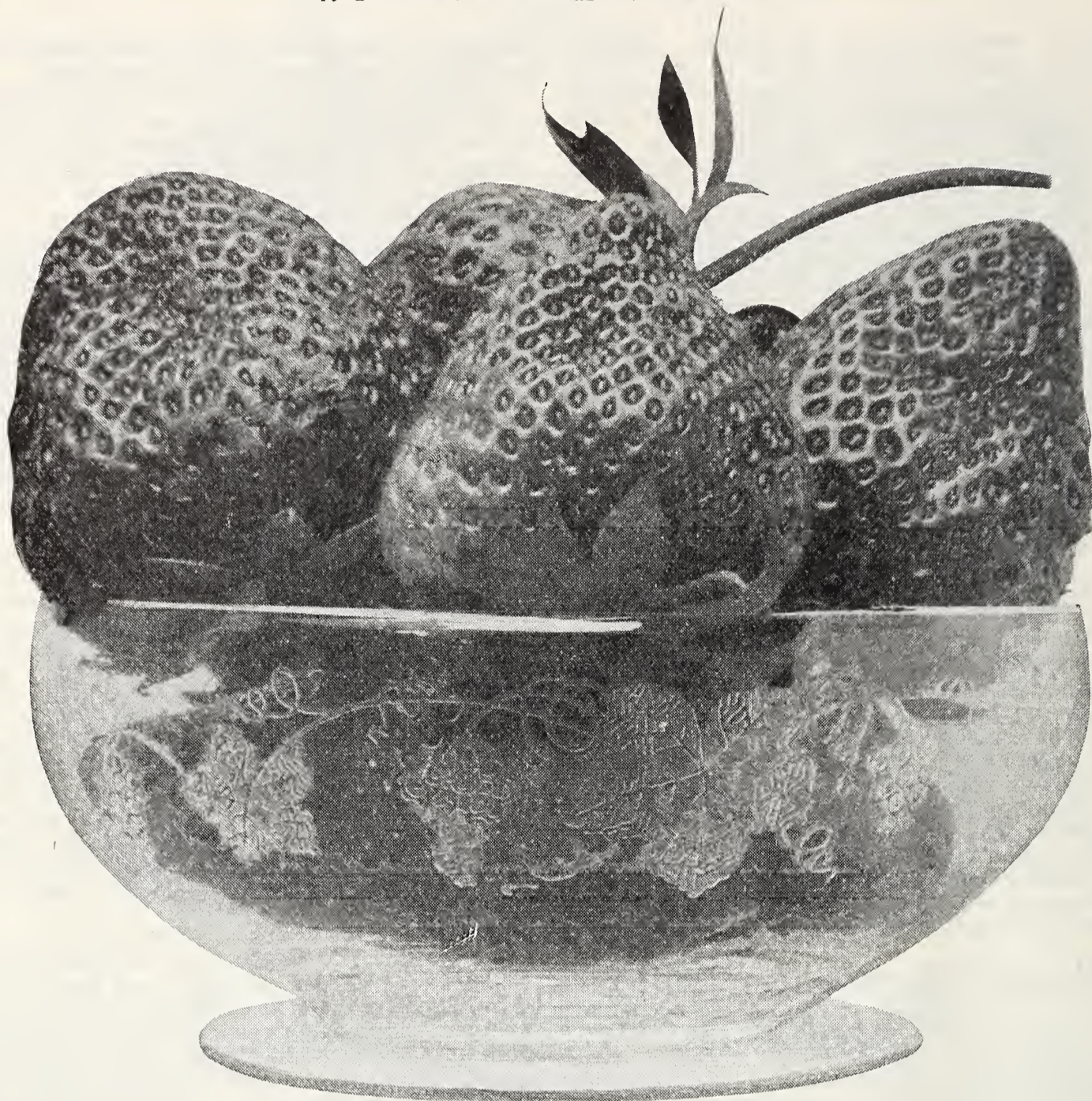


A KELLOGG GARDEN IN CALIFORNIA

THE above is from a photograph of a Kellogg garden growing on the home grounds of W. L. Rutherford of California. Mrs. Rutherford writes that they followed the Kellogg instructions to the letter, the result being that "every plant lived and grew vigorously, and every one who sees our beautiful strawberry plot stops and remarks at the large size and vigor of the plants and the great clusters of bloom and fruit."

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WARFIELD, ONE OF THE UNIVERSAL FAVORITES

FOR nearly thirty years we have grown this famous variety, and reports from the Atlantic to the Pacific and from the Gulf of Mexico to British Columbia show that it attains high results in whatever region it is grown. It is a beautiful dark red from center to circumference; it is very juicy and just tart enough to give it a fine relish, and it has the peculiar distinction of ranking among the first of the canners, as it retains both flavor and color no matter in what form the fruit may be preserved. As a shipper it has no superior and it reaches the market bearing the same bright luster even though it be shipped a great distance. An early berry, this variety has an unusually long fruiting season, yielding generous quantities every day throughout a period of several weeks. Any early bisexual will fertilize its bloom. Grown both on our Three Rivers and Twin Falls farms.

is a very small price, your one acre has produced for you \$1,400. Let us assume that the season is unfavorable and that your crop, as a result, is reduced one-half from these figures, you still have \$700 from this acre, which is more than growers who follow the old way make from two acres. But if the berry crop is lessened as a result of weather conditions, the price for berries naturally will be higher.

We are estimating the yield at one quart per plant, but many of our customers who are following this intensive method of cultivation report from one and one-half to two quarts per plant. (See page headed "Quarts and Dollars.") The only added cost in handling an acre in this intensive way is the cost of the additional plants and fertilizer, which will not exceed \$50.00.

Isn't it more economical and more profitable to set 14,000 plants per acre and get 14,000 quarts of berries than it is to set 7,000 plants and get

only 7,000 quarts? Your profits are not determined by the number of acres you set to strawberry plants, but they are determined by the number of quarts produced by each acre.

Our Boys' Strawberry Club

WE are interested in the boys everywhere because we love them and because we realize that eventually the boys will assume the responsibilities that men are assuming today. As a rule, boys are very ambitious. They want to do things and the more encouragement they receive from parents and friends the greater their success. And boys like to be out in the open where they can breathe the pure air and enjoy the beauties of nature. It is our belief that farmer boys will enjoy remaining on the farm if they are encouraged to grow the crops they like to grow, and we further believe that many city boys would

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be attracted to farm life if they could engage in the lines of agriculture and horticulture that appeal to them.

All over the country corn clubs have awakened an unusual interest among the boys and have stimulated them to large efforts. Indeed, some of the boys have accomplished such wonderful results in the corn field as to put quite in the shade the highest results ever secured by their elders. We always have encouraged the boys to grow Kellogg strawberries, and we have had such splendid reports from their efforts in this direction that we have decided to create a Kellogg's Strawberry Club for Boys. One of the most successful organizations for boys in Iowa already is growing the Kellogg berries and securing wonderful results from them in the way of large quantities of delicious fruit. This club is located in Marion County, Iowa. The boys are now in their second year's contest and are making wonderful records.

We are confident that Kellogg's Strawberry Club for Boys will interest and help more boys than even the corn clubs have done, because boys enjoy growing big money-making crops; and one acre of strawberries will give a boy more dollars than he would receive from ten or twenty acres of corn. We believe in corn growing for boys and to the boy who prefers to grow corn, we say "Amen; stick to corn growing and put your whole life and being into it." The boy who grows the crop he likes the best certainly will take the largest degree of interest in that line of work. But if boys who are growing corn wish to become members of our club, we shall be greatly pleased to have them do so. The rules we have adopted for this contest are as follows:

(1) Each boy is required to set 2,000 plants selected from four varieties as follows:

500 Kellogg's Premier.....	\$5.00
500 Dr. Burrill.....	4.00
500 Magic Gem.....	4.00
500 Kellogg's Prize.....	4.00
Total.....	\$17.00

Our special price on this collection to boys entering this contest will be \$15.00.

(2) The rows must be 30 inches apart and the plants set 15

inches apart in the rows and the plants grown in hills. It is understood that these plants are not to produce any berries until the spring following the setting. That is to say, the first crop will be picked in the spring of 1917. Complete cultural methods given in this book.

(3) Each boy must keep an account of all expenses and all sales and a record showing the number of quarts of berries picked each day, also total cash receipts.

(4) At the close of the fruiting season each boy must mail to our office a report showing the number of quarts of berries

picked each day, amount of daily sales, also total number of quarts picked and total amount of money received for the crop throughout the season.

(5) We will furnish all record blanks free of charge. These record sheets will have a column for expense, daily pickings, daily sales, etc. These record sheets will be forwarded to each boy upon receipt of his order.

(6) The boy that grows the most quarts of berries from these 2,000 plants will receive a cash prize of \$15. The boy getting the next best yield will receive \$10, and the third best will receive \$5.00.

(7) The boy who sends us the best photograph of his strawberry plants, photograph to be taken at fruiting time, will receive \$5.00; second best, \$3.00; third best, \$2.00. The photographs will be judged by our photographer, who is in no way interested in this contest. The three prize-winning photographs will be shown in our "Great Crops of Strawberries and How to Grow Them"; also photographs of the boys who win prizes.

We desire to have clubs in every state in the Union, and in order to stimulate interest in this direction we are offering some very attractive prizes. We do this because we realize that when a boy wins a prize he also has won a victory—a victory that encourages him to go on to still larger work and more splendid results.

We have selected Kellogg's Premier, Dr. Burrill, Magic Gem and Kellogg's Prize for this contest because they cover the season from the earliest to the latest, and because we are confident that these four varieties will succeed in all soils and climates, and we know

that they are exceedingly productive. We also know that these varieties produce large, fancy berries and that the berries will bring the top-notch prices.

These 2,000 plants grown in hills should produce at least 2,000 quarts of berries, and if the berries sell at only 10c per quart, each boy should realize \$200 for his first crop and the second year's crop should equal if not excel the first crop. We are confident, however, that many of the boys will get a much greater yield and much higher prices

The "Billy" Sunday Strawberry

PERHAPS no other individual in private life is better known throughout this country than the revivalist, "Billy" Sunday. So, when D. P. Yost, an Ohio strawberry grower, originated a new variety he named it in honor of Mr. Sunday. From the records made on the grounds of Mr. Yost this variety is destined to enjoy a similar popularity to that of its namesake, and we take great pleasure in introducing this variety to our patrons. Billy Sunday is a prolific yielder of high-grade berries, which are produced continuously from early to late, beginning earlier than Warfield and ending its fruiting season just before Sample ceases bearing. This fact, together with its capacity for making runners without depleting the strength of the mother plant, indicates an unusual degree of vigor. Foliage is tall and large; fruiting stems are long and hold the fruit well above the foliage until the fruit weighs them down. In form and flavor, in color and size, this delicious and beautiful variety is of the type that the public demands, and during the six years it has been grown on Mr. Yost's farm he has sold the fruit of this variety at top-notch prices and never has been able to supply the demand for them. This variety is a strong bisexual, and will pollenize pistillate varieties from the early season through the later seasons. Every customer should give this extraordinary variety a trial this season. To encourage all to do so we have fixed the price for the Billy Sunday variety at \$5.00 per M. See full price-list on Page 62.

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than indicated here. The prizes offered, together with the profits, are certainly worth working for.

We recommend the hill system for the Boys' Contest, because we want to get the new generation of strawberry growers started the right way—the way to get the largest profits per acre.

Now, boys, roll up your sleeves and go to it with all your might and main. The prizes you may win and the profits you are sure to make will be worthy of your greatest efforts. We desire that the boys shall show the men that they can double the strawberry yields just as they have done in the case of corn. Before the boys' corn clubs were organized men thought a hundred bushels of corn to the acre was the limit of possible production, but the boys have disproved this idea by growing more than 200 bushels of corn to an acre. Some men who are now making from \$500 to \$800 per acre in the growing of strawberries think they have reached the limit of possible strawberry profits. But we know from the experience of our customers that we have not yet fixed the limit of profits possible from the strawberry. We believe that the Kellogg strawberry contest will set a new pace in strawberry growing just as the corn contest has done in the case of corn.

Every boy who wins a prize will have his photograph in our great strawberry book, and we shall also show photo-engravings of the best field scenes produced under the rules of this contest.

There is no limit to the things you can accomplish if you try. The only boy who cannot succeed in growing strawberries is the boy who is afraid to try.

All Our Varieties Are Good

WE have spent more than thirty years in selecting the varieties which are listed in this book and during this time as many or more varieties have been discarded because they did not come up to our ideas of quality. During these years we have continued rejecting and selecting until we now have an assortment of varieties which are worthy of highest recommendation.

We occasionally receive letters from those who have had no experience growing strawberries, calling our attention to the fact that we describe all our varieties as being so good that it makes it difficult for them to make a choice. We admit that it is difficult for beginners to make a choice from such a wide list of good varieties, but when they understand that we assume the responsibility of making a choice for them if they so desire, and that we are greatly interested in choosing varieties that will succeed best in their particular soil and under their climatic conditions, all doubts are removed. We have no desire to sell more plants of one variety than another but in the nature of things some varieties are more universally successful than others. In making selections we always choose plants from the varieties which have proved their worth in the locality where plants are to be grown.

In making a choice of varieties it must be understood that each variety has its own individuality and characteristics and that some varieties will adapt themselves to all soils and climatic conditions, while other varieties will be more profitable in certain localities than others. All who receive this book should understand that each variety listed is described according to its own performance in the locality where it succeeds

best, and that each and every variety will approve the description it bears, providing the purchaser's conditions are in harmony with the nature of the variety selected and providing also that the grower gives the plants the care and attention they should have to enable them to do what they are capable of doing under favorable conditions.

Made Fortunes With Kellogg Plants

ONE of the most gratifying features of the business of this company is the success so frequently reported by our customers, success founded and assured through the use of Kellogg plants. Here is one instance as reported by E. D. Andrews of Ingham county, Michigan:

"I take great pleasure in writing you in regard to my success with Kellogg strawberry plants. We began with two acres some years ago. We did not have a dollar of our own. Now we have a house and lot in the capital city of Michigan worth \$4,000. And it was started on the Kellogg farm."

And from an old Nebraska patron comes a long and fine letter in which he says:

"It is not too much to say that I owe all that I have in the way of property to R. M. Kellogg Co. Years ago, when I was absolutely without means, I came across a copy of 'Great Crops of Strawberries.' I knew nothing about fruit growing, but the book inspired in me the confident hope that here was a way to get a start, and so I started in by purchasing some Kellogg plants and carefully following the Kellogg Way. That was years ago. Today I am still in the business, but as I am getting along in years and enjoy a competence, I have turned over to another the growing of the crops, and all that I do now is to supervise the fields during the picking season and see that the berries are properly delivered on the market. I repeat that it is to your book and your plants that I owe my success and prosperity."

Such letters as these give to business a human interest that transforms the dullest routine into a pleasurable occupation. The highest privilege that man is given is to be of service to others; and we thank all our friends not only for their kind acknowledgements, but for the opportunity they have afforded us to serve them.

Strawberries Double Land Values

IF you have land which you wish to dispose of readily, and at a handsome profit, you can not do it to better advantage than by setting it to strawberries. Suburban property, or land along interurban lines, worth ordinarily \$200 per acre, should sell readily at \$400 to \$500 per acre when set to strawberries, and the cost of plants and the labor required should not exceed \$60 per acre. Figure the profit for yourself.

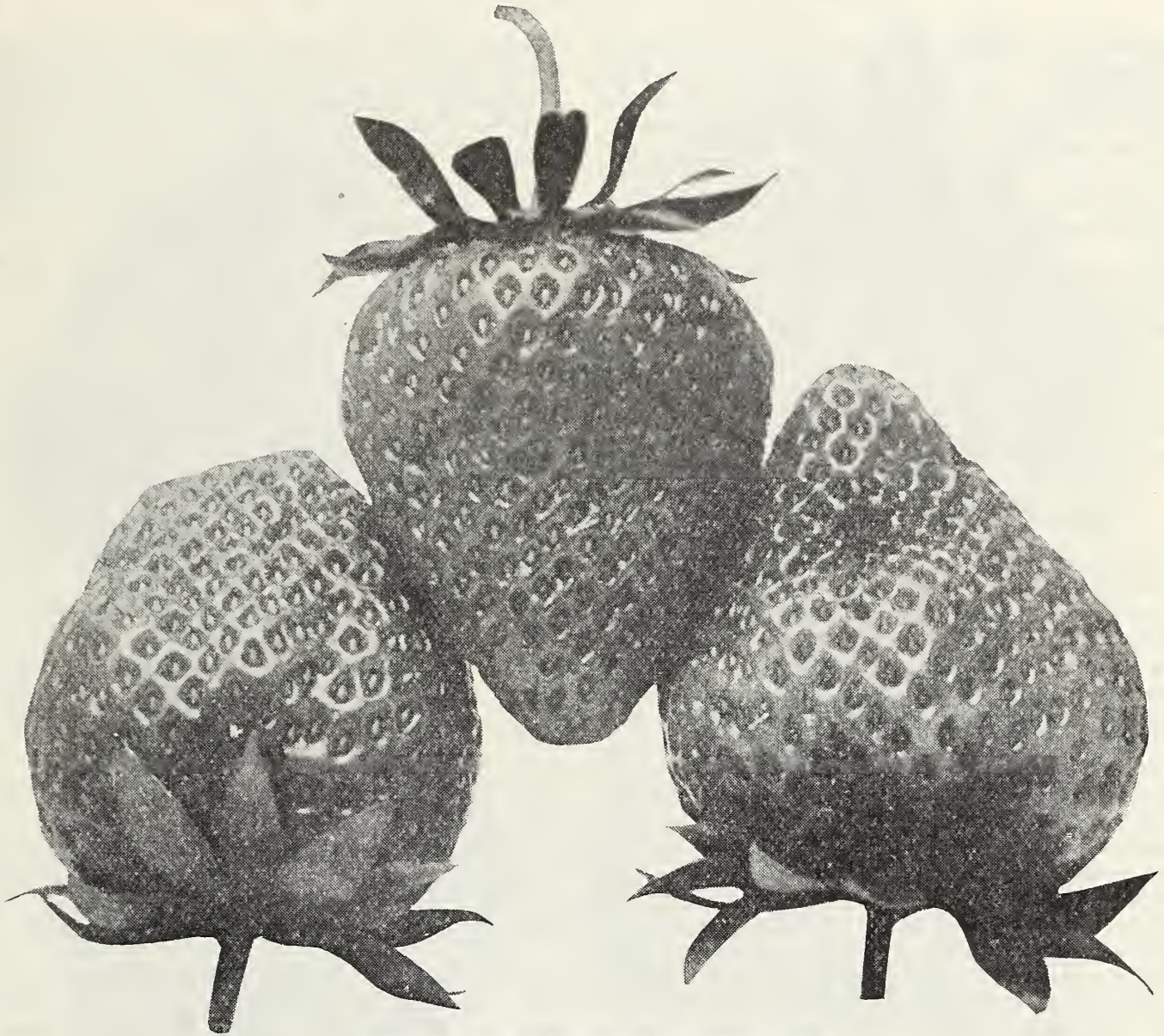
In addition to making it an easy matter for you to sell the land, this plan also makes it an attractive proposition to the purchaser, as it will enable him to make his payments from the profits derived from the strawberries.

Thousands of acres have been sold by setting to orchards—why not try the plan of setting strawberries for this purpose, as the expense involved is considerably less, and the purchaser realizes that he is buying an investment that will begin paying dividends almost immediately.

We are prompted to offer this suggestion as a result of letters which have come to us from land owners wishing to dispose of their land in small tracts, also from suggestions made to us by customers from all sections of the country who have visited us for the purpose of getting information along this line. The proposition appeals very strongly to us, and we see no reason why it

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SAMPLE, ONE OF THE OLD RELIABLES

SAMPLE is another pistillate variety famous for its tremendous yields of beautiful and delicious fruit. These two qualities have made it one of the most popular varieties of the late season. Not only does it yield large quantities of fruit, but the fruit is of such quality, size and flavor as to make it of universal popularity. In color the fruit is very deep scarlet, the meat is rich and juicy and is also highly flavored. The seeds turn red as the berries ripen and nearly resemble the color of the berry. Stem and calyx are large and remain a bright green for days after the berries have been picked. Another favorable trait of this variety is its habit of ripening a certain percentage of its fruit from day to day until the picking season is over. This is the twenty-second year we have offered this variety to our patrons and every season brings to us an access of new customers for this variety. Nothing speaks so highly of the value of a variety as re-orders year after year. Grown at Three Rivers farm.

cannot be carried out at a great profit, both to the seller and purchaser. We feel confident that if you will investigate the possibilities along this line, it will be greatly to your interest.

If you are inclined to doubt the possibilities of this venture, go to some successful strawberry grower and try to buy his strawberry field. The result will convince you that we have not over-estimated the excellent prospects as yet undeveloped in this line.

Strawberries in the Young Orchard

STRAWBERRIES are the most profitable and the most beneficial crop that can be grown in young orchards, because young trees require clean cultivation, and while cultivating strawberries you are giving the trees just the care they should have to insure a rapid and sturdy growth. And strawberries do not rob the trees of plant food.

We have many customers who are making \$500 and more per acre each year from strawberries grown between tree rows. It requires from six to ten years for an orchard to become self-supporting, while strawberries will come into full

bearing in one year after plants are set, and the ever-bearing varieties which are set in the spring will begin to fruit the same season—in August or September.

By inter-cropping an orchard with strawberries a splendid yearly profit may be made until the trees come into bearing. When the tree rows are thirty-three feet apart one row of strawberries may be set directly in line with each row of trees and ten rows of strawberries between every two rows of trees. This places the strawberry rows three feet apart. Where the tree rows are closer fewer rows of strawberries should be grown. That is to say, the number of rows of strawberries set between each two rows of trees will depend upon the distance between the tree rows.

After the strawberries have fruited two years, the following season eight rows of potatoes may be grown between every two rows of trees and after the potatoes are harvested eight rows of strawberries may be set where the potatoes grew and these plants also may be allowed to fruit for two years.

We have a hundred-acre apple orchard in Idaho, part of which was inter-cropped with strawber-

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ries as outlined here. This orchard is now coming into bearing and is said to be one of the best orchards in the West. The trees in part of the orchard which was inter-cropped with strawberries have made a better and more sturdy growth than the trees where no crops were grown. We not only made a good profit from our strawberries but actually increased the growth of the trees.

We had the pleasure of visiting an orchardist in New Mexico who grew crops of different kinds between his tree rows, and the trees where strawberries grew were fully 20 per cent better than the trees where other crops were grown.

If you want to bring an orchard into full bearing without cost and make big money while doing it, inter-crop with strawberries.

Come and See For Yourself

WE like and welcome visitors, and nothing would please us more than to have everyone who receives this book come to Three Rivers and meet us face to face. We wish you to consider this a personal invitation to visit us. It will be to your interest to come, because you will get a better understanding of the methods employed here than you can get in any other way. No one can visit our farm without being convinced that the Kellogg Pedigree Plants are all that we claim for them, and that the Kellogg way of growing strawberries insures greater crops than can be grown in any other way. If you wish to see the world's most extensive and most beautiful strawberry farm, the farm where no weeds are permitted to grow, and if you wish also to see how we make rain when the sun shines, come and see this farm and our great irrigating system at work. We enjoy visitors because their hearty words of cheer encourage us to still further effort. If you come in such numbers that we are unable to entertain you in our homes, there are two good hotels in Three Rivers, that will entertain you at our expense. Don't disappoint us, but come and get loaded up with strawberry enthusiasm. We are always busy, but our busiest season is during the months of March, April and May, when we are digging and shipping our plants. However, you may choose your own time to visit us, and whenever you come you will be welcome and entertained in the best manner we know how.

We had a very large number of callers at our farm in 1915, and some of our visitors were kind enough to send us an expression of their appreciation, which we take great pleasure in reproducing herewith:

One Visitor's Estimate of Premier

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

I am writing to thank you for the very pleasant day I spent at your strawberry farm some weeks ago. Those healthy, vigorous looking plants left an impression upon me that I never will forget. Too much cannot be said for the quality of the Kellogg plants.

I consider myself fortunate that I had the opportunity of seeing Kellogg's Premier when you were still picking fruit. You certainly have a great berry there. The quality of the berry, along with its color and uniform shape, is bound to make it a favorite among strawberry growers.

Very truly yours,

Hicksville, Ohio, Aug. 22, 1915.

DONALD HOOTMAN.

The Half Has Never Been Told

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

I can do no better to express my surprise at what I saw at your farm at Three Rivers than to quote a part of what the Queen of Sheba said to King Solomon on her visit to see him: "And when the Queen of Sheba had seen all she said to the king, 'It was a true report that I heard in mine own land.

