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Kellogg's Great Crops of **STRAWBERRIES**

and
**OTHER
FRUITS**



a Basket of
DORSETT
SEE PAGE 8

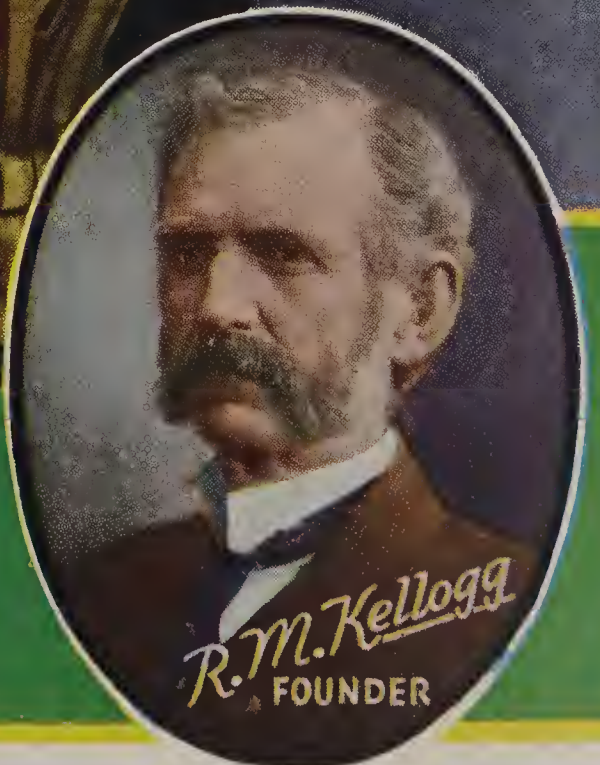
PUBLISHED BY
R.M. Kellogg Co.
THREE RIVERS, MICHIGAN
U.S.A.

R. M. KELLOGG

Founder of Our Company

— the "Grand Old Man of Strawberries" and the
Originator of the Thorobred Pedigree Idea

Buying of His Company Assures You of Plants
That Make Big Profits





Gem

(BISEXUAL)

GEM PRICES

25	\$.60
50	1.00
100	1.39
200	2.19
300	2.99
400	3.79
500	4.59
1000	7.95

A Good Way to Order

is offered you in Kellogg's Everbearing Garden described at the right. This plan saves you money.

Kellogg's

Big Jumbo Mastodon

Every Kellogg Mastodon plant must reach you in good growing condition or your order refilled free.



Umm! Wouldn't a nice, delicious strawberry short-cake taste good in October? These fine varieties continue to fruit heavily right up until frost, and often are to be had even as late as November—"When the frost is on the pumpkin, and the foder's in the shock."

STRAWBERRIES

IN THE FALL

For Those Who Want The Best

MASTODON and GEM PRICES

25	\$.60
50	1.00
100	1.39
200	2.19
300	2.99
400	3.79
500	4.59
1000	7.95



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

the Mighty NEW Everbearer

Gem is the mighty new everbearer that now threatens to rob June-bearing varieties of their supremacy. Millions of dollars will be made from this wonderful variety by growers in the next few years, so do not delay in ordering. Prompt action will get you "in on the ground floor" so that the earliest profits, which are always the biggest, will be yours.

A grower in Northern Michigan discovered this amazing variety and it was so outstandingly better than any other variety that he began propagating plants immediately. He found that the variety not only had wonderful eating qualities and wonderful marketing qualities—both unusual in an everbearer—but he found, too, that the plants could be propagated readily. Hence, now this new low price.

The plants are healthy, hardy, drought resistant, easily grown and productive. You will find Gem outyielding all your other everbearers and competing strongly with standard varieties in June.

The picture at the left shows a basket of Kellogg's Big Red Gem all dolled up for market. Gem berries always bring a good price because they are beautiful in color and shape and taste better. Your customers always come back for more. Gem berries are firm and solid and stand shipping and marketing well. They retain their bright sparkling color long after picking. Do not bruise easily.

Kellogg's Everbearing Garden

2 Varieties, 200 Plants
\$2.78 Value for Only \$2.25

100 Mastodon	\$1.39
100 Gem	1.39
Regular Price	\$2.78
Special Price	2.25
YOU SAVE53

KELLOGG'S—
For Those Who
Want the Best.



Extra Heavy Bearing Strain

Don't forget Kellogg's Mastodon is an improved extra heavy-bearing strain that has been known to produce nearly double other Mastodon plants, even under the hard, trying conditions of 1934's drought. Not one drone in a thousand. Will produce for you the biggest crop of big, fancy berries you ever have grown. **Fruits this summer and fall.**

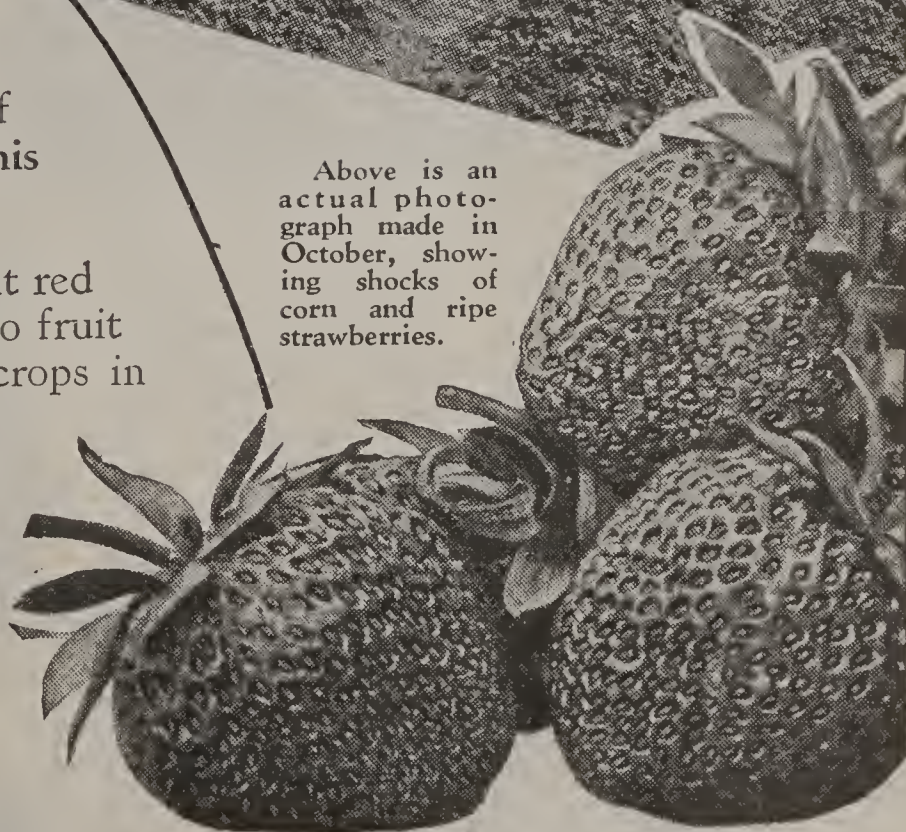
Hardy, strong grower; heavy yielder of big, bright red berries. Fruits 3 months after planting. Continues to fruit heavily until light freezing weather. Gives 3 big crops in 18 months. Berries extra large with splendid flavor. Easily grown. Requires no special care. Extra good for home gardens and the very best everbearer for market.

MASTODON AND GEM EVERBEARING

PRICES: 25 for 60c; 50 for \$1.00; 100 for \$1.39; 200 for \$2.19; 300 for \$2.99; 400 for \$3.79; 500 for \$4.59; 1000 for \$7.95.



Above is an actual photograph made in October, showing shocks of corn and ripe strawberries.



The First Half



Picking Blossoms

When you buy fruit plants you are in reality hiring someone else to do the most important part of your work for you—the growing of the plants. You really give this person your money to spend, and you must see that the spending is well managed.

Undoubtedly we could save you a little money in the beginning if we left out some of these operations, but every operation has its direct beneficial result on the plants and on your final profits.



Spraying

See how your money is spent to your advantage when you order plants of Kellogg—so that you will have big profits—not small initial savings. Kellogg's methods make Kellogg plants the cheapest plants you can buy.

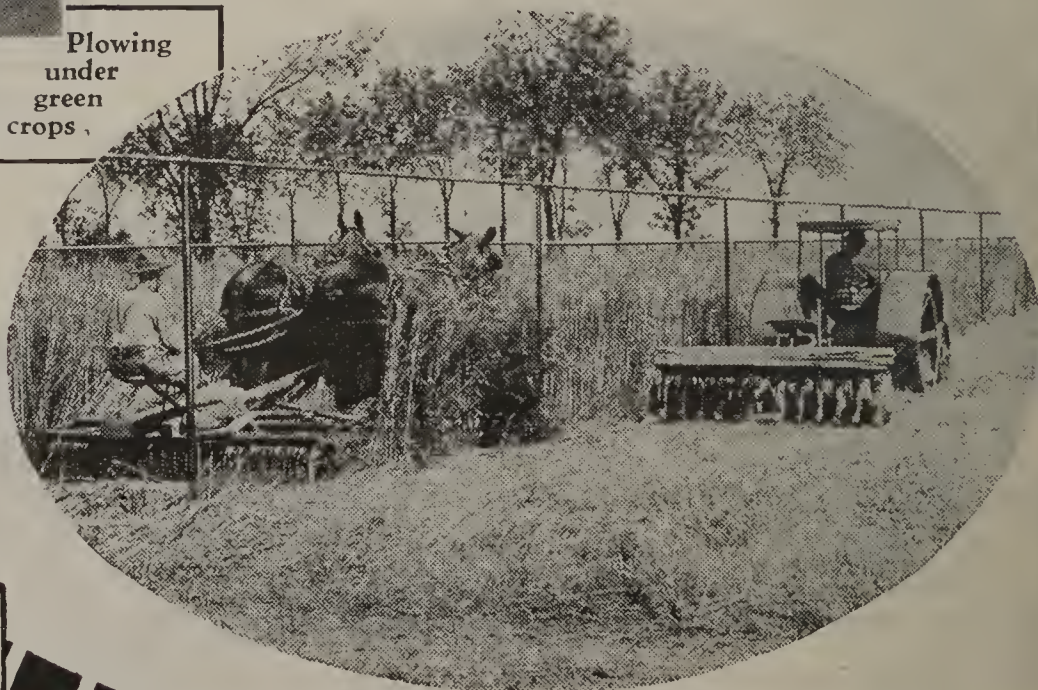
By picking blossoms we keep fruiting power in the plants for you. By spraying we keep your plants healthy. By rotation of crops and plowing under green crops we create a healthful environment for the bringing up of your plants and provide healthful, nourishing food that makes them vigorous and robust. Kellogg plants have "get-up-and-go."



Irrigating, too, has its profitable effects—makes Kellogg plants capable of producing more money for you at fruiting time. Read this letter from Mr. Frazer of Kansas who bought plants of us in 1935:

"The Strawberry plants arrived in excellent shape, being well packed. Different ones who have seen them say they are the finest they ever saw. The home-grown plants are of very poor quality here this year."

Plowing under green crops



Here is a picture of a Kellogg Thorobred Strawberry Plant as it came out of the ground. Note the strong, vigorous root system and general appearance of health and vigor. Such are the plants we grow for you,



Now, Kellogg Plants are priced lower than ever before

Other plants may look as good as this, but will they fruit as well? Follow the arrow.

of Your Work is Well Done

Mr. Frazer's plants were grown during the hot, dry, trying summer of 1934, but on account of Kellogg's Overhead Irrigation System, they came through in ideal condition. Never did we see finer Strawberry plants than were produced on our farms that season.

Cultivating and hoeing on the Kellogg Farms likewise makes money for you. The Kellogg Farms are known as the weedless farms. Kellogg plants are brought up only in their own good company. They get the full benefit of the soil's fertility. They are not robbed by vandal weeds.

But selecting the mother plants is probably the most important operation of all. Plants for the production of your plants are selected with great care. Only the most vigorous, healthy and robust plants are chosen as parents. There is fruiting quality in every one of them and this fruiting quality they pass on to the offspring which you receive.

How would you like yields of 5,000 to 10,000 quarts of beautiful berries per acre? Such yields are often reported by Kellogg customers. Such yields will make money for you.



Selecting mother plants



Irrigating



Hoeing and cultivating

9,200 QUARTS PER ACRE

"I have been growing strawberries for the past ten years and have always used Kellogg plants. This past summer I picked over 2,300 quarts from one-fourth of an acre. I had one bed containing 240 plants from which I picked 630 quarts."—ALFRED HARRIG, N. Y.



Preparing fertilizer

This picture shows a Kellogg Thorobred in full fruit; loads and loads of money-making berries.



Tons and tons of fertilizer are used in growing your Kellogg Thorobred strawberry plants; tons and tons of green crops plowed under. Only the best materials are used.

Yields of one quart per plant are common for Kellogg Thorobreds. Intensive culture sometimes brings as high as four quarts per plant.



ANYONE can make Strawberries pay. Anyone can make big profits. No matter how little you know about it now, you can earn money and have loads of fun and gain unbounded health and enthusiasm in a patch of Strawberries. Often, in fact, it is the beginner who makes the seasoned grower look to his laurels. Let's see what others have done.

Harry A. Barlament of Wisconsin says that only 330 Kellogg Premier plants brought him over \$100.00. (About \$2,000.00 per acre). And a letter from Mrs. N. J. Sesselman of New York says: "I bought of you 1,000 strawberry plants and picked 1,259 quarts of the nicest and biggest strawberries of anyone around here." You can figure yourself how much Mrs. Sesselman must have made from her berries, if you remember that fine, large, high grade berries such as she

produced bring higher prices. Lewis S. Arbaugh of Idaho tells about the size. He says, "We had berries 5½ inches around and 5 inches around."

It is berries like that that make your marketing easy.

But, how do I start, you say? That is a legitimate question and the answer is, first of all, of course, that you must produce lots of fine, large, high grade berries, and the first essential is plants that are known for their fruitfulness and vigor—plants that will produce these fine, large, high-grade berries—in short, Kellogg Thorobred Plants, the kind that have made the biggest records for years.

Proper planting, care, picking, marketing, etc., are essential, but—and get this important fact clearly—no matter how good the care you give your plants, no matter how well they are packed, and no matter how well they are fed, watered, and cultivated, they will not give you money-making crops unless they are the right kind of plants, and all your work will be for nothing.

On the following page are a few more letters from people who have made big profits with Kellogg Thorobreds.

This is the book that has shown so many thousands of people how to make the most of the fine vigor and superb fruiting qualities in Kellogg Thorobred Strawberry Plants. Everything is so clearly and simply explained in "The Key to Strawberry Profits," both with pictures and words, that you will have no difficulty at all in understanding what must be done. It leads you through the entire process of successful strawberry growing, beginning with the choice of plants and con-

tinuing on through soil preparation, fertilizing, best planting systems, cultivation, hoeing, etc. "The Key to Strawberry Profits" gives you your strawberry education. Order your plants of Kellogg today and get your copy of this fine book free and postpaid.

Note.—The book is too valuable to be sent out promiscuously and will be sent to you only if you ask for it with your order. Simply write "The Key to Strawberry Profits—FREE" on your order blank, and it will be sent.

Proof of

These People
Bought the Best

Big Profits

Below are only a few of the fine letters we have received from Kellogg customers. These people are proud of the fine successes they have made, and happy with their profits.



2000 Plants-2000 Qts.

"The 2,000 Kellogg plants you sent me were perfect. I did not lose a single plant, nor were there any signs of disease of any kind. The 2,000 plants produced more than 2,000 quarts. My receipts in money were more than \$350.00. The plants cost me only \$17.00, which gave me more than \$20.00 for each dollar invested in plants. (See picture above)."

