

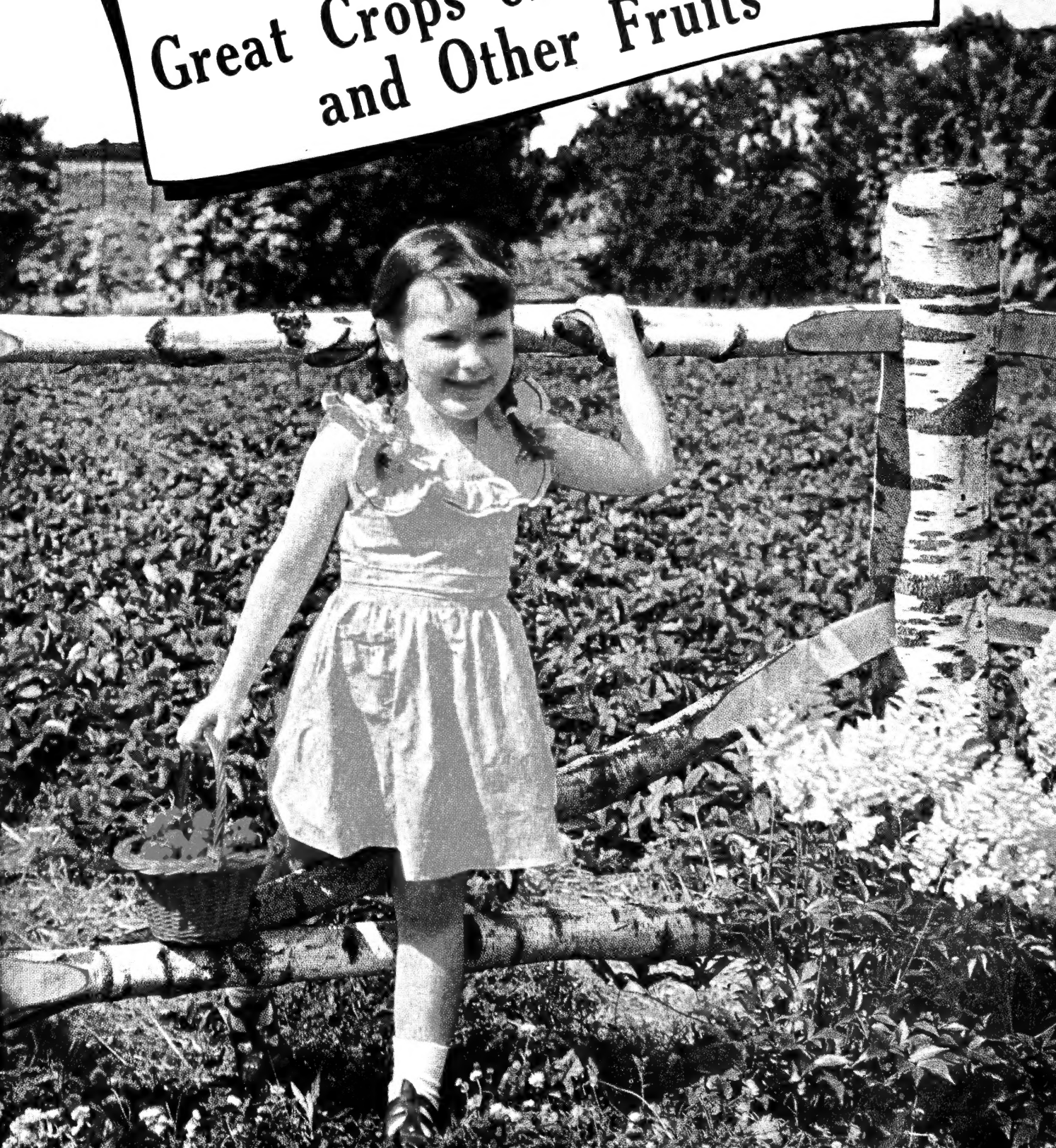
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62,41
Kellogg's