Howbeit I believed not the words until I came and saw with mine own eyes, and behold the half was not told me; thy wisdom and prosperity exceedest the fame which I heard!'"

I have had the surprise of my life. I never expected to see strawberry plants grown in such large numbers, under such a perfect system of culture. It certainly is one of the marvels of the age. Kellogg's Premier is a wonder. I never before saw so many large, perfect strawberries, nor did I think it was possible to grow them. I certainly appreciate the courtesy you accorded me when I visited your farm.

Yours very truly,

New Brighton, Pa., June 23, 1915.

WM. W. WILSON.

Harwood Fruit-Growing Company

Plainwell, Michigan

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

Gentlemen: I take this opportunity to express the extreme pleasure you gave myself and Mrs. Harwood on the occasion of our recent visit to the Kellogg farms at Three Rivers. After making a thorough inspection of your entire farm and going over those wonderful rows of thrifty, splendid plants, I can only say to prospective purchasers who reside too far away to visit your place that no one should ever hesitate to send to your company for strawberry plants.

Your thorough soil preparation, your manifestly complete knowledge of everything pertaining to the life of the strawberry plant, the methods you employ to insure their perfect freedom from any trouble whatever, and the tremendous results you and your customers secure in the way of high-grade, delicious fruit—all these matters combine to inspire complete confidence in everything that you do and say.

We also were greatly impressed with the system obtaining in your office. After seeing the methods under which you handle your business, I have concluded that there could be no possibility be a more complete system and one better intended for the benefit of your customers than the one you have in your office and packing house.

Anyone who is looking for yield and quality in strawberry plants need go no further than the R. M. Kellogg farm to secure them.

By the way, the Kellogg plants we set out on our farms in the spring of 1915 have made a most satisfactory growth and give promise of an ample supply of fine fruit, and the fact that I enclose herewith \$50.00 for more of your plants is ample testimony of my confidence.

Plainwell, Mich., Sept. 7, 1915.

F. A. HARWOOD.

Come and let us get better acquainted. We are just common every-day folks. We are right out in the field, and while we try to keep our hearts and minds clean, we naturally get our clothes a little soiled and we get lots of dirt under our finger nails the same as all other tillers of the soil; but thank goodness, it is clean dirt and easily removed. We are not ashamed of soiled clothes and hands as long as it is honest dirt.

Quick Returns and Large Profits

WHAT we say here is not meant to reflect upon any other crop, but to prove our statement that strawberries give quicker returns and greater profits than any other fruit.

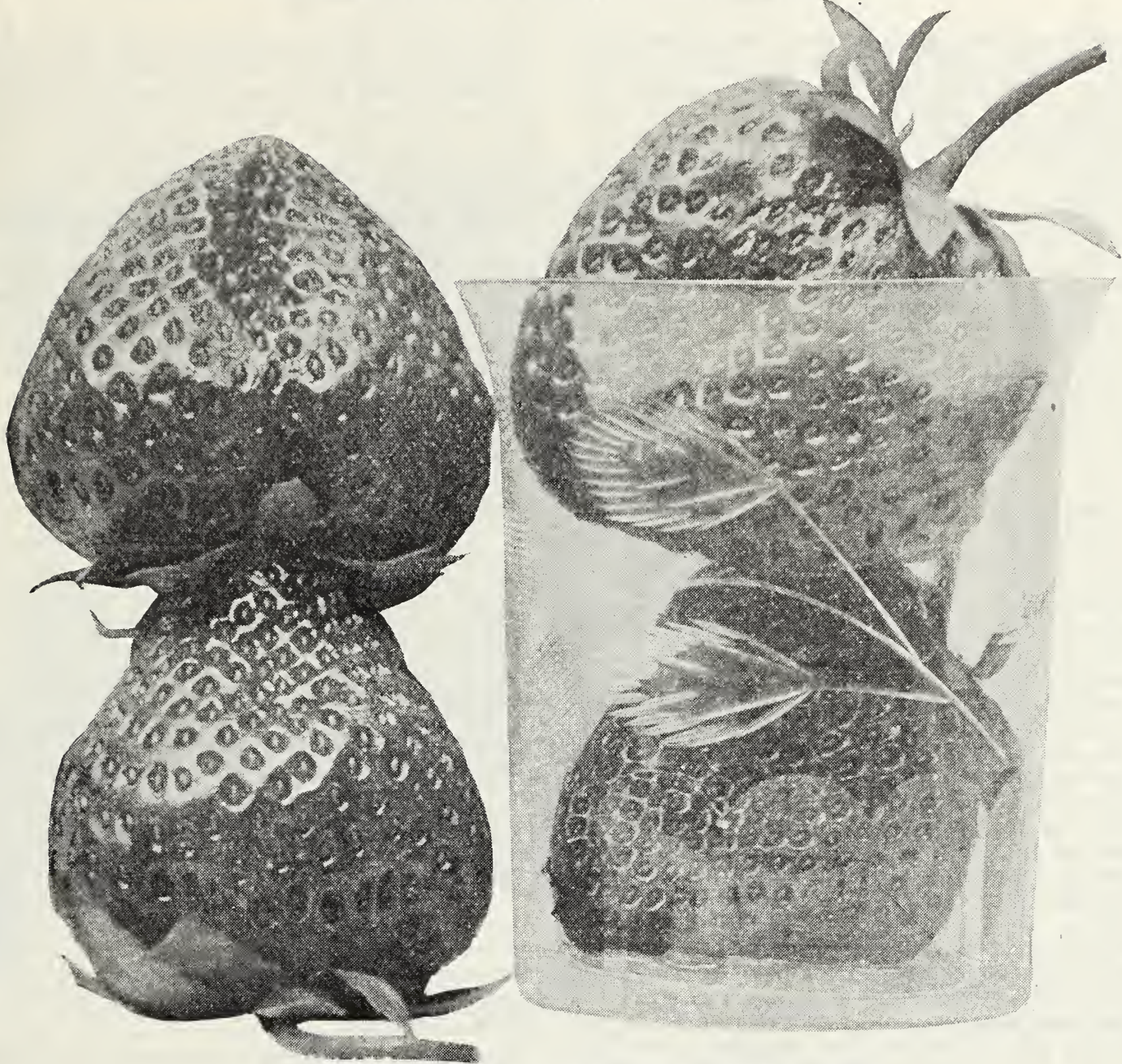
It requires from six to ten years to bring an orchard into full bearing—from two to three years for raspberries, blackberries and dewberries, and from three to four years for gooseberries and currants to come into full bearing. Strawberries give their first big crop in one year after plants are set, and the everbearing strawberries begin to fruit in three months after plants are set.

Orchards fruit on an average of three years out of five. Bush fruits about the same, while strawberries, properly grown, seldom fail to give the grower an annual profit ranging from \$300 to \$800 per acre. We have customers who have sent us orders every year for from fifteen to twenty consecutive years, and each order is accompanied with a good letter telling about the big crops and splendid profits.

Growers who set the Kellogg Pedigree plants and follow the Kellogg Way safely may count on one or more quarts of berries per plant, and the berries seldom sell for less than 10c per quart and

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CHESAPEAKE STEADILY GROWS IN POPULAR FAVOR

THE passing seasons mark a steady increase in the popularity of Chesapeake. Originated in Maryland it is now universally known and admired for the large size of its fruit, its heavy fruiting powers, its fine flavor which is very similar to that of the Wm. Belt and because of the rust-proof quality of its foliage. One characteristic of this variety that adds to its extreme popularity is its capacity to endure frost and drouth. In one of the heavy strawberry sections of Indiana Chesapeake was the only variety that yielded anything like a full crop of fruit in a recent season of unusually severe drought. Chesapeake ranks among the greatest of the late varieties as a pollinizer of pistillates. Grown at both our Twin Falls and Three Rivers farms.

more often the price ranges from 12 to 15 cents per quart. If you set 7,000 Kellogg plants per acre, you can depend upon 7,000 quarts of berries, and at 10 cents per quart you would have \$700 per acre, and 12 cents per quart is \$840 per acre.

To prove that we are modest in our claims regarding the yields and profits of the Kellogg plants we refer you to Page 45, headed "Quarts and Dollars." In addition to the quick returns and large profits we can say from experience that it requires less capital, less experience and less work to grow strawberries than it does to grow any other kind of fruit.

Competition

IT has been said that competition is the life of trade. No doubt this is true, because it makes us hustle to keep ahead of the other fellow.

A strawberry grower may escape competition by growing better berries than his competitor growers can produce, and by packing his berries so that they will attract the favorable at-

tention of buyers. Growers who produce common strawberries and pay no attention to proper packing are compelled to say to the buyer "How much will you give?" while the up-to-date fellow who grows fancy berries and packs the fruit attractively compels the buyer to say "What will you take?"

There is a vast difference between "what will you give?" and "what will you take?" "What will you give?" means that the buyer will give as little as possible. "What will you take?" means that the seller will ask a price which is in harmony with the quality.

Never allow your competitor to drag you down to his level either in quality or price. If a good boy associates with a bad boy, either the bad boy will drag the good boy down to his level, or the good boy will lift the bad boy up to his higher plane of living. The strongest always wins. Be a strong strawberry grower and if your competitor ever gets up to your high plane of doing things, compel him to earn his laurels.

Never say anything detrimental about your competitor's berries, but confine your efforts to

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bringing up the quality of your own berries to a high standard so that they will speak for themselves. And remember that fancy berries, attractively and honestly packed, with a label guaranteeing quality, will put your berries in a class by themselves and will eliminate all competition.

Pleasures and profits in business are regulated by the tides of pride and effort. As your pride and effort in your business increases so will your pleasures and profits increase. Cease to be proud of your business and your efforts will lag; so will your pleasures and profits.

Love your competitor as yourself, but grow better strawberries than he grows if you can; and love your strawberry business as yourself and you will win a reputation that will place you above all competition.

Kellogg Quality Plants at Low Prices

WE call particular attention to the prices quoted for our plants on Page 63 of this book. It always has been the policy of the R. M. Kellogg Company to sell its products at the lowest prices consistent with the quality of our plants and a reasonable profit. No other plants in the world are sold at as low a price as Kellogg's when quality is considered.

One of the great advantages of our overhead irrigation system is that "we can make rain when the sun shines," and now when dry weather comes on, we always can maintain an even amount of moisture in the soil. One of the most important results of our great irrigation plant is the substantial reduction in the prices of our plants.

We call your special attention to the fact that if a customer so desires he may make up an entire order from extra-early, early, medium and late varieties of highest quality at as low a price as \$3.50 per M. Then we have another series of varieties which we sell at \$4.00 per M., and a third series at \$5.00 per M. None of the ordinary standard sorts calls for a higher price than \$5.00 per M.

Our great specials—the "Big Four" varieties composed of Kellogg's Premier, Dr Burrill, Magic Gem and Kellogg's Prize—are sold at higher prices, but the added cost to the customer will be many times repaid in the splendid crops of high-grade fruit that these four varieties bear.

The everbearing varieties grow steadily in demand, and we find it almost impossible to satisfy the requirements of the public respecting these wonderful plants that yield fruit from June up to heavy freezing weather in the fall. Every customer should include in his order a generous number of the everbearing plants if he would supply his trade with the delicious fruit these varieties grow in such abundant quantities.

In addition to the low prices referred to above we quote all customers a uniform discount of 10 per cent wherever an order calls for 5,000 plants or more.

Order as early as possible, because all signs point to an unusually heavy demand for our plants in 1916.

Didn't Prove "Just as Good"

EVERY little while we hear from the plant grower who says his plants are "just as good" as Kellogg's. Miss Jennie Knutson of Minnesota

tried it out, and here is what she says of her experience: "We intended to send you an order for plants last year, but a nurseman called and persuaded us to try his plants that were 'just as good'. We were sadly disappointed, as this season we shall have no berries."

Strawberries 'Midst War's Alarms

OUT of the midst of battle and flame, of disaster and death and slaughter beyond the seas, came a letter last spring from an old customer whose home is in British Columbia, but who responded to the call of his king to service in arms. It read as follows:

H. M. S. "VULCAN", 15th March, 1915.
R. M. KELLOGG Co., Three Rivers, Mich.

Will you kindly send me your new catalog at once? Having had such success with your strawberries, I wish to get a few for my friends in England.

LIEUT.-COM'DR W. H. COOKE-HURL, R. N.
General P. O. England.

And from Schiltigheim, in the famous battleground of Alsace-Lorraine, comes a letter from a German friend who says that he is very much interested in Kellogg's Pedigree plants and wishes to add his name to our list of European customers. Even in the midst of the most terrible war the world ever has known the strawberry is not forgotten but is cultivated in fields over which fly the implements of destruction and death.

Who Pays for the Premiums?

WHEN people think of strawberries, they think of Kellogg's. We have actual evidence of this fact in countless numbers of cases like the one received a short time ago, from a Louisiana customer of some concern in Iowa that evidently gives some sort of premiums with strawberry plants. This man wrote:

"I got the clock and the spoon, but don't send the plants."

We wrote the gentleman he had come to the wrong place, but before our letter reached him we received this laconic note of complaint:

"The clock have done broke."

From another person we received the following:

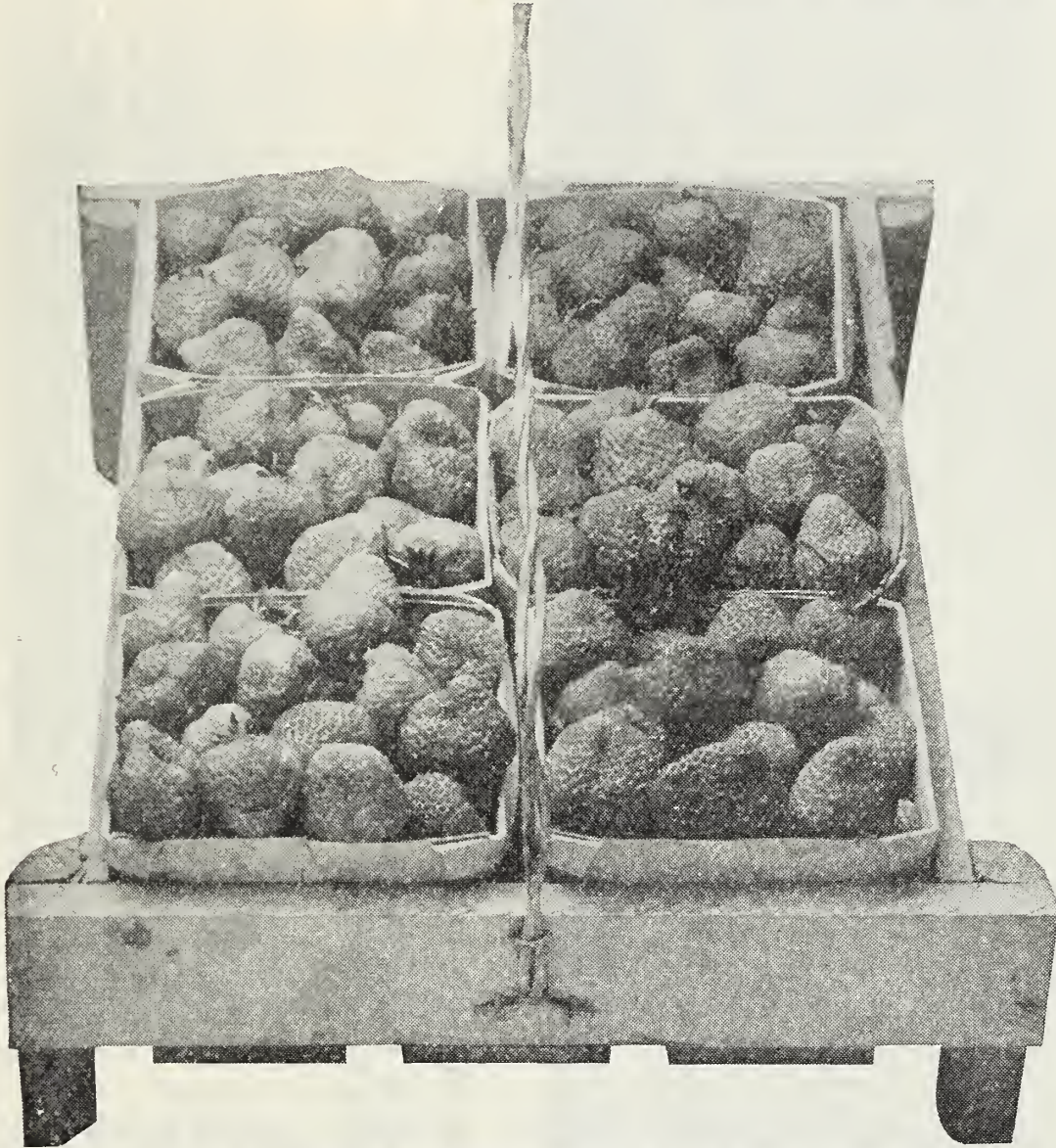
"I'm going to order plants all right, but not until you send me the 25 plants you promised to send me free."

Now we never offer plants or spoons or clocks or anything else free as an inducement to get people to buy Kellogg's strawberry plants. Our plants are their own best premium, and people buy them by increasing millions every year because they are the most prolific bearers of fancy fruit the world ever has known. Therefore, whenever you read an advertisement offering premiums in order to fool somebody into buying plants of a quality so poor as to require a premium in order to make a sale, you may be sure that it isn't R. M. Kellogg Co. that is making the offer. And remember, also, that the customer who gets clocks, spoons and other kinds of junk pays for every bit of the junk. No philanthropic plant grower distributes stuff of that sort just for the pleasure of giving things to people he never saw and may never expect to see.

In short, don't be fooled into the notion that you are to get something for nothing. If you are in the strawberry business, then what you most desire is a supply of the best strawberry plants to be had—quantity of yield and quality of

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BUBACH, ONE OF THE GREATEST OF THE PISTILLATES

OVER a very large section of the United States Bubach is recognized as one of the most successful varieties. Bubach is a pistillate and when mated with such varieties as Senator Dunlap, or Parsons' Beauty, Klondike, or Premier, it yields immense crops of high-grade fruit. The berries are mammoth in size, beautiful in color, and the quality of the fruit is as remarkable as its fine appearance. The berries are delicious and meaty with bright red surface. In form the fruit ranges from conical to thick and broad. The bright red color of the exterior extends throughout the berry. The Bubach has a large calyx with medium size stems. The foliage is a dark, glossy green and the leaf stems are very short. Bubach grows successfully in all soils and after twenty-three years' experience with this variety we do not hesitate to recommend it to our customers in practically all sections of the country. It is especially a favorite with the growers of the Southwest. Grown only at our Three Rivers farm.

fruit. Pay the price and get the best. Then, if you follow the Kellogg Way of handling plants and soil, there isn't the slightest doubt that the rewards of your intelligent efforts will be large and entirely satisfactory, not only to yourself but to your customers.

The grower who buys Kellogg plants gets a premium in increased yields and profits of high value—something that never gets "done broke."

Shipping Strawberries in Car-Lots

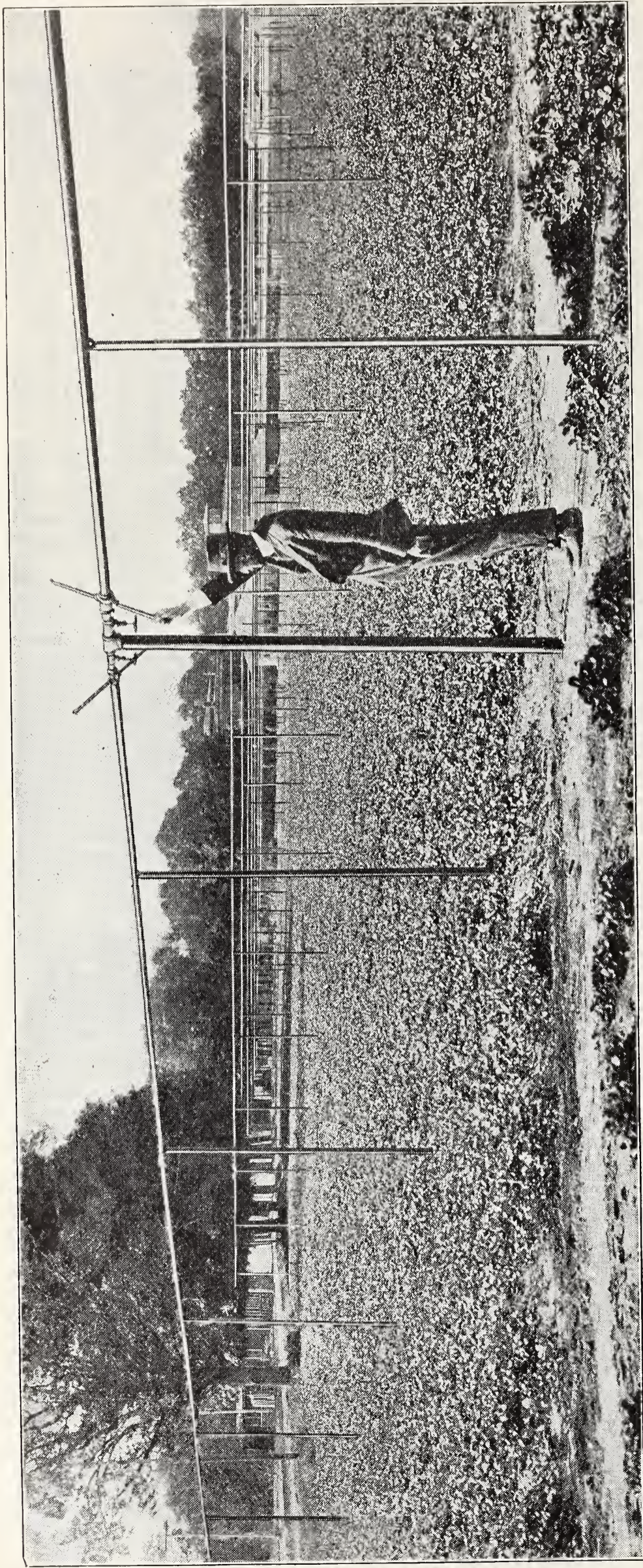
RECENTLY there was made a survey of the strawberry field by the United States Department of Agriculture that will be of interest to patrons of this company. The results of the survey indicate that the eight most important commercial strawberry districts are central California, Tennessee, Maryland, Delaware, southern Louisiana, North and South Carolina, Virginia, and the Ozarks. In 1914, 1,905 carloads of strawberries were shipped from central California. Lesser quantities were shipped from the other districts, which are named in the order of their importance. From the Ozarks came 748 carloads

last year. The authors of the survey point out, however, that the North plays a more important part in the strawberry industry than these figures might indicate. Great quantities of berries are grown in the North in small patches and shipped to market by trolley, express, or in the producer's own wagon. Only a very small portion of northern-grown berries are concentrated into carload lots, the basis for the government survey. In the South, however, and on the Pacific coast, where berries are shipped long distances, it is economical to arrange to have them sent by carloads.

The bulletin already mentioned contains a list of all shipping stations in the United States where carload shipments originate, together with the number of carloads sent out in 1914. From this list it appears that there was a grand total of 14,553.2 carloads of strawberries shipped commercially in 1914. Of these 2,312 came from California, the state's closest competitor being Tennessee with a total of 1,571.5.

Another chart in the bulletin shows the duration of the shipping season in the various sections. Strawberries begin to leave central Florida as early as December, and the movement continues until the end of March. By the first of March the first strawberries from southern Texas and southern California find their way to the market. About the middle of March the Louisiana crop begins to move, continuing for two months, or until the middle of May. May is, indeed, the great month for carload shipments. By far the greater part of the Tennessee and Virginia crop is shipped at that time, as well as much of the Delaware, southern Illinois, and Maryland supply. By the end of June southern California is almost the only area from which carload shipments are being made. The strawberries then on the market are chiefly grown in small quantities in areas close to the great consuming sections.

In connection with this work the Department of Agriculture is conducting a telegraphic market news service of the daily movement of strawberries to the various large markets during the current season, together with the prices received. Reports of these movements and prices are telegraphed daily to producing areas and consuming centers in order to assist in the profitable distribution of the crop.