Very respectfully,
HARRY LEE GROW,
Kentucky.

\$594 FROM ONE-FOURTH ACRE

"We had a wonderful crop of berries. We picked the most beautiful berries I ever saw grow. Our berries sold in advance of the market all season, while other growers here were begging for buyers at any price. These 2,700 quarts were picked from only 2,000 Kellogg plants. Our average price was 22c per quart, which made us \$594 from the one-quarter acre."

Respectfully yours,
A. H. REED,
New York.



9,200 Qts. per Acre

"I have been growing strawberries for the past ten years and have always used Kellogg plants. This past summer I picked over 2,300 quarts from one-fourth of an acre. I had one bed containing 240 plants from which I picked 630 quarts. Am enclosing a picture of this bed." (See picture above).

Very truly yours,
ALFRED HARRIG, New York

\$1,400 PER ACRE

"Just a few lines about your Dunlap I got a year ago. I had just 1-20th of an acre and sold berries for \$70.68, and that is a little better than \$1,400 per acre. I see by your headlines 'from \$500 to \$1,200 per acre,' you have my permission to raise it to '\$500 to \$1,400 per acre' and still tell the truth."

H. N. HANSEN, Wisconsin.

Over 10,000 Quarts per Acre

Mr. S. Pellkofer, of Pennsylvania, is a Kellogg enthusiast and it would be hard indeed to swing him to other plants after the records he has made with Kellogg's. He says:

"From my quarter acre of Kellogg strawberries, I picked 2,627 quarts. I had the best crop in this part of the country.

"My berries were praised by everyone. I am a real booster for the Kellogg plants."

Yours truly,
S. PELLKOFER,
Pennsylvania.



Dorsett

*The New
Early Variety*

BISEXUAL does not
require mating

**See it in
Colors**

This same picture
is shown in color
on front cover

DORSETT PRICES

25..\$0.43	200..\$1.53
50.. .71	300.. 2.08
75.. .82	400.. 2.63
100.. .98	500.. 3.18
1000.. \$5.45	



Dorsett is making profits as high as \$1,000 per acre, has made those profits even in 1934 and 1935 when prices were not high.

Dorsett is one of those extra early varieties that laughs at Jack Frost, and likewise seems heedless of drought and excessive rainfall.

**Now
...only
\$5.45
PER
THOUS-
AND**

The berries are very large, all finely shaped, and fruit extra early to late. Keeps well—ships well—holds color well.

Deliciously sweet, fine for canning.

Fairfax

*The New Variety with
a Big Future*

(Bi-sexual—does not require mating). Fairfax is as good as Dorsett in every respect but slightly later. It is resistant to frost, and disease, succeeds anywhere. Berries are immense, uniform in size and shape, deep red clear through and firm; bring highest prices.

FAIRFAX PRICES

25	\$0.43	200	\$1.53
5071	300	2.08
7582	400	2.63
10098	500	3.18
		1000	5.45



Kellogg's

We once went through our file of testimonial letters, and found that over two-thirds of them referred to Kellogg's Premier. Premier is, with-

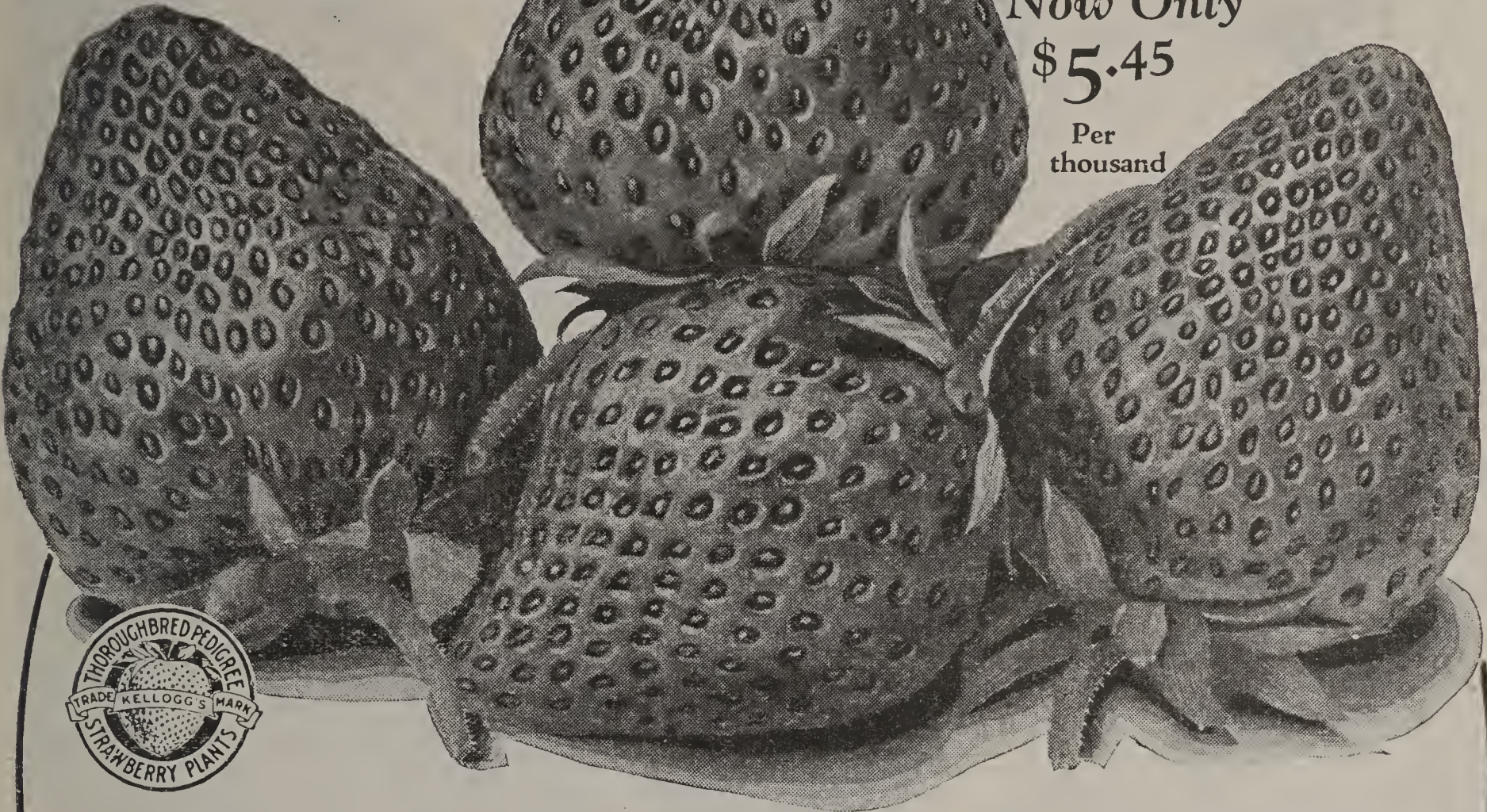
Premier

out a doubt, the most satisfactory variety produced in over 20 years. It is the best money-maker.

Now Only

\$5.45

Per thousand



EXTRA EARLY, FROST-PROOF, BIGGEST MONEY-MAKING STRAWBERRY IN THE WORLD

(Bi-sexual—does not require mating). No other Strawberry ever made such big fruiting records as Kellogg's Thoroughbred Premier. In 1928, 17,500 quarts from 3½ acres, as reported by one Kellogg customer. Henry Mackeben, Huntley, Illinois, picked 21,600 quarts from less than 2½ acres of Kellogg's Thoroughbred Premier. Remember, these big yields were produced by Kellogg's Thoroughbred Premier plants—not common plants.

Kellogg's Thoroughbred, heavy fruiting plants will do the same for you. Kellogg's Premier is an extra early frost-proof variety that produces berries of the finest quality over a long period of time. No other variety has as large a list of good points as Kellogg's Premier. Berries are fine for canning, eating, and shipping. Kellogg's Premier has made more money for Strawberry growers in the past 20 years than any other variety, and we almost dare say more money than all other varieties combined.

Now Only	
\$5.45	per thousand
25	\$.43
50	.71
75	.82
100	.98
200	1.53
300	2.08
400	2.63
500	3.18
1000	5.45



← A Bunch of Kellogg's Thoroughbreds—Ready to ship

All plants pruned, ready for setting. Twenty-five plants in a bunch, each bunch labeled.

Here is a bunch of Kellogg Thoroughbred Strawberry plants ready to be packed for shipping to you. All plants are fine, healthy and vigorous, and are root-pruned ready for planting. Tons and tons of fertilizer, as well as the natural resources of Nature, go into these plants. Good plants do not just happen, they are the result of extra care and skill. They are the result of careful selection. You cannot go wrong on Kellogg Thoroughbreds.

Every variety on this page can be planted with confidence. They are all known to commercial growers for their valuable extra money-making and to home gardeners for their delicious flavor.

Now Only
\$5.45 per thousand

25	\$0.43
5071
7582
10098
200	1.53
300	2.08
400	2.63
500	3.18
1000	5.45

Kellogg's Big Late

(Pistillate—Mate with Gibson or Senator Dunlap)

One grower writes, "More than \$100.00 from the one-half acre of Kellogg's Big Late." Kellogg's Big Late is a money-maker because it is still producing fine high quality berries that people want after other varieties are all through. It is a strong hardy grower and extra heavy fruiter. Berries are big, glossy, strong, dark red clear through and are delicious. We recommend that every grower have Big Late.



Big Late (Above)

Clermont

Prices at left apply to both Clermont and Catskill.

Now

\$5.95 Per 1000

25 for.	\$.047	200 for.	\$1.67
50 for.	.77	300 for.	2.27
100 for	1.07	400 for.	2.87
500 for.	..\$3.47		
1000 for.	.. 5.95		



(Bi-sexual—does not require mating). A cross between Premier and Marshall—early—drought resister—vigorous grower. Berries large, well-shaped, tempting. Fine flavor. Nearly as early as Premier—holds size well—a fine commercial variety that succeeds nearly everywhere. Prices are in circle at left.

Catskill

(Bi-sexual). Premier and Marshall united to make this marvelous new strawberry. Berries are unusually large and brilliant red color with bright green cap—very showy—excellent seller—outsells both Dorsett and Fairfax. Plants vigorous, making wide row and producing many of its largest, finest berries in the widest sections. Exceedingly heavy fruiter. Medal, Massachusetts Horticultural Society. Don't fail to order Catskill.

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See page 26-A for valuable check worth \$1.00. This becomes yours free when you write your name on it and can be used as part payment on your order per terms stated.

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You Can't Go Wrong on These

Every variety on this page can be planted with confidence. They are all known to commercial growers for their valuable extra money-making and to home gardeners for their delicious flavor. These are varieties that have been proven successful.

Now!
Only
\$4.45
per
thousand

Senator Dunlap

(Bi-sexual). Strong, hardy grower and heavy yielder of big, solid, dark red berries. Has yielded better than 13,000 quarts per acre. Excellent for canning, delicious in every way. Fruits big crops in all soils and climates. A grand strawberry for gardens and market. Fruits in mid-season. Prices below.

Blakemore

(Bi-sexual). One of the early strawberries that will put big profits into growers' pockets. A big, hardy, strong grower; produces big crops of large round, sparkling solid berries. Solid red from surface to center. One of the most beautiful strawberries ever grown. A real prize for the home garden and a big money-maker for the market grower. Prices at right.

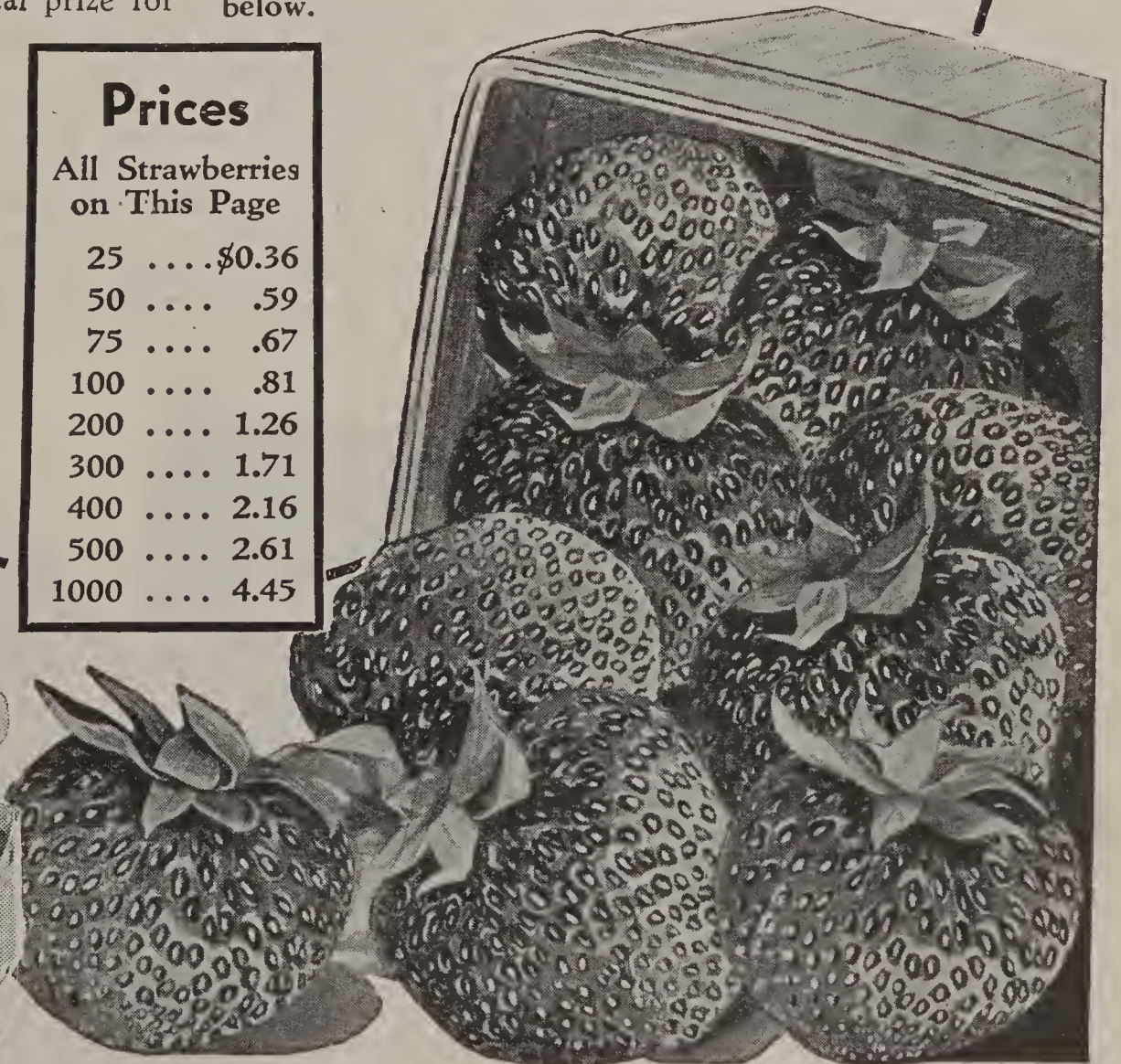
Gibson

(Bi-sexual). One of the hardiest and most productive mid-season strawberries ever grown. Beautiful foliage; large plants literally covered with big bright cherry-red berries. Easily grown. A leading market berry and splendid for home garden. A berry you can depend upon. Prices below.

Prices

All Strawberries on This Page

25	\$0.36
5059
7567
10081
200	1.26
300	1.71
400	2.16
500	2.61
1000	4.45



Sweet and Delicious!