Great Crops of Strawberries
and Other Fruits

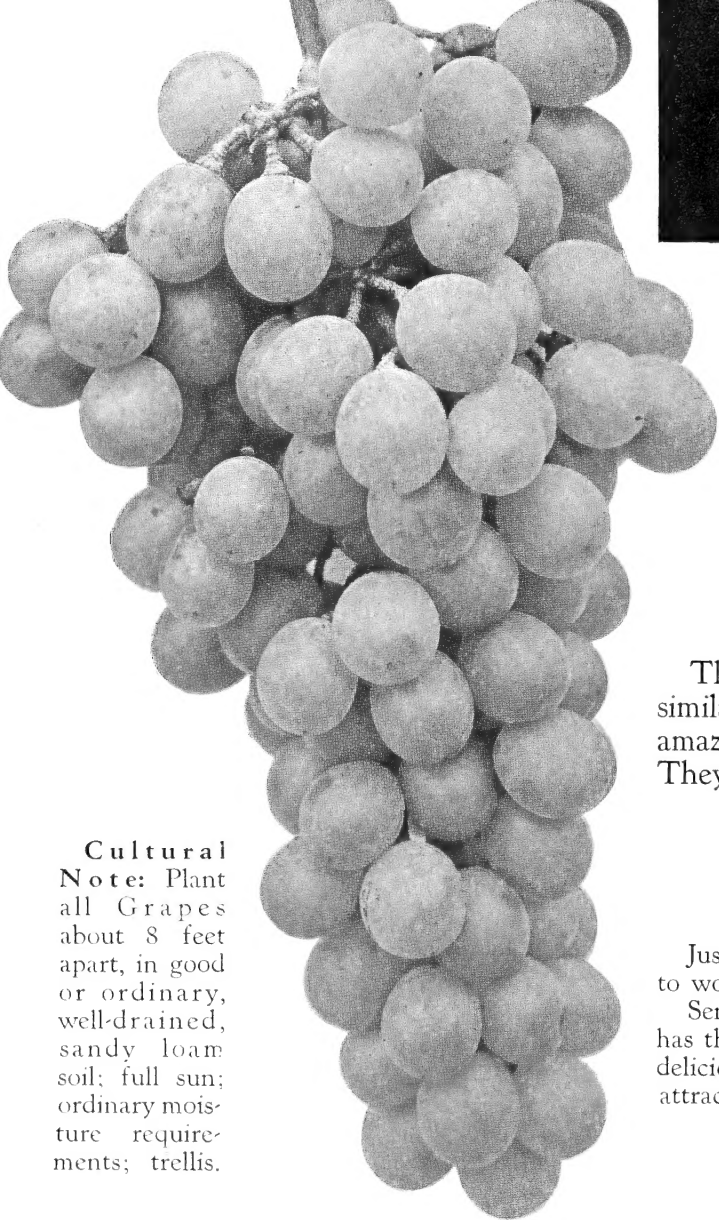
DEPARTMENT OF AGRICULTURE
OFFICE OF EXTENSION
JAN 17 1947
U.S. Department of Agriculture



• 1947 Edition •

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

California-Type



They are sweet, tender-skinned, and good—just like the Grapes that have before come only from California, but—now they can be grown in the North and East, where you can have them fresh from the vine.

They have the same sweet deliciousness; are strikingly similar to the California varieties in flavor. You will be amazed when you taste them and so will your customers. They'll buy, mister!

Cultural Note: Plant all Grapes about 8 feet apart, in good or ordinary, well-drained, sandy loam soil; full sun; ordinary moisture requirements; trellis.

Seneca Skinless

Just a nice tender munch, and a sweet, juicy crunch; no skins to worry about—that's Seneca Skinless Grape.

Seneca is the newest of the **hardy California-type** Grapes, and has this important quality of edible skin. Flavor: sweet, melting, delicious; vine vigorous and productive; bunches well-filled and attractive.

PRICES: Golden Muscat and Seneca:

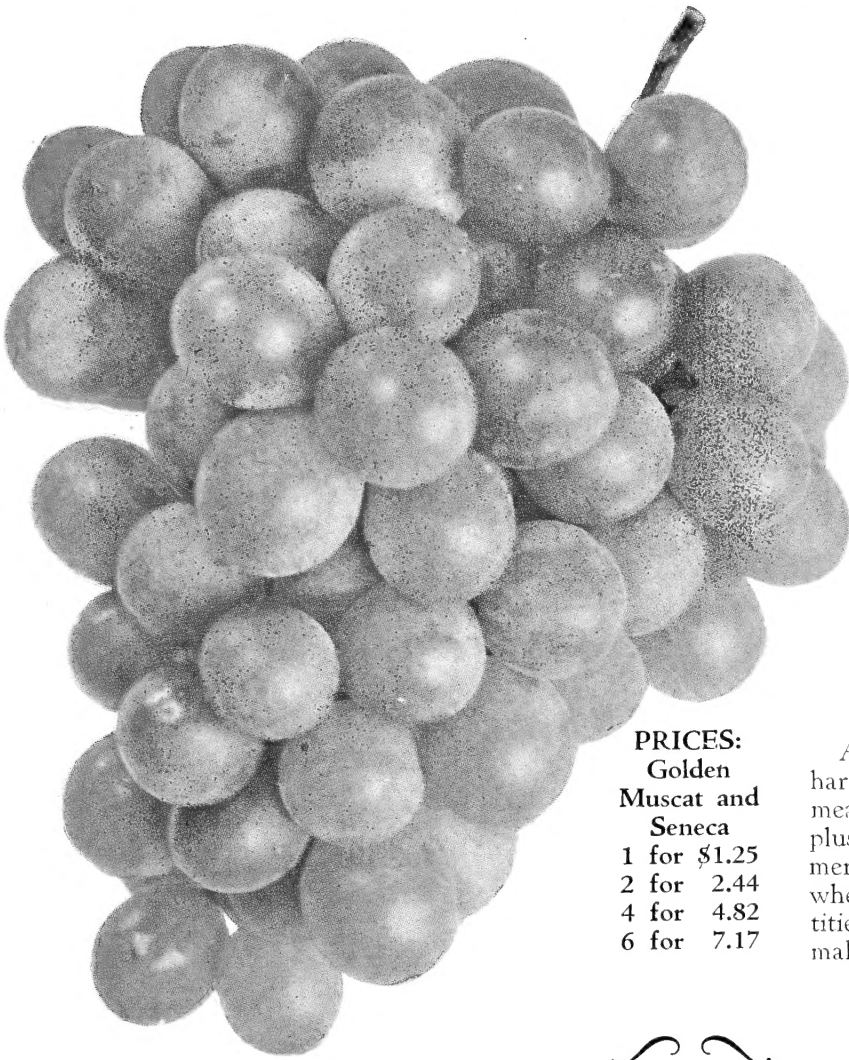
1 for \$1.25; 2 for \$2.44; 4 for \$4.82; 6 for \$7.17.