How We Make Rain When the Sun Shines

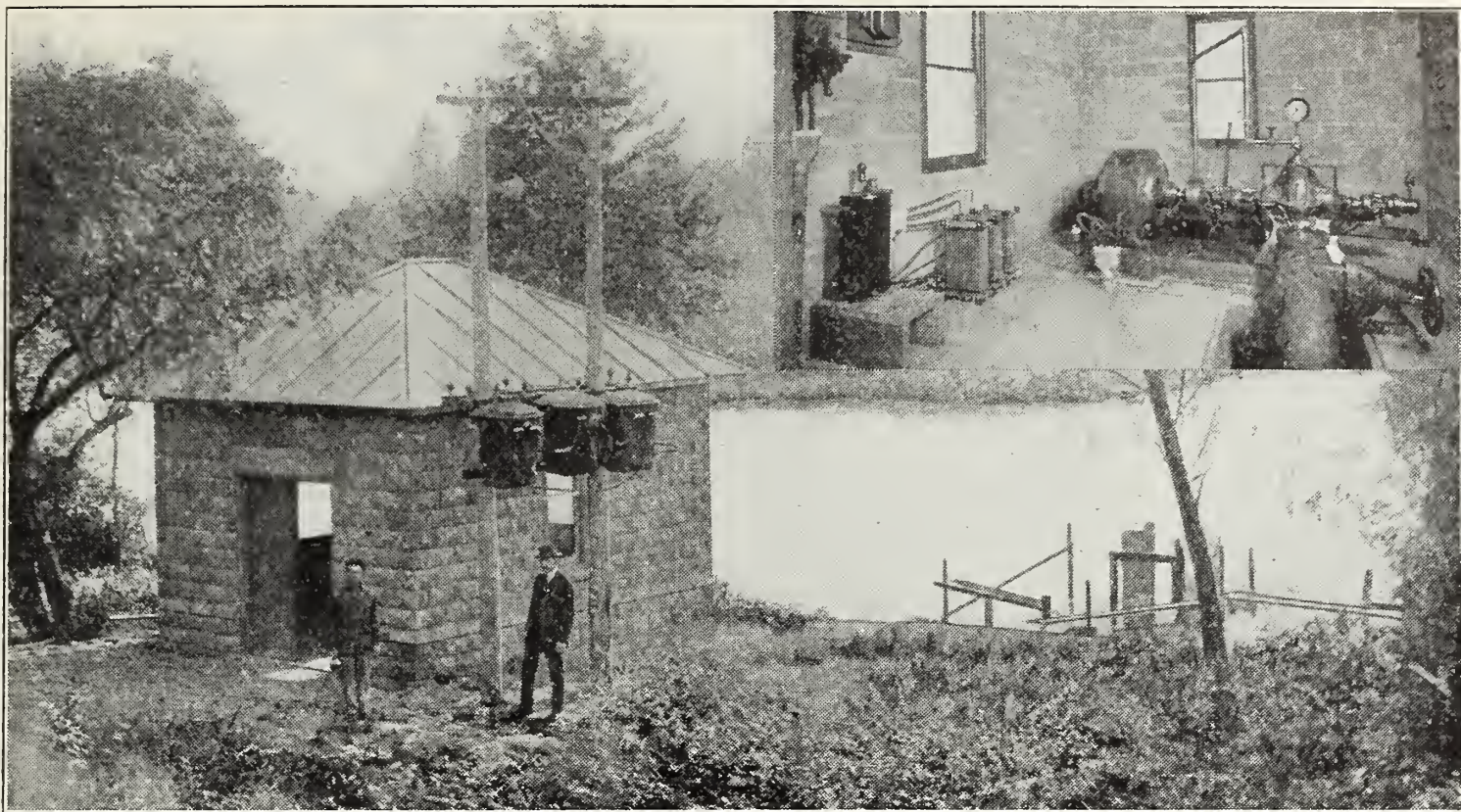
View of the Skinner Irrigation System on the R. M. Kellogg Company Farm. Note the Mammoth and Perfectly Developed Mother Plants! This is Our Crop-Insurance Policy That Never Expires.

WITH our overhead irrigation system we can make rain when the sun shines. We are independent as far as drouth is concerned. When our plants require more moisture than is supplied by nature, we simply turn on the electric current, the seventy-five horse-power motor starts the mammoth centrifugal pump and the water is distributed evenly over the field in the form of a fine, misty rain. In twelve hours, our entire sixty-five acres of plants have been watered as perfectly as in the case of a natural rain. The advantages of an overhead irrigation system

may be summed up as follows: You can make rain just when you need it; you can control moisture conditions to suit the crop you are growing, the water is applied in the form of a fine, misty rain, which prevents washing and baking of the soil; the water is forced through fine nozzles and thrown thirty feet into the air, where it bursts into a fine mist, and when this mist falls upon the plants it is of the same temperature as the atmosphere. A continuous supply of moisture throughout the entire growing season promotes a vigorous growth and insures perfectly de-

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PUMPING PLANT OF OUR NEW IRRIGATION SYSTEM

THE lower illustration presents an exterior view of our pumping plant located on the Portage River which flows by the Kellogg farm. The upper picture shows the interior of the plant and the mammoth seventy-five-horse-power motor and pump. The piping system is equal to the ordinary city water plant of a town of 5,000 population and will furnish water to the entire 225 acres composing our great strawberry farm. It is said by experts to be one of the most complete installations ever made.

veloped plants. We always have enjoyed the reputation of producing the most perfectly developed plants, as well as the most productive plants grown, and now with our overhead irrigation system we are producing plants superior in every way to the plants which we produced before the installation of this system. The continuous supply of moisture which we are now able to furnish our plants not only enables us to grow a stronger and more fruitful plant with a heavier root system, but it also enables us to grow more plants per acre, which makes it possible for us to sell the plants at a lower price than ever before.

We are confident that everyone who sets the Kellogg Pedigree plants in 1916 will agree with us that they are as perfectly developed as nature and man can produce.

After carefully looking into all the different systems of irrigation, we decided upon the Skinner system, because we were fully convinced that this system gave the most even distribution of water, and applied it in the most natural form. And after a season's use of this system we are satisfied that we made a wise choice. We heartily recommend this system to anyone who contemplates irrigating, and we suggest that those who are interested write The Skinner Irrigation Company, Troy, O., for

full information regarding cost of installation, etc. We never have dealt with any firm that has treated us more courteously and fairly than this company. They are the leaders in overhead irrigation and have a splendid service department through which all questions are answered, and complete information is furnished. Many strawberry growers already have installed the Skinner Overhead Irrigation System, and have found it a very profitable investment. The increase in yield alone the first year has in many cases paid the entire cost. We wish it understood that we have no interest whatever in the Skinner Irrigation Company, but we know from our own personal experience that their system does all and more than they claim. We are interested in our customers, and we are recommending the Skinner system because it has proved so satisfactory and so profitable to us. Growers who have used the Kellogg Pedigree plants have found that 8,000 quarts of strawberries per acre is a common yield, and many growers have succeeded in getting as many as 12,000 to 16,000 quarts from a single acre in a single season without irrigation, but if these yields can be increased sufficiently by irrigation to pay the entire cost the first season, is not irrigation a good investment?

For the benefit of those who may decide

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AN INDIANA FIELD OF KELLOGG THOROUGHbred PLANTS

THIS is a photographic illustration of the extensive strawberry field of P. O. Cassel of Indiana. Mr. Cassel writes concerning this field consisting of 8,000 Kellogg plants and tells of his fine success with them, and adds: "I have told you in other letters what I think of your plants and the help you have been to me in answering all my questions. I never forget to speak a good word for you and your plants and the assistance you have rendered me in so many ways. And in all my experience I never lost a Kellogg plant except as a result of an attack of grubs. Thank you again for the help you have been to me." Mr. Cassel was selling his berries from Superb and Americus plants at 25 cents per quart on the date he wrote us—Sept. 29, 1915.

to install an irrigation system, we would say that our pump and motor were designed and furnished by the American Well Works, Aurora, Ill., Chicago office First National Bank Building. They not only furnish pumps and motors of the highest efficiency, but they render service that is invaluable, and we can heartily recommend this company to our customers.

The Crop for Rich and Poor

IN an address before the Arkansas State Horticultural Convention held at Fayetteville, in that state, E. N. Plank, a practical horticulturist said:

"The man who has five or six acres or more of strawberries in the spring of the year is almost sure to get money enough to run his farm during the summer, and I know in running my own place that if I haven't got a crop of strawberries in the spring of the year to pay off what I owe the bank and to carry me over the summer, I would not know how to get along. In fact, I never fail to have a crop each year. Strawberries bring in quick returns. Then the amount of the investment is small. The implements are cheap.

"Some years ago, a man came to my place, and we were talking over the finances of the farm. He said:

"Well, I can't afford to raise strawberries—that is a rich man's crop."

"I said: 'You are mistaken, sir—that is a poor man's crop.' For I can take one horse and a 5-tooth cultivator and I can grow a good crop of strawberries on five acres. That man had a binder, and a mowing machine, and a rake, a drill, a hay press, and something like a thousand dollars invested in farm machinery, and yet he thought he was too poor to grow strawberries. Strawberries are a poor man's crop because of

the small investment and because of the quick returns on the investment."

It is true that the strawberry crop is a poor man's crop, as Mr. Plank points out, but is becoming to be "the other fellow's crop" as well. Latter-day horticulturists who carry on large operations in horticulture find the strawberry a crop that yields cash returns per acre larger and more dependable than almost any other. People who grow the Kellogg Plants in the Kellogg Way, succeed in getting such results as encourage them to increase, year by year, the area given up to this most delicious and popular of the fruits.

We Welcome the Wanderer's Return

ONCE in a while a Kellogg customer will stray away in search of green fields and pastures new. The pot of gold always is at the remotest end of the rainbow. Here is a typical case of the wanderer, as expressed in a letter received from J. B. Scott of Wisconsin, who writes us:

"We used to deal with you years ago, but for some years past have bought from plant concerns in Wisconsin. But we never have had the results we had when we purchased our plants from you. So we are coming back to Kellogg's."

The prodigal son of scripture learned through suffering and loss what it meant to stray away from the good things already in his possession. So our good Wisconsin friend has found out through disappointment in the strawberry field just how valuable a thing it had been to him in past years to grow Kellogg plants with their immense yields of high quality fruit; and he joyously returns, more confident than ever of big crops of berries and generous results in cash.

We welcome Mr. Scott back to the Kellogg fold, and the fatted calf is his.

Cheery Letters From Satisfied Customers

ARKANSAS. After passing through the driest and hottest summer we have had here for many years, my strawberries are as fine as can be. I have practically a perfect stand and they were about the only strawberries that lived through the torrid summer, and everybody is wondering how I kept my berries living. I attribute my success altogether to your valuable advice and my ambition to do things right. John C. Dickerson.

CALIFORNIA. The strawberry plants were received in excellent condition. They kept right on growing in the mail, even to blossoming. Your method of packing for shipment is certainly A No. 1. W. A. Adams.

COLORADO. We know R. M. Kellogg Co. can be depended upon for good plants and square dealing. Mrs. E. Cochran.

CONNECTICUT. The shipment of strawberry plants arrived in splendid condition and they appear to be all growing finely. I was very much pleased with the plants I got from you last fall. After picking off all the blossoms on the everbearers until June, I had berries until the frost took them. Edward A. Rice.

DELAWARE. Thank you very much for such nice plants which arrived in good condition. I don't think I shall lose one of them, they are so strong and healthy. You will hear from me again. William A. Schellenger.

DISTRICT OF COLUMBIA. The strawberry plants you sent me arrived in prime condition, and I am very much pleased with them. The everbearing plants, sent me less than two weeks ago, are most all in blossom, and I am certainly pleased with the prospects. W. G. Miller.

FLORIDA. I never saw better plants than those you sent me two years ago. J. L. Ginn.

GEORGIA. The plants you shipped me came through all right. Many thanks. They are large, nice, healthy-looking plants. G. F. Lee.

ILLINOIS. Shipment of Superb plants arrived in good condition and are now growing. I found them very nice plants with splendid root systems. S. D. Carlton.

INDIANA. Two years ago we got plants of you for early spring planting and have had excellent results, although the seasons were against us. We never have had anything but Kellogg berries, and we can send you any number of references that we have the finest berries that go into the Connersville market. J. T. Simpson.

IOWA. I have been raising Kellogg berries for a number of years for family use. Last year and the year before ('13 and '14) a bed of 50 plants gave us 85 quarts each year. The fruiting season was a little over five weeks. I am thoroughly convinced that it pays well to use only thoroughbred plants, for I have tried others before I began to use Kellogg's. R. H. Lambertson.

KANSAS. The Kellogg plants for me. Everybody says they never before saw plants as full of bloom as mine. J. F. Ellrod.

KENTUCKY. Plants received in perfect condition. I am hoping much from them. M. J. Demaree.

MAINE. The twenty-five Superb strawberry plants forwarded by mail arrived yesterday in fine condition. Many thanks. Chas. H. Nason.

MARYLAND. My order of strawberry plants came duly to hand. The plants are in the ground and in spite of the severe drouth every plant is growing nicely. W. F. Prettyman.

MASSACHUSETTS. The strawberry plants that you shipped me in April came in fine condition. It was very dry when the plants were put out and it did not rain for two weeks. Every plant has lived and made a fine growth. I am very much pleased with these strawberry plants and when in need of more will send the order to you. R. B. Piper.

MICHIGAN. I received strawberry plants by parcel post in fine shape. Have planted them and they are looking good in spite of the very cold weather up here. Am much obliged for your kindness and prompt attention. A. P. Hamby.

MINNESOTA. The plants I got from you last spring were the finest ever and the very best I ever have seen. I also had plants from another well-known firm, but it will be nothing but Kellogg plants for me from now on. E. B. Fay.

MISSOURI. Received my plants in good condition. Have them set out and so far have not lost a plant. They are looking fine. Thank you for correcting my error. It pays to deal with an honest concern. S. D. McCann.

MONTANA. Every one of the hundred plants you shipped me is doing finely. They are the best plants that I ever have seen. W. S. McCurdy.

NEBRASKA. The strawberry plants which I purchased from you are doing finely. Had all the strawberries I could eat this spring—also put up some. The everbearing plants are getting ready for another crop at present. O. H. Shelly.

NEW HAMPSHIRE. We received the five thousand strawberry plants in good condition and have been very busy setting them out. We are very much pleased with them and also your prompt shipment. I wish to thank you for all your advice. It has been a great help to me. Wilbur F. Springer.

NEW JERSEY. Strawberry plants arrived safely. They were evidently packed with greatest care. F. E. Taylor.

NORTH CAROLINA. My plants came in fine shape and are looking nice. I told one of my neighbors, who wished to sell me plants, that I wanted blood and was willing to pay for it. Chas. Olmstead.

OHIO. I am overly pleased with the plants you sent me. I do not believe that I have lost one-half dozen in the whole 3650 plants. You will have my order for about the same amount next year. Van White.

OKLAHOMA. It may interest you to know I have just harvested 160 crates of Excelsior from plants which originally came from you—34 rows 130 feet long—for which I received from \$2 25 to \$3.50 per crate. Frank Flannigan.

PENNSYLVANIA. Am enclosing order for 500 plants. Of the 500 plants I received from you in 1913 we had last year more than 1000 quarts of berries. J. H. Davis.

SOUTH DAKOTA. Our bed of Progressive plants we bought of you this spring looks fine. H. A. Dunton.

TEXAS. The strawberry plants which I ordered from you some time ago arrived in first-class condition and were immediately put out, and of the 810 plants received I am glad to state that 808 of them are living and growing nicely. E. M. Henkey.

VERMONT. The plants came through in fine shape and have started growing finely. You must have a great reputation for honesty if you treat all your customers as squarely as you have me. M. E. Glidden.

VIRGINIA. The strawberry plants were received in splendid condition and are now set out. They are looking fine and I believe all of them will grow. Emma L. Beattie.

WEST VIRGINIA. My strawberry plants are doing nicely. Have not lost one plant. M. Virginia Lamon.

WISCONSIN. I have a bed of Dunlap and Brandywine from plants bought from you and they are doing finely. From a piece two rods by ten rods I have already picked forty 16-quart crates and have not finished yet. J. A. Klokker.

NOVA SCOTIA. I received the strawberry plants all right. They were in fine order and set them right out. Not one has died. It has been very cold and wet since, but they look well. Thank you very much for all your trouble and instructions. Geo. Bradford Gowen.

QUEBEC. I received your plants on the 8th of May. They were certainly fine plants and were in good shape. They were all you said about them. Henry W. Luman.

MANITOBA. I received my strawberry plants from you some few days ago and they were certainly in good shape. I think they will all grow, as they are so fresh looking. Horace Marwood.

ONTARIO. The plants we ordered from you arrived in fine shape. They were the best plants I ever saw. Mrs. E. M. Bartlett.

The plants I got from you last spring did well. They are such fine, strong, healthy plants and everyone that has seen them says, "What fine plants you have got!" I am looking forward to some nice berries this summer. J. W. Pollock.

NATURALLY, people desire to know whether our plants will do well in their particular locality, and while we cannot make room for even a small fraction of the fine and cordial letters we receive from customers, and can take only a few words from their friendly communications, we seek to cover the field in such a way as to inform intending purchasers of the actual situation. With this point in view, we take pleasure in giving extracts from letters covering many states and some of the provinces of Canada. Original letters from which extracts are made are kept on file for one year, and address of writer will be given upon request.

GREAT CROPS OF STRAWBERRIES AND HOW TO GROW THEM

Copyright 1915 by R. M. Kellogg Co., Three Rivers, Mich.



SUPERB, THE WORLD'S GREATEST EVERBEARER

THIS statement is made without qualification. We make it after having grown Superb under many and widely differing conditions for several years. We make the statement on the reports given us by customers in nearly every state in the Union. We substantiate our own experience and the experiences of our customers by the berry sales of the Superb strawberries made in the markets of Chicago, Buffalo, Cleveland, Cincinnati and Philadelphia. Superb fruit sells at highest prices ever paid for strawberries because they are the best. They are perfectly formed, beautifully colored, deliciously flavored. They ripen evenly and are almost uniformly of large size where soil is made rich by proper fertilizing. The plant is healthy, vigorous and tremendously productive. It begins bearing in June and continues bearing almost without a break until freezing weather comes on. Everybody should grow Superb.

Reports from Customers

Walter Baker, Maine: "I sold my Superb berries last fall for 65 cents a quart. They grew finely—had more than twenty-five people out to see them some days."

C. F. Sprung, Iowa: "The everbearing Superb plants certainly do fine in this country. You sent me 102 plants in the spring of 1914. During the summer and fall I picked berries, the last picking being November 27. This spring (1915) I could have sold the patch of plants for \$125. Can you beat it?"

H. W. Elliott, Arkansas: "The everbearing strawberry plants arrived O. K. I ordered 100—you sent 103. If my plants do as well in the future as they have up to date I shall be more than satisfied. It is a satisfaction to be treated thus. I wish you success."

F. E. Chase, Missouri: "The everbearing plants I bought of you last spring have paid for themselves twice over, and they also paid for 100 plants I got from another Michigan grower which bore no berries. I am sending you this letter because you are due to get it. The Kansas City Star had an interesting 'story' about my everbearing berries."

C. H. Clark, Nebraska: "Superb is a wonderful drouth resister and bore fruit from July 1 to November 1. At the corn show at Genoa October 21-23, I put four plants in full fruit on exhibition, and they were the greatest attraction of the show."

Reports of Sales from Dealers

MAPLEHURST GARDENS THREE RIVERS, MICH.

October 18, 1915.

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

Gentlemen:—It gives us pleasure to send you a few of our reports of sales as given by the commission houses for everbearing strawberries this fall. Our picking season began in August and is still in progress, with great quantities of green fruit and blossoms still on the vines. These sales consist exclusively of berries of the "Superb" variety:

Chicago, Ill.	October 13	60 qts. at 40 cents	\$24.00
" "	October 15	100 qts. at 45 cents	45.00
" "	October 16	140 qts. at 40 cents	56.00
Milwaukee, Wis.	October 4	48 qts. at 37½ cents	18.00
Kansas City, Mo.	October 4	60 qts. at 35 cents	21.00
Cleveland, Ohio	September 2	96 qts. at 30 cents	28.80
St. Louis, Mo.	October 4	80 qts. at 30 cents	24.00
Cincinnati, Ohio	September 29	60 qts. at 35 cents	21.00
" "	September 30	20 qts. at 37½ cents	7.50
Philadelphia, Pa.	September 28	60 qts. at 40 cents	24.00
" "	October 4	40 qts. at 40 cents	16.00
" "	October 8	80 qts. at 40 cents	32.00
" "	October 13	48 qts. at 40 cents	19.20

Yours very truly,
MAPLEHURST GARDENS.

If you would win extraordinary success in the everbearing field, don't fail to set heavily of Superb. It will make growers independent who specialize with this wonderful variety.



SUPERB BERRIES PICKED AND PHOTOGRAPHED OCTOBER 7, 1915

Grown at Twin Falls, Idaho

THE plants that produced these berries were set last May (1915), and began fruiting heavily in July, continuing to fruit until this photograph was made on October 7. The vines were still loaded with berries and blossoms on that date. As a market variety the Superb is the "boss" of the everbearers. The berries are splendid keepers and excellent shippers. They are extra-large, beautifully colored and always command the very highest prices. If you want to grow large crops of extra-fancy berries; if you want a variety that is not affected by frost, and if you want to get the top-notch price, Superb is the variety you want.

Our Everbearing Strawberries

WHEN the everbearing varieties were first originated, we were somewhat skeptical about them. We thought they were nothing more or less than novelties. But during the past five or six years, we have experimented extensively with them, and through these experiments we have learned that they are a pronounced success. There is no question about these varieties fruiting during the fall months, and they also fruit in the spring and early summer months. By combining the everbearing varieties with the standard varieties, the fruiting season extends from the latter part of May until about November first, over a very large range of territory, affording the strawberry grower a continuous income for about five months. Since the everbearing varieties have demonstrated beyond doubt that they are completely successful, both as early-summer and late-fall fruiters, we advise everyone, whether growing strawberries for home use, or pleasure or profit, to grow both the everbearing and standard varieties. By following this suggestion, your profits are doubled, and frequently trebled, over those received from growing the standard varieties alone.

One thing greatly in favor of the everbearing

varieties is the fact that they mature their greatest crop of fruit during the months of August, September, and October—just the time when berries of all kinds are scarce. The weather generally is hot and everyone is hungry for fresh fruit and willing to pay a big price for fresh strawberries. It will be many years before there are enough strawberries produced during the fall months to supply the demand, and we doubt if the demand ever will be fully supplied. Growers who take advantage of the opportunities which the everbearing varieties offer, are sure to make a great profit. Plants of the everbearing varieties which are set in the spring begin fruiting the following August, and continue to fruit until November or until heavy freezing weather.

Everbearers would fruit earlier than August, but it is not advisable to allow them to do so. The blossoms should be picked off until the latter part of June. This enables the plants to become well established, thus insuring a much heavier fall crop than would be possible if the first blossoms were allowed to mature berries.

After the plants are one year old, it is not necessary to remove any blossoms. It will be perfectly proper to allow them to fruit the second year

GREAT CROPS OF STRAWBERRIES AND HOW TO GROW THEM

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PROGRESSIVE IS A PRIME FAVORITE AMONG THE EVERBEARERS

PROGRESSIVE is a variety that has done much to encourage favor in everbearing plants. A cross of Senator Dunlap with Pan-American, the latter being the earliest of the everbearers, this variety is very clearly marked and is especially notable for the immense crops of fruit it yields. It is grown universally; indeed, there are plants of this variety grown in every state of the Union. The quality is excellent and all our customers may order these plants with assurance in advance of complete satisfaction, both for home use and for the markets where big prices rule. Grown at our Three Rivers and Twin Falls farms.

as early in the spring as climatic conditions permit, and they may continue to fruit until checked by winter.

The experience of our customers with the everbearing varieties is the same as our own experience. They advise us that they have no trouble in getting their plants to fruit heavily, and that the fall crop sells readily at 30 cents to 50 cents per quart without any sorting.

While we are very enthusiastic over the everbearing varieties, we certainly do not advise anyone to discontinue growing the standard varieties, but we do advise everyone to set both the everbearing and standard varieties, and those who will do this and will follow up-to-date methods, will have a business that will make them independent.

How to Grow the Everbearing Varieties

THE cultural methods to be followed in growing the everbearing varieties are practically the same as for the standard varieties. We have learned, however, that the everbearing plants are very heavy fruiters and require deep, rich soil. The more manure incorporated into the soil the better will be the results. Manure furnishes humus and nitrogen, both of which are very important for the everbearers. The past year we demonstrated through experiments to our entire satisfaction that the everbearing plants will fruit earlier and will give a much larger fall crop when grown in soil which has been well manured than when grown in soil which might be considered sufficiently manured for the standard varieties.

The results of our experiments lead us to recommend at least twenty tons of stable manure for each acre, and we would suggest plowing the

manure under only about four inches. This will make it an easy matter thoroughly to incorporate the manure with the surface of the soil—just where it should be to give best results. For very poor soil, we would recommend in addition to the manure 400 pounds of very finely pulverized bone meal, and 150 pounds of sulfate of potash. These materials should be broadcast over the land after it has been ploughed, and thoroughly incorporated into the soil. This work should be done a week or ten days before setting the plants. If the bone meal and potash cannot be secured conveniently, 500 pounds of acid phosphate will take the place of bone meal, and a ton of unleached wood ashes will supply the required amount of potash. The ashes also will supply sufficient lime to neutralize any acid that may be present in the soil, and also will aid in bringing inert plant food into available form.