Let's have strawberry shortcake! Let's have strawberry pie! Or what could be better than fresh delicious berries right from the vine. There is plenty of deliciousness in a small patch of strawberries for your own family and there is profit too. Don't forget that what people like they are going to buy—that's why there is big money in strawberries. Someone has said that "God might have created a better fruit than the strawberry but he never did." Do you really know of anything better? Let's try them for home use and profit too!

Kellogg's Strawberry Gardens



Family Garden, \$1.95

This fine garden will give you all the delicious Strawberries that any average family can eat. Four fine varieties as follows:

50 Dunlap	\$0.59
50 Big Late71
50 Premier71
50 Dorsett71
Total	\$2.72
Special Price	1.95
You Save77

THESE fine Strawberry Gardens are composed of the very same high grade thoroughbred plants that you would buy if you made your own selection, yet they come to you at reduced prices. You save money. You can grow all the berries you need right in your own back yard with these gardens.

Fifty-Fifty Garden, \$2.48

One-half everbearing, one-half standard varieties—all the delicious berries you can eat. You get—
\$3.48 Value for Only \$2.48
4 Varieties, 200 Plants

50 Catskill	\$0.77
50 Premier71
50 Mastodon Everbearer	1.00
50 Gem Everbearer	1.00
Regular Price	\$3.48
Special Price	2.48
You Save	1.00

Kellogg's Big Four Garden

Four of the world's best varieties make up this garden. Kellogg's Big Four Garden will give your family all the berries you can eat from the vine and all you will want to can.

\$2.90 Value for Only \$1.65
4 Varieties, 200 Plants

50 Premier	\$0.71
50 Fairfax71
50 Catskill77
50 Dorsett71

Regular Price	\$2.90
Special Price	1.65
YOU SAVE	1.25

Special Price only
\$1.65



Kellogg's Big Variety Strawberry Garden

25 Gem
Everbearer
60c

25 Mastodon
Everbearer
60c

25 Dorsett
Early
43c

25 Fairfax
Mid-Season
43c

25 Premier
Extra Early
43c

25 Big Late
Late
43c

25 Catskill
Mid-Season
47c

25 Clermont
Early
47c

25
Senator Dunlap
Early
36c

25 Blakemore
Early
36c

25 Gibson
Mid-Season
36c

Total Value
\$4⁹⁴

Total Value
\$4⁹⁴

Kellogg's Big Variety Garden is one of the most popular of all gardens because it gives you an opportunity to try a wide range of varieties. In this garden you get 25 plants each, of all varieties we list, excepting Wayzata.

Plants will be tied in bunches of 25 each—each bunch consisting of a variety and each labeled with the name of the variety.

Note the very large saving in price.

Better send your order today for Kellogg's Big Variety Garden, for later in the season some of the varieties are sure to be all sold and then we would have to ask you for second choice.

Total Value \$4⁹⁴
Special price \$2³⁵

Kellogg's



Surprise Strawberry GARDEN

Here's the best value of all—200 fine Strawberry plants for only \$1.25—at least four different varieties, and each a good one noted for its deliciousness and thorbred quality. We choose the varieties.

200
Plants
for Only
\$1.25

There's just as much fun in picking Strawberries from Kellogg's Surprise Strawberry Garden as from a garden you made up yourself. After all, Kellogg lists only the

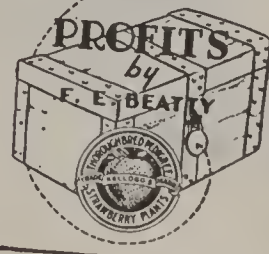


best varieties, so, whatever we send you are sure to be good. The plants are the same healthy, sturdy, thorbred stock that you would buy by name.

Free!

Don't forget that you get this book free with your order — if you ask for it. But you must ask—see page 6.

The KEY to
STRAWBERRY





Segis Pietertje Prospect—World's Champion Milk Cow

Twice during her life she registered production records that set her fame above all dairy cattle of any age. In each of two years she exceeded 16,500 quarts of milk and 1,400 pounds of butter, yielding for the two years a total of 33,922 quarts of milk and 2,865.18 pounds of butter. She was owned by Carnation Milk Farms near Seattle, Washington, where these great records were made.

You cannot possibly get a well-bred cow with a big milk and butterfat record at the same price you would pay for a common ordinary cow. Neither can you get well-bred strawberry plants with a big fruiting and big profit record at the same price of common ordinary plants.

The prices we are quoting this year on Kellogg genuine Thorobred strawberry plants are lower than ever before and with such low prices, is it worth while to worry at all about the price you pay for plants? You get a big difference in heavy fruiting quality at only a very small difference in price, and in many cases inferior plants are to be found priced even higher than Kellogg's. With these new low prices there is no reason for using the inferior plants that are so costly in the end. Plant the best and grow the biggest possible crops and make the biggest possible profits.

Thorobred Stock Pays Big Profits

Strawberry plants and other fruit plants, like Thoroughbred cows and chickens, can be made to produce extra heavy crops of fine, big red berries by proper selection of mother plants. The fruiting quality is born in the plant and is greatly strengthened by proper methods in growing your Kellogg Thorobred Strawberry Plants. Thoroughbred, heavy fruiting strawberry plants are just as important to the berry grower as Thoroughbred, heavy producing milk cows are to the dairyman. In either case, the profits are determined by the quantity and quality of the berries and milk.



Kellogg's

TRADE-MARK

Big Sweet

(Wayzata)

Bi-Sexual.
Fruits Alone.

Everbearing Strawberry

New records for sweetness . . .
new beauty of color and shape . . .
new large size . . . new records for
heavy bearing and profits . . . new
value for market. This is the amaz-
ing new Strawberry that has come
from Minnesota, the land of
hardy, dependable Strawberries.

DELICIOUSLY SWEET. Here
is the sweetest and most delicious
of all everbearing strawberries.
Flavor is sugary. Berries fairly melt
in your mouth. Delicious for fresh-

from-the-vine eating.

BEARS HEAVILY. Makes a continuous
red display of berries the first year from
about August first to nearly November first,
two more extra large crops second year.

**BEAUTIFUL SHAPE, BEAUTIFUL
COLOR.** Berries extra large, very dark red,
true top shape. Delight the eye and attract
buyers at good prices.

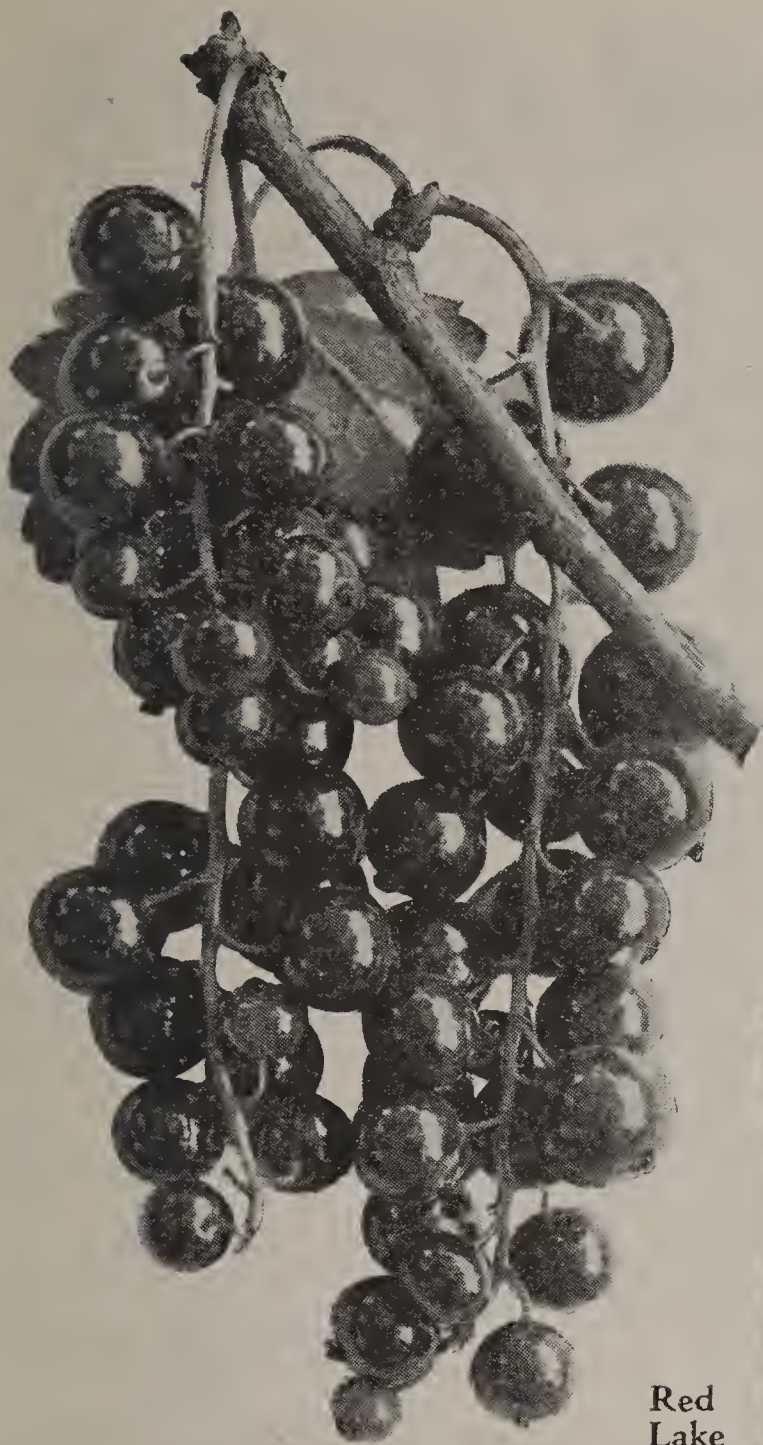
**HEALTHY VIGOROUS
GROWER.** Plants tall and bushy,
large healthy leaves; makes just
enough runners for a good fruit-
ing row. This saves labor, with
bigger crops of better berries.

BERRIES FIRM AND SOLID.
Now market growers can improve
their profits with "Big Sweet." The
berries stand marketing just like
standard varieties. Another step
forward in the field of everbearers.

**Rush your order for Kellogg's
Big Sweet. We have less than
40,000 of these plants. This means
you must hurry.**

Prices 25 for \$1.71; 50 for
\$2.85; 100 for \$3.36; 200 for
\$6.21; 300 for \$8.46; 400 for
\$10.71; 500 for \$12.96; 1,000
for \$22.50.