We Try Sugar--But it Doesn't Do



We are trying our darndest to show you a picture of Nectarena Strawberry that will really do it justice, but since the outstanding feature of Nectarena is its amazingly wonderful flavor, it seems to be impossible. At the left, we have added sugar, to give the idea of sweetness, but still the picture is not right because the flavor is not a sugary flavor, but a unique type of sweetness that probably you never experienced before. Actually, Nectarena needs no sugar. Turn to pages 16 and 17 for details about this amazingly delicious Strawberry.

GRAPES *that are* HARDY



PRICES:
Golden
Muscat and
Seneca
1 for \$1.25
2 for 2.44
4 for 4.82
6 for 7.17

These new California-type Grapes offer you a new money-making opportunity. They are just as hardy as the old varieties; just as easy to grow. And they are prolific, too: will produce quantities of enticing fruit that will bring big profits. Plant a trial order of these new Grapes this year, and know their value from your own experience. Be ready to plant heavily, with confidence, as soon as plants are available in quantities.

Golden Muscat

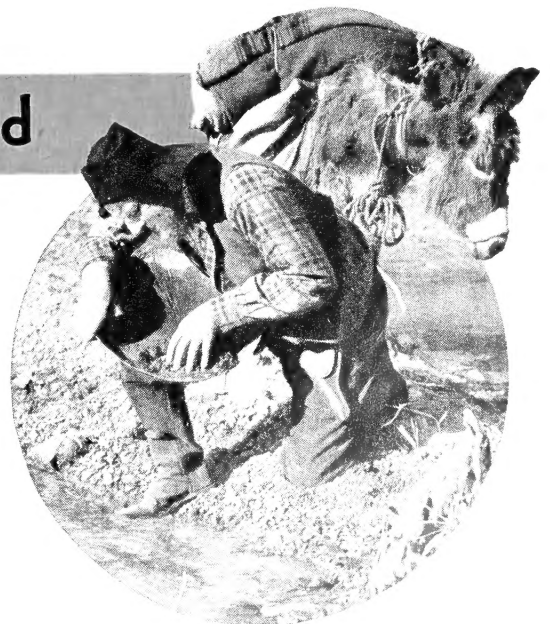
An amazing cross between Golden Muscat and hardy northern varieties; all the fine deliciousness, meatiness, and firmness of the California varieties plus northern hardiness and stability. A fine commercially-successful California type that grows wherever northern Grapes are grown. Bears quantities of beautiful clusters. Ships well. Money-maker. Prices at left.

You'll be Prospecting for Gold

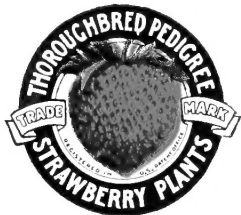
Throughout this book, you will find here and there various new varieties of Grapes, Strawberries, and other fruits. We agree that you should not plant these in commercial quantities at once, but you should set a few of any that sound interesting to you, to see how they will do under your conditions.

You will be prospecting for gold when you follow this plan, and you have a much better chance for actually finding it than the Old Sourdough shown here. By planting the new varieties, you can learn for yourself, from your own experience, what they are and how well they do for you; then if they do well, you can order them in commercial quantities, and make real profits. You will have the jump on your neighboring fruit growers.

We recommend three to six plants for such items as Grapes and Blueberries, and 200 to 500 plants for Strawberries. Don't overlook the new Nectarena Strawberry shown on pages 16 and 17.