We also have learned through these experiments that the everbearing plants should be grown in hills. We find that when the plants make runners, the quantity of berries is greatly reduced. If you can get the manure and fertilizers which we recommend, you can set the plants fifteen by thirty inches, as there will be an abundance of plant food to supply the number of plants required to set an acre in this manner.

The season the plants are set blossoms should be picked off as fast as they develop, and this should be continued until the latter part of June. This is a quick and easy task. The runners also should be removed as fast as they appear, and when grown in hills, this work should be continued as long as required by growth of runners. When this is done plants will begin fruiting in August and continue fruiting until the ground freezes. Other cultural methods, such as hoeing,

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FORWARD TAKES A LEADING PLACE AMONG EVERBEARERS

FORWARD is one of the three later originations of Samuel Cooper who developed the original ever-bearing strawberry and whose activities in this line have been very great during the last fifteen years. Forward is a cross of "Autumn" and "Cooper." The blossoms of this variety are perfect. The plants are strong, healthy growers both of plants and fruit. The fruit is large, firm, dark red and round as a top. The quality is good and the fruit never is misshapen. This variety fruits from June to November. No one should fail to order a generous number of this variety. Grown only at our Three Rivers farm.

cultivating, spraying and mulching, are the same as for the standard varieties. The growing of everbearing varieties is a very interesting as well as a very profitable work.

A Word About Prices

THE price of everbearing varieties, although far below the prices charged two or three years ago, remains relatively high, and sometimes our customers ask why this is so. There are two valid reasons for this situation, one of them being that it is the nature of the everbearers to produce large quantities of fruit, and to produce few runners as compared with the standard varieties. In other words, the cost of production is much higher in the case of everbearers than is true of other varieties. The other reason is that the demand for the everbearers continues to keep far in advance of the supply. Last season, for instance, nurserymen all over the United States found themselves unable to supply the demand; in fact, were millions of plants short of the country's requirements. Under these circumstances, it readily will be seen that the price for everbearers must for some time to come be higher than the price for the standard varieties.

An Interesting Record

ONE of the very satisfactory features of the business of the R. M. Kellogg Company is the fact that "once a customer always a customer", and this is true in countless cases. One of our

customers who has purchased and set the Kellogg Pedigree plants for a long term of years is Chas. J. Hinkle of St. Clairsville, Ohio. Herewith we present his file card showing that since 1904 there has been no year in which he has not purchased a generous number of our plants:

CHAS. J. HINKLE, St. Clairsville, Ohio, R. No. 4

DATE SHIPPED	ORDER NO.	AMOUNT	DATE SHIPPED	ORDER NO.	AMOUNT
1904	2867	\$17.75	3-31-10	5723	\$39.00
1905	244	14.50	4-19-11	5652	35.00
1906	5065	14.00	4-17-12	5351	30.00
1907	1738	30.00	4-22-13	5433	32.85
4-4-08	8200	28.75	4-16-14	5688	30.95
4-19-09	5864	42.00	4-13-15	5359	26.40

This record is more eloquent than any statement we could formulate as to the quality and desirability of the Kellogg's Thoroughbred plants.

Why Progressive is Popular

WRITING under date of September 17, 1915, Dr. Albert L. Yocom of Iowa says: "Last spring I purchased from you about 9,000 plants. They have made a wonderful growth, and I am more than pleased with my prospect. I set out 200 Progressive plants and they are the wonder of this community. We have had strawberries since the first week in July from these everbearers. They continue to bear, and new blooms are a daily occurrence. If I had paid you \$150 for

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ONWARD, ANOTHER OF THE GREAT EVERBEARERS

THE description given under the illustration of the Forward variety will serve very well for Onward. While there are slight differences, the appearance, flavor and general characteristics of Onward are so similar to both Forward and Advance as to render these three wonderful varieties almost identical one with the other. Onward is grown only at our farm in Three Rivers.

10,000 Progressive plants, it is my opinion I would have more than paid all expenses to date."

Kellogg's Prize a Marvelous Yields

FROM all parts of the country come letters referring to the Kellogg's Prize as the greatest of the pistillates and the heaviest yielder of any known variety. We quote a few testimonials from a countless number to show that our own estimate of the worth of this extraordinary variety is fully confirmed in the experience of our patrons:

Score me with ripe berries June 4th on the Kellogg's Prize plants you shipped me in April. Orrin E. Dunlap, New York.

The berries you sent me last year all did well this spring, the Kellogg's Prize being especially fine. In fact, I consider it the finest strawberry I have ever seen. R. H. Triplett, Ohio.

The Kellogg's Prize is the most wonderful berry I have ever grown. The fifty plants bought of you in 1913 yielded in July, 1914 sixty baskets of beautiful berries. Wm. J. Reynolds, Connecticut.

From one-twelfth of an acre, or less, of Kellogg's Prize I sold over a hundred dollars worth of berries. F. K. Haines, Connecticut.

Those Kellogg's Prize plants are surely some fruiterers and they certainly are beautiful berries. Jno. C. Cann, Ohio.

The Kellogg's Prize plants bought of you in 1914 are the best pistillate plants I ever saw. They grew several hundred berries to the plant and two-thirds of the berries were of good size. Everyone who tasted them said they were the sweetest berries they ever had eaten. J. Mason Sivadie, Washington.

IN acknowledging the receipt of a copy of our book, F. K. McNeil of Vermont says: "Your catalog came among a dozen, and you have them all going and coming. Yours Truly is an old-timer (past three score). I have grown berries

for fun and money for more than forty years. My berries are the standard from Burlington to Rutland in the Champlain Valley. I have fruited Chesapeake for many years with great pleasure and profit."

An Appreciative Word About Our Book

AMONG the thousands of people who wrote us for our book last year, was Karl Clarke Utley, a prominent citizen of Toronto, Canada. The book was sent him, and some time later Mr. Utley sent us this kind and gracious tribute to the value and importance of "Great Crops of Strawberries and How to Grow Them." From this letter we quote:

I do not think you can ever know the amount of real good horticultural missionary work you are doing in sending out these books from year to year. I am town bred and town fed, but I am more than interested in the "Back to the land" idea. I am convinced that there are thousands in our towns and large cities who, if they would study and learn something of intensive culture and would turn to small plots of land, would be much better off in every respect, especially in a financial way. This is the foundation of many of the other blessings of earth.

This book you are sending out I do not regard as a catalog. I shall keep it in my library as a book of reference and text book. The information it imparts is worth a very great deal, and while it is distinctively a "Strawberry" book, its close relation to the soil cannot help but make it stimulating in interest in other crops. It seems to me that a man with three acres and a firm like yours to rely on from whom to get good plants and the best of advice, should become independent in ten or fifteen years and lay by enough to make him beyond the

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A TEMPTING DISH OF ADVANCE (EVERBEARING) BERRIES

AS we say in referring to Onward and Forward so we can say with regard to Advance, the similarity between Forward, Onward and Advance is so marked as to render a description of one of this great trio serve for all. We advise all our customers, however, to try out all three of these varieties, as under different soil and weather conditions there doubtless will be considerable variation. All three of these varieties are tremendous growers of fruit from June to November. Grown at Three Rivers.

worry stage so far as a competency is concerned. The fact that your book is doing a work of this kind should be of some satisfaction to you.

It certainly is of large satisfaction to us. The ideal of service that directs the work of this company and enters into its every feature, extends a helping hand to all who wish to enter the strawberry field. And as the strawberry field is one that the novice and the moneyless may enter with complete assurance of success, wherever ordinary intelligence is practised, the field is vastly broad and inviting. We need not say that we greatly appreciate the kind thoughtfulness that led Mr. Utley to write us as he has done.

CUSTOMERS always should use the same name in writing about orders. For instance, if John Smith orders plants any further correspondence relating to that order from him should be signed in his name. Should his wife write and sign "Mary Smith" we could not be sure that her instructions related to John Smith's order. By using one name throughout, confusion may be avoided.

How Strawberries Are Made

CONTINUOUS cropping of the land without proper crop rotation causes the soil to become acid and unproductive. Where this condition exists the desirable bacteria become logy and inactive, while the undesirable bacteria become more active, which aids them to get control of the desirable bacteria.

There is a battle going on at all times between desirable and undesirable bacteria. Therefore, in order to get the greatest profits from our land

we must make conditions favorable to the desirable bacterial germs.

From two to four tons of finely ground raw-rock limestone per acre will correct the acidity of the soil. It also will greatly aid in releasing plant food which otherwise would remain as inert or useless matter. Lime may be applied during the winter months when the farmer has plenty of time for that kind of work.

To learn if your soil is acid, take a strip of litmus paper, which may be purchased at any drug store, make an opening in the soil with a knife or hoe blade and place a strip of litmus paper down in the moist soil, press the soil firmly against the paper, and in fifteen or twenty minutes remove the paper, and, if it has turned a red color, your soil is acid. The degree of redness will determine the degree of acidity.

One ton of unleached hardwood ashes or two tons of marl per acre will serve the same purpose as the lime. Wood ashes also will add potassium, which is very beneficial to strawberries.

Nitrogen gives the plants vigor and stamina. All green matter, such as stems, leaves, etc., is largely developed by nitrogen. In fact, the entire plant is dependent upon nitrogen. This important element may be added to the soil through many different sources, such as manures or legume crops—clover, alfalfa, vetches, cow peas, soy beans and sweet clover. In commercial forms nitrogen is secured through dried blood—200 pounds per acre; or sulfate of ammonia—150 pounds per acre; or nitrates of soda—100 to 200 pounds per acre. The latter is generally used as a top dressing. One hundred pounds per acre scattered along the fruiting rows when growth starts in the spring and 100 pounds applied just

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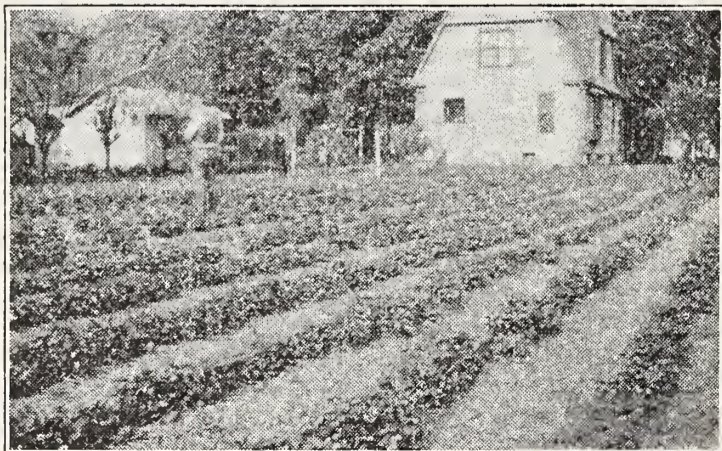
A SCENE ON R. M. KELLOGG COMPANY'S FARM AT TWIN FALLS, IDAHO

WE certainly made a wise choice when we selected Twin Falls, Idaho, for our Western farm. There we have ideal soil and climatic conditions and abundance of water for irrigation. This combination insures the most perfectly developed plants that man and nature can produce. Our Idaho grown plants are large, hardy, vigorous and exceedingly productive, and will please the most exacting grower. We are proud of our Idaho grown plants and we are confident that our Western customers will be more than pleased with the plants we ship them this season. The two men in the field are Frank E. Beatty, President of our Company and Clyde E. Beatty, Manager of our Idaho farm. Both of these men are strawberry experts, and they say that our plants this year are perfect. The plants shown in this field are so large and vigorous that they speak for themselves.

before buds are open will give the plants a splendid start into activity. The dried blood should be applied after plowing and thoroughly worked into the soil before plants are set.

We prefer to get our nitrogen either through manure or legumes. A lack of nitrogen in the soil is easily detected. The foliage is small and the growth slow. The leaves are smaller and of a lighter green than when plenty of nitrogen is available.

Potassium (potash) builds the fibrous matter or woody parts in the plants and forms the starch and sugar for the fruit. It gives strength and endurance and adds hardiness to the plants and



THIS is a view of the strawberry plot of E. D. W. Seitz of Michigan. Mr. Seitz in 1914 purchased 550 Kellogg strawberry plants composed of Senator Dunlap and Warfield. He says in a letter written September 15, 1915: "Last spring these plants yielded 515 quarts of berries. These plants were grown in the hill system, and it is by far the best system."

gives color, firmness and flavor to the fruit, which can be secured through no other source.

Two hundred pounds of sulfate of potash per acre, evenly scattered over the plowed ground and thoroughly worked into the soil before plants are set, will furnish sufficient potassium for one crop and will add to the second crop. One ton of unleached hardwood ashes will furnish sufficient potassium for one acre.

Phosphorus aids the plants to assimilate other plant foods which they could use only through the aid of phosphorus. It also aids in seed formation and brings the plants into full maturity. In a word, phosphorus completes the job of both plant and fruit building, and the number of quarts of berries produced per acre will depend largely upon the content of available phosphorus in the soil.

Four hundred pounds of acid phosphate per acre, or 400 pounds of bone meal, thoroughly worked into the soil before plants are set, will furnish sufficient phosphorus for one or two crops.

We might add here that a shortage in fruit production generally may be traced to a lack of available phosphorus. Especially is this true when other conditions are favorable. Also, it should be said, that most soils are amply supplied with phosphorus and potassium, and when this is true, humus in the form of barnyard manure or legume crops worked into the soil will aid in releasing and making available these essential elements. Humus warms the soil, makes it retentive of moisture, and makes soil conditions very comfortable for bacterial life. There is no soil, excepting rich muck or black soil, but what, to a greater or lesser degree, is lacking in nitrogen, and this is why we urge growers to use manure liberally.



A Kellogg Plant
Grown the Kellogg Way

SUPERB EVERBEARING PLANT IN FULL FRUIT, PHOTOGRAPHED SEPTEMBER 15, 1915

Kellogg Photo

GREAT CROPS OF STRAWBERRIES AND HOW TO GROW THEM

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Our Hearts of Gold Cantaloupe

WE are pleased to announce that we are again prepared to furnish our customers with the famous Hearts of Gold Cantaloupe seed, which created so much interest and won such great success last year. And we are glad to announce that under our revised contract with Col. Morrill we are enabled to offer the seed at a much lower price than heretofore. Wherever the Hearts of Gold cantaloupes have been grown they have been declared by everyone to be the most profitable of all cantaloupes. Their high flavor and deep rich meat make it possible for the grower to get the highest price paid for any cantaloupes. To taste them is to want more of them, and in many towns where they are grown they are handled exclusively by the leading grocers and are used in preference to all others by the leading hotels and restaurants.

Hearts of Gold cantaloupes have yielded more than \$700.00 per acre in a single season. A single car netted Mr. Morrill \$803.10 and the car was not loaded to full capacity. Cantaloupes and strawberries make the best combination of any two crops we know. Soil preparation for these two crops are practically the same, as both crops require plenty of manure, and neither strawberries or cantaloupes draw very heavily upon the soil. Soon after marketing strawberries you may begin marketing cantaloupes, and if you grow both standard and everbearing strawberries, as well as cantaloupes, you will have a steady income from early summer until the ground freezes.

In spite of the very unfavorable weather conditions that existed practically everywhere in the country last season, we have received some splendid reports from those who purchased seed from us in 1915. One grower away up north in Canada wrote us that his three acres of Hearts of Gold cantaloupes covered the ground completely and that the vines were loaded with melons.

A very important feature in favor of cantaloupes as a money crop, is the fact that it does not cost much to get started in the business,

while on the other hand the returns are large and are soon realized. In the central and eastern states the seed is planted just as soon as the danger from frost is past—the latter part of May as a rule—and if weather conditions are favorable the melons will be ready to pick in July, the picking season lasting four or five weeks.

Under the present arrangement with Col. Morrill we are authorized to quote the following prices:

Seed for one acre.....	\$4.00
Seed for $\frac{1}{2}$ acre.....	2.50
Seed for $\frac{1}{4}$ acre.....	1.50
Seed for family garden (about 100 hills).....	.50

The seed we offer is from the melons grown by Mr. Morrill, and these seeds are cured and dried in the same manner as the seed which Col. Morrill plants in his own fields, and we can assure you that no one can be more particular in the matter of selecting melons for seed than Mr. Morrill. Therefore, you may buy this seed with the full assurance that it is the best and purest seed that money can buy.

Each package contains a sufficient amount of seed to replant every hill, if conditions make it necessary. Samples of this seed have been carefully tested and found to have exceptionally high germinating power, as practically every seed tested produced a vigorous plant.

When hills are planted 4x6 feet apart an acre will have room for 1,800 hills. The cost for seed will be less than $\frac{1}{4}$ cent per hill, and the yield ranges from 25 to 50 cents per hill. Could you make a better investment?

From W. W. Harrison, a Philadelphia business man of large affairs and a long-time customer of the R. M. Kellogg Co., we received the following just as our 1915 book was going to press:

You may remember that, with the strawberry plants, I also secured a small quantity of your Hearts of Gold cantaloupe seed. The result is that you have introduced a variety, I think, of great promise. It is of remarkable sweetness, rich, golden pink in color, clean to the rind, which is very thin, though tough enough for long shipment. It is a remarkable fruit.

Yours truly,
W. W. HARRISON.

Quarts and Dollars

THE supreme test of the strawberry plant is the returns it gives in the way of large quantities of high-grade fruit. Nobody has any interest in a plant that will not yield these results. It is by this test that Kellogg plants stand, and it is because the Kellogg plants meet every test as to quantity and quality that their fame has become world-wide, and our customers everywhere have won the reputation for highest quality and largest returns in the way of actual cash. These are strong claims, but they are verified in the actual experience of our friends, as are indicated in letters from them which represent every section of the United States and Canada. We present herewith a few of the reports showing yields of fruit and cash returns, expressed in terms of quarts and dollars. There is no reason why you should not enjoy the same degree of success that thousands of our customers report. All of the yields here given represent a single season's crop grown from our Thoroughbred strawberry plants. Could we present any stronger proof of Kellogg quality?

Yields in Quarts

L. T. Chamberlain of Minnesota picked 124 quarts of berries from a space 20 x 32 feet.

Lyman Leonard of New York picked from a plot of ground 30 x 35 feet 403 quarts of berries.

Wm. Drumm of Kansas picked at the rate of 10,600 quarts to the acre.

W. R. Miller of Massachusetts picked 500 quarts from 500 plants.

Chas. W. Daniels of New York picked 1365 quarts from one-fifth acre.

C. E. Hull of Ontario, Canada picked 1200 quarts from 1200 plants.

Mrs. David Baildon of New York reports over two quarts of berries from each plant.

Mr. J. E. McCullough of Illinois grew at the rate of 10,455 quarts per acre.

B. L. Plantz of Michigan picked 750 quarts from 500 plants. 29 berries filled a quart box, and the berries sold for 12½¢ per quart.

E. F. Cook of North Dakota picked 136 quarts of fancy berries from 200 plants.

Jas. Calder of New York picked from 1000 plants the first year 1000 quarts of berries which sold for 11½¢ per quart, second year he picked 1100 quarts which sold at 11¢ per quart.

Oliver Black of Pennsylvania sold 3600 quarts from 3000 plants. The berries sold for 8¢, 10¢ and 15¢ per quart.

C. W. Gifford of New York picked 200 quarts from 200 plants.

R. E. Roberts of Ohio picked 1½ quarts from each plant.

W. H. Davis of Colorado reports a yield of 12,600 quarts to the acre.

T. J. Wilson of Iowa says: "I have gathered an average of 9,600 quarts of berries per acre each year from Kellogg plants, but never have been able to get more than 3,200 quarts per acre from other plants. This has been my experience for several years."

J. F. Thrasher of Utah gathered 16,500 quarts from two acres, grown in a young orchard.

S. D. Newman of Nebraska picked at the rate of 27,000 quarts per acre.

J. J. Pedigo of Idaho reports 2500 quarts from 2000 plants.

E. W. Sluder of North Carolina picked 825 quarts from 700 plants and sold the berries from 10¢ to 15¢ per quart.

Yields in Dollars

S. E. Abbott of New York sold \$200.00 worth of berries from one-quarter acre.

S. S. Brown of Washington sold \$550.00 worth of berries from one acre.

C. A. Hesselberth of Illinois sold \$78.00 worth of berries from 1000 plants.

W. H. Garner of Idaho sold \$125.00 worth of berries from one-fifth acre.

J. C. Armbruster of Michigan realized \$140.00 from 1500 plants.

R. A. Carpenter of Iowa made \$250.00 from one-quarter acre.

C. Knight of Maine made \$300.00 from less than one-third acre.

J. D. Alexander of Ohio realized \$42.00 from one-twelfth of an acre.

Robt. A. Smith of Texas sold his Kellogg berries at \$6.00 per crate.

W. T. Shephard of Arkansas made \$54.45 from 1000 plants.

Wm. Saunders of Washington made more than \$800.00 per acre.

E. W. Catlin of Washington made \$125.00 from one-quarter acre.

F. L. Bennett of New York picked 8000 quarts from an acre, and sold them for \$936.00.

Elmer E. Lucas of Colorado sold from a single acre \$1200.00 worth of berries.

G. M. Hawley of California reports selling \$3000.00 worth of berries from two acres.

J. A. Johansen of Nebraska cleared \$670.00 from three-fourths of an acre. He has used Kellogg Pedigree Plants for seventeen consecutive years.

W. J. Lewis of New Hampshire sold \$122.00 worth of berries from 1000 plants.

F. C. Ward of Michigan cleared \$85.00 from a small town lot.

F. L. Jenkins of Iowa realized \$175.00 from one-fourth of an acre.

John C. Hodson of Maine cleared \$80.00 from \$10.00 worth of plants.

Wesley Showalter of Indiana sold \$100.00 worth of berries from a plot of ground 100 x 105 feet.

Henry Clute of New York sold the first crop he ever grew from an acre of Thoroughbred plants for \$888.17.

IF you never have grown Kellogg strawberries, and enjoyed the privilege of unlimited quantities of the delicious fruit they produce or the very large cash returns they yield, do not postpone the pleasure or lose the profits which may be yours at the minimum of cost and labor.

GREAT CROPS OF STRAWBERRIES AND HOW TO GROW THEM

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OUR FAMOUS PRIDE OF MICHIGAN

SINCE its origination on our farms at Three Rivers and its introduction by us in 1905 the Pride of Michigan has been recognized as one of the greatest of the late varieties and reports received from a countless number of customers who have grown this variety for years place it among the most popular of the late varieties. In size the berries are very large and the immense plants of this variety produce immense quantities of fancy berries. The fruit lies in windrows and the heavy dense foliage spreads out wide enough to shade them. The meat is firm, exceedingly rich, solid in texture and very smooth, and in flavor the fruit is delicious. It ranks high among the late varieties as a shipper. It has a long blooming season and is valuable as a mate for pistillate varieties. Pride of Michigan steadily grows in popularity. Grown at Three Rivers and Twin Falls farms.

Great Crops of Strawberries and How to Grow Them

IT is the serious purpose of this company to so help and instruct its customers as to insure complete success in the work of growing strawberries. All over the United States, in every province of Canada, in many of the European countries and even at so great a distance as far-away Australia, our customers tell us that under the Kellogg Way of growing strawberries they have attained large success and in many instances have made their work in strawberries the basis for great fortunes. For thirty-two years we have specialized in the work of producing the highest-grade strawberry plants grown anywhere in the world, and the best testimony to our success in that direction is shown by the results secured by our customers in practically all parts of the world.

A very important feature of our work is the advice and instruction we give to those who are unfamiliar with the work, and for that purpose we have established what we call our Free Service Department, which always is at the service of our customers. We shall here give specific instructions covering practically the entire work of strawberry production, but we realize that many circumstances may arise that require special and individual treatment, and we invite every customer who feels the need of such instruction to write us fully and freely and to permit us to help him to win the success which always is possible where Kellogg plants are grown.