New Currant Red Lake

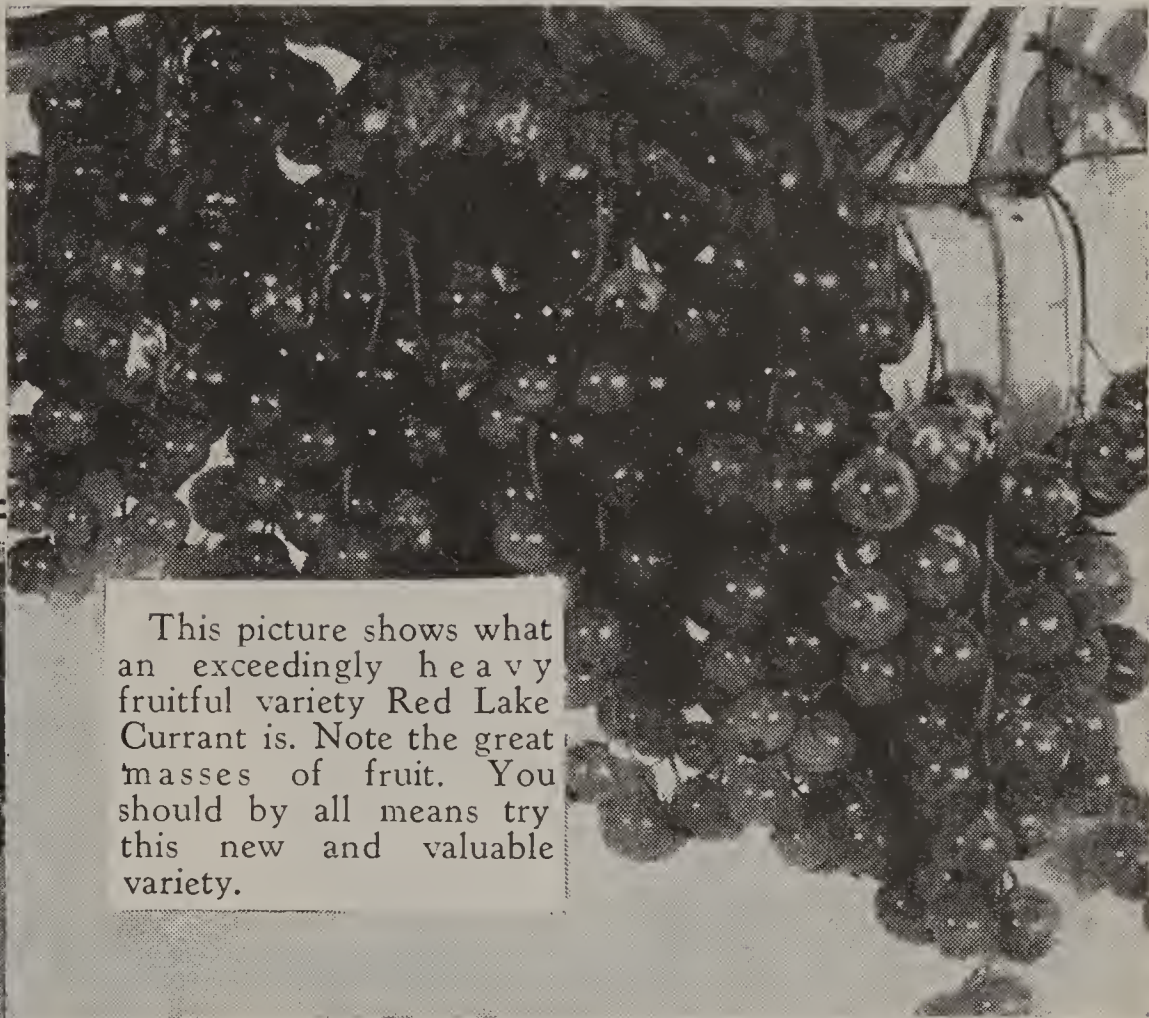


Red
Lake

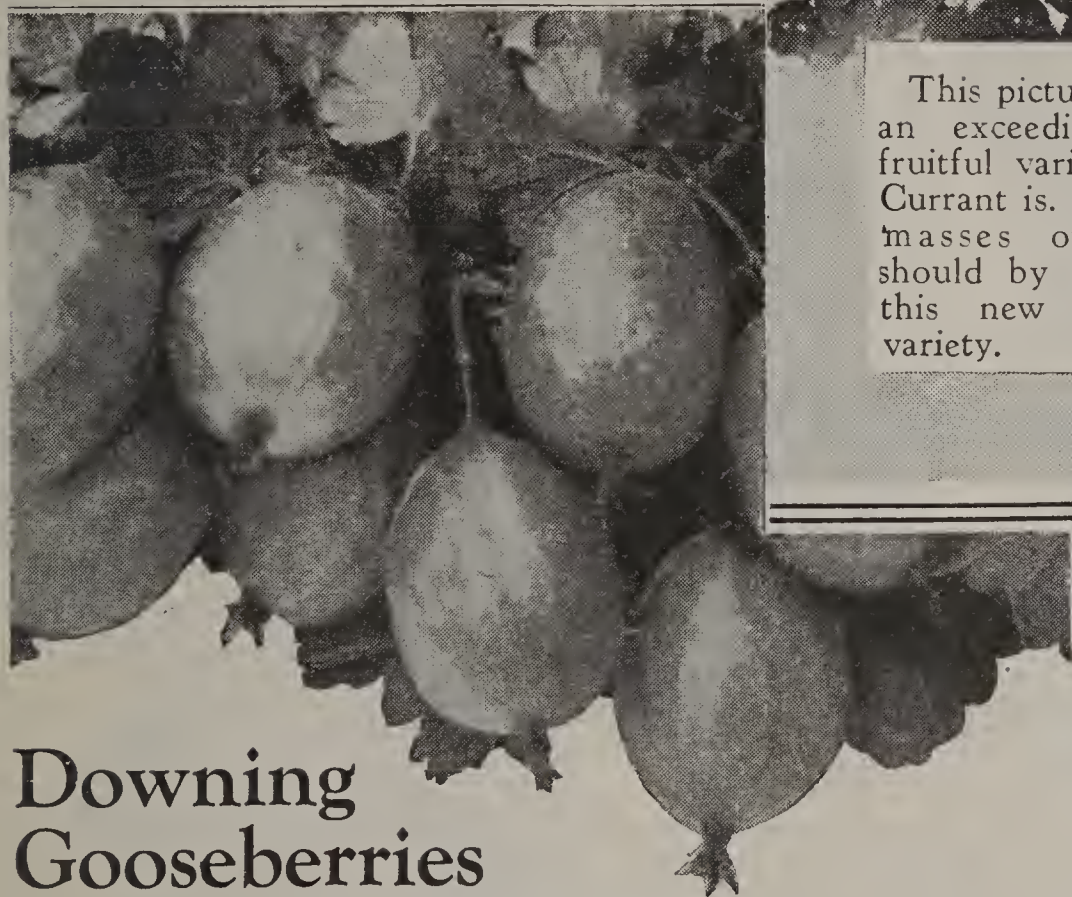
Here is a brand new currant that stands head and shoulders above any variety formerly grown. The berries are big and the bunches long and well filled to the tip and the exceptionally long stems make them very easy to pick. The bushes are thrifty and extremely productive. Little old Currants can now be discarded to make room for Red Lake. It's easy to grow and you will enjoy picking the big, long bunches. Ripens early mid-season, but holds on over a long period so it can be used or marketed as desired. It brings top prices on the market and is a splendid money-maker. Originated in the northwest where hardiness is essential and it is hardy. We suggest you order early as the supply is limited. **PRICES**, 1 for 45c; 3 for \$1.00; 10 for \$3.00; 25 for \$6.75.



**Kellogg's for Those
who Want the BEST**



This picture shows what an exceedingly heavy fruitful variety Red Lake Currant is. Note the great masses of fruit. You should by all means try this new and valuable variety.



Downing Gooseberries

PIES!—JAM!—MONEY!

Let's have a nice gooseberry pie and some jam—and let's have a little profit, too. Gooseberries are a good money-maker and if you like gooseberry pie and jam, you should have 2 or 3 bushes in your back yard.

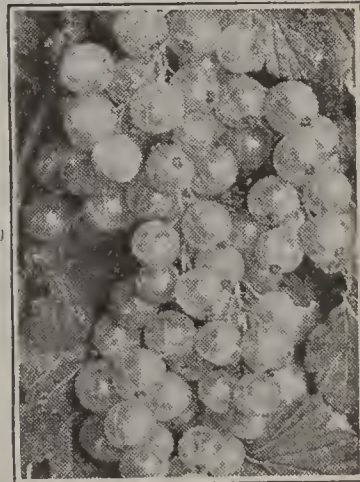
Downing Gooseberry is the most handsome and useful Gooseberry grown. Fruit large and green with yellowish cast when fully ripened. Splendid for cooking and table use. You can't beat Downing. **PRICES**: 1 for 38c; 2 for 65c; 10 for \$2.95; 25 for \$6.65.

Perfection Currant

Often called the Wonder Currant. Extra large, bright red fruit. Very heavy bearer. Bunches always well filled to the end. Commands a premium on the market. Best of all Reds.

PRICES, 2-year plants, 1 for 31c; 3 for 85c; 10 for \$2.25; 25 for \$4.95.

NOTE: Orders for Gooseberries and Currants should be sent in early. Not shipped after May 10th, because of their advanced condition at that time.



Kellogg's Grapes

Everyone loves grapes and everyone should eat them because they are one of the most healthful fruits. Can be grown with less work and less attention than most any other fruit. Plant in back yard, along a fence, or make a grape arbor over a walk. Plant Kellogg's grapes and have bushels of red, black, blue and white delicious grapes all season. Plant this spring and have your own grapes next year.



Fredonia

Umm! What a treat awaits you in Fredonia Grape. Fine, large, plump, juicy! Two weeks earlier than Worden! This new variety threatens to displace all other Black Grapes. Supply limited, order now. **PRICES:** 1 for 40c; 3 for \$1.00; 6 for \$1.85; 12 for \$3.48; 25 or more, 27c each.

CATAWBA. (Red). Heavy producer of large amber-red fruit. Most dependable of all late red grapes.

DELAWARE. (Red). Hardy grower, heavy producer. The most deliciously flavored table grapes you ever tasted.

NIAGARA. (White). Most popular white grape. Large bunches. Hardy grower. Succeeds everywhere. Sweet and delicious.

WORDEN. (Black). Very hardy, healthy and productive. Fruits early, surpassed by no other variety. Very popular family grape.

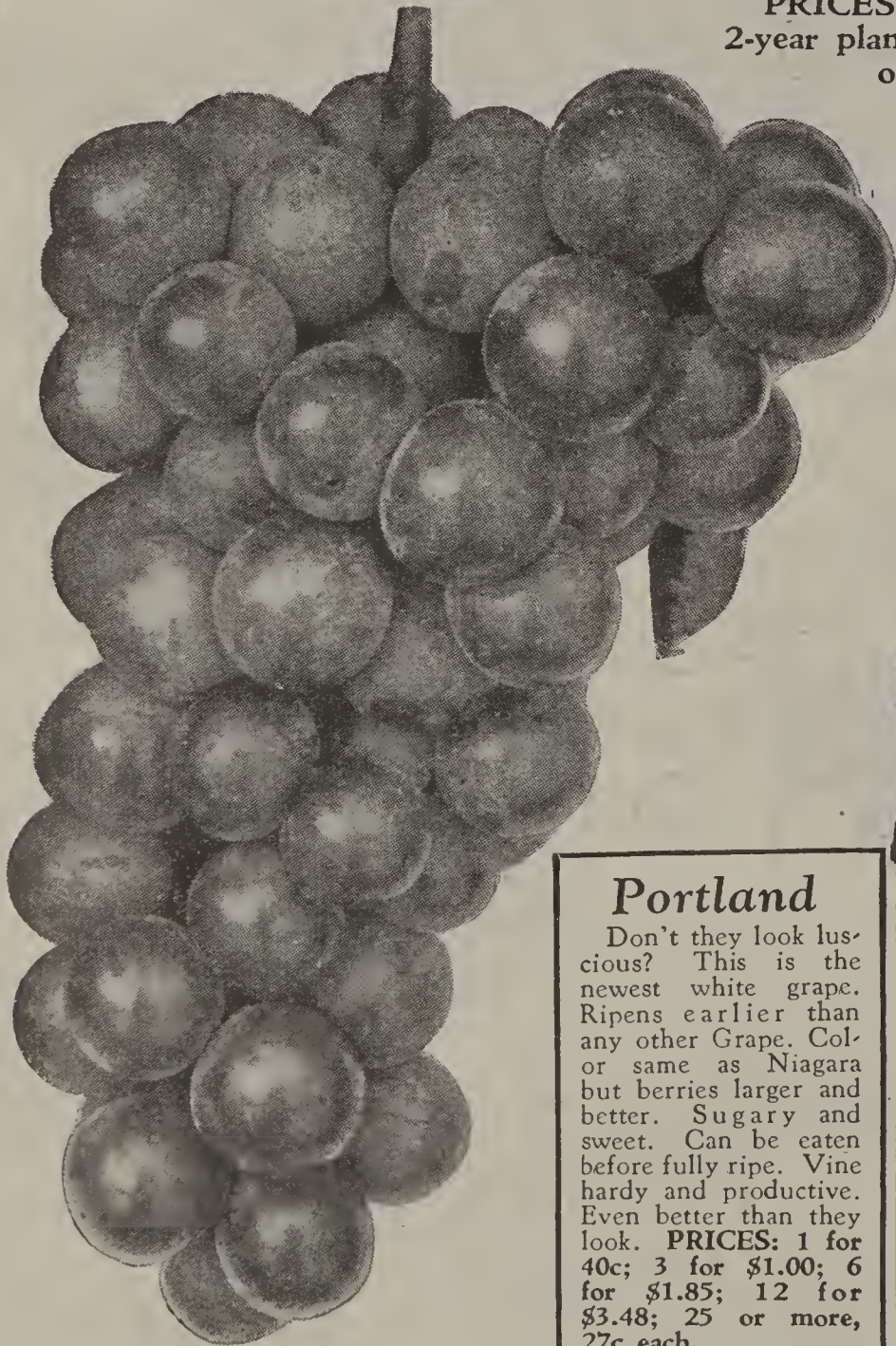
MOORE'S EARLY. (Black). One of the earliest black grapes. Peculiar sweet flavor. Hardy, good bearer.

PRICES: All Grapes above, excepting those shown in pictures, 2-year plants, 1 for 22c; 3 for 59c; 6 for \$1.10; 12 for \$2.15; 25 or more at 14c each.



(Picture at right)

Delectable, juicy morsels full of sweet nectar. Caco is an extra early, sweet, large Grape with long compact bunches. The finest of all Red Grapes. Try it! **PRICES:** 1 for 40c; 3 for \$1.00; 6 for \$1.85; 12 for \$3.48; 25 or more, 27c each.



Portland

Don't they look luscious? This is the newest white grape. Ripens earlier than any other Grape. Color same as Niagara but berries larger and better. Sugary and sweet. Can be eaten before fully ripe. Vine hardy and productive. Even better than they look. **PRICES:** 1 for 40c; 3 for \$1.00; 6 for \$1.85; 12 for \$3.48; 25 or more, 27c each.

Sheridan

Luscious! Luscious! Luscious! More delicious, richer, and better than Concord. One week later. Fine for eating, fine for market. Has excellent keeping quality, having a thicker skin than Concord. Extra fine for shipping. By all means try Sheridan. Latest Grape known. **PRICES:** 1 for 40c; 3 for \$1.00; 6 for \$1.85; 12 for \$3.48; 25 or more, 27c each.





CACO
RED
See
descrip-
tion at
left.



For Those
Who Want
The Best

Kellogg's Big 4

This fine planting of grapes will give you all the luscious fruit you can eat. You get 1 each of the four varieties pictured.

- 1 Caco. Red\$0.40
- 1 Fredonia. Black40
- 1 Portland. White40
- 1 Sheridan. Black40

Total Value\$1.60

FINE TWO-YEAR PLANTS
Special Price\$1.24

Grape
Arbor
Special
Only \$ **1.24**



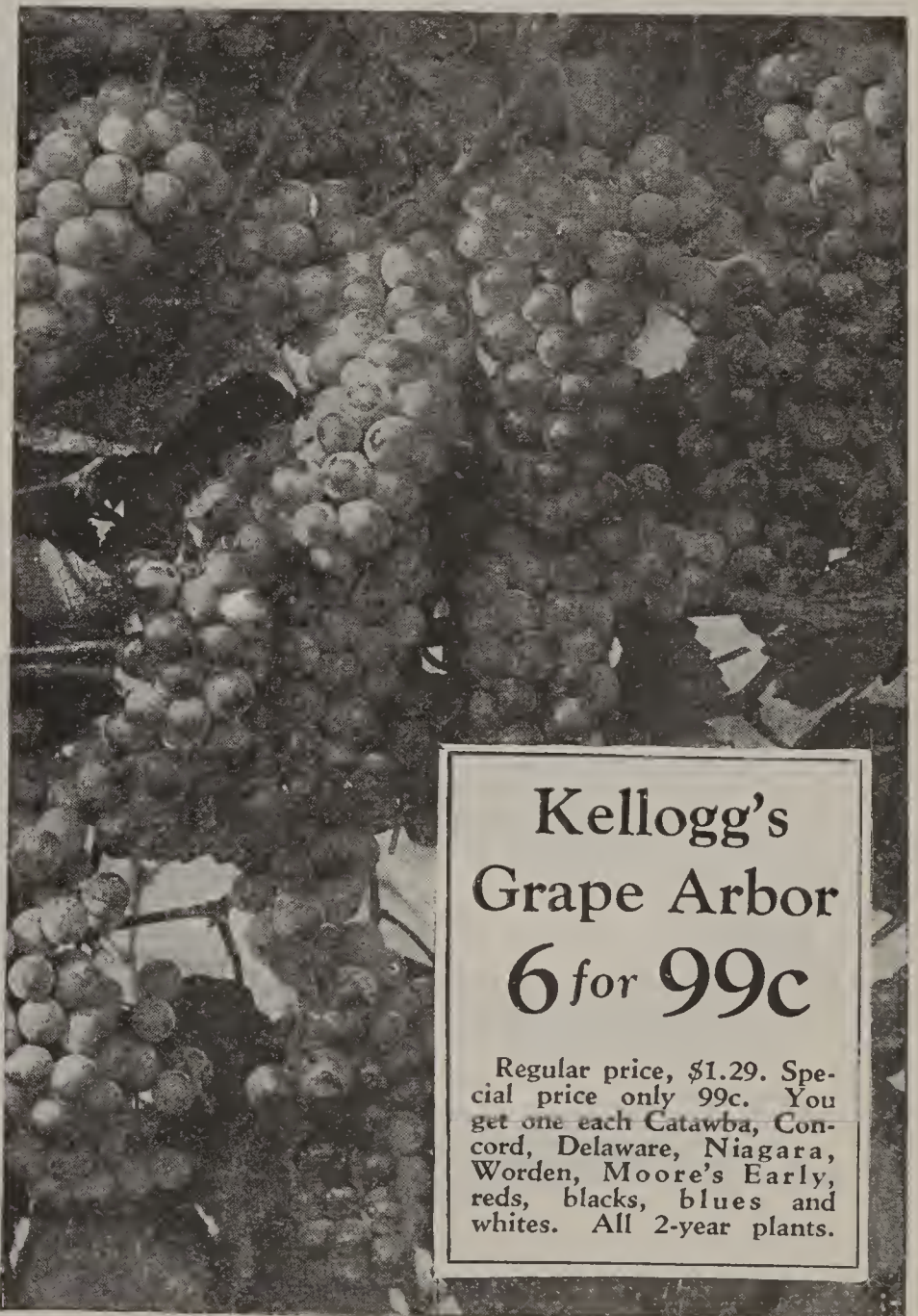
Kellogg's Vineyard

This Kellogg's Vineyard is the ideal start for the person who wants to make money with grapes. All the varieties included are money-makers. Big 2-year, top grade plants.

- 6 Concord. Black\$0.75
- 6 Catawba. Red 1.10
- 6 Worden. Black 1.10
- 6 Niagara. White 1.10
- 6 Delaware. Red 1.10

Regular Price\$5.15
Special Price 3.59
YOU SAVE 1.56

Price
Only
\$3.59



Kellogg's
Grape Arbor
6 for 99c

Regular price, \$1.29. Special price only 99c. You get one each Catawba, Concord, Delaware, Niagara, Worden, Moore's Early, reds, blacks, blues and whites. All 2-year plants.