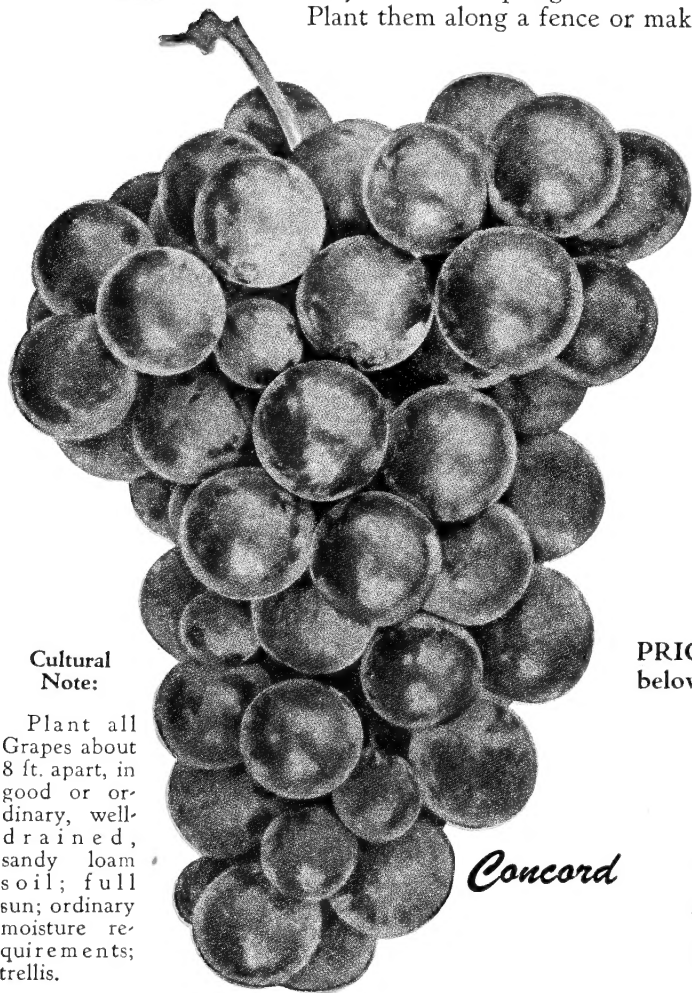


R. M. Kellogg Company, Three Rivers, Michigan



Standard Grapes

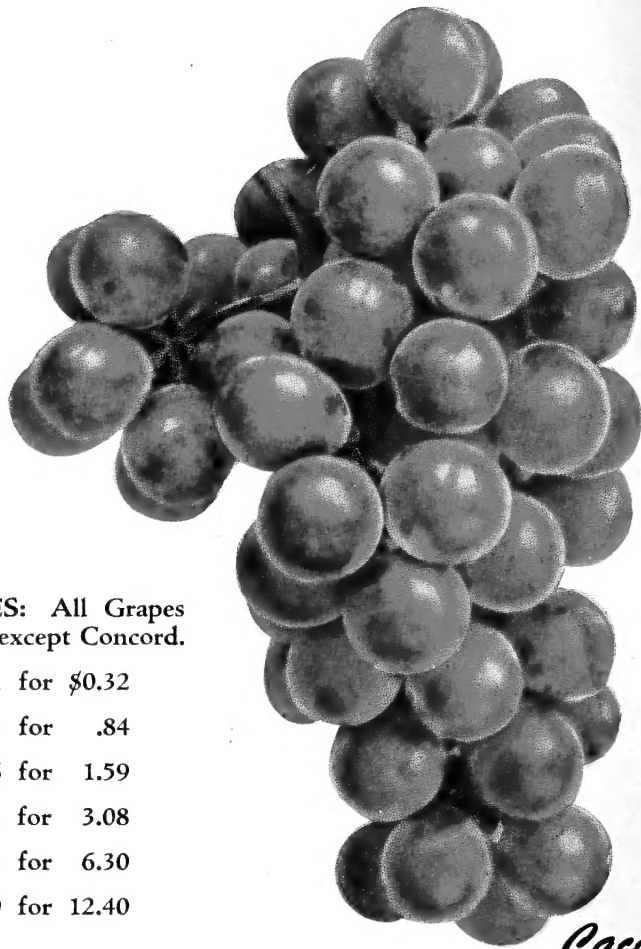
Plant these "old standbys" this spring and have your own Grapes next year. Grapes are a healthful fruit that everybody loves. The "kids" will eat them right off the vines, they are so tempting and delicious. Require less work and attention than most fruits. Plant them along a fence or make a Grape arbor over a walk in your back yard or garden.



Cultural Note:

Plant all Grapes about 8 ft. apart, in good or ordinary, well-drained, sandy loam soil; full sun; ordinary moisture requirements; trellis.

Concord



Caco

PRICES: All Grapes below except Concord.

1 for	\$0.32
3 for	.84
6 for	1.59
12 for	3.08
25 for	6.30
50 for	12.40

Concord. (Black.) Most popular of all black Grapes. Excellent quality. Hardy, heavy yielder of large bunches of juicy, sweet and tender Grapes. **Prices:** 1 for 30c; 3 for 78c; 6 for \$1.47; 12 for \$2.84; 25 for \$5.80.