Therefore, if in the line of your work in the strawberry field you come to a point where you

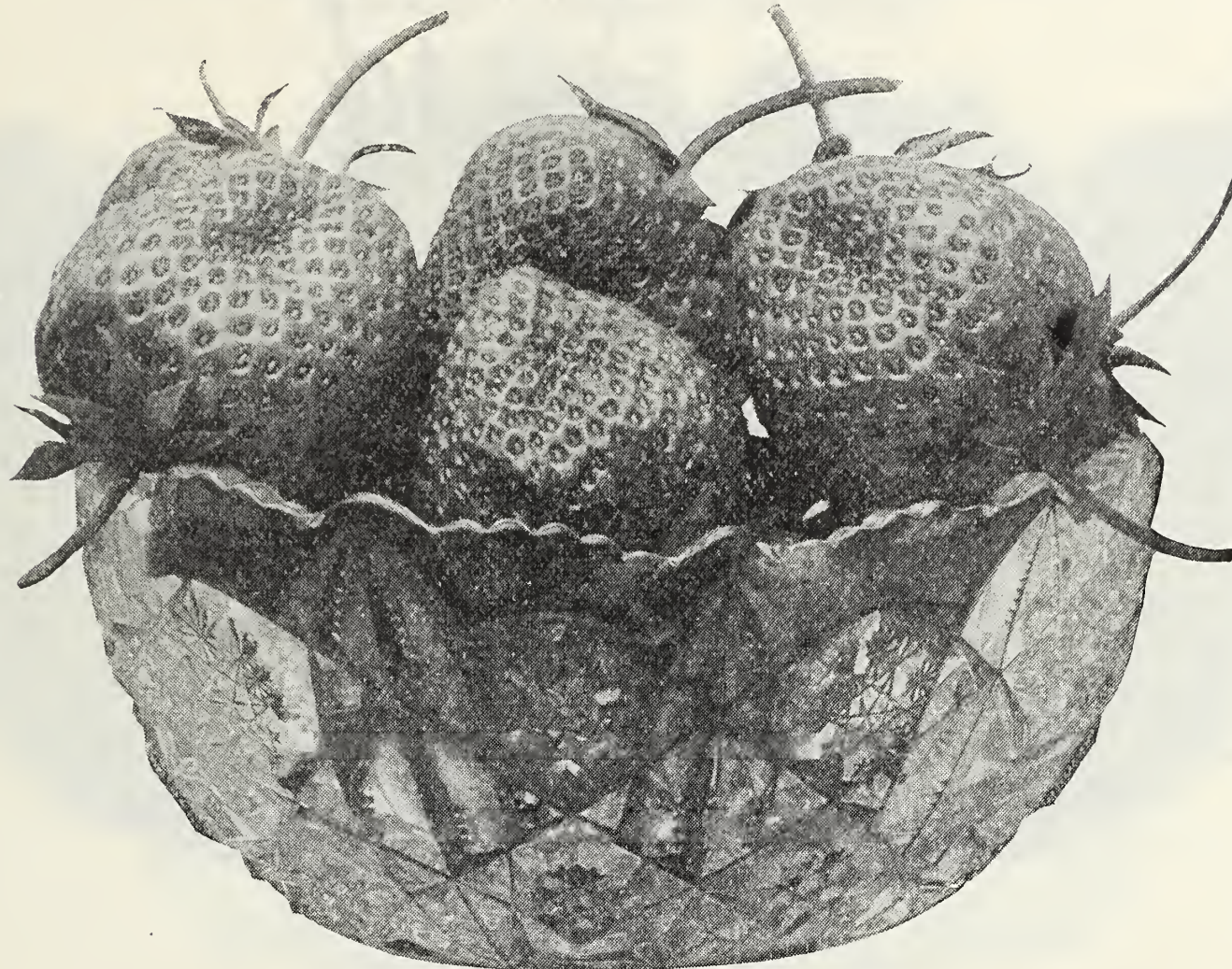
believe we can help you, you are to feel entirely free to write us, asking such questions as the particular circumstances may require. In writing us, however, make each question you desire answered clear and distinct, numbering each question, so that we may have placed before us in very clear form the special problems you wish to have solved.

The First Step to Success

THE Good Book tells us that we cannot grow figs from thistles. Neither can we grow large crops of fine fruit from poor plants. This must be perfectly plain to everyone who will stop to think about it. Therefore, the first thing for you to do, if you would win complete success as a strawberry grower, is to secure the best plants it is possible to buy—the best plants always are the cheapest plants. The difference of a dollar or two in the cost of the plants amounts to nothing as compared with the results to be had from the best plants. Do not forget that the cost of growing an acre of strawberries is practically the same whether you grow two thousand quarts or fifteen thousand quarts to the acre. The preparation of the soil and the cultivation of the plants is just the same in either instance. Therefore, no one can afford to fool away his time in growing anything but the best. Anyone who has ever grown the Kellogg plants and given them proper treatment will agree that the Kellogg plants are the best plants grown anywhere in the world. Therefore, if you would secure the very largest results

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AN ATTRACTIVE DISH OF WM. BELT BERRIES

THIS variety is famous for the great quantities of beautiful fruit it produces and the breadth of territory over which it has given such extraordinary results. It is popular along the Northern Atlantic seaboard and is a general favorite in all sections north of the Ohio River, including the Inter-Mountain states and many sections of the Pacific Coast. William Belt produces large quantities of large berries, rich, juicy and meaty. In form the fruit ranges from the typical strawberry form to the extreme coxcomb shape. In color it is bright red, and the yellow seeds make a fine contrast, the combination presenting a most attractive effect when placed upon the market. The foliage is unusually tall and light green in color. The Belt is an ideal pollenizer and has an unusually long blooming season. This is the twentieth year we have offered this extraordinary variety to our trade, and its popularity increases steadily with the passing years. Grown both on our Three Rivers and Twin Falls farms.

from a given amount of land, the Kellogg plants are the ones that will give you those results.

The Soil and Its Preparation

NEXT in importance to the strawberry plants is the preparation of the soil in which you are to grow the plants. The strawberry requires a rich, mellow soil that is well filled with humus (decayed vegetable matter) and with fertility. Barnyard manure ranks first among the fertilizers best fitted for use in the strawberry field. This is because it contains the essential elements that go to the building up of the plant into vigor and productiveness.

All animal manures are good for strawberries, and if barnyard manure is not easily obtainable, manure from the poultry house or the hog pen will be acceptable substitutes for the barnyard fertilizer. Chicken droppings, however, must be used with care, as they are very heating. We advise mixing two parts of dry earth or dust to one part of droppings, as this treatment will so dilute the droppings as to make them entirely safe when used in the growing of strawberries. After the droppings have been diluted scatter them very lightly over the plowed surface of the garden plot or field and mix them thoroughly into the top soil so that their excessive richness may not result in injury to the plants, but will distinctly aid in their large development.

An animal fertilizer that is now being used very

extensively by strawberry growers is the pulverized sheep manure which is now so carefully prepared as to eliminate all weed seed. When used at the rate of 1,500 to 2,000 pounds to the acre it is found to be ideal in producing both immediate and permanent results.

The strawberry grower who has ample time to prepare his plot will find the use of leguminous crops (clovers, vetches, peas, beans and alfalfa) ideal soil restorers and improvers. We grow many acres of these legumes in the preparation of soil on the Kellogg farm and find that nothing else so completely restores run-down soils to the virgin state as do these wonderful soil builders. Soy beans and cow peas may be drilled in at the rate of five pecks to the acre, and this should be done in June or early July. Before sowing these peas or beans the ground should be plowed early and harrowed at intervals of every week for several weeks before the planting is done. This will keep down weed growth. Winter vetch, which is also known as sandy vetch and hairy vetch, is another legume which we use very extensively on our farms. From twenty to twenty-five pounds per acre of seed of the vetch will be sufficient. Sowing in the fall makes it possible for the strawberry grower to plow his old fruiting bed after berries are picked and to work the ground thoroughly before seeding. Winter vetch may be sown as late as the first of September. As its name indicates, the winter vetch grows during

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GLEN MARY FURNISHES A SUMPTUOUS REPAST

THIS notable mid-season variety is noted for its heavy yields of big, dark-red berries, and its popularity increases with each succeeding season. Prominent seeds of bright yellow make a fine contrast with the dark red of the fruit, and this is a particularly attractive combination when the berries are placed on the market. The meat is crimson, juicy and rich and of unusually high flavor. As a shipper it is excelled by no other variety and consequently is grown very extensively by commercial growers. The Glen Mary has a powerful root system and very large foliage and it is especially popular in sections of limited rainfall. This is the eighteenth year we have carried this extraordinary variety in our list and the popular demand increases with the years. Glen Mary and Wm. Belt make a very fine combination. Grown on both Three Rivers and Twin Falls farms.

the winter period, when the ground is not frozen, and in the spring it starts up very early and grows with great rapidity. Be careful that the winter vetch is thoroughly matured. In order to secure best results we never plow under the vetch until it is in full bloom. The plowing under of the mass of organic matter contained in the clovers and vetches restores, as we say, the soil to its original state of fertility.

We realize that in the case of many of our customers it will be found inconvenient to manure their ground during the winter, and we, therefore, suggest the following plan when the soil can be prepared only in the spring and just before plants are to be set out. Under these conditions we advise that the soil be plowed as early in the spring as conditions will permit. Before plowing spread evenly over the ground from ten to twelve two-horse loads of manure per acre, mixing it thoroughly into the soil with spiked-tooth, or spring-tooth, or Acme harrows, or with the disc. If the soil is very loose, it should be made firm with either roller or float. Or, you may plow your ground and make the soil fine and firm and then

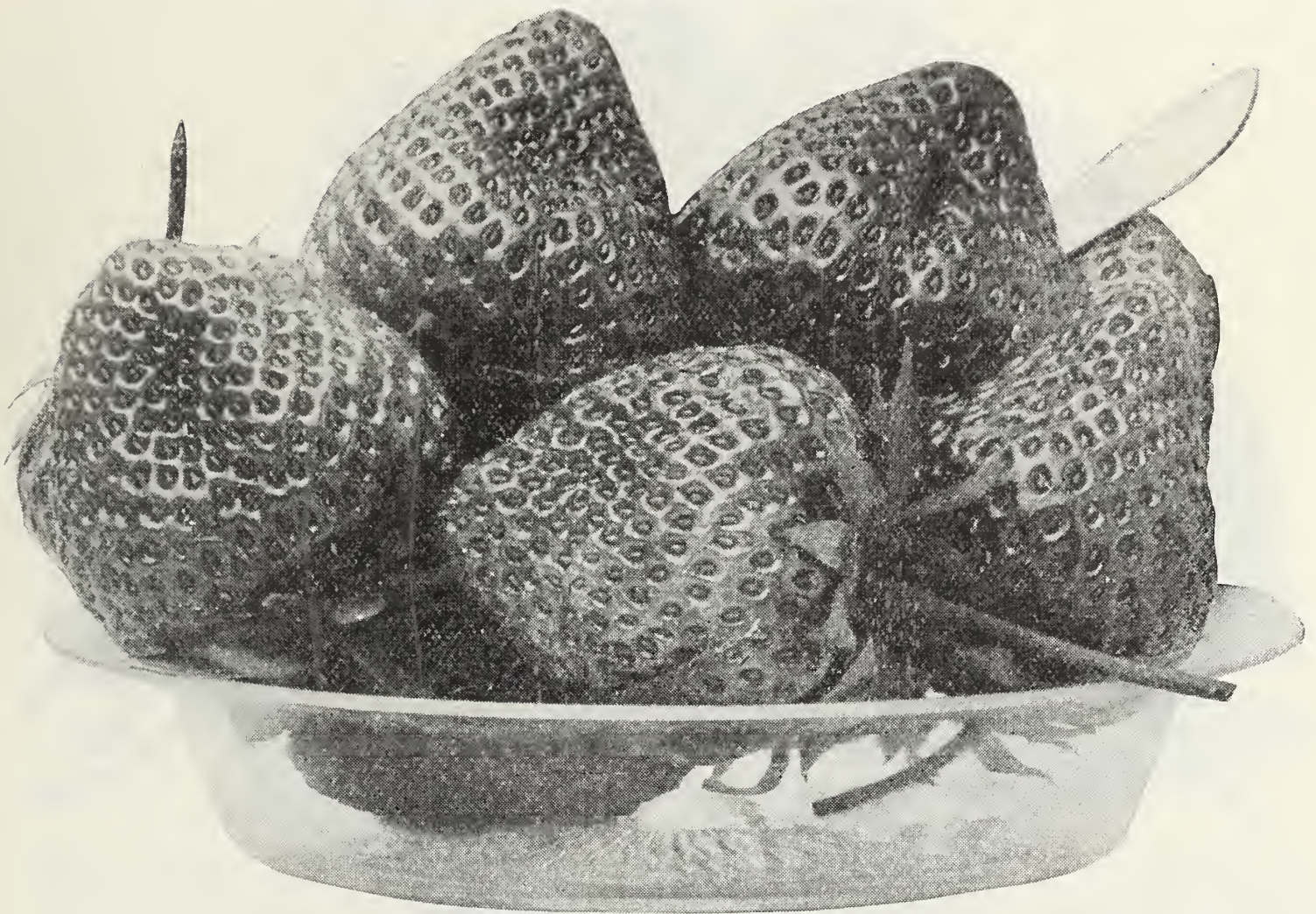
scatter well-decayed manure between the rows of plants after the plants have been set. Any of these methods will give you the desired results.

Regarding Commercial Fertilizers

MANY growers depend entirely for their fertility upon commercial fertilizers. Where this is necessary the fertilizers may be purchased in prepared form, or the materials may be bought and mixed by the grower. Nearly all companies who prepare commercial fertilizers for the market make a brand particularly adapted to strawberry growing, and will give information for the use of their fertilizer. We believe, however, that it is best to mix one's own fertilizer, and the following formula will serve, especially where strawberries are grown: 150 pounds sulphate of potash, 200 pounds of dried blood and 400 pounds of acid phosphate or bone meal. This 750 pounds of mixed fertilizer will be ample plant food for one acre. This commercial fertilizer should be applied after plowing and worked well into the soil before the plants are set out. It always should be remembered that whatever fertilizer you use

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ENHANCE, A STRONG AND POPULAR MID-SEASON VARIETY

ENHANCE is a variety growing rapidly into popularity over a large section of the United States. In season it ranges from medium to late. It is a strong bisexual and a perfect pollinizer of pistillate varieties. The fruit is large, bright red, firm and of excellent quality. The plants are hardy, healthy and vigorous. It is a strong pollinizer, is seldom affected by rust or blight, and when the autumn season is long and warm a generous second crop frequently is gathered. In Southern California Enhance enjoys great pre-eminence among the most extensive growers there. Grown at Three Rivers and Twin Falls farms.

—from the barnyard, from the poultry yard, or in the case of the commercial fertilizers—the best results will be obtained when the materials are thoroughly incorporated with the soil. See to it, also, that your soil is made firm and sufficiently fine to hold large quantities of moisture. Strawberry plants cannot do their best when set in soil where there are clods underneath the fine surface. The soil must be made fine and firm to the full depth of the plowing.

Setting Out the Plants

THIS is a very simple and easy task. Many of our employes set as high as 2,500 plants and more in a single day. Simply make an opening in the soil (our dibble is ideal for this purpose) and place the roots straight down into the opening. See to it that the roots are well spread. In order to accomplish this result the plants should be pruned just before setting and before the bunches are loosened. Pruning consists simply in cutting off about one-third of the roots and is very quickly done. One great advantage of cutting off the roots is the fact that the roots thus cut will soon callous over and this will aid in the formation of a multitude of feeding roots. Another advantage of cutting off the roots is that it enables the plants to take hold of the soil quickly, resulting in a more rapid growth than otherwise would take place.

After the opening is made and the plant is set in place, press the soil firmly against the roots and see that the crown of the plant is left just

above the surface of the soil. Some growers prefer to use a spade in setting the plants. To do so it requires two men for the work. One man makes the opening with the spade while the other places the plant into the opening. As the man with the spade moves forward, the other man steps close to the plant and firms the soil against the roots with his foot.

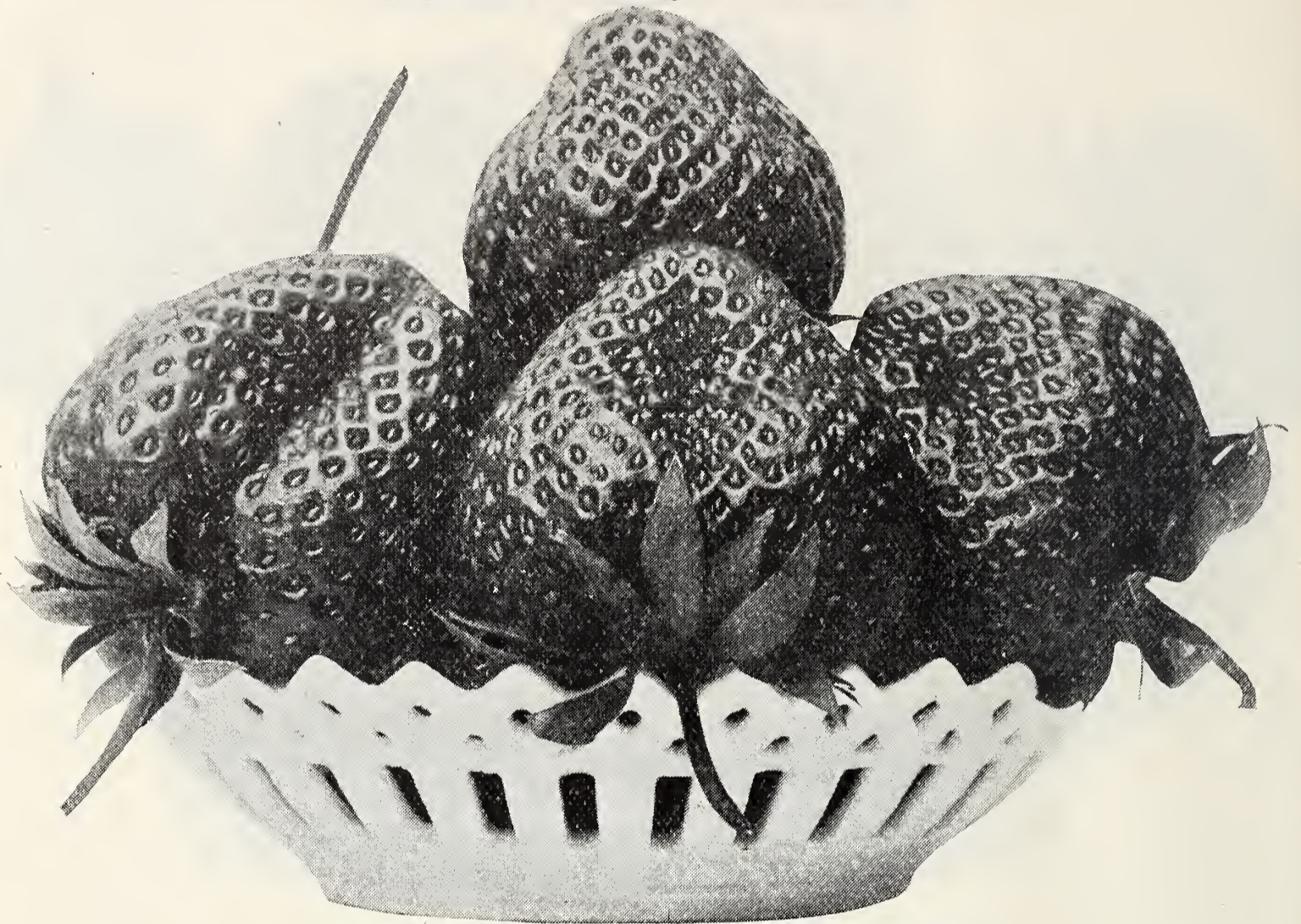
When the roots are placed straight down into the opening and the soil is pressed closely against the roots moisture quickly comes in contact with the roots and this encourages rapid growth. The proper time for setting out strawberry plants in your latitude will be at the same time that general garden-making is going forward in the spring. In some latitudes fall setting of plants is preferred. In states in the latitudes north of the Ohio River at least 90 per cent of all strawberry plants are set in the spring of the year, but throughout the Southern states a large proportion of strawberry plants are set in the fall of the year—say from September 15th to November 1st, depending, of course, upon the latitude. We advise spring setting always.

Mating of Plants

PLANT LIFE, no less than animal life, is divided between the sexes—“male and female, created He them.” And this fact is of profound importance to the horticulturist, for without proper mating of the sexes and the reproduction of the species of plants through sexual contact (pollen from the male or bisexual fertilizing the

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WARREN, ONE OF THE BEST OF THE EARLY VARIETIES

ONE of the recent originations that belong in the high-quality class. The late S. H. Warren of Massachusetts never originated a poor variety in his long experience as an originator. To use his own words, his last origination was his best origination. The "Warren" is an exceptionally heavy yielder of large, luscious, highly-colored and uniformly shaped berries. The plants are exceptionally vigorous with strong, leathery foliage of very dark green. The calyx is of light green and adds greatly to the productiveness of this variety. This variety won the silver medal of the Massachusetts Horticultural Society in 1912. This is a notable honor because there is no other society in the United States whose medals are more highly prized. This unusual distinction of itself is a guaranty of preeminence as to quality and fruiting power. Grown only at our Three Rivers farm.

pistils of the female or pistillate varieties) there would be little fruit of any kind produced. This law of the sexes relates to all forms of vegetable life. J. H. Hale the world's peach king finds, for instance, that when the Elberta peach tree is set in close proximity to the Hale peach tree the crop of Elberta peaches is largely increased, as a result of the pollen supplied to its bloom by the Hale tree. Just as important is the pollination of the strawberry bed. And therefore we ask your especial attention to what we have to say on that point, which we shall try to make very clear to the beginner in strawberry culture.

First. Remember that *Bisexual* varieties comprise in their own constitution both sexes; that is, male and female are combined in one plant and therefore they are perfect-flowering plants, requiring no mating in order to produce large crops of fruit. The word bisexual means two-sexes, or a plant having both stamens and pistils. The importance of proper mating may not be overestimated.

Second. Remember that all *Pistillate* varieties must be mated if one would secure a full crop of fruit, as these plants secrete no pollen whatever and depend for fertilization of their bloom upon the bisexual plants.

Third. While the bisexuals will yield large crops of fruit without mating, our experience of many years convinces us that it is better to set several varieties of bisexuals, as the exchange of

pollen between bisexuals is beneficial and encourages still larger yields.

All varieties in this book that are marked (B) are bisexual and are self-fertilizing; they also fertilize the bloom of the pistillate varieties. All plants marked (P) are pistillates and must be mated. The better way to mate a pistillate variety is to place one row, or two rows, or as many as three rows, if so desired, of pistillates between rows of an early and a late bisexual. Take, for instance, the greatest of the pistillates—our Kellogg's Prize. An ideal arrangement for this pistillate variety would be to place the Kellogg's Prize between rows of Kellogg's Premier and of a late bisexual such as Pearl or Chesapeake, or Joe Johnson. In this way both the early and the late bloom of Kellogg's Prize will be perfectly pollenized. You may set one row, or two rows, or three rows of Kellogg's Prize between the bisexuals as suggested. That is to say, pollen will be perfectly distributed over at least three rows of pistillates when such an arrangement is made as is here indicated. Please remember that this is simply an example given to show the proper mating of all pistillate varieties, and you may set any pistillate on our list between bisexuals of your choice and be sure of securing a full crop of fruit from the pistillate as well as from the bisexual varieties.

We shall always be glad to give special information regarding the mating of different varie-

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PEARL, ONE OF THE BEST OF THE EXTREMELY LATE VARIETIES

PEARL is an ideal late variety. Of Indiana origination it has approved itself over a very large territory. It is one of the latest of extremely late varieties and is a tremendous yielder of very beautiful fruit. The berries ripen evenly over the entire surface. In flavor it is mild and sweet; in form the fruit is round and large. Pearl is an exceedingly vigorous grower with heavy root system and foliage entirely free from rust. It stands a drouth as well as does the Senator Dunlap. George T. Baird of Kansas wrote us under date of June 28, 1915, as follows: "Regarding Pearl, I wish to say that it is the finest late berry grown in this part of the country. We had our last mess of Pearl June 25th when all other berries had been off the market two weeks. Pearl is a perfect mate for Kellogg's Prize. They make a great team." Grown at our Three Rivers farm.

ties in all cases where our customers desire such information and if the varieties you order will not mate perfectly, we shall so advise you. Let us say here that the proper mating of plants is one of the most important elements in successful strawberry production.

Cultivating the Plants

CULTIVATION should begin immediately after the plants are set and should be repeated every week or ten days throughout the entire growing season. In cases where the field is somewhat extensive we recommend without hesitation the Planet Jr. 12-tooth cultivator, which we can supply you at factory prices. These cultivators reduce the soil to a perfectly fine state and thus insure large yields of perfect fruit. In handling the cultivator go very close to the rows, but see to it that no soil is thrown upon the crowns of the plants. If any soil is thrown upon the crowns, be careful to see that it is properly removed. After each rain, just as soon as your soil will permit, cultivate the plants. Never cultivate the soil after a rain, however, until the soil will crumble in the hand. To cultivate while the soil is still "pasty" simply would result in the baking of the soil and the consequent injury to the plants. In cases where the soil tends to bake a five-tooth Planet Jr. cultivator should be run in the center of the spaces between the rows. This tool may be used with entire safety to a depth of from four to five inches, as the shovels do not come close enough to the plants to affect the roots.