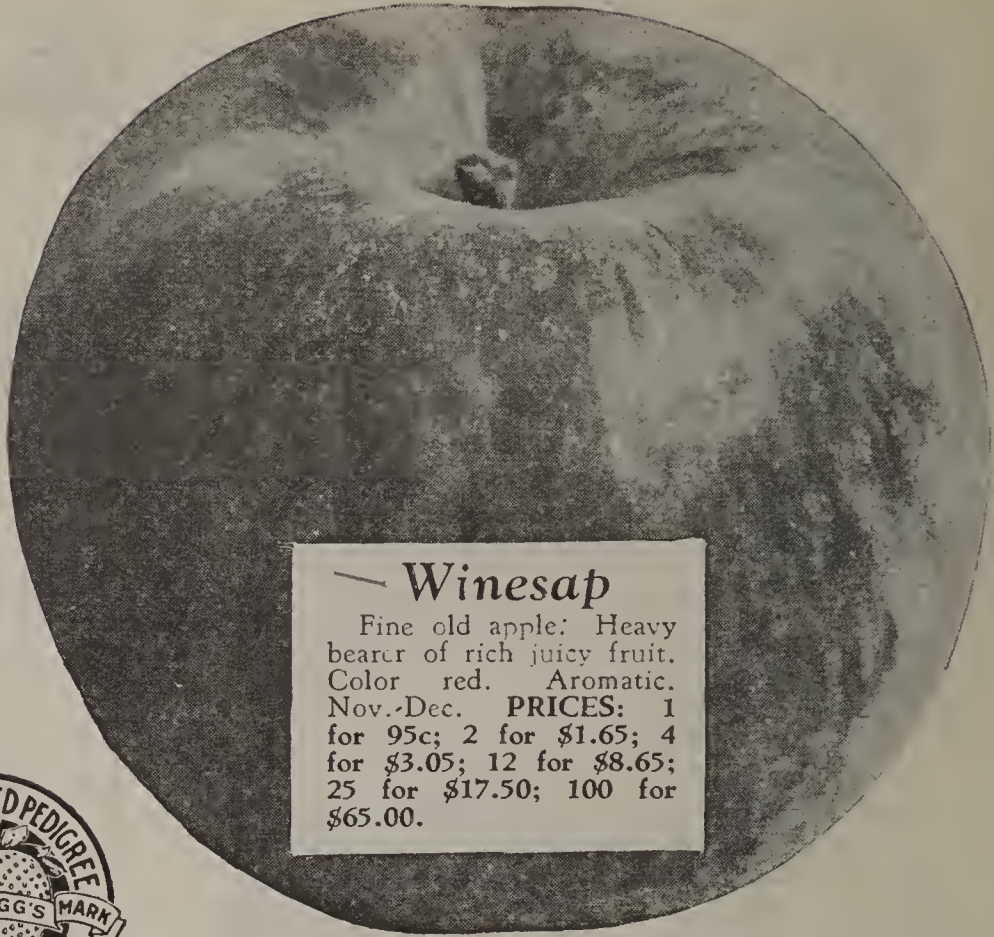
Special!

Order both grape arbors above, Kellogg's Big Four Arbor with four plants, and Kellogg's Grape Arbor with six plants, and will give you all 10 for

Only \$2.10



McIntosh Red
 Large crimson fruit, slightly acid. An extra good keeper and shipper. Greatly in demand by leading orchardists. October. **PRICES:** 1 for 95c; 2 for \$1.65; 4 for \$3.05; 12 for \$8.65; 25 for \$17.50; 100 for \$65.00.



Winesap
 Fine old apple: Heavy bearer of rich juicy fruit. Color red. Aromatic. Nov.-Dec. **PRICES:** 1 for 95c; 2 for \$1.65; 4 for \$3.05; 12 for \$8.65; 25 for \$17.50; 100 for \$65.00.



Planting Instructions FREE with every Order

For Those Who Want The Best

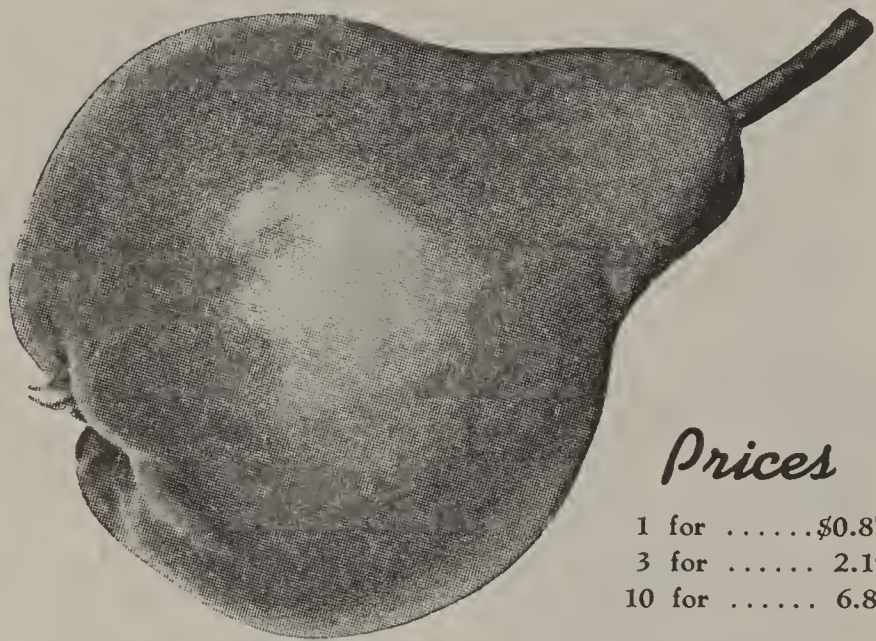
Kellogg's

Apples represent a permanent investment which can be made to yield a tidy income. The amount depends not alone upon care but upon the quality of trees planted. We offer only first class, rigidly inspected trees, true-to-name and especially selected for hardiness and productiveness. Plant 32 to 40 feet apart.

Pictures are shown here of a few. Other varieties, just as good, are listed below:

DARK RED NORTHERN SPY. Genuine Northern Spy of vivid red. Top price, all markets. Extra good keeper and shipper.

FAMEUSE. (Snow Apple). Famous for years for eating and cooking. Medium sized deep red. Flesh pure white. Tart and good. October.



Prices

1 for\$0.87
 3 for 2.19
 10 for 6.80

Orange Quince

SPECIAL!
 1 Orange Quince \$0.87
 1 Apricot87
 Total Val. \$1.74
\$1.54
 Special Pr.

Every home owner should have a quince tree for jellies, preserves, quince honey and other uses. And a fruit grower should have them for profit for there are many home owners who do not have room for a tree of their own and yet like the fruit. **PRICES:** 1 for 78c; 3 for \$2.19; 10 for \$6.80.

Grow Apricots

Apricots home grown are delightful and make good money for the fruit grower. See page 35 for picture and further description. **PRICES:** 7/16" caliper. 1 for 87c; 3 for \$2.19; 10 for \$6.80.





Baldwin
 Large, bright red fruit, with faint specks. Juicy and acid. One of the best for desserts. December. **PRICES:** 1 for 95c; 2 for \$1.65; 4 for \$3.05; 12 for \$8.65; 25 for \$17.50; 100 for \$65.00.



Dark Red Jonathan
 Like Jonathan except even deep red in color. Prolific. Bears while real young. Nov. **PRICES:** 1 for 95c; 2 for \$1.65; 4 for \$3.05; 12 for \$8.65; 25 for \$17.50; 100 for \$65.00.

2-yr. Apples

Special!

\$4.75
value

One each of the five Apples pictured (McIntosh Red, Winesap, Baldwin, Dark Red Jonathan, Dark Red Delicious) five in all,

Yours for Only \$3.65

HYSLOP CRAB. A good all-purpose Crab Apple. Large fruit. All over red. August.

MAIDEN BLUSH. Late summer. Large yellow with red cheek. Tart and good. August-September.

RED ASTRACHAN. Bright red. Delightful tart flavor. July-August.

SWEET BOUGH. Large, pale yellow. Flesh white, juicy, sweet. The best summer sweet. August.

YELLOW TRANSPARENT. Earliest standard eating Apple. Fruit large yellow. Flesh white and tender. Makes fine sauce or pies. July.

PRICES: 7/16" to 9/16" caliper and up, all apples listed above, 1 for 95c; 2 for \$1.65; 4 for \$3.05; 6 for \$4.45; 12 for \$8.65; 25 for \$17.50; 100 for \$65.00.

Apple Trees for Beauty

Remember your childhood days when you used to climb the old apple tree, and pick the windfalls joyously beneath it? And what a beautiful thing it was when in bloom!

There is no reason in the world why apple trees cannot be used for part of your landscaping. They lend beauty and a romantic touch and recall those delightful memories of childhood while at the same time they supply you with delicious fruit. "In the shade of the old apple tree" was the title of one of the most popular songs ever written, just because the old apple tree had such a universal and romantic appeal. Plant an apple tree today or two or three of them.



Dark Red Delicious
 Best for market—ideal for home orchards. Deep, deep, rich red with all the juicy goodness of its parent. The buyer will always pay a premium for color. Plant Dark Red Delicious and reap the extra profit. Sturdy. **PRICES:** 1 for 95c; 2 for \$1.65; 4 for \$3.05; 12 for \$8.65; 25 for \$17.50; 100 for \$65.00.

Yellow Delicious

A fine, mild eating apple, and at the same time a good cooking variety. Shape similar to Red Delicious but beautiful golden yellow in color. Trees vigorous and productive, bear when young. November, December. **PRICES:** 1 for 95c; 2 for \$1.65; 4 for \$3.05; 6 for \$4.45; 12 for \$8.65; 25 for \$17.50; 100 for \$65.00.

New Anoka Apple

Set in
Spring
1938

The year of planting is the only year that the Anoka does not bear fruit.

July
1939

You receive some apples one year after planting.

And now — only two years after planting — you receive a big full-sized crop.

July
1940

Bears quickly — One year after planting — The earliest and heaviest bearing apple in the world — 8 crops of apples at only 10 years old — Hardy in all climates — Highest quality, delicious fruit.

Anoka's first growing season—the year you plant—is the only year that you will not receive fruit. One year after planting you will receive enough Apples for eating purposes and two years after planting you will receive your first fine, large, full-sized crop. Where else can you find an Apple that will duplicate this performance?

Anoka bears fruit in July and August. It is the earliest fruiting Apple known. Now, you can have delicious apple pie, apple dumplings and cool, sweet, eating apples right in mid-summer.

Anoka is an exceedingly prolific fruiter. Professor N. E. Hansen, head of the Department of Horticulture, State College, S. Dakota, says:

"Anoka is a heavy annual bearer under ordinary circumstances. It bears after one year in the nursery. John Robertson, orchardist of Hot Springs, South Dakota, President of the South Dakota State Horticultural



ANOKA Fruiting Heavily Two Years After Planting

Society, sent me a photograph of his Anoka Apple seven feet high bearing two bushels of apples."
N. E. Hansen.

Anoka is perfectly hardy and will survive the winter in all climates. It was originated in the Dakotas where winter winds are icy cold and where the thermometer's mercury shivers close into the bulb as if trying to escape the frigid blasts.



ANOKA APPLE: Note the fine, beautiful shape, the glossy, beautiful skin. Doesn't this Apple simply invite you to eat it? Anoka is one of the finest treats that Nature ever produced.

Eight big crops of Apples at only ten years old is the wonderful record that Anoka has made. Anoka is attracting world-wide attention because of its heavy, early, and quick fruiting and because of its high quality fruit. The fruit is better than such varieties as Duchess. It is a most welcome early summer eating Apple. In flavor it is one of the very best. The Apples are of good size, well formed and beautifully colored, worthy of a place in your yard, garden or orchard. Beautiful upright grower as shown in picture. A few of Kellogg's Anoka Apple trees will solve your Apple prob-

lems. Order at least one and be a year ahead of your friends. There's plenty of room in your back yard.

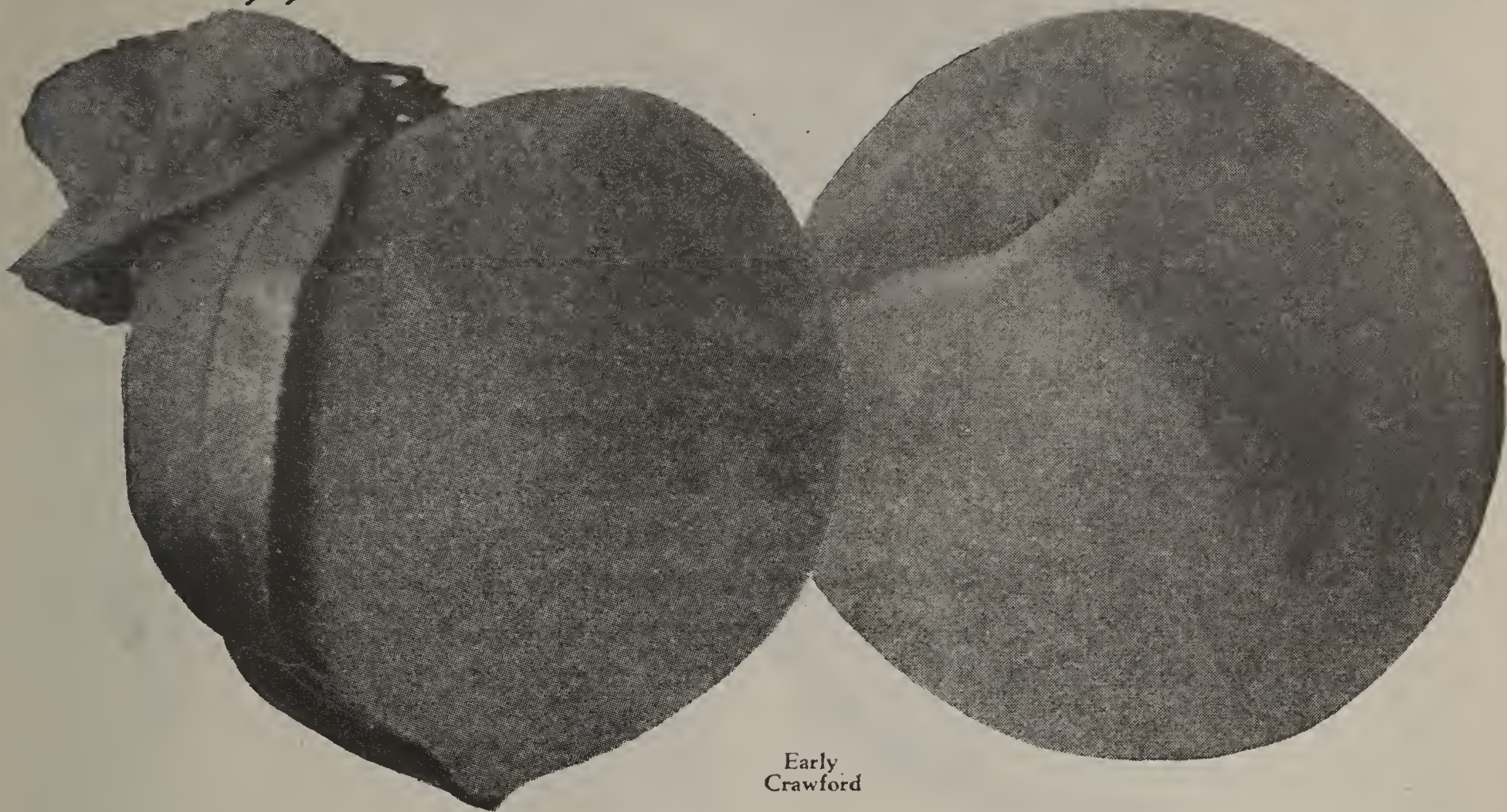
ANOKA PRICES

All trees 7/16" caliper and up; all well branched; heavily rooted and healthy; guaranteed to reach you in good growing condition—guaranteed true-to-name.