Portland. (White.) Very early, very large. Sweet, hardy, productive. Can be eaten before fully ripe. Berries larger and better than Niagara.

Sheridan. (Black.) More delicious, richer and better than Concord. Week later. Fine shipper. Very late.

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

Caco. (Pictured above.) (Red.) Juicy, sweet, extra early, large, long, compact bunches.

Catawba. (Red.) Heavy producer of large, amber-red fruit.

Delaware. (Red.) Hardy grower, heavy producer. Most deliciously flavored Grape you ever tasted.

Fredonia. (Black.) Fine, large, plump, juicy. Very early.

Moore's Early. (Black.) Peculiar sweet flavor. Early.

Niagara. (White.) Large bunches. Hardy, sweet and delicious. Succeeds anywhere.

March Shipment

Don't forget, all Grapes are packed and shipped in March, earlier for southern states. Experience shows you can leave them in the package until planting time.

Two Advantages: (1) They will be packed by our year 'round, skilled help. (2) You will have them on hand ready for planting at the earliest opportunity. Early planting is much better than late planting.

R. M. Kellogg Company, Three Rivers, Michigan



Boysenberry



*Combined Flavor of
Loganberries
Blackberries
Raspberries*

Combines all the delights of Raspberries and Loganberries with the spicy snap of Blackberries. Will improve your garden and make money, too. No fruit introduced in recent years has created the sensation that Boysenberry has created.

In size, it is huge: about one by two inches. Fruits one year after planting. Good for pies, shortcake, canning, or fresh from the vine. No hard seeds.

**Grows on
Trellis**

**Easy to
Pick**

Berries stand well away from the vines, too, and because of this convenient habit, they are easy to pick. Also, the large fruit makes quicker fill-up of the box. Trellis should be 4 to 5 feet high.

Hardy

Requires but little winter protection. Succeeds in varied climates.

Thornless Boysenberry

About three weeks earlier than the regular variety. Culture same. Somewhat smaller than regular variety. Flavor more tangy.

3 for \$0.75	25 for \$ 5.55
6 for 1.41	50 for 10.90
12 for 2.72	100 for 21.60

CULTURAL NOTE

Plant Boysenberries at least 5 to 7 feet apart, 8 to 10 feet for commercial planting. Train new growth both ways on wires or trellis. For winter, mulch with straw or coarse stable manure. Ordinary sandy loam best; good drainage.

PRICES:

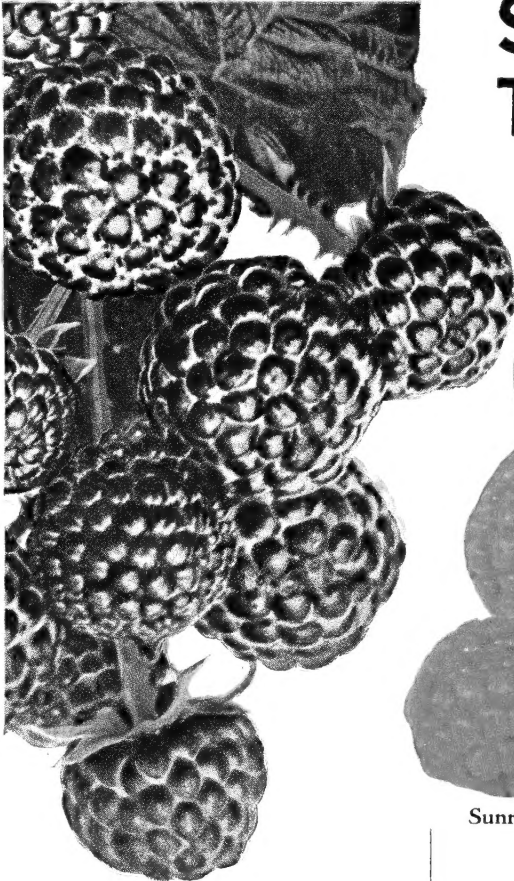
Regular Boysenberry

6 for \$1.10	50 for \$ 8.25
12 for 2.10	75 for 11.85
25 for 4.20	100 for 15.40



Raspberries and

Kellogg Raspberry and Blackberry plants are grown under the best of conditions, and are given the best of care, to make them the best possible plants for you. A special location was selected for their propagation, near the lake shore, where the soil and climate have been



Black Raspberries

No need to praise Black Raspberries, everyone loves them, and they are money-makers.