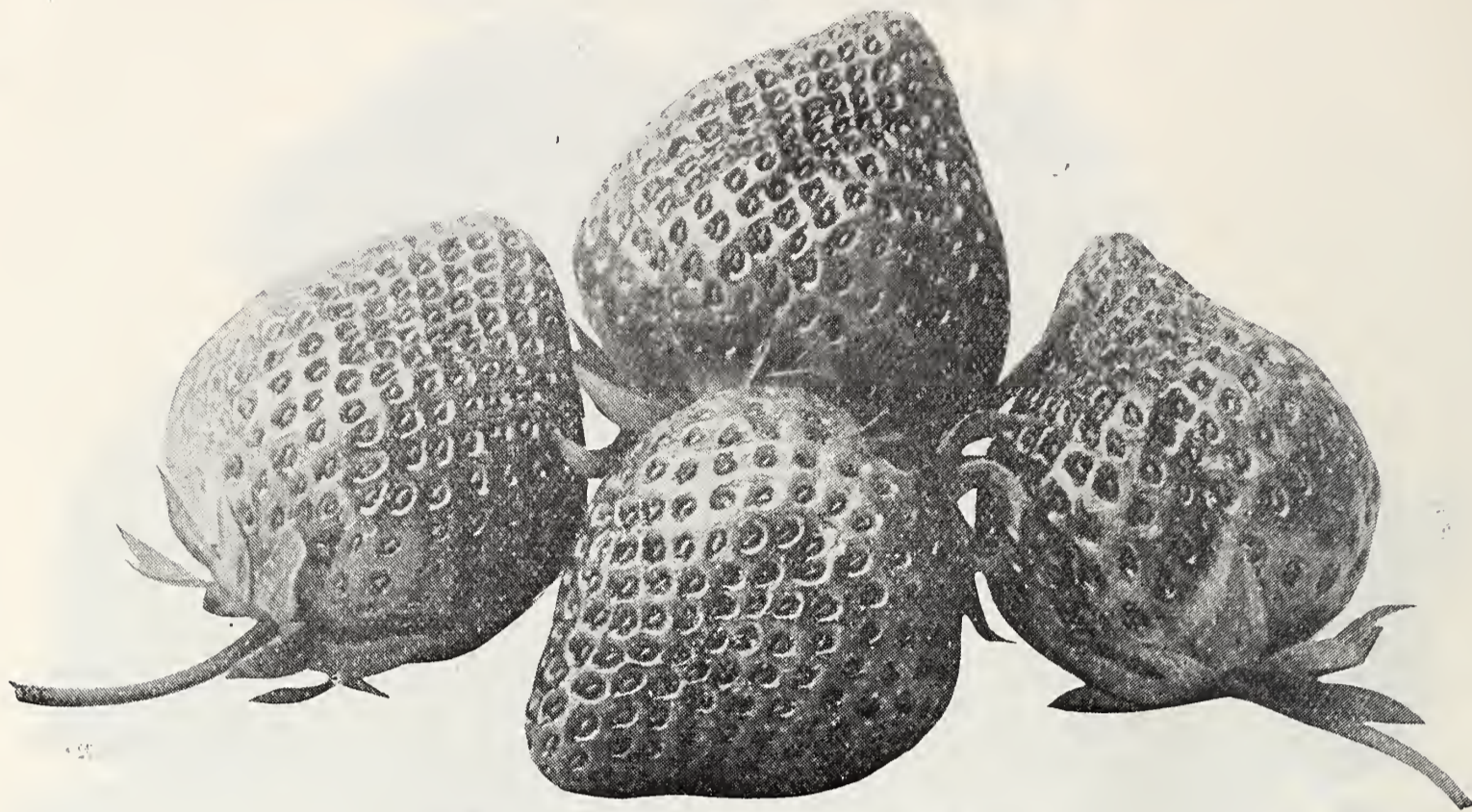
The importance and influence of cultivation may not be overestimated. Cultivation aerates the soil, which is essential to bacterial life; it

forms a dust mulch which retains moisture during dry times. Moisture that works up from the lower soil to the surface by capillary action is held in reserve for the plants when they need it most. Cultivation destroys weed seed while germinating and controls all obnoxious growth. Cultivation changes the position of the soil and aids decomposition and nitrification of vegetable matter. Cultivation discourages the multiplication of insects. And it insures the grower against loss by drouth and weeds and saves much hand work. To sum up the advantages of repeated cultivation, let us say that it creates and establishes a dust mulch; the dust mulch prevents the escape of moisture; moisture dissolves plant food and aids bacteria in converting such food into available form for the plants; plant food combined with moisture makes active roots; and active roots supply an abundance of nourishment to the stems, leaves and body of plants. These combined with the essential elements furnished by the atmosphere keep up a perfect circulation and produce a strong vegetative growth. Such vegetative growth makes a perfect-working plant-machine for the manufacture of a big crop of big red berries.

By all means continue cultivation until late in the fall. After you are through cultivating in the fall attach a shovel to the rear end of the Planet Jr. cultivator (the shovel should be about three or four inches in width) and make a furrow in the center of the space between the rows, which will act as a winter drain. The water from rains and melting snows will, during the winter months, drain into this furrow and prevent the making of ice around the crowns of the

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JOCUNDA, A POPULAR FAVORITE IN THE WEST

JOCUNDA steadily grows in favor in the Inter-Mountain states where for many years it has been the leading variety in higher altitudes. However, its popularity is not limited to that section, as it is grown with very large success, not only throughout the irrigated districts of the West, but it also is steadily advancing in popularity over the entire northern half of the United States as well as in many sections of the Northwest provinces of Canada. *Jocunda* is of the perfect strawberry form and as we have indicated above is very hardy. It has a leaf tissue so tough as to make it a strong resister of insect pests and fungous diseases. It is a powerful bisexual and an excellent mate for mid-season pistillates. Grown at Three Rivers and Twin Falls farms.

plants. Any tool that will make a furrow four or five inches deep and about six inches wide at the top will serve this purpose.

The hoe should be continuously used throughout the growing season for the purpose of breaking up the surface of the soil which the cultivator has failed to reach. This will keep the soil loose and will prevent weed growth. Hoeing brings the moisture close up to the plants and prevents evaporation of moisture. Do not cut the soil deeply with the hoe; simply loosen the surface, going deeper as you work away from the plant.

The importance of cultivating the fruiting bed may not be over-estimated, and no matter how well you have mulched the strawberries in the fall we advise cultivating in the spring. Indeed, we believe in frequent cultivations in the spring and early summer, confident that it tends to produce not only larger crops, but a much higher quality of fruit. If your plants have been properly mulched, draw the mulching away from the center and cultivate there. If there be any grass or weeds near the plants, use the hoe or pull them by hand. Spring cultivation in the fruiting bed will perform the same functions as those employed when cultivating new set-plants. That is, it will make conditions favorable to bacteria, aid in retaining moisture, eliminate weeds and will do much to aid in the perfecting of a full crop of fine berries. And the fruit will be much larger and of a better color than would be possible without such cultivation.

To Prevent Pollen Secretion

SHORTLY after strawberry plants are set they will begin to send out fruit stems on which will develop fruit buds. These fruit stems should be removed before the buds fully open. If the plants are allowed to go into blossom, they will be weakened by pollen secretion, and if the newly set

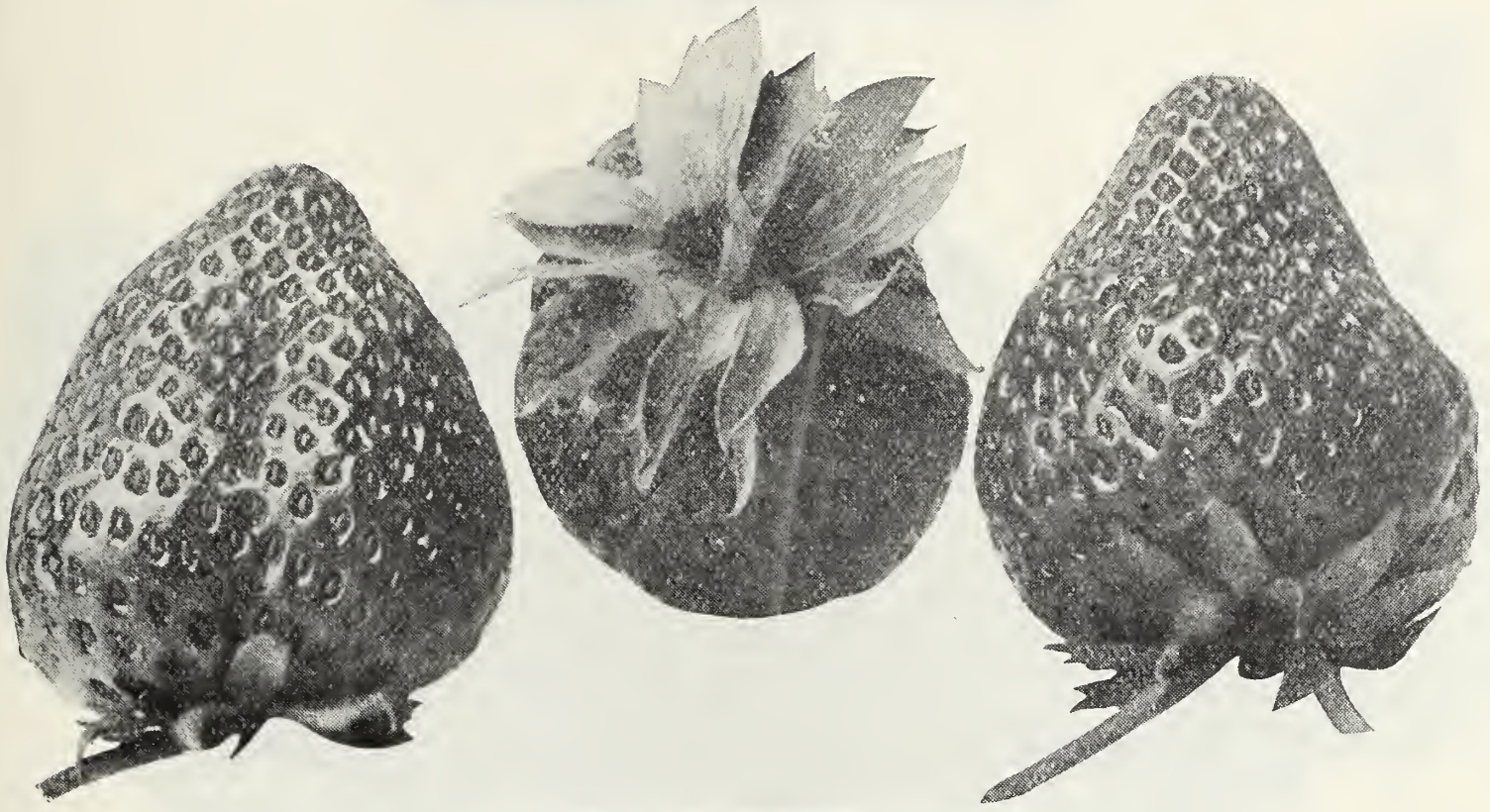
plants are allowed to bear fruit the same spring they are set out, it will greatly injure them and may result in failure. Newly set plants will produce fruit the same season they are set if allowed to do so, but they are not in physical condition to withstand the strain. Therefore all fruit-stems of the so-called standard varieties should be removed during the first season. This will not be a difficult task, but it is a very important one if you would secure large results from your strawberry plants. Simply pinch off the fruiting stems with the thumb nail or cut them off with shears or a knife. These fruit stems grow higher than the foliage, which renders it an easy matter even for an amateur to remove. We also advise the removal of the first runner plants and suggest that they be cut off up to the last of June. This will afford the plants an opportunity to develop a strong and vigorous growth at which time they will be in fine physical condition to make strong and fruitful runner plants entirely without injury to the mother plant.

The Training of Runners

PLANTS that are grown in hills should have all runners cut off as fast as they appear and no runners whatever should be permitted to mature. But when grown by the single-hedge or triple-hedge the runners should be trained or set so as to make the desired row. This work should be done when hoeing. Simply place the runner cord in the desired position and with the hoe place soil over the runner cord just back of the node, or bud, which forms the young plant. If you decide in favor of the single-hedge row, allow two runner plants to mature on each mother plant and layer them directly in line with the mother plant. If you prefer the triple-hedge row, you will allow six runners to form and will layer four of these runners X fashion with the mother, or original

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JOE JOHNSON, NEW BUT VERY POPULAR

AMONG the originations of the past few years that have commanded immediate attention and universal approval is Joe Johnson, an extremely late berry. The fruit is very large and most beautifully formed; its color is brilliant red, and as the calyx is bright green the contrast is strikingly beautiful. Of delicious flavor it is equally desirable as a table and canning berry. It is an exceptionally strong bisexual and therefore an excellent fertilizer of pistillate varieties. As a shipper it is excelled by no other variety. Unlike the Chesapeake, for instance, it is a very generous plant maker. Joe Johnson is one of the universal types of berries that succeeds practically everywhere, and wins permanent friends. Grown on our Three Rivers farm.

plant, forming the center of the X, two of the runners to be layered directly in line with the original rows. Now, after you have formed the desired row all other runners should be cut off as fast as they appear, so that all of the plant's power for development will be concentrated in its own growth and the development of the six runner plants as described.

Spraying Strawberry Plants

SOMETIMES it becomes necessary for growers to spray their plants, and we give here formulæ for the control both of insects and plant diseases. Should any leaf-eating insects attack your plants the remedy will be found in arsenate of lead. Put three pounds of arsenate of lead in a two or three-gallon bucket and moisten the lead with hot water, pulverizing the lead with a mallet until you have dissolved the white lead into a creamy solution and all of the lead is dissolved and taken up by the water. Add water and stir until the bucket is full. When cool pour this mixture into fifty gallons of cold water, assuming that you have an extensive plantation. Should you have only a small patch to spray, you will reduce the quantity to suit the size of your plot. Spray the mixture over the plants, keeping the solution well stirred so that the poison will be thoroughly incorporated with the water. See that every leaf is covered.

For the prevention of plant diseases such as mildew and rust we advise spraying the plants with a lime-sulphur solution. Use three gallons of prepared lime-sulphur solution to fifty gallons of water. The standard preparations made by reliable chemists are sure to give you much better service than when the mixture is made by one unfamiliar with the work. Leaf spot, or rust, is a fungous growth which spreads by spores. The rust spot looks like iron rust with a white dot in

the center. Mildew causes the leaves to curl.

Under no circumstances should you spray plants after the fruit is fully grown. The rough surface of the strawberry makes it dangerous to do so, as the poisonous materials may adhere to the fruit and render it dangerous to health and even to life.

Systems for Growing Plants

OF the different systems for growing strawberries the most popular and also the most profitable are herewith given—hill system, twin-hill system, single-hedge row and triple-hedge row. A fifth method of growing plants is known as the matted-row system. We do not favor the last named except in the case of growers who raise strawberries for the cannery, as the matted-row system results in producing very few large and finely formed berries, but grows large quantities of small berries.

The Hill System.—Under this system the rows of plants should be 30 inches apart and the plants set 15 inches apart in the row. All runners are to be kept off except in cases where some of the plants should fail to grow. If this occurs allow nearby plants to grow a sufficient number of runners to fill in the vacant spaces. Runners may be either pinched off with the thumb nail, or cut off with a knife, or shears, or with the hoe. When rows are made 30 inches apart and plants are set 15 inches apart in the row it requires 14,000 plants to set one acre, and under the hill system the Planet Jr. cultivator will do the work so perfectly as to make very little hoeing necessary.

In preparing for a second crop of berries grown under the hill system mow off the foliage close to the crown and remove the coarsest of the mulching material, leaving the finest to be worked into the soil. Then cultivate between the rows with the five-tooth cultivator, or with the two-horse corn cultivator. Follow the cultivations

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GOODELL, A BIG SUCCESS IN ALL SECTIONS OF THE COUNTRY

GOODPELL was originated on the Pacific Coast and is now universally grown from Southern California to the Northern parts of British Columbia. We were so struck with the value and quality of this extraordinary variety that we brought a large number of plants from the Pacific Coast to our Three Rivers farm. The results secured from the plants show that Goodell is in very truth a universal berry, as it succeeds wonderfully in all kinds of soil and under all climatic conditions and does exceptionally well in the Inter-Mountain states. Without reservation we commend this variety to our customers everywhere. Prof. Van Deman the famous specialist gives first place to Goodell among the late varieties. Grown at Three Rivers and Twin Falls farms.

with hoe or garden rake and thoroughly loosen the soil in the row between the plants and always draw some finely pulverized soil over each hill, just covering the crowns. This will result in the formation of a new system of roots just above the old root system. Then follow the same cultural methods as were practised the first year the plants were set. By following this plan there will be developed a "brand new" plant, and this may be repeated for at least a third crop.

Twin Hill System.—This is a very popular method where fancy berries are extensively grown. When marking out for the rows of plants make two marks 16 inches apart; then leave a space of 30 inches and make two more marks 16 inches apart, and so on, until you have marked out your entire field. Under this system you will have twin rows 16 inches apart with a 30-inch space between every set of twin rows. The 30-inch space will be cultivated with horse tools, and the 16-inch space between the rows will be worked with hand cultivators. Under this system 18,200 plants are required to set an acre. The plants should be set 15 inches apart in the rows just as in the case of the single-hill system, and if the plants are set in check-rows they may be cultivated in both directions, thus saving much hand work. In preparing for the second-year's crop follow the same plan as in the case of hill culture.

Single Hedge.—Under this system rows are made three feet apart and plants are set two feet apart in the rows, and the plants should be set

in check-rows so that early cultivation may be done both ways. Each of the plants you set will be allowed to make two runners, and these will be layered directly in line with the original rows. When hoeing place soil over the runner cords, layering them so that the young plants will take root quickly. After the row has been formed in this manner no more runners should be permitted to grow, but should be cut off as fast as they appear. For this system 7,250 plants are required for an acre. In preparing for the second-year's crop follow the method described in the case of the hill system. Allow each old plant to develop enough runner plants to form rows same as first year.

Triple Hedge.—This system is similar to the single hedge, the exception being that more runner plants are allowed to take root. Rows are made $3\frac{1}{2}$ feet apart and plants are set two feet apart in the rows. Each mother plant is allowed to make six runner plants, four of which will be layered X fashion, and two of the runners will be layered directly in line with the original rows. This system requires 6,225 plants to the acre. When preparing for the second-year's crop under this system we find it a good plan to take a common breaking plow and make a furrow from each side of the row of plants and plow under plants which have formed on the outside of the rows. This will make a ridge between every two rows which should be leveled down with five-tooth cultivators, or two-horse corn cultivators. When

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OREGON IMPROVED, A GENERAL FAVORITE IN THE WEST

IN size, form and color Oregon Improved is much like the Marshall, possessing all of the strongest features of that great variety and adding one of the strongest qualities—that of extreme prolificness. There are few varieties that excel the Marshall in quality of fruit produced, and from the view-point of quality and yield we consider the Oregon superior to the Marshall, which for more than a quarter of a century has been a leader everywhere. This is, indeed, a high recommendation for any variety, and our Western friends will make no mistake in setting very heavily to this variety. Grown only at our Twin Falls farm.

hoeing the plants should be covered very lightly with fine soil the same as described under hill culture. Plants that are left for fruiting will grow to very large size and each plant should be allowed to make about one runner plant which may form on each side of the row to take the place of the plants plowed under when narrowing down the rows. The second crop should fully equal in size and quality the first crop.

The Matted Row.—For the benefit of those who do not care to grow fancy berries and therefore prefer the matted row, would say that this system requires 4,400 plants per acre. The rows are made four feet apart and plants are set 30 inches apart in the rows. Runners are allowed to form at will. In preparing the matted row for the second crop it always is necessary to use a breaking plow, or small barshare plow, and throw a furrow from each side of the row, leaving a strip in the center of the row about six inches wide. In this strip there will be left a sufficient number of plants to form a row for the second-year's fruiting. After the row has been narrowed down with the plow go over the rows with the hoe and cut out some of the surplus plants, leaving only the stronger plants. The plants thus left will represent the mother plants from which will grow a sufficient number of runner plants to form a strong row for the second-year's crop. After the plants have been arranged in this way with the hoe the ridge between the rows should be leveled down with cultivator and a small amount of fine soil drawn over the plants which have been left for fruiting. Plants under this system never should be allowed to remain after the second crop is gathered, as the conditions of a field grown in this way are favorable to the rapid increase

of insects which work upon strawberry plants.

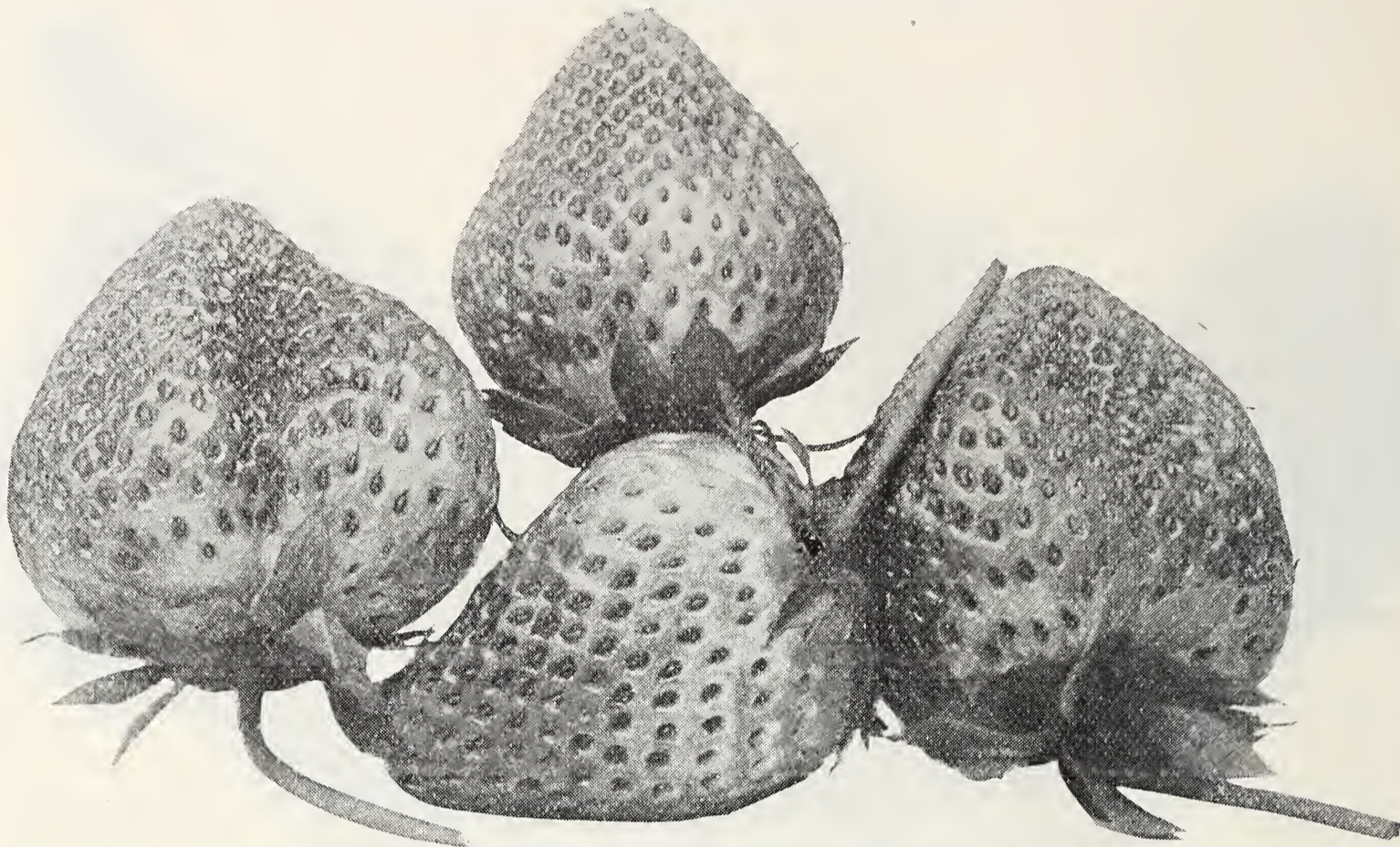
After the number of runners have formed that go to make up your system—single-hedge or triple-hedge—cut off all runners that are in excess of the system you have adopted as fast as they appear, no matter how many additional runners may form. The sooner they are cut off after growth starts the better it will be.