1 tree	\$1.00
2 trees	1.85
4 trees	3.50

**Order Early!
Supply Limited!**

Kellogg's Finer and Better Peaches



Early
Crawford

All know the deliciousness of Peaches and nearly everyone knows how profitable they are to the grower. Bear usually the third year after planting. Used by many as fillers in apple orchards. Little care is required in the cultivation of this luscious fruit and it can be grown upon almost any kind of soil. Plant 15 to 18 feet apart.

EARLY CRAWFORD. Magnificent large, yellow freestone Peach. Fine for eating or table use. A fine canner. Early September.

ELBERTA. Large, oval-shaped, yellow freestone. Red cheek. Prolific and hardy. The leading market variety. Middle September.

GOLD DROP. The sweet, rich apricot flavor, golden flesh and smooth blushing gold skin of Gold Drop will delight you. Hardy. Productive. Freestone.

J. H. HALE. The king of freestones. Flesh yellow and sweet. A good canner and shipper. Without doubt the largest commercial freestone Peach. Early September.

SOUTH HAVEN. Exceptionally fine flavor. Flesh yellow and sweet. Its showy exterior combined with its earliness makes it a real money-maker. Freestone. September 1st.

CHAMPION. The very best early white-fleshed freestone. Rich and juicy. Highly colored cheek. A favorite eating Peach. August.

PRICES All Peach trees above, 7/16" caliper; 1 for 75c; 2 for \$1.25; 4 for \$2.25; 6 for \$3.25; 12 for \$6.00; 25 for \$12.00; 100 for \$45.00.

*For those who
want the best*

For 50 years Kellogg's has been known for the best that can be grown. The whole Kellogg nursery has been built up on the idea that the fruiting quality of the plants is the fruit grower's most important problem. Without plants of the highest quality, that are capable of responding to the labor and fertilizers you give them, your efforts will be useless. You will only be caring for non-productive vagabonds. Worker-plants and trees—stock that will match your own efforts with their own productivity—cost little, if any, more in the beginning, and they are far cheaper in the end.

Early
Elberta



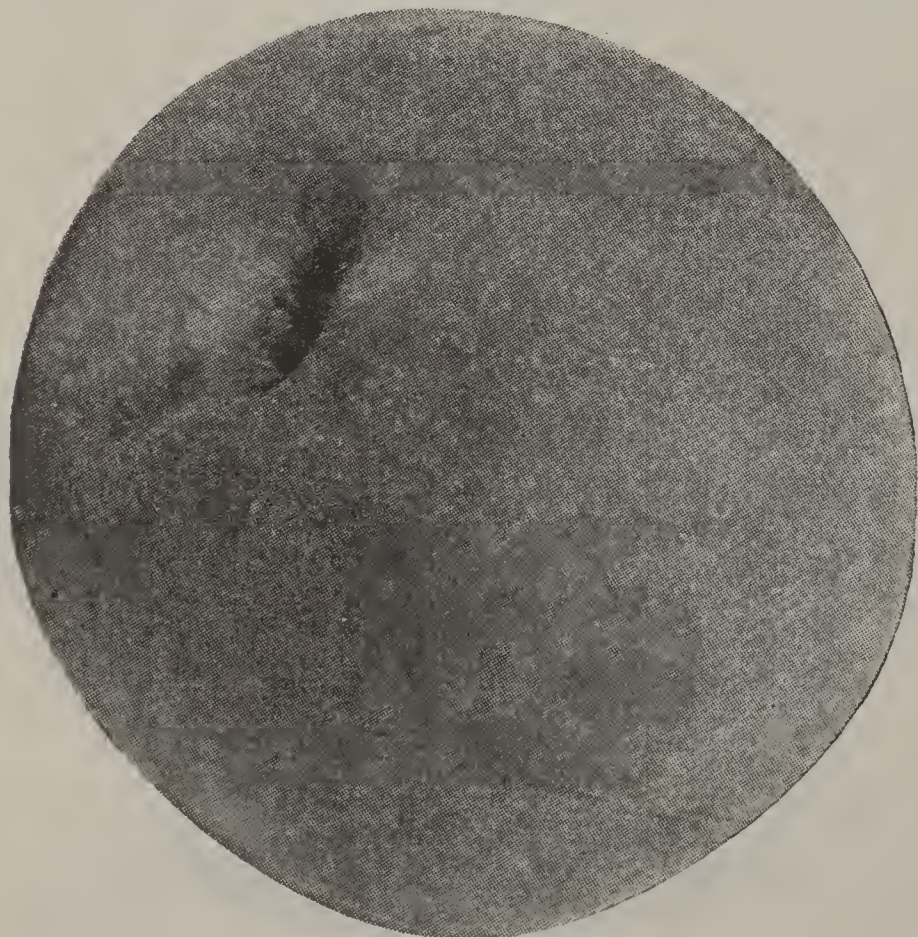


New and Better Peach "GOLDEN JUBILEE"

Wide-awake fruit growers take notice. Here is a new and better Peach that you simply must try. It is extra early, freestone, and has all the quality and beauty necessary to make it profitable on the market. Appetizing appearance—that's what makes fruit sell, and Golden Jubilee surely has it. Then, too, you must have large size and beautiful color—Golden Jubilee has those qualities. It is a beautiful golden yellow with a nice red cheek and, furthermore, it is no disappointment when eaten. Flesh is extra fine texture, juicy and sweet.

Golden Jubilee is just as hardy as Elberta, and perfectly fertile.

PRICES: 1 for 65c; 3 for \$1.65; 10 for \$4.75; 25 for \$10.50; 100 for \$37.50.



This new Peach threatens the supremacy of many old favorites. Its name is

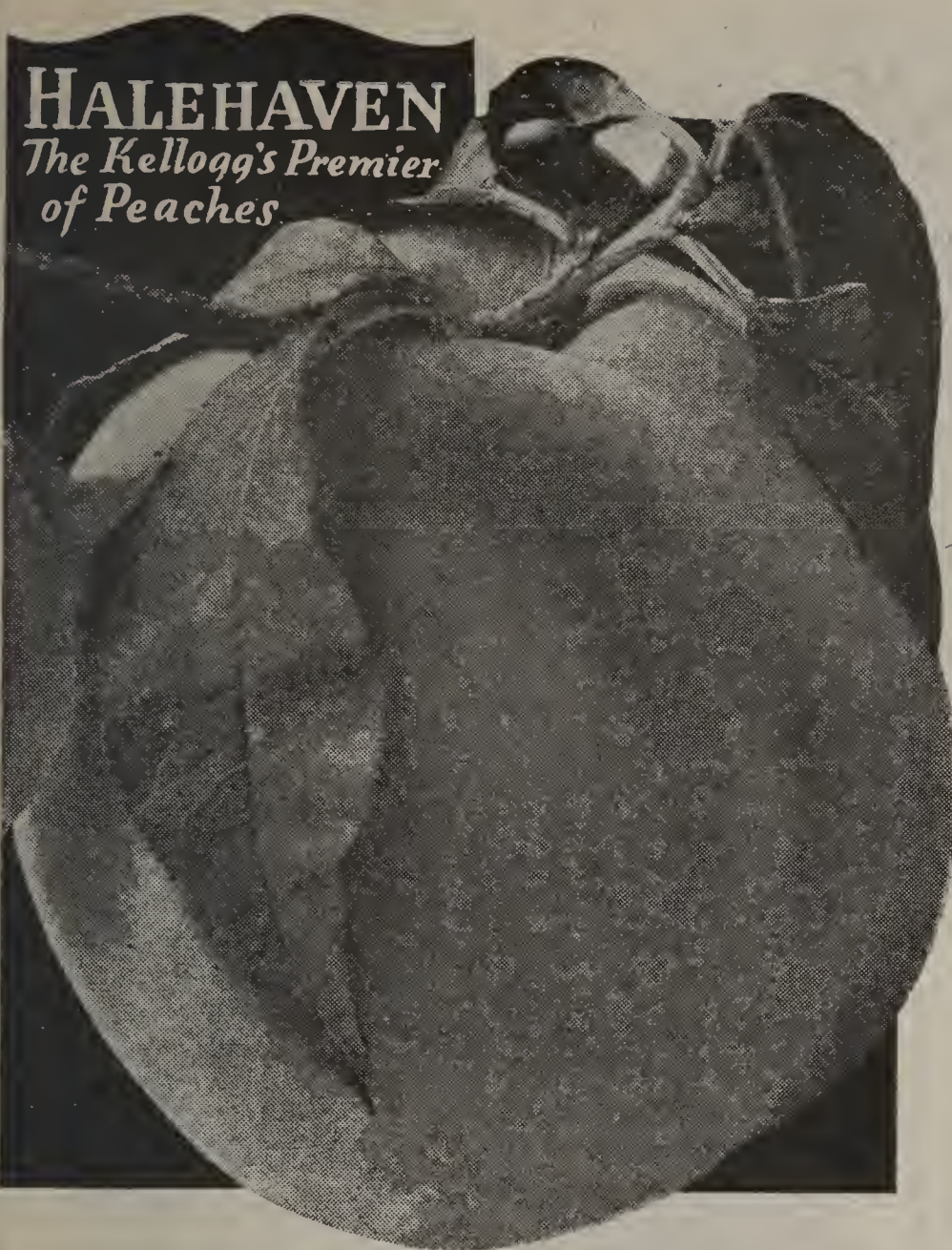
☀ **SUN-GLO** ☀

Here is a fine new variety that every fruit grower should try at once—several trees. Sun-Glo is an unusually heavy fruiter and the fruit has an excellent flavor, large size, and extra fine quality together with unusual hardiness and commercial qualities; there is seldom a year that it fails. Very closely related to the famous South Haven and is expected to surpass South Haven.

Fruit is well formed, thick-skinned, uniform in size; color deep yellow with red cheek. Freestone. Ripens two weeks or more earlier than Elberta, just when the prices are highest.

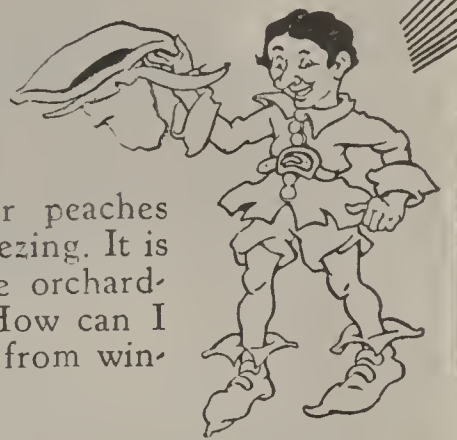
PRICES: 1 for 90c; 3 for \$2.25; 10 for \$6.50; 25 for \$13.95; 100 for \$49.75.

HALEHAVEN
The Kellogg's Premier
of Peaches



*Jack Frost takes
off his Hat*

to this fine peach because he seems unable to touch it. Has produced big crops when other peaches were killed by freezing. It is the answer to the orchardist's problem—"How can I keep my peaches from winter-killing?"



HALEHAVEN PEACH. This new peach has two of the greatest peaches of all time for parents—the famous J. H. Hale and South Haven varieties. Originated at Michigan State Experiment Station, South Haven. Often bears second year after planting.

Halehaven now takes the same important place among peaches that Kellogg's Premier occupies among strawberries—an early, heavy yielding, frost-resistant variety. Two weeks earlier than Elberta. Hardy! Comes through when others fail.

The flesh of Halehaven is thick, wholesome, and delicious—perfect freestone. Sells at high prices. **Money-maker!**

HALEHAVEN PRICES

7/16" Caliper

1 for\$ 0.65	25 for\$11.50
3 for 1.79	100 for 42.00
10 for 5.18		

Kellogg's Plums

ABUNDANCE. Sturdy, upright growing tree. Fruit large, pinkish red. Bears young. Ripens August.

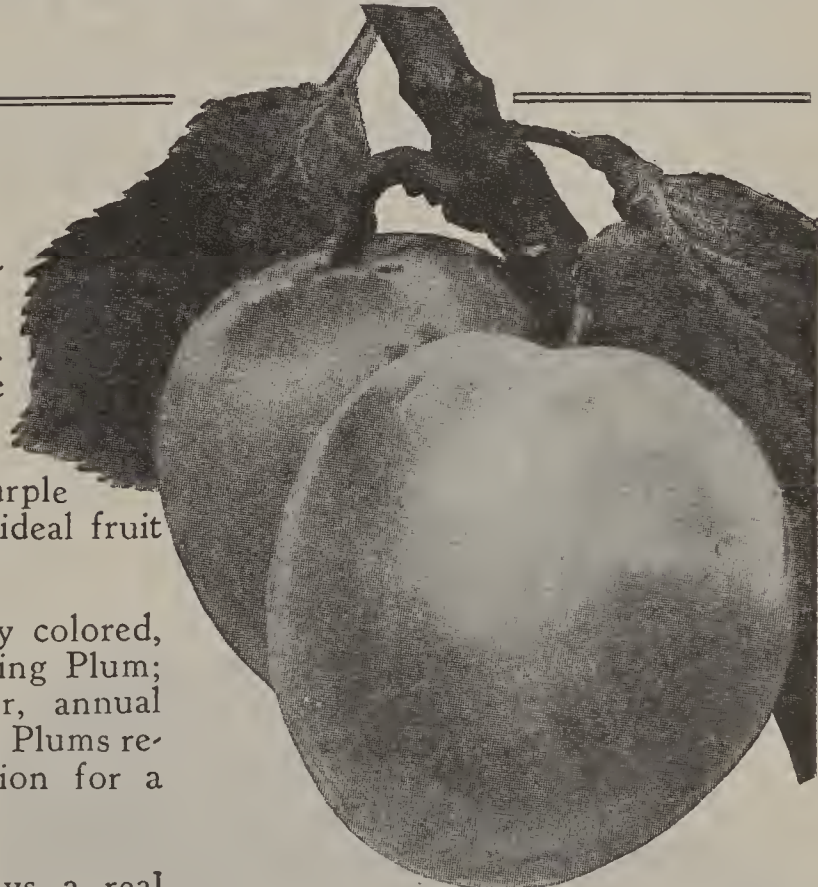
BURBANK. Tree grows rather flat, which makes picking easy. Very hardy and bears at an early age. Fruit large, red. Late August.

FELLENBERG. (Italian). Good sized purple Plum. A good canner and an ideal fruit for drying. September.

GRAND DUKE. Beautifully colored, large purple, late shipping Plum; meaty flesh. A regular, annual and abundant cropper. Plums remain in good condition for a long time.

GREEN GAGE. Always a real favorite, either for canning or table use. Its high sugar content makes it one of the most economical sorts. September.

LOMBARD. Medium size. Fruit red. Very productive. This is a leading market variety and is grown extensively wherever Plums are known. Late August.



PLUM PRICES

(All Plums above—7/16" Caliper)

1 for\$ 0.95	25 for\$15.75
3 for 2.37	100 for 57.00
10 for 6.87		

Kellogg's Cherries

Cherries offer a combination of benefits to the grower not existent in any other fruit. They come into bearing quickly and bear abundantly. They are hardy and their fruit is in big demand. Plant cherries on well drained soil, about 18 feet apart.

Sweet Cherries

BLACK TARTARIAN. These are the large, rich, black Cherries that everyone loves so well. Sweet and delectable. They are very popular and a quick money-maker for all growers. June.

Follow the Arrow for more sweet cherries



Schmidt

ROYAL ANNE. Many prefer these pale yellow delicious beauties with their pretty red cheeks. The flesh is firm and tree is productive. July.