Logan Black Raspberry

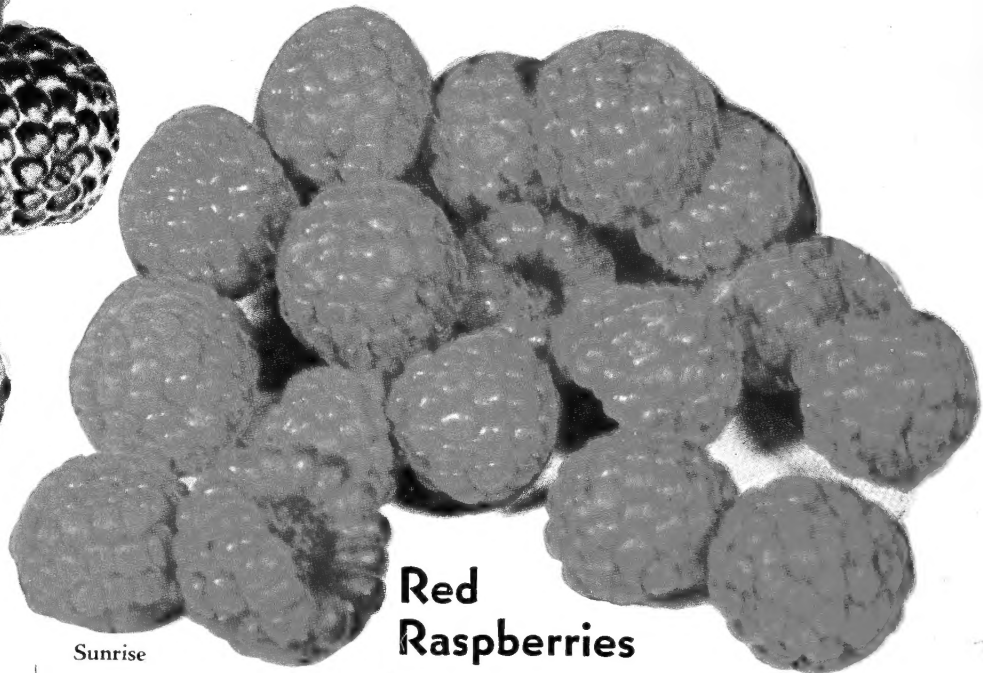
One week earlier than Cumberland. Gets high prices. Firm, solid, large, and glossy. Color purplish-black. Rich and spicy, brings customers back for more. Sturdy growers. Heavy yielder. Prices same as Sodus, at right.

Cumberland

A favorite for years. Hardy, strong, tall, fruitful. Large and delicious. Mid-season. Prices same as Sodus, at right.

Shipping Time

We usually start shipping Raspberries, Blackberries, and Boysenberries about February 1st, and continue until about May 5th, depending on weather and the condition of the plants. These plants can be packed and shipped two to four weeks ahead of planting



Sunrise

Red Raspberries

Sunrise Red

The earliest, the best, the brightest red. Extra large, fine-textured, sweet, tangy flavor. Keeps well after picking, gets top prices, this due to its earliness and extra fine quality throughout.

Good for home gardens. Keeps color in the can, delightful to eat freshly picked. Easy to grow. Grows most anywhere.

This is a new variety that you will want to try. Read "The Wise Man Knows" on page 16. Prices at right.

Indian Summer Red

There are two crops; one regular crop in June, and another crop in the fall. Good, too, and delicious. Fine fresh, canned, or frozen. Berries thimble-shaped and borne in large, loose clusters. All berries mature. Hardy, strong, vigorous, and upright. Becoming very popular. Try it. Prices at right.

St. Regis Red

If you want a summer variety, fine: St. Regis bears an excellent crop in the summer. And if you want a fall bearer, that's fine, too, for it repeats in the autumn. Strong grower, heavy producer, hardy. Berries medium large, bright red, delicious in flavor. Prices same as Sodus, at right.

Latham Red

Late and good! Berries nearly 1 inch across, deep red, not crumbly. Delicious. Heavy bearer. Hardy. Fruits for years without replanting; now the favorite red. Prices same as Sodus, at right.

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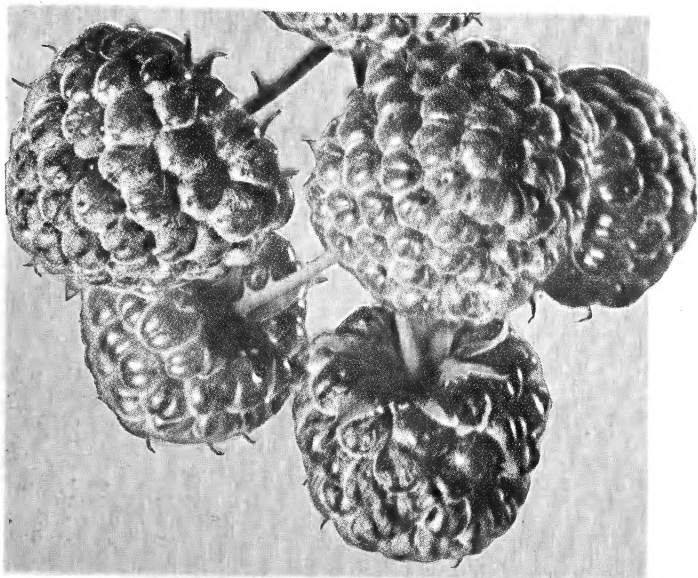
Strawberry Plants—\$50.00 per 1000, and worth it. See pages 16 and 17.