Mulching Strawberry Plants

IN northern latitudes the mulching of plants is of the highest importance, considered from the viewpoint of protection from alternate freezing and thawing which are so hard upon all plant life. Freezing and thawing cause the soil to heave and this breaks off the fine feeding roots, thus reducing the quantity and quality of fruit produced. Therefore, as a matter of mere protection, the vines should be covered with straw in all of the northern states. But mulching performs other important functions. If you would grow the fancy fruit, the fruit must be clean, and a floor of straw upon which the fruit may ripen protects the fruit from coming into contact with the soil, and where this is done the fruit comes on the market clean and free from grit. Therefore in the North strawberry plants should be covered with straw after the first freezing weather comes on in the fall. Between the rows the depth of straw may range from two to four or five inches with just a light shading of straw over the plants themselves, (not to exceed one inch deep). In the South mulching is practiced for two purposes only—to retain moisture in the soil and to keep the fruit clean. In the South, therefore, it is necessary to apply the mulching only a short time before the buds open. There the mulch should be

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FENDALL GROWS MORE POPULAR YEAR BY YEAR

FENDALL is a Maryland origination—a seedling of the famous Wm. Belt. During the last seven years this variety has distinguished itself in thousands of fields scattered over the entire United States. It has the distinction of yields reaching as high as 16,800 quarts to a single acre—a record unsurpassed by any other variety. With such a record Fendall is steadily advancing over a territory that includes practically every section of the United States and the entire Dominion of Canada. Any of the late-season bisexuals will perfectly pollinize this extraordinary variety. Grown at Three Rivers and Twin Falls farms.

placed along the rows close up to the plants, but the plants should not be covered at any time with the mulch.

In the North heavy rains and snows will soak the mulching to such a degree that it will rest upon the vines so heavily and the mat will be so dense as to render it impossible for the plants to grow up through the mulch. Therefore, early in the spring, just when vegetation is starting up, the mulching should be separated directly over each row. Simply make an opening through the mulching that lies upon the plants and the plants will have no difficulty in coming through. This will leave the mulching close up to the plants, creating a clean floor upon which the berries may ripen. Mulching also will serve to retain moisture in the soil during the fruiting season.

Any of the straws will serve excellently as a mulch, but where straw is not obtainable, marsh hay, sown corn, sorghum, pumace or swamp grass will serve the purpose. Along the Atlantic coast growers use large quantities of seaweed and find it to be a very satisfactory mulching material.

Heeling in the Plants

ASSUMING that you have purchased the very best plants possible to secure, we take it for granted that it is your purpose to give the plants the best of care when they reach you. Sometimes it occurs that plants will come to the grower before he is prepared to set them out. It may be raining, or he may not have his soil in just the desired condition. It is very important, however, that the plants be taken care of immediately upon arrival, and the only safe way to handle them is to heel them in. Dig a V-shaped trench in shaded ground sufficiently deep to take in the

roots without turning them up. Loosen the raffia cord that binds the bunches and set the plants in the trench. Draw the soft moist earth up around the crowns and wet the plants liberally. If plants are warm when opened, do not fail to heel them in. The unnatural heat thus will be slowly drawn out and the plants will be all the better for having been heeled in. Do not fail to act promptly upon the arrival of the plants. Neglect for an hour may be fatal under some conditions. Consideration always must be given to the season and weather conditions as to the length of time they are to be permitted to remain in the trench. In the early spring, when the air is cool and moisture abundant, it may be safe to leave them in the trench for several days, and we have known them to be held for some weeks in the very early spring with excellent results. But later on, when the sun is hot and the atmosphere is dry, they should be left in the trench just long enough to cool off thoroughly.

How to Stimulate Fruit Production

SOMETIMES the grower will be disappointed to find, after he has set out his plants, that soil conditions are not as favorable to the development of large and fine crops as he had counted upon. And sometimes after the first and second crops have been grown one may wish to produce a third crop from the original setting. In such cases the most effective way of supplying the requisite fertility, and the way that insures the largest returns upon the investment of time and money, is to apply nitrates of soda to the soil at the rate of from 75 to 100 pounds to the acre at each application, according to the apparent needs of the soil and plants. This work can be done only by hand, as great care must be taken that

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AROMA, A STANDARD VARIETY OF GROWING POPULARITY

AROMA is a late variety with a constantly widening field. But especially is it popular in the Southern and Southwestern states, where it is grown in almost unlimited quantities because of its reliability as a cropper of large and beautiful berries, that always command highest prices on the large city markets. The fruit of this variety is very large and bright red to the center. The flesh is solid and smooth and the flavor richly aromatic. The berry is firm and it is one of the leaders in long-distance shipping. The appearance of the fruit in the box is very attractive, the yellow seeds imbedded in the bright red flesh making it very alluring. Its many excellent qualities combine to make the Aroma one of the most popular berries with the commercial grower. Aroma is an excellent mate for late pistillates, as the bloom starts to open medium early and continues until quite late. This is the twenty-fourth year we have offered this great variety. Grown only at our Three Rivers farm.

none of the nitrates come into actual contact with the plants themselves. Nitrates are very heating and will injure and perhaps destroy any plants with which they come into direct touch. Put on an old pair of gloves for the work and scatter the nitrates along the rows. The first application of nitrates of soda should be made just as growth starts in the spring and this should be repeated just as the buds are bursting into bloom. One of America's leading horticulturists reports that by this treatment he brought up the yield for a third crop to 7,000 quarts of berries on a one and one-quarter-acre plot.

Soil Samples Serve No Purpose

FREQUENTLY we are in receipt of samples of soil from customers who look to us to tell them as to the richness or of the adaptability of their

particular soil to the strawberry. Now, it is quite impossible for anyone to indicate the relative amounts of nitrogen, phosphorus and potassium in the soil. These are the three principal plant-food elements, and all three must be present in the soil in order successfully to grow crops of any kind. However, not even a chemical analysis can absolutely determine the capacity of a given soil to produce crops. The surest soil test is the performance of the soil itself. Just remember that any soil that will produce a good crop of corn, or potatoes, or onions also will produce a good crop of strawberries, no matter where the soil may be located. If your soil is lacking in these three principal plant-food elements or any one of them, all that you need to do to put the soil in ideal condition for strawberry plants is to supply the soil with the elements that are missing.

Brief Descriptions of Varieties We Carry But Which Are Not Illustrated in This Edition

Extra-Early Varieties

Early Ozark (B) Male

EXTRA-EARLY. Bisexual. This great early variety, originated in the Ozark hills of Missouri, grows in popularity from year to year. A cross of Excelsior and Aroma, this variety combines the excellent characteristics of both of these widely known varieties. It has the earliness of Excelsior combined with the flavor and generous size of Aroma—a very unusual and valuable combination. Ozark is a bisexual very strong in pollen, and in addition to its fine qualities as a yielder it is a powerful pollenizer of pistillate varieties. Grown on both Three Rivers and Twin Falls farms.

Longfellow (B) Male

EXTRA-EARLY. Bisexual. Longfellow is a Kellogg origination and ever since we began selecting and fruiting this variety in 1905 it has steadily grown in popularity. In form the fruit is long and of perfect strawberry type; in color it is dark red which extends from the circumference to center. In flavor it is as rich as any variety we ever have tested and is very mild and sweet. It is a profuse bloomer and every bloom is perfect, making it an ideal pollenizer of pistillates of the early and mid-season. Grown on both our Three Rivers and Twin Falls farms.

Excelsior (B) Male

EXTRA-EARLY. Bisexual. This variety grows generous crops of dark-red berries, quite tart, but of high quality when grown in the South. It is one of the most popular varieties in the Gulf region, where commercial growers produce it year after year because of its high qualities as a shipper. Form, color and flavor are retained for many days after picking. Grown only on our Three Rivers farm.

St. Louis (B) Male

EXTRA-EARLY. Bisexual. This new candidate for public favor is a recent origination giving large promise of success, and is a distinct addition to the extra-early class of strawberries. For home use it is unexcelled, but we do not recommend it for shipping purposes. Grown only on our Three Rivers farm.

August Luther (B) Male

EXTRA-EARLY. Bisexual. Famous as a prolific yielder of finely formed and deliciously sweet fruit, this variety has won great distinction in all sections of the country. The berry is bright colored, medium large in size, round in form, tapering to an obtuse point. Grown only at our Three Rivers farm.

Michel's Early (B) Male

EXTRA-EARLY. Bisexual. This is the twenty-third season we have offered this universal favorite. Of excellent flavor, never very large in size, but thoroughly dependable, Michel's Early has won for itself a permanent place among commercial growers. Grown only at our Three Rivers farm.

Climax (B) Male

EXTRA-EARLY. Bisexual. The berries of this variety are rich red, conical in shape and have a glossy and very beautiful surface. There are few varieties more attractive on the market than the Climax. It is popular with commercial growers because the flesh is firm, making it a strong shipper, and is rich and juicy and of extremely delicious flavor. Grown only at our Three Rivers farm.

Texas (B) Male

EXTRA-EARLY. Bisexual. Berries are crimson, big and glossy, with dark-red cheeks shading to rich cream. Firm of flesh, it is popular among commercial growers because of its ability to stand long-distance shipping. The meat is rich, but this variety is distinctly sour. Grown only at our Three Rivers farm.

Virginia (P) Female

EXTRA-EARLY. Pistillate. This variety has a steadily growing popularity in the Southern states, yields generous quantities of fine fruit, the form of which is almost always round, the berries hanging pendant on powerful stems held high by the massive plant. Fruit ranges from scarlet to crimson. It is a splendid shipper, a heavy yielder and a deep roofer. Longfellow is a perfect mate for Virginia. Grown only at our Three Rivers farm.

Early Varieties

Highland (P) Female

EARLY. Pistillate. Highland is famous for its large yields of berries, which resemble very closely those of the Crescent, the fruit of Highland being somewhat larger, however. In

color it is a bright scarlet, and the flesh is red throughout. We do not recommend this variety for long-distance shipping. This is the fifth year we have carried this variety on our lists. Grown only at our Three Rivers farm.

Bederwood (B) Male

EARLY. Bisexual. No higher tribute need be paid this variety than to say that this is the twenty-eighth year we have grown it, and that it steadily increases in popularity in northern latitudes and in high altitudes. In color the berry is a delicate crimson, having a glossy surface, in which are embedded bright, yellow seeds. In size the berries are medium, and in addition to their excellent flavor are famous for fine shipping and canning qualities. It has a long blooming season and is a strong fertilizer. Grown only on our Three Rivers farm.

Tennessee Prolific (B) Male

EARLY. Bisexual. One of the sweetest and most delicious berries ever originated, and as prolific as it is excellent. Medium large, bright crimson and, for the most part, long and corrugated in shape, the berries of the Tennessee present an inviting sight when neatly packed and placed upon sale. It is an excellent shipper and is equally popular as a canner. This is the twenty-seventh year we have offered this great variety. Grown only on our Three Rivers farm.

Crescent (P) Female

MEDIUM EARLY. Pistillate. For thirty seasons we have offered this extraordinary pistillate to our customers, and the fact that its popularity never has waned is the highest tribute we can pay to its general excellence. In size the berries are medium and the larger proportion of them are broad wedge-shape, tapering to a dull point. In color the fruit is excellent, the flesh is close-grained and solid, the flavor is deliciously tart and the berry exceedingly juicy. Crescent ranks very high both as a shipper and canner and is a prime favorite for table use. You always may count upon large yields of fine fruit from this variety. Grown only on our Three Rivers farm.

Staples (B) Male

EARLY. Bisexual. This is the fourth season we have offered Staples to our customers, and it already has won high popularity. Resembling in some of its characteristics the old and popular Warfield, it has the added advantage of being a strong bisexual. It is of perfect-strawberry form, ranging from rich crimson to deep wine in color. Staples has what we may call the true strawberry flavor and is deliciously tart. One of our customers who ranks among the large commercial growers of the country has adopted Staples and Longfellow as the sole varieties grown for his trade. Grown only on our Three Rivers farm.

Jessie (B) Male

EARLY. Bisexual. Among growers who aim to produce fancy strawberries and who find their soil well adapted to its production, Jessie ranks among the leaders. Under right conditions it is one of the most satisfactory varieties produced by commercial growers. It is an extremely heavy yielder of highest quality fruit and adds to these advantages that of being an excellent fertilizer for early pistillates. Grown on our Three Rivers and Twin Falls farms.

Heritage (B) Male

EARLY. Bisexual. One of the largest and finest berries ever grown which is steadily increasing in popularity as its splendid qualities become known. In shape the berry is conical and long, having an obtuse point. In color it is a dark lustrous shade of crimson and is studded with brilliant yellow seeds—a combination of fine flavor and beauty that renders it one of the most popular of the early-season varieties. This is the fifth year we have offered Heritage, and the demand for it grows steadily. Grown only on our Three Rivers farm.

Clyde (B) Male

EARLY TO LATE. Bisexual. After twenty-one years of experience with this notable variety we can say that it represents one of the highest types of strawberry excellence. Indeed, its universal popularity is shown by the fact that it is very successful in all northern states and from Southern California to Northern British Columbia on the Pacific Coast. Some California growers consider it the greatest variety known and therefore grow only that variety. It is a strong pollenizer of pistillate varieties. Grown both on Three Rivers and Twin Falls farms.

Helen Davis (B) Male

EARLY. Bisexual. Introduced by us in 1911 Helen Davis has become a leading favorite in almost every section of the eastern and middle states and is now attaining large popularity in the Inter-Mountain states. It is particularly adapted to the colder regions of the Northwest and is a prime favorite in irrigated districts. It is a prolific yielder of beautiful fruit of

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large size. It is famous for its ability to withstand severe drouths. Grown both on Three Rivers and Twin Falls farms.

Missionary (B) Male

EARLY. Bisexual. For the third time we have offered this comparatively new but already popular variety to our trade. Along the Atlantic seaboard and in all of the Gulf states it already is recognized as a variety of highest value. The berries of this variety are very large and beautiful in form; it is especially noted for its extremely heavy yields of fruit. Grown only on our Three Rivers farm.

Wolverton (B) Male

EARLY. Bisexual. This variety has won a host of admirers during the twenty-five years we have offered it to our customers, and there always is steady demand for this variety in the sections where it is best known. Crimson in color, perfect in form, it is very attractive to the eye, and its delicious flavor is pleasing to the palate. It is one of the richest berries grown. Grown only on our Three Rivers farm.

Lovett (B) Male

EARLY. Bisexual. The fact that this is the twenty-third season we have offered this old favorite should be a sufficient indication of the esteem in which it is held. This variety produces large berries, deep crimson in color, which for the most part are conical in shape. The flesh is a dark, rich red and very juicy. It is a great shipper, retaining form and color for many days after picking. Grown only on our Three Rivers farm.

Medium Varieties

Lady Thompson (B) Male

EARLY TO LATE. Bisexual. A general favorite everywhere throughout the Gulf states and making fine success in all sections south of the Ohio River. Lady Thompson is bright red in color, and is shaped like a top, tapering to an obtuse point—a perfect strawberry form. Berries are medium large. Grown only on our Three Rivers farm.

Splendid (B) Male

EARLY TO LATE. Bisexual. The name of this variety is typical of the quality of fruit it produces. Large of size, round in shape, bright red in color, it is one of the most attractive varieties when placed on the market. Around the edges the fruit is bright-red, this color extending about one-third of the way to the center, when it changes to creamy white. Splendid is a strong bisexual and its season of bloom is very long. Grown only on our Three Rivers farm.

New York (B) Male

MEDIUM TO LATE. Bisexual. This variety produces exceptionally fancy fruit and always commands the highest prices in the cities. Grown only on our Three Rivers farm.

Sharpless (B) Male

MEDIUM LATE. Bisexual. Very much like Bubach in color and shape, the Sharpless has held its place among long-time growers for many years. In color it is a bright-red and its shape varies widely. The berries are large, the vines produce medium size crops of rich and delicately flavored fruit. Grown only on our Three Rivers farm.

Clark's Seedling (B) Male

MEDIUM. Bisexual. This variety is identical with the "Hood River." Its popularity is based primarily upon its extraordinary shipping qualities. Hundreds of carloads of this variety are shipped from the Pacific Coast to as far east as Chicago and arrive there in excellent condition. It is a heavy yielder of fruit and is a fine canner as well as shipper. The fruit is large, of perfect strawberry form for the most part, and where given ample sunshine and air always wins high favor. The foliage is medium large, dark-green with spreading habit. We do not advise Clark's Seedling for the Eastern states, but cannot recommend it too highly for the Inter-Mountain and Pacific Coast sections. Grown only on our Twin Falls farm.

Downing's Bride (P) Female

MEDIUM TO LATE. Pistillate. This variety is singularly beautiful and fine in every way and growers who set largely of this variety place it in the front ranks on the score of beauty and general excellence. It is a very heavy yielder of fruit of highest quality. This is the thirteenth year we have offered this fine variety to our patrons. Grown only on Three Rivers farm.

Parsons' Beauty (B) Male

MEDIUM. Bisexual. This great variety is especially adapted to the higher altitudes and colder sections of the United States and Canada. One northern Michigan grower has for

many years grown this variety in carload lots and finds it ideal in every way. The berries of this variety are bright red and are of mild and delicious flavor. This is the thirteenth season we have offered this variety to our customers. Grown on both our Three Rivers and Twin Falls farms.

Klondike (B) Male

MEDIUM. Bisexual. Of Southern origin the Klondike not only is very popular in the Southland but for several years it has been growing more and more popular in the Northern states. This variety is famous for its great yields of beautiful berries, rich blood red in color, uniform in shape and having a flavor that is deliciously mild. This is the thirteenth year we have carried this variety in our lists. Grown only on our Three Rivers farm.

Buster (P) Female

MEDIUM. Pistillate. This variety is of Canadian origin, and throughout the northern states is approving itself as a variety of unusual value. Wherever it has been grown in the northern states and Canada it has won the approval of everybody. The fruit is fine and the crop yield is immense. This is the sixth year we have offered this variety to our customers, and with each succeeding year we set a larger acreage—a tribute to the quality of this variety that all strawberry growers will appreciate. Grown at our Three Rivers farm only.

Jerome (B) Male

MEDIUM EARLY. Bisexual. Growing rapidly in popularity throughout the Eastern states, Jerome also is becoming universally popular in the Rocky Mountain regions. The berries of this variety are bright-red, rich in flavor, and are splendid shippers. Jerome also is a strong pollenizer of pistillate varieties, and these numerous and important qualities promise to make it one of the most famous and generally grown varieties in the regions indicated. Grown on our Three Rivers and Twin Falls farms.

Enormous (P) Female

MEDIUM TO LATE. Pistillate. Under just the right conditions of soil and climate this variety grows such very large berries as to have won the name given it so many years ago. Not only is the berry large, but it is of fine flavor, the meat is juicy and rich, and its crimson color makes it very attractive when placed upon the market. Grown only on our Three Rivers farm.

Nick Ohmer (B) Male

MEDIUM TO LATE. Bisexual. For many years a favorite throughout the Northern and Atlantic-Seaboard states, Nick Ohmer has during the last three years won almost universal popularity among the extensive strawberry growers of the Pacific Coast. More than that, it now ranks among the first selections in the Gulf regions of the country. In a word, Nick Ohmer has become practically a universal favorite. Especially noted for its fine rich flavor, for its large, well-shaped berries and rich crimson color of its fruit, it isn't strange that this variety becomes immediately popular once it becomes known in a given locality. The foliage is quite as beautiful as the fruit. Grown on both our Three Rivers and Twin Falls farms.

Late Varieties

Brandywine (B) Male

LATE. Bisexual. Brandywine belongs to the list of Universal varieties that thrive under all sorts of conditions of soil and climate. Added to this extraordinary quality is its beautiful berry, in color deep blood red to the center, the surface being imbedded with bright, yellow seeds so prominent as to make a beautiful contrast in color. The fruit possesses a flavor peculiar to itself and attracts and holds customers year after year. The productiveness of this variety equals its attractiveness as to size and beauty, rendering it very popular with commercial growers everywhere. Grown at both Three Rivers and Twin Falls farms.

Magoon (B) Male

LATE. Bisexual. This variety is particularly adapted to Pacific Coast and Inter-Mountain state conditions and is grown by us only on our farms at Twin Falls, Idaho. From the far western districts Magoon is shipped in carload lots to Chicago and other eastern markets after nearly all other varieties have quit fruiting. Magoon grows large berries of very rich flavor and bright red from circumference to center. It is found to be especially valuable in Oregon, Washington and British Columbia.

Dornan (B) Male

LATE. Bisexual. For fifteen years we have bred this great variety, which is especially appreciated for its sub-acid quality that renders it possible for the confirmed dyspeptic to freely partake of its fruit with impunity. In color the berries are

GREAT CROPS OF STRAWBERRIES AND HOW TO GROW THEM

Copyright 1915 by R. M. Kellogg Co., Three Rivers, Mich.

dark-red on the upper side, shading to bright-red on the under side. The meat is for the most part deep pink, becoming almost white at the center. It grows generous crops, and never have we known anyone who did not enjoy its rich and delicious flavor. The berries are very large and belong distinctly in the fancy class. Grown only on our Three Rivers farm.

Gandy (B) Male

LATE. Bisexual. Gandy was one of the varieties which was adopted by R. M. Kellogg at the beginning of his great work and was offered by him to the trade in his first list. That we are still growing this splendid variety from scions of the original stock is certainly a tribute to its high value. Gandy has many special qualities—it is one of the latest of all berries; it gives its largest yields in heavy clay soil; it is one of the best shippers ever originated—three points of excellence which have made it a universal favorite. Grown only on our Three Rivers farm.

Cardinal (P) Female

LATE. Pistillate. This variety takes its name from its extraordinarily rich cardinal shade of color. In season it ranks among the latest of the pistillate varieties, and as its fruit begins to ripen about mid-season, the length of its fruiting period is very great. Cardinal is famous for withstanding heavy frosts at blooming time and for its large yields of high-class fruit. This is the ninth year we have had Cardinal on our farms. Grown only on our Three Rivers farm.

Marshall (B) Male

LATE. Bisexual. Marshall is one of the blood-red varieties that always attracts the eye, and its delicious qualities perfectly satisfy the taste. It has held a place of honor on our list for twenty-two years and never has failed to give complete satisfaction to high-class trade. Throughout New England this variety has won more first prizes than any other single variety, and it also enjoys wide popularity in the middle and western states, and in California and Oregon it is grown very extensively. Grown on both our Three Rivers and Twin Falls farms.

Stevens' Late Champion (B) Male

LATE. Bisexual. We have been growing this variety for eight years and it steadily increases in popularity. One reason for this is its universality, as it thrives in practically every section of the United States and Canada. It is a very late variety; is a strong bisexual; produces immense quantities of fine market berries. As it blooms very late, it is immune to late spring frosts and it continues in full fruit when most of the late varieties have finished their fruiting season. Grown only on our Three Rivers farm.

Commonwealth (B) Male

VERY LATE. Bisexual. This variety is a general favorite throughout New England. It has the distinction of adding at least one week to the fruiting season of the strawberry. The berry is dark rich red, cox-comb in form, and the surface of the fruit is smooth. The meat is rich and juicy and this variety develops very large crops of distinctly fancy fruit. It is a strong pollinizer and is of great value in pollinizing late pistillates. Grown only on our farm at Three Rivers.

Americus (B) Male

EVERBEARING. Bisexual. After several years of growing this variety we can without hesitation recommend it to the Coast regions, both Atlantic and Pacific. It already enjoys a very great popularity throughout the New England states and in California, Oregon and Washington. This also is true of many of the Mississippi Valley states, as Illinois, Iowa and Indiana. It is a heavy fruiter of fairly large berries of delicious flavor. Grown only at our Three Rivers farm.

Productive (P) Female

EVERBEARING. Pistillate. This variety has a growing popularity in the Western states and has won the reputation of growing immense crops of berries under favorable conditions. Like all other fall-bearing varieties, it gives to the grower great pleasure and profit. Any of the bisexual ever-bearing varieties will perfectly pollinize the bloom of Productive. Grown at our Three Rivers farm only.

A Report From Canada

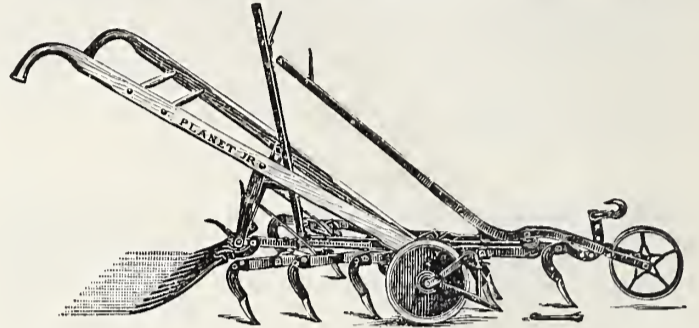
"THE Superb everbearer and the Fendall plants I purchased from you in the spring of 1914 were a sight to see this summer," writes N. I. Unger of Belleville, Ont., under date of July 23, 1915. "Nearly everyone who saw them said they never saw strawberry plants loaded so heavily, and I believe the Progressive plants which I purchased this spring will prove to be as great a surprise to spectators as those other two varieties by the loads of blossoms they are getting now. I counted eight fruiting stems on one plant. I never lost a single plant of them and all looking fine. A satisfied customer usually returns, so below you will find an order for seven more varieties which I wish to try."