SCHMIDT'S BIGARREAU. Prized for its immense size. Fruit is deep rich black and flesh is dark inside. Extra fine flavor. Tree stocky. July.

WINDSOR. Valued for its lateness. Brings high prices. Fruit large and dark red. Tree a vigorous grower. An extra profitable market variety. Late July.

PRICES: 7/16" Caliper Trees

1 for. . \$1.25	4 for. . \$4.19
2 for. . 2.25	6 for. . 6.00



Black Tartarian



For Those Who Want the Best



Large Montmorency

Sour Cherries

Montmorency. The large red fruit is in big demand for canning and table use. A sure bearer under any ordinary conditions. Late June.

Early Richmond. The "English Pie Cherry." Fruit medium size, red and juicy. Tree is strong grower and bears young. June.

PRICES, 7/16" Caliper Trees

1 for. \$1.25	4 for. \$4.19
2 for. 2.25	6 for. 6.00

Kellogg's Pears

For those who want the best

Bartlett

Large, juicy, rich flavored. Fine to eat out of hand, universally recognized as best canning Pear. Tree strong grower and prolific bearer. Bears September. **PRICES:** 1 for \$1.15; 2 for \$1.95; 4 for \$3.55; 6 for \$5.15. More than 6 at 85c each.

Pears may be planted in almost any location but will thrive and produce best on heavy clay loam. If you have such a piece of ground, plant it to pears and you are assured a yearly income. Plant 20 feet apart.



All pear trees fine 7 16 inch caliper and up — safe arrival guaranteed.

Special!

- 1 Bartlett\$1.15
- 1 Clapp's Favorite 1.15
- 1 Seckel 1.15
- 1 Kieffer 1.15

Total Value\$4.60

\$3.47

Guaranteed

All pear trees and other fruit trees are covered by our guaranty.

Seckel

Small fruit, light russet, with red cheek. Very sweet and fine grained. Used extensively for pickling. Bears October. **PRICES:** 1 for \$1.15; 2 for \$1.95; 4 for \$3.55; 6 for \$5.15; more than 6 at 85c each.

Kieffer

Large yellow Pear noted for its keeping quality. Tree very fast grower and bears young. Bears Oct.-Nov. **PRICES:** 1 for \$1.15; 2 for \$1.95; 4 for \$3.55; 6 for \$5.15; more than 6 at 85c each.

Clapp's Favorite

Very large and handsome Pear. Yellow with red cheek. The best of the large early Pears. Fair canner if picked before too ripe. Bears August. **PRICES:** 1 for \$1.15; 2 for \$1.95; 4 for \$3.55; 6 for \$5.15; more than 6 at 85c each.

Write Your Name

on

The check on the next page when filled in with your name and address, and when accompanied by a cash order amounting to \$5.00 or more is good in your favor to the value of \$1.00 per terms stated below.

This Check and Make It Yours!

To gain the benefit of the free check simply send us a cash order amounting to \$5.00 or more and then you may select an additional \$1.00 value from this catalog and send the check in payment. Stock purchased by this check is covered by our regular guaranty below.

THIS CATALOG ONLY

This free check can be used only on orders for nursery stock from this catalog. It does not apply to orders from our "Garden Beauty Book." However, we make a similar offer in the "Garden Beauty Book" and if you send a \$10.00 order, part from the "Garden Beauty Book" and part from this catalog you may take advantage of both offers, and get a \$2.00 value free. Write for a free copy of "Garden Beauty Book" if you haven't one.

GUARANTY

We guarantee all stock to be just as represented or orders refilled free. We also guarantee all plants, trees, and other stock to reach you in good growing condition or orders refilled free, providing complaints are made immediately upon receipt of plants. Should no report be made within 10 days after receipt, it shall be mutually assumed that plants are satisfactory and no refill is warranted. Do not return plants unless so instructed by us.

Continued growth depends upon soil and climatic conditions, proper planting and care given plants—conditions we cannot control—hence is not guaranteed. We will, however, replace plants at half price if reports are made before October 1st of current season. Refills will be made during current shipping season if reports are received in time; otherwise during following season. Plants and other nursery stock cannot be returned for credit and we accept no obligation in any event we are not liable for more than the purchase price of stock.

R. M. Kellogg Company

WATCH YOUR ORDER

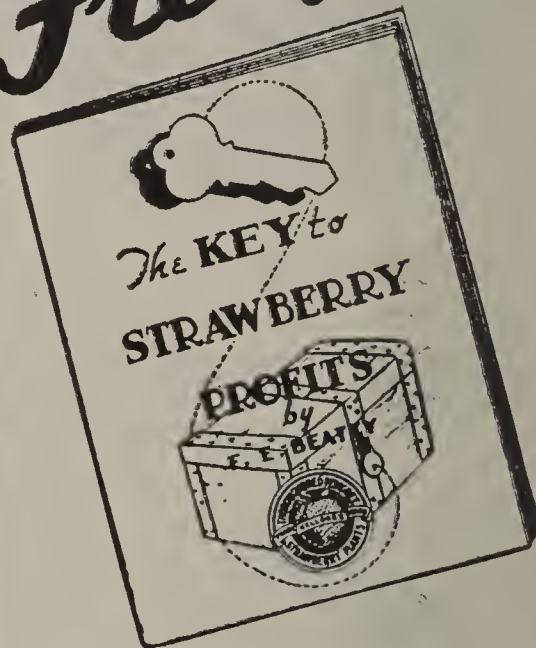
A \$4.85 order does not get the \$1.00 value free but by adding 15c more you make a \$5.00 order and get the \$1.00 value. 25c added to a \$4.75 order does the same and so on.

Free!

\$1.00 Value

The check is just as good as an actual cash dollar when properly used because it will purchase a full dollar value in the famous Kellogg Quality nursery stock.

Free!



Free!

With any order from this catalog amounting to \$2.00 or more providing you ask for it. This offer does not interfere with your use of the free check if your order amounts to \$5.00 or more.

"The Key to Strawberry Profits" is the most valuable book ever written on strawberries and other fruits. It was written by F. E. Beatty, the world's greatest strawberry expert, and is concise throughout—easily understood. 32 pages of good meaty information. A copy should be in the hands of every fruit grower. Don't forget to ask for it with your order. It will not be sent otherwise.

HOW TO ORDER

Please use order blank at right.

ORDER EARLY and have plants reserved. Early orders have preference at shipping time.

PAYMENT in full should accompany all orders of \$5.00 or less. With larger orders you may send one-third with order, balance when you want shipment. No C. O. D.

If there is no express office in your town, write name of nearest express town and distance from you.

SHIPPING TIME . . .



Best to leave shipping time to us and we will ship at planting time, but you may check the approximate time you want plants shipped, at right, and we will try to ship between the dates indicated. Check REGULAR if you want us to use our own judgment.

SEND MONEY by postal, express or bank money order, or registered letter. Unregistered currency sent at your risk. Add five cents for exchange on personal checks.

ALL MEMBERS OF A FAMILY should preferably order under one name.

SHIPMENT of most smaller orders, parcel post. Large orders usually by express.

OVER See Other Side

Order Blank

R. M. Kellogg Co.
Three Rivers, Michigan

C.....	A.....
St.....	B.....
.....	C. C.....
.....

Ship to: Name.....

Address.....

Town..... State.....

Express Office } Distance..... Miles

SHIP Mar. 15 to 31 Apr. 16 to 30 After May 10
 Apr. 1 to 15 May 1 to 10 REGULAR

WRITE OR PRINT PLAINLY

QUANTITY	Name of Shrub, Plant, or Flower	Dollars	Cents

If Necessary Continue Order on Other Side.

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

Date.....

Pay to write your name here

\$100

Address.....

KELLOGG CO. \$1 and 00 cts

R. M. Kellogg Company

S. J. Beatty
SECRETARY & TREASURER

This check is good only when accompanied by a cash order for nursery stock from Kellogg's catalog, "Great Crops of Strawberries and Other Fruits," amounting to \$5.00 or more. Check good only for ordering nursery stock from this catalog IN ADDITION to such order. Not more than one check good on a single order. Void after May 31, 1938. NOT CASHABLE.

By.....

Quantity	Name of Shrub, Plant or Flower	Dollars	Cents
	Amount Brought Forward		

Continued From Other Side

IF YOU SPECIFY METHOD OF SHIPMENT we will follow your instructions as far as possible, but it should be remembered that there is a size limit to parcel post shipments, and consequently most trees and other large items must go by express.

PLANTING INSTRUCTIONS free with each order.

CANCELLATIONS or changes not permissible during shipping season. Plants not returnable for credit.

ALL PRICES in this book expire June 30, 1938.

SHIPPING CHARGES. You are to pay shipping charges. On express shipments you pay express company upon delivery; on parcel post shipments you remit postage to us after shipment is completed, unless order is large, in which case we may ship C. O. D. for postage. We do not send small orders C. O. D. for postage, as this means unwarranted extra expense for you.

**DON'T
FORGET
\$1⁰⁰ value
FREE**

if your order amounts to \$5.00 or more. Use the free check on the other side.

Lucretia Dewberry



Early bearing—higher prices! Large berries—easier picking saves money! Practically free from disease—save spraying expense and trouble! Thrive in light, poor soils—easily grown! Productive—bigger profits! Fine for pies, shortcakes, canning or fresh from the bush—big demand.

Commercial growers, dip into the big profits flowing from Dewberries. Home gardeners, you'll like them, too.

We supply you with fine one-year plants.

PRICES, 1-Year Plants

12 for .. \$0.85	200 for .. \$4.00
25 for .. 1.35	300 for .. 5.70
50 for .. 1.95	500 for .. 9.00
100 for .. 2.75	1000 for .. 16.95



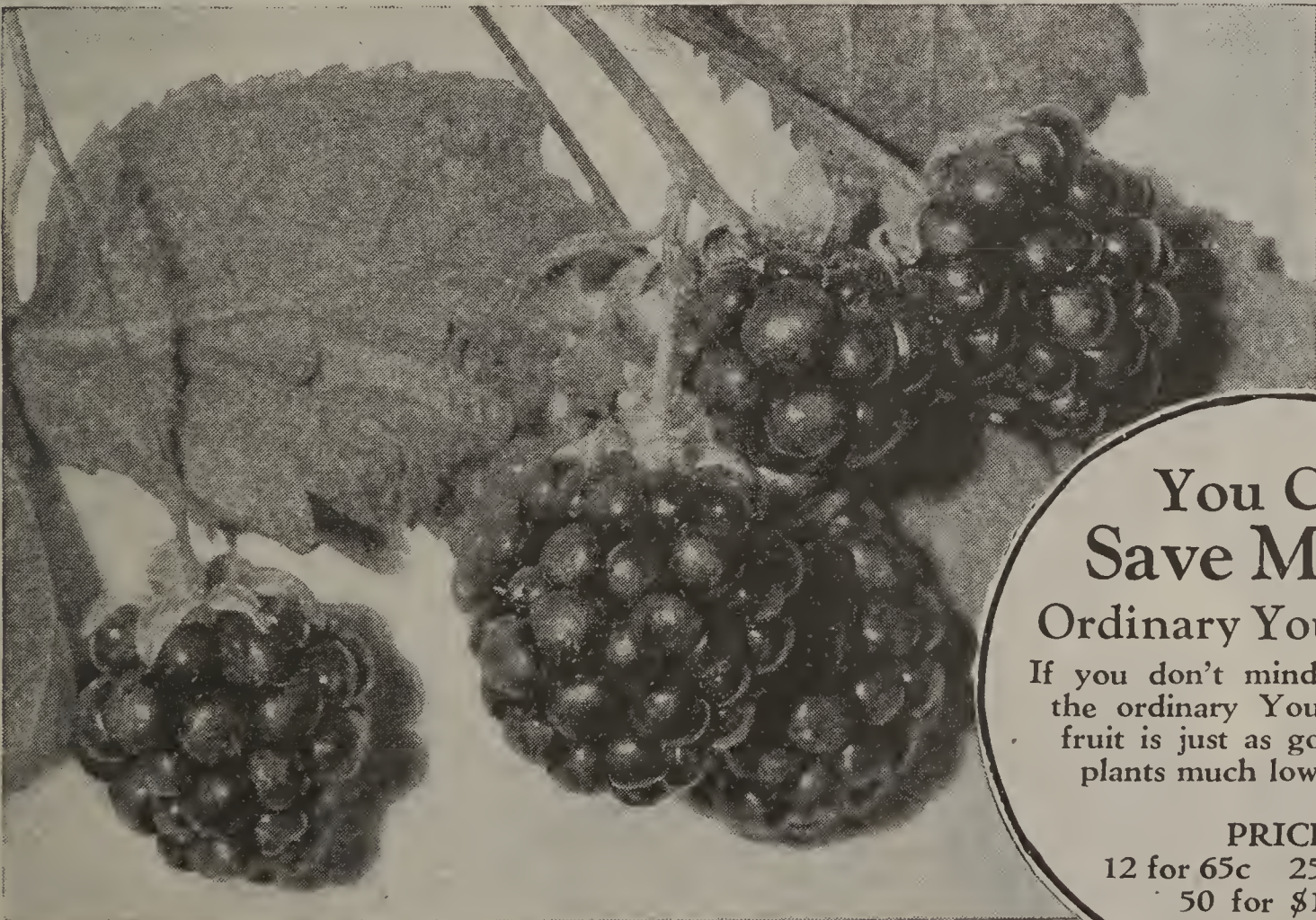
Acme Thornless Youngberry [Patent No. 4]

A new delight for your palate—a new money-maker. These beautiful maroon-red

berries combine all the good points of blackberries, raspberries, dewberries, and loganberries. Delicious fresh, fine canned; makes excellent cocktail.

Berries mammoth—1½" by 1¼". Ripen earlier than dewberries. Hardy, healthy grower, productive.

A delight to pick because of its smooth, thornless vines. Set plants 4 x 7 ft., and train on stakes or on a wire 2½ ft. above ground.



PRICES

1 for....	\$0.35
3 for....	.70
6 for....	1.00
12 for....	1.75
25 for....	3.00

You Can Save Money

Ordinary Youngberry

If you don't mind thorns, order the ordinary Youngberry. The fruit is just as good, and the plants much lower in price.

PRICES

12 for 65c	25 for \$1.00
50 for \$1.75	

A Fine Cluster of Youngberries

Eldorado → Blackberries

There is nothing more delicious than a good dish of blackberries and cream in the summer time or a wonderful blackberry pie. Order Kellogg's Eldorado blackberries for most delight. We have the purest and cleanest strain in the country. Eldorado is a big, strong, hardy grower and very heavy producer of big, jet-black, sweet, delicious berries. Seldom injured by frost. The big berries are produced in large clusters.



For Those Who
Want the Best

PRICES

12	\$ 0.65
25	1.02
50	1.75
100	2.70
200	4.65
300	6.60
500	10.50
1000	18.95



Alfred
Black-
berries

Kellogg's Raspberry- Blackberry Garden

\$2.59 Value for Only \$1.98
4 Varieties, 48 Plants

12 St. Regis	\$0.68
12 Cumberland (1-yr.)61
12 Alfred65
12 Eldorado65

Regular Price	\$2.59
Special Price	\$1.98
You Save	\$0.61



Eldorado
Blackberries

← Alfred Blackberries

Here is one of the newer and very delicious blackberries to tempt your appetite, and to add profits to the commercial fruit grower's business. These fine blackberries measure 1½ inches long and 1 inch in diameter and are a beautiful glossy black. They are almost free from seeds and core and when eaten make you come back for more, in fact, the nicest of all blackberries for eating fresh. Also good for pies and jams.