Handy Tools for Strawberry Growers

STRAWBERRY GROWERS owe it to themselves to make their work as simple as possible. The implements named below will be found most helpful to them in securing big crops:

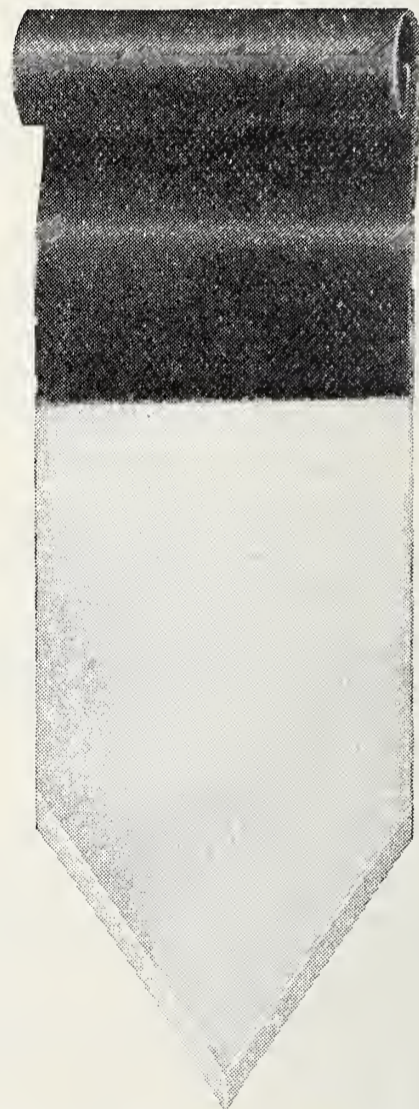
Kellogg's runner cutter with handle saves time and labor. The operator easily guides the cutter as close to the plants as may be desired. Price.....\$2.50

Kellogg's runner cutter for attaching to Planet Jr. 12-tooth cultivator, may now be had with additional bolts so that it may be attached either to the cultivator or to the handle. Price without handle.....\$1.85



Planet Jr. 12-tooth cultivator without runner cutter...\$ 9.00

Planet Jr. 12-tooth cultivator with runner cutter attached..... 10.85



Kellogg's All-Metal One-Piece Dibble

THIS is our one-piece Dibble—no rivets to come loose or handle to break off. It is made from the very best grade of steel, with polished blade and Japanned handle, which is simply a curve in the same piece from which the blade is made. It does not tire the hand and is in every way superior to any other Dibble ever put upon the market. The price of this Dibble is 35c for one or \$1.00 for three Dibbles. For setting strawberry plants and vegetables it has no equal. Dibbles are now carried by parcel post at the following rates: Zones 1 and 2, 6c for each Dibble; 3d zone, 8c; 4th zone, 11c; 5th zone, 14c; 6th zone 17c; 7th zone, 21c; 8th zone, 24c. Carried in stock at both our Three Rivers, Mich. and Twin Falls, Idaho, farms.

Read Carefully Every Paragraph Appearing on This Page

Before making up your order, so that you may know our rules and terms, and thus avoid possible misunderstandings.

Our Terms

CASH should accompany each order. If the amount of the order is \$5.00 or over, you may remit not less than one-third of the amount when ordering. When the amount of the order is less than \$5.00, remittance should be made in full. The balance due on any order must be paid before plants are shipped. (After March 15 all orders should be accompanied by full payment to insure prompt delivery.) We send no plants to anybody, no matter what his financial standing, until plants are paid for. We do not ship plants to anybody C. O. D. Do not ask us to do so.

Our Guaranty

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 our plants to be true to label with the express understanding that, if a mistake occurs, we are to be held responsible for no damages beyond the amount paid us for the plants.

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. The clearing house associations all the country over have adopted a minimum rate of 10 cents for exchange on all personal checks, and we shall be pleased to have you comply with above request and thus save this expense.

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. Plants will be shipped at the proper time, as nearly as we can judge, for setting out in your locality, unless you give specific date for shipment. Orders received as late as April 15 will be shipped according to date of their receipt, regardless of special shipping dates, provided they have been remitted for in full.

We Employ No Agents

COMPLAINTS come to us every year to this effect: "The plants I bought of your agents are worthless." Tree peddlers secure copies of this book and represent themselves as our agents, and then deliver common stock, to the loss and disgust of purchasers. You can get the genuine Thoroughbred plants only by sending direct to us. Should anyone represent himself as our agent, offering to sell our plants, compel him to show his credentials.

Substitution

WHEN we come 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. Note that two lines are provided on the order sheet for this purpose. If you give us per-

mission to choose substitute varieties, simply say "Yes." If you prefer to select substitutes, please name them on these lines. If you positively say "No," we shall return your money for any varieties we are unable to supply. In case you write neither "Yes" or "No," we shall understand it is your desire we use our judgment in the matter.

Plants by Parcel Post

IN order to save our customers the annoyance and trouble of determining the amount of postage required for their order, we have decided to make a special flat rate on all plants which are ordered shipped by Parcel Post. Our experience in the matter of postage on Parcel Post shipments has made it possible for us to determine a rate that is fair to both our customers and ourselves, and therefore we have decided upon a flat rate for all customers in the United States of 12 cents on each 100 plants. While this flat rate will not cover the postage expense in all cases, it represents a fair average, and we can better afford to lose something in the postage cost on distant shipments than to take the time required to figure out the postage on the great number of orders which we ship by Parcel Post during each season; and we are confident that our customers will realize the fact that this plan will save them lots of trouble. Therefore, we ask that all customers, when sending orders that are intended to go by Parcel Post, to include in their remittance a sufficient sum to pay for postage on same at the rate of 12 cents for each 100 plants ordered.

This uniform rate is made for the convenience of our customers in the United States in estimating postal charges. Charges sometimes will be much more than the sum remitted. It is therefore understood that we shall return no excess postage unless the sum overpaid amounts to as much as 10 cents.

Calculate the cost of postage on the basis of three pounds for each 100 plants.

Always include postage when plants are to go by mail.

The rate on Canadian and foreign Parcel Post shipments is uniformly 12 cents per pound.

Plants by Express

UNDER the present rates charged by express companies for strawberry plants the cost for transportation by this method is greatly reduced as compared with former rates. Heavy shipments always should go by express (under no circumstances should strawberry plants, which are perishable, ever be shipped by freight). In the case of small packages of plants that are to be delivered beyond the fourth Parcel Post zone, the cost for expressage will be found to be much cheaper than Parcel Post rates.

In all cases where there is no express office please give us the name of express office nearest you.

Remember also that it never is necessary to prepay express charges, as the charges will be the same whether they are prepaid or paid at the point of delivery. As there is wide variation in the weight of plants at different seasons and in the case of different varieties, it always will be best to pay express charges at point of delivery except in cases where no agent is to be found and the plants are therefore "put off at owner's risk."

Price List of Strawberry Plants for 1916

Read Carefully This Page and Page 61 of This Book Before Making Out Your Order

IN MAKING UP YOUR ORDER for plants, do not vary from the scale of prices as given on this page. No customer is allowed to combine two or more varieties in order to secure the rate of the combined number. For example, should you order 500 Senator Dunlap plants, the price would be \$2.00; but if you order 250 Dunlap plants and 250 plants of Warfield the price of the 500 plants would be \$2.60, as you will note that the price of 250 Dunlap is \$1.30 and the price of 250 Warfield also is \$1.30.

Always follow the price list exactly as given. Because you order 500 plants or more of a given variety and thus secure the 1000 rate on that variety, does not entitle you to take the 1000 rate on a smaller number of any other varieties ordered. Thousand rates are allowed only in cases where 500 or more plants each of a variety are ordered.

If you will follow the price list just as shown on this page it will save you and ourselves much trouble and expense.

One hundred plants of a \$5-per-thousand variety always cost 80 cents, no matter if you order ten thousand plants of other varieties, and 100 plants of a \$4-per-thousand variety cost 70 cents—and so on throughout the price-list table. The price table is so arranged that anyone can tell at a glance the price of the number of plants desired.

All plants are sold in multiples of 25—that is to say, we cannot sell 30 or 40 or 70 plants to a customer, because our *plants are put up uniformly in bunches of 25 plants each.* The number ordered always should be for 25, 50, 75, 100 plants, and so on up to whatever number you desire. Plants will be in bunches of 25 whether you order 100 or 100,000.

No order will be filled save in accordance with prices as quoted; therefore any changes made from those prices can result only in unnecessary correspondence.

On all orders of 5000 plants and over a discount of 10 per cent will be allowed from prices as quoted.

Table of Prices for Kellogg Plants, Showing Cost in Varying Quantities from 25 up to 1000 Plants

Varieties of Plants Priced at \$3.50 per 1000 will be sold in lesser quantities at the following prices:	Varieties of Plants Priced at \$4.00 per 1000 will be sold in lesser quantities at the following prices:	Varieties of Plants Priced at \$5.00 per 1000 will be sold in lesser quantities at the following prices:	Varieties of Plants Priced at \$8.00 per 1000 will be sold in lesser quantities at the following prices:	Varieties of Plants Priced at \$12.00 per 1000 will be sold in lesser quantities at the following prices:
Price	Price	Price	Price	Price
25 plants_ \$.25	25 plants_ \$.30	25 plants_ \$.35	25 plants_ \$.60	25 plants_ \$.85
50 plants_ .40	50 plants_ .45	50 plants_ .50	50 plants_ 1.00	50 plants_ 1.25
75 plants_ .55	75 plants_ .60	75 plants_ .65	75 plants_ 1.25	75 plants_ 1.65
100 plants_ .65	100 plants_ .70	100 plants_ .80	100 plants_ 1.50	100 plants_ 2.00
125 plants_ .75	125 plants_ .80	125 plants_ .95	125 plants_ 1.65	125 plants_ 2.30
150 plants_ .85	150 plants_ .90	150 plants_ 1.05	150 plants_ 1.80	150 plants_ 2.60
175 plants_ .95	175 plants_ 1.00	175 plants_ 1.15	175 plants_ 1.95	175 plants_ 2.90
200 plants_ 1.00	200 plants_ 1.10	200 plants_ 1.30	200 plants_ 2.10	200 plants_ 3.20
225 plants_ 1.10	225 plants_ 1.20	225 plants_ 1.40	225 plants_ 2.30	225 plants_ 3.50
250 plants_ 1.20	250 plants_ 1.30	250 plants_ 1.55	250 plants_ 2.50	250 plants_ 3.80
275 plants_ 1.25	275 plants_ 1.40	275 plants_ 1.65	275 plants_ 2.65	275 plants_ 4.10
300 plants_ 1.35	300 plants_ 1.50	300 plants_ 1.80	300 plants_ 2.85	300 plants_ 4.40
325 plants_ 1.45	325 plants_ 1.60	325 plants_ 1.90	325 plants_ 3.00	325 plants_ 4.60
350 plants_ 1.50	350 plants_ 1.65	350 plants_ 2.00	350 plants_ 3.20	350 plants_ 4.85
375 plants_ 1.55	375 plants_ 1.75	375 plants_ 2.10	375 plants_ 3.35	375 plants_ 5.10
400 plants_ 1.60	400 plants_ 1.80	400 plants_ 2.20	400 plants_ 3.50	400 plants_ 5.35
425 plants_ 1.65	425 plants_ 1.85	425 plants_ 2.25	425 plants_ 3.65	425 plants_ 5.50
450 plants_ 1.70	450 plants_ 1.90	450 plants_ 2.35	450 plants_ 3.75	450 plants_ 5.65
475 plants_ 1.73	475 plants_ 1.95	475 plants_ 2.40	475 plants_ 3.90	475 plants_ 5.80
500 plants_ 1.75	500 plants_ 2.00	500 plants_ 2.50	500 plants_ 4.00	500 plants_ 6.00
1000 plants_ 3.50	1000 plants_ 4.00	1000 plants_ 5.00	1000 plants_ 8.00	1000 plants_ 12.00

1916 Price List of Varieties of Strawberry Plants Grown by R. M. Kellogg Company at Three Rivers, Michigan

EXTRA EARLY		LATE
<i>Kellogg's Premier</i> (B) \$10.00	Warfield (P) ----- \$4.00	<i>Kellogg's Prize</i> (P) ---- \$8.00
Excelsior (B) ----- 3.50	Helen Davis (B) ----- 5.00	Fendall (P) ----- 5.00
August Luther (B) --- 3.50	Staples (B) ----- 4.00	Aroma (B) ----- 4.00
St. Louis (B) ----- 4.00	Jesse (B) ----- 5.00	Pride of Michigan (B) 5.00
Early Ozark (B) ----- 5.00	MEDIUM	Brandywine (B) ----- 4.00
Michel's Early (B) --- 3.50	<i>Magic Gem</i> (B) ----- 8.00	Gandy (B) ----- 4.00
Climax (B) ----- 4.00	Lady Thompson (B) -- 3.50	Dornan (B) ----- 3.50
Texas (B) ----- 4.00	Glen Mary (B) ----- 4.00	Marshall (B) ----- 4.00
Virginia (P) ----- 4.00	Wm. Belt (B) ----- 5.00	Sample (P) ----- 4.00
Longfellow (B) ----- 4.00	Splendid (B) ----- 4.00	Chesapeake (B) ----- 5.00
EARLY	Parsons' Beauty (B) -- 4.00	Goodell (B) ----- 4.00
<i>Dr. Burrill</i> (B) ----- 8.00	Klondike (B) ----- 3.50	Stevens' Late
Highland (P) ----- 5.00	Nick Ohmer (B) ----- 5.00	Champion (B) - 3.50
Warren (B) ----- 5.00	New York (B) ----- 5.00	Cardinal (P) ----- 4.00
Missionary (B) ----- 4.00	Jocunda (B) ----- 4.00	Joe Johnson (B) ----- 5.00
Billy Sunday (B) ----- 5.00	Sharpless (B) ----- 5.00	Commonwealth (B) -- 5.00
Heritage (B) ----- 5.00	Buster (P) ----- 5.00	Pearl (B) ----- 5.00
Lovett (B) ----- 4.00	Senator Dunlap (B) -- 4.00	EVERBEARERS
Bederwood (B) ----- 3.50	Bubach (P) ----- 5.00	Superb (B) ----- 12.00
Clyde (B) ----- 4.00	Jerome (B) ----- 4.00	Progressive (B) ----- 12.00
Tennessee Prolific (B) 3.50	Haverland (P) ----- 4.00	Forward (B) ----- 12.00
Wolverton (B) ----- 4.00	Enormous (P) ----- 4.00	Onward (B) ----- 12.00
Crescent (P) ----- 3.50	Downing's Bride (P) - 5.00	Advance (B) ----- 12.00
	Enhance (B) ----- 4.00	Americus (B) ----- 12.00
		Productive (P) ----- 12.00

On all orders of 5000 plants and over a discount of 10 per cent will be allowed from prices as quoted.

Price List of Varieties of Strawberry Plants Grown by R. M. Kellogg Company at Twin Falls, Idaho

EXTRA EARLY		
<i>Kellogg's Premier</i> (B) \$10.00	Glen Mary (B) ----- \$4.00	Fendall (P) ----- \$5.00
Early Ozark (B) ----- 5.00	Wm. Belt (B) ----- 5.00	Pride of Michigan (B) 5.00
Longfellow (B) ----- 4.00	Parsons' Beauty (B) -- 4.00	Brandywine (B) ----- 4.00
EARLY	Jocunda (B) ----- 4.00	Oregon Improved (B) 5.00
<i>Dr. Burrill</i> (B) ----- 8.00	Senator Dunlap (B) -- 4.00	Marshall (B) ----- 4.00
Clyde (B) ----- 4.00	Jerome (B) ----- 4.00	Chesapeake (B) ----- 5.00
Warfield (P) ----- 4.00	Haverland (P) ----- 4.00	Goodell (B) ----- 4.00
Helen Davis (B) ----- 5.00	Clark's Seedling (B) -- 5.00	Patagonia (B) ----- 5.00
Jesse (B) ----- 5.00	Nick Ohmer (B) ----- 5.00	EVERBEARERS
	Enhance (B) ----- 4.00	Americus (B) ----- 12.00
MEDIUM	LATE	Superb (B) ----- 12.00
<i>Magic Gem</i> (B) ----- 8.00	<i>Kellogg's Prize</i> (P) --- 8.00	Progressive (B) ----- 12.00
	Magoon (B) ----- 4.00	

Prices for Kellogg's Premier: 25 plants, 70 cents; 50 plants, \$1.05; 75 plants, \$1.40; 100 plants, \$1.70; 125 plants, \$1.95; 150 plants, \$2.20; 175 plants, \$2.45; 200 plants, \$2.70; 225 plants, \$2.95; 250 plants, \$3.20; 275 plants, \$3.45; 300 plants, \$3.70; 325 plants, \$3.90; 350 plants, \$4.10; 375 plants, \$4.30; 400 plants, \$4.50; 425 plants, \$4.65; 450 plants, \$4.75; 475 plants, \$4.90; 500 plants, \$5.00; 1000 plants, \$10.00.

The Dr. Burrill, the Million Dollar Strawberry

IN presenting herewith the description of the Dr. Burrill strawberry we scarcely can hope to awaken the interest such as this variety justly deserves.

And we realize that we shall be unable to describe all of its good qualities. To appreciate it and to learn of its true worth, this variety must be seen when growing and in full fruit. In the Dr. Burrill we have a mid-season variety sure to be worth millions of dollars to strawberry growers. It is a scientific cross of Senator Dunlap and Crescent. All of the splendid qualities of these two famous and popular strawberries are embodied in this one great variety.

In plant growth the Dr. Burrill is a marvel. Its long and heavy root system makes it a perfect drouth resister. Its foliage is large and of a beautiful dark green, having a tough leaf tissue, insuring its entire freedom from all leaf spots. The mother plants grow large and are heavy crown builders, making it unequalled for hill culture, and being a prolific runner maker, it is equally well adapted for any of the other systems of culture.

In the production of fruit Dr. Burrill surpasses either of its parents. The berries are large and beautifully formed, as shown in the photo-engraving on the opposite page. The surface of the berry is a deep glossy red, only a trifle lighter in color than the Senator Dunlap. The meat is solid and rich. As a canner it surpasses Warfield, which up to the present time has held the leading place as a canning berry. In flavor it is milder and more delicious than Senator Dunlap. The berries are excellent shippers and splendid keepers. The calyx is a bright green, and the seeds are yellow, making a beautiful color combination. In short, the Dr. Burrill is an ideal berry for either home use or for the market.

This great variety is a strong bisexual, and has a very long blooming season, making it unequalled as a pollenizer for pistillate varieties. Its blossoms are large, hardy and well developed.

Dr. J. R. Reasoner, who also originated its male parent—Senator Dunlap—spent many years in developing this wonderful variety, and we were so favorably impressed with it in every way that we promptly tendered Dr. Reasoner \$500.00 as a token of our appreciation of its transcendent value. In addition to this sum, we paid a high price for the entire stock of plants of this variety, and we consider this the best investment we ever have made, not only for ourselves, but also for our customers. The number of plants purchased was sufficient to produce for us a very generous stock of this extraordinary variety, thus rendering it possible for us to name a price for the plants so low as to place them within the reach of every customer. Whether you grow strawberries for home use or for the market, it will be to your interest to include a generous number of the Dr. Burrill plants when placing your order.

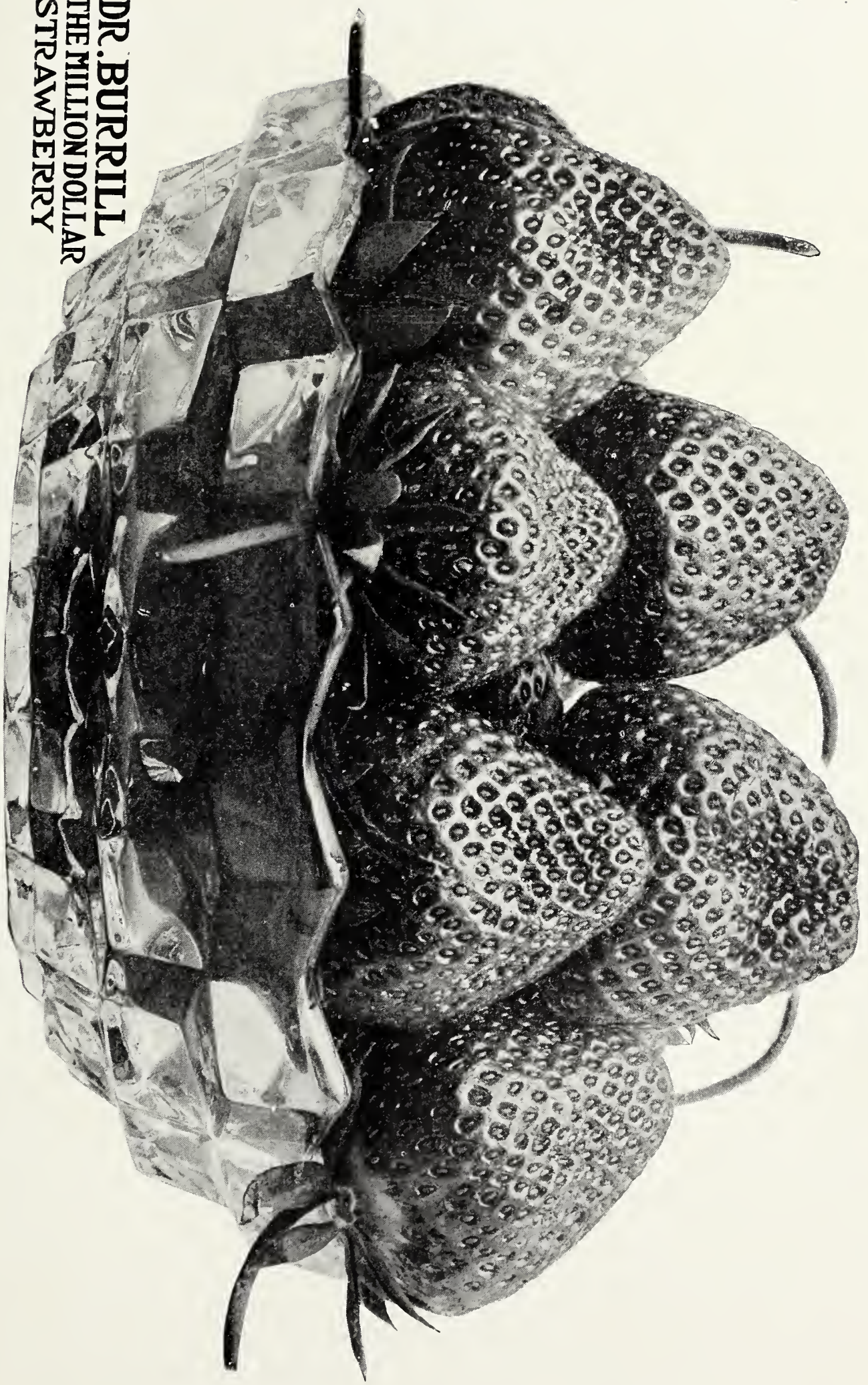
Like the Senator Dunlap, the Dr. Burrill variety was originally produced in the black soil so common to Central Illinois. It also has been tested for several years in two different sections of Ohio with extraordinary results. We recently received from Hon. Matthew Crawford a letter expressing his high opinion of the Dr. Burrill variety. Mr. Crawford, after more than forty years of strawberry experience, tested out this new variety for several years, and as a result of his experience and observation writes us as follows:

“I have great faith in this variety and expect it to become a favorite. It fruited here last year (1913) and impressed my partner so favorably that he has often spoken in its favor. I did not see it then. Last June (1914) it was at its best here where I could see it every day. The plant in its manner of growth and productiveness is faultless—fully equal to Dunlap. The fruit is large, roundish, dark red and of excellent flavor.”

All the good qualities which go to make up a perfect strawberry are embodied in the Dr. Burrill. In goodness and in bigness it resembles the man whose name it bears.

Prices for Dr. Burrill: 25 plants, 60 cents; 50 plants, \$1.00; 100 plants, \$1.50; 200 plants, \$2.10; 300 plants, \$2.85; 400 plants, \$3.50; 500 plants, \$4.00; 1000 plants, \$8.00.

**DR. BURRILL
THE MILLION DOLLAR
STRAWBERRY**



KELLOGG'S
PRIZE