Order Kellogg's plants for fine healthy, fast-growing stock that will quickly yield big crops. **HARDY.**

PRICES

12 for ...	\$ 0.65
25 for ...	1.02
50 for ...	1.75
100 for ...	2.70
200 for ...	4.65
300 for ...	6.60
500 for ...	10.50
1000 for ...	18.95

Cumberland Black Raspberries

We all love good black raspberry jam, and we like black raspberries fresh from the bush, too. For the best and most reliable variety plant Kellogg's Cumberland. Our strain is the finest and healthiest we have ever seen. Cumberland is the best mid-season black raspberry. Hardy, dependable, strong, tall grower. Extra heavy fruiter, large delicious berries. Succeeds everywhere, easily grown. Fine for home or market.

PRICES

1-yr.		2-yr.	
12 plants\$0.61	12 for	\$1.25
25 plants92	25 for	2.00
50 plants 1.55		
100 plants 2.30	More Than	
200 plants 3.85	25 at 8c Per	
300 plants 5.40	Plant	
500 plants 8.50		
1000 plants14.95		



For Those
Who Want
the Best



A Fine Cluster of Cumberlands

"I certainly can recommend to everyone your plants and products. My neighbors as well as myself never saw such abundant growth and production from such young plants."—GEORGE W. SCHULTZ, New Jersey.

Cumberland- Logan Garden

If you like black raspberries, plant Cumberland and Logan. Special:
25 Cumberland
(1-yr.)\$0.92
25 Logan97
Total Value ...\$1.89
SPECIAL PRICE
Only \$1.67



Logan

Earliest of All Black Raspberries

You will find this early ripening black Raspberry with its large glossy purplish black fruit an unusual rich wild flavor which is extra fine. The berries are very firm and no crumbling and seeding. Heavy bearer, ripens a week ahead of Cumberland.

Will add to the profits of the commercial grower and will delight those who grow it for home use. Sturdy grower, heavy yielder, easily grown.

PRICES

One-Year Plants	
12 for\$ 0.63
25 for97
50 for 1.65
100 for 2.50
200 for 4.25
300 for 6.00
500 for 9.50
1000 for 16.95



The New Red Raspberry Newburgh

IT'S early, it's zippy flavored, it's hardy, it's healthy, **IT'S A MONEY-MAKER.** Yes we are talking about Newburgh, the new, brilliant, red Raspberry. Beats Latham by five days (earlier). Yields big money-making crops — makes money because the crop is both early and plentiful.

Resists disease. Easy to grow. Berries are large—do not crumble, keep well—**SOLID.**

TRY IT!

Prices

1-Year Plants

12 Plants . . .	\$0.75
25 Plants . . .	1.35
50 Plants . . .	2.45
100 Plants . . .	4.00

Order Yours Now

St. Regis Everbearing - Red -

The Best Everbearing Red Raspberry

It's always a novelty to have fruit out of season, and St. Regis bears fall as well as summer and is the best fall-bearing red Raspberry known excepting the new Indian Summer, shown on page 34. Good, strong grower and heavy producer. Hardy in all soils and climates. Berries medium large, bright red and very delicious; wonderful for home gardens and a real novelty for home market.



St. Regis



Chief

PRICES OF ST. REGIS		1-yr.
12 plants	\$0.68
25 plants	1.05
50 plants	1.80
100 plants	2.80
200 plants	4.85
300 plants	6.90
400 plants	8.95
500 plants	11.00
1000 plants	19.95

Chief The Earliest of All Red Raspberries

Chief is another of those Minnesota originations that are so hardy, and is the earliest red Raspberry known. Beautiful, appetizing, fulfilling all promises of deliciousness. Berries deep red and large— $\frac{3}{4}$ inch in diameter. Firm — excellent shipper. Heavy and sure yielder; free from crumbling; grow anywhere that Raspberries can be grown. Healthy.

PRICES OF CHIEF		1-yr.
12 plants	\$0.68
25 plants	1.05
50 plants	1.80
100 plants	2.80
200 plants	4.85
300 plants	6.90
400 plants	8.95
500 plants	11.00
1000 plants	19.95

Latham

The Latest of
All Red
Raspberries



For Those Who
Want the Best

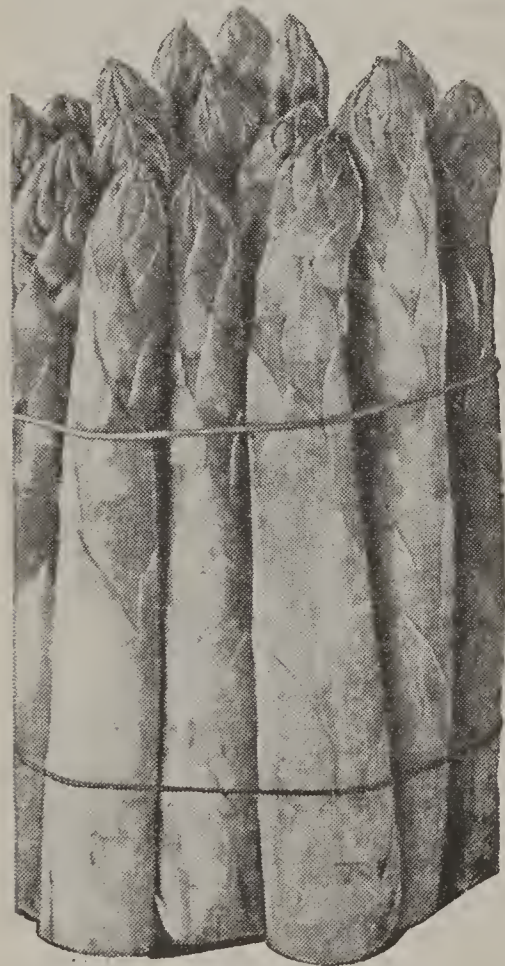
Latham is one of the newer red raspberries that is making enviable records. The berries are exceedingly large (nearly 1 inch in diameter), deep red, not crumbly, and have a deliciously rich flavor. Bears very heavily. Fine for table use, fine for shipping. Plants are hardy nearly everywhere; fruit over a long period of years.

LATHAM PRICES

Plants	1-yr.
12	\$ 0.68
25	1.05
50	1.80
100	2.80
200	4.85
300	6.90
400	8.95
500	11.00
1000	19.95



Latham



Washington Asparagus

Giant rust-proof. Big crops of tender, juicy stalks, one year after planting. A big crop every year for 20 years. Requires less work and attention than any other vegetable.

ASPARAGUS PRICES

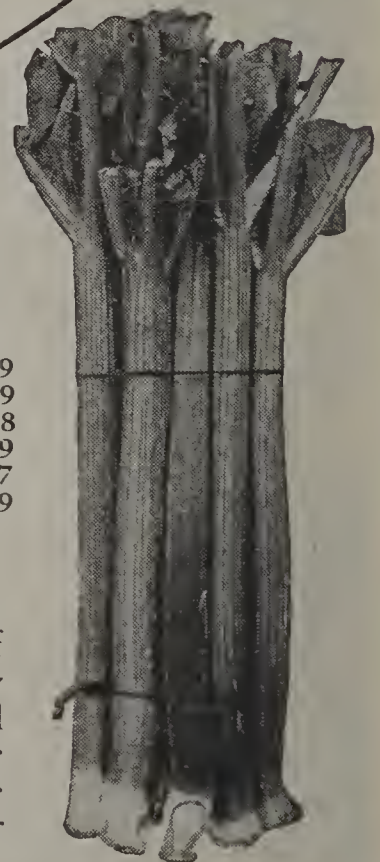
1-Year Plants		2-Year Plants	
12	\$ 0.45	12	\$ 0.74
25	.59	25	.98
50	.89	50	1.49
100	1.59	100	1.98
200	2.78	200	3.49
300	3.57	500	5.25
500	4.98	1000	9.95
1000	7.95	2000	17.00
2000	13.95		

Kellogg's All-Metal Plant-Setting Dibble

CORRUGATED for STRENGTH

Prices
Only
30¢ ea.
2 for 50¢

Here's the handiest tool ever devised for planting strawberry plants and other small plants. It is ingeniously made from a single piece of strong steel, corrugated for strength—all in one piece. Handle fits the hand comfortably. Just push the dibble straight down in the soil, then push forward, making a V-shaped opening. Now insert the plant, reinsert the dibble an inch or two ahead, pull back and the plant is set. Isn't it easy?



Giant Victoria Rhubarb

Rhubarb is one of the easiest of garden plants to grow and every home garden should have several hills. It is also an excellent money-maker. Don't do without this appetizing dainty. Order enough for your home needs, now.

PRICES

6	.. \$0.69
12	.. 1.19
25	.. 1.98
50	.. 2.99
75	.. 4.27
100	.. 5.39

Back Yard Raspberry Garden

Grow a few raspberries in your back yard and have them fresh and sweet. We send you 50 plants, our choice, for only \$1.69, good strong healthy 1-year plants.

- 25 Red Raspberries\$1.05
- 25 Black Raspberries97

Regular Price\$2.02
 Special Price 1.69
 You Save33



Special Price
\$1.69

Big Profit Raspberry Garden

Enough for 1/8 Acre of Land

For the grower who wants to get started with raspberries for profit, and who is in doubt what varieties to choose, this Big Profit Garden is best. It is made up of all the best varieties and we supply good, strong, healthy, one-year plants that are hardy and easy to grow. It is offered, too, at a price that saves you money. You get a \$5.04 value for only \$3.47, 5 varieties, 125 plants.

- 25 St. Regis\$1.05
- 25 Chief 1.05
- 25 Latham 1.05
- 25 Cumberland, 1-yr.92
- 25 Logan97

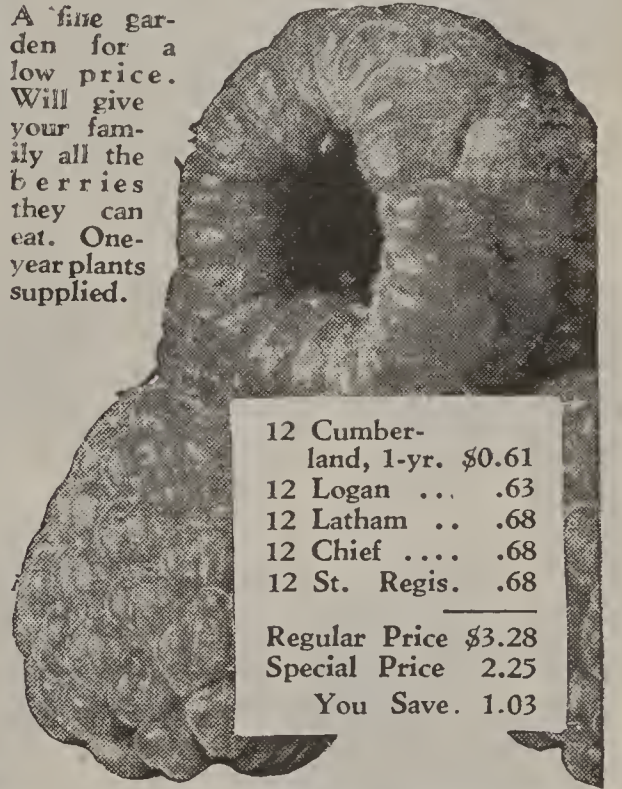
Regular Price\$5.04
 Special Price 3.47
 You Save 1.57

\$5.04
 A Value for Only
\$3.47

Famous Five Raspberry Garden

\$328 Value
 for Only **\$2.25**

A fine garden for a low price. Will give your family all the berries they can eat. One-year plants supplied.



- 12 Cumberland, 1-yr. \$0.61
 - 12 Logan63
 - 12 Latham .. .68
 - 12 Chief68
 - 12 St. Regis. .68
- Regular Price \$3.28
 Special Price 2.25
 You Save. 1.03



Sodus

New, and the best purple. Berries large and firm. Plants vigorous, productive, and resistant to disease.

PRICES, 1-year plants

6 for	\$0.65
12 for95
25 for	1.50
50 for	2.75
100 for	4.50

Indian Summer

A summer crop—an autumn crop (September to frost)—that's Indian Summer. Berries large, delicious, medium red. Plants hardy, vigorous.

PRICES, 1-year plants

6 for	\$1.15
12 for	1.75
25 for	3.00
50 for	5.40
100 for	9.00

Special

6 Sodus	\$0.65
6 Indian Summer	1.15
6 Marcy	1.15
6 Taylor	1.15

Total Value\$4.10
Special Price

\$ 2.85

Marcy

Fine, large, mild-flavored medium red berries. Flesh firm. Plants tall and vigorous. Berries largest of the leading varieties.

PRICES, 1-year plants

6 for	\$1.15
12 for	1.75
25 for	3.00
50 for	5.40
100 for	9.00

Taylor

Late red. Berries large, bright medium red, with small cavities. Plants tall and vigorous and very hardy.

PRICES, 1-year plants

6 for	\$1.15
12 for	1.75
25 for	3.00
50 for	5.40
100 for	9.00

New!

Hardy Date - Prune

Amaze your friends by growing this new delicious fruit right in your own yard. Hardy Date Prune has withstood temperatures as low as 25 degrees below zero. Can be successfully grown wherever plums are grown.

Umm!

Don't these fine plump beauties look delicious? You can have them right in your own yard.



Why be content with peaches, pears, apples, and other common fruits when you can have this new fruit in your garden? Date Prune grows and matures anywhere a plum will mature. And it has a new distinctive date flavor, it gives you

Moorpark APRICOT

(Hardy)

A remarkable fruit intermediate between peach and plum, delicious and easy to grow. To prevent buds from freezing give the Apricot a northern exposure, otherwise give the same attention as the plum. Hardy. All trees 7/16 inch caliper or larger.

87c each;
2 for \$1.63;
3 for \$2.19.

A New Delicacy for Your Table

Here is a plump delicious sugary fruit. Just imagine its sweetness! **AND REMEMBER,** Date Prune is a new hardy variety that can be grown in any part of the United States where plums are grown. You can have a tree or two in your yard and can serve the delicious fruit to your friends, then watch the expression of wonder on their faces as they taste the new and unusual flavor. Fine dried for winter's use.

All Date Prune trees furnished by us are 7/16-inch caliper or larger. Four to six feet high, well branched. Guaranteed to reach you in good growing condition or order refilled free.

Special!

1 for \$0.97
2 for 1.85
4 for 3.25
10 for 7.50

R. M. Kellogg Co.
Three Rivers, Michigan



New Peach ~
Resists Zero Weather

Don Byers
HARDEE

U.S. PLANT PATENT No. 120

TRADE MARK REG. U. S. PAT. OFF.

Prices

7/16" Caliper

\$1.00 ea.

10 for \$ 9.00

30 for 22.50

HARDEE

Peach gave a bumper crop after 1934's long 18° below zero winter. Scientists hail HARDEE as the most important Peach discovery in the past 25 years.

HARDEE Peach is the answer to the problem—"How can I keep my peaches from winter-killing?" 1934 tells the story—a bad year, trees dead with cold, no fruit and high prices—such is the tale of ordinary Peaches. But HARDEE—here is a Peach that came through victoriously with colors flying. For this exclusive and priceless quality, the U. S. Patent Office granted plant patent No. 120. Only six Peach patents have been granted, and only one (Hardee) for cold resisting properties.

Plant a HARDEE Peach or several of them in your back yard or orchard. HARDEE is of the Elberta type with all of Elberta's many advantages in addition to cold resisting qualities. It's a "sure-cropper," an excellent shipper, thick skinned, beautifully colored, and with firm, delicious flesh. Intermediate between J. H. Hale and Elberta in habit. Drought-resisting, too. Order HARDEE for sure crops, and peachy deliciousness!

~
This patented peach is being handled under license from the patent owner
~

IMPORTANT:
None Genuine
without this
Trade - Marked
Label