R. M. Kellogg Company,

Blackberries

found ideal for their culture. Our grower is an expert with this type of plants and specializes on them almost exclusively. They are all top grade, and rigidly inspected by the Michigan State inspector.

time, therefore your order may reach you early. If so, leave plants in package, according to instructions attached, and they will be ready for you to plant as soon as your weather conditions are right. None shipped after about May 5th.



Purple Raspberries

Sodus

Now purple is rapidly coming to mean deliciousness in Raspberries. So far we have only the one purple variety, SODUS, but it's a dandy. Has the delicious flavor and texture that makes people come back for more: mild, sugary, and delicious. Its new color attracts buyers and its flavor keeps them. Berries large, firm, and attractive, do not crumble. Plants vigorous, hardy, productive.

PRICES: All Raspberries

12 for \$1.80	200 for \$27.67
25 for 3.63	300 for 41.40
50 for 7.07	400 for 55.14
75 for 10.50	500 for 68.87
100 for 13.93	1000 for 137.50



Blackberries

Fortunately the two varieties of Blackberries that we have to offer are the best: reliability proven over a period of years. Here they are:

Alfred

This variety has been threatening the popularity of the older varieties during recent years. Many growers prefer it to any other variety, claiming big profits and lasting customer satisfaction from it. The beautiful glossy black berries often measure 1½ inches long and 1 inch across. They are almost free from seeds or core. The best for eating fresh. Fine for pies and jam. Plants sturdy and healthy.

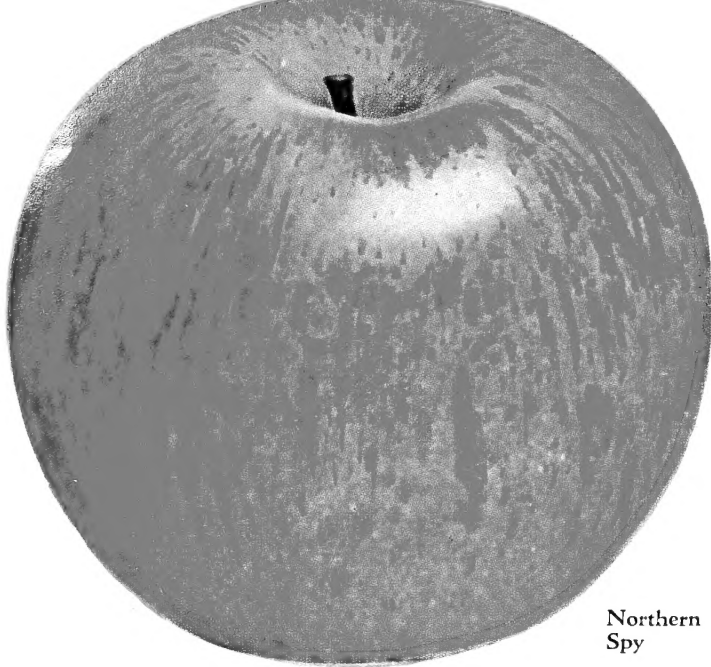
Eldorado

If you haven't tested other varieties, and found them the best for your use, be safe: order Eldorado. It has been out in front for a longer period of time than any other variety. Strong, hardy grower. Heavy producer. Berries big, sweet, delicious and jet black. Seldom injured by frost. Clusters large and beautiful. Always bring top prices. Plants extra clean, pure and healthy.

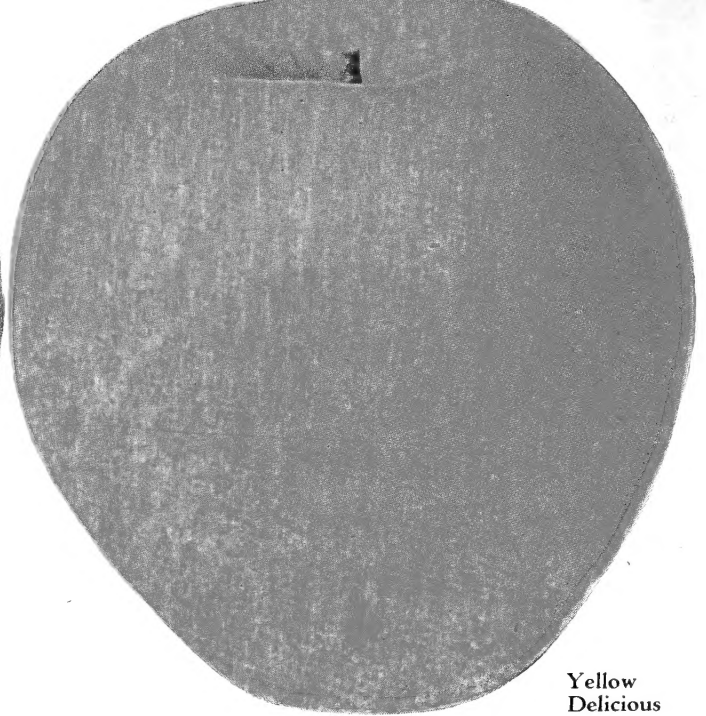
PRICES:

12 for \$1.85	75 for \$10.82	300 for \$42.65
25 for 3.74	100 for 14.35	500 for 70.95
50 for 7.28	200 for 28.50	1000 for 141.00

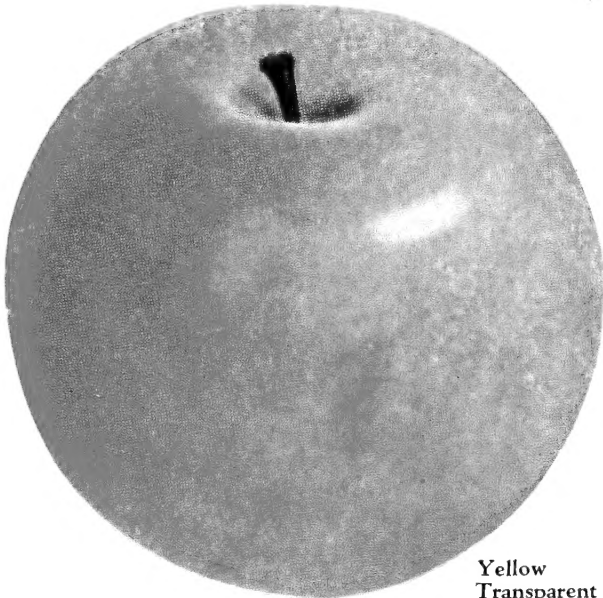
Three Rivers, Michigan



Northern
Spy



Yellow
Delicious



Yellow
Transparent



Delicious

Apple Trees

All Kellogg's Apple trees are first class, and rigidly inspected, true-to-name and especially selected for hardiness and productiveness. Plant 32 to 40 feet apart.

Dark Red Delicious. (Picture below.) Deep rich red; juicy and good. Plant for extra profit. Sturdy. November-March.

Dark Red Jonathan. Prolific. Bears while very young. November-April.

Dark Red Northern Spy. (Pictured above.) Genuine Northern Spy of vivid red. Good keeper; shipper.

Hyslop Crab. Large over-all red. August.

McIntosh Red. Large crimson fruit, slightly acid, good keeper and shipper. October.

Red Astrachan. Bright red. Delightful tart flavor. July and August.

Rhode Island Greening. Cook it, keep it, eat it raw. Good until the ground thaws. Large, greenish-yellow. Abundant yielder. December-April. Pick early.

Stayman's Winesap. Bright red eater, cooker. Extra large fruit, lots of it. Can be stored. Winter.

Wealthy. August and September. Fruit medium size. Pale yellow color, some red stripes. Fine quality.

Yellow Delicious. (Pictured above.) A taste that's mild and sweet. A shape that's plump and neat. Color golden yellow; productive. Good cooker; bears young; lives up to its name. November-December.

Yellow Transparent. (Pictured at left.) Very early; large, yellow; flesh white. July.

Anoka. Bears one year after planting. 8 crops of Apples at only 10 years old—hardy in all climates, highest quality, delicious fruit. Attractive red. July-August.

PRICES:

2-yr., 7/16" to 9/16" Caliper.

1 for \$1.75	12 for \$17.70
2 for 3.25	25 for 35.50
3 for 4.75	50 for 69.50
6 for 9.25	100 for 138.00

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

Peach Growers' Haven:

Here are the varieties of Peach trees that Peach growers are rushing for. These "Haven" varieties are the kind that will really make money for you. And besides, the two "Haven" varieties, we list a number of the old standbys at the bottom of the page. Don't overlook them; they are still excellent.

Red Haven

This beautiful, flaming scarlet Peach is EXTRA EARLY, with all the advantages that go with extra earliness. Days before the ripening time of other good Peaches, it will be enticingly-colored with all-over flaming scarlet, ready to pick, firm and solid, awaiting a trip to distant markets. Easy to handle.

Red Haven is indeed another "Haven" for Peach growers, having the famous Haven flavor and advantages: fine, sweet, firm textured, with beautiful golden flesh. Excellent for eating fresh, excellent canner. Best of quality in every way. Hardy. Excellent yielder. Bears young. FREESTONE and SELF-POLLENIZING. A profit-maker from the word "Go".

Hale Haven

Produces loads of huge delicious fruit early, when mouths are watering for the season's first Peach. Frost resistant. A great money-maker. Fruit beautifully colored; beautifully-shaped; flesh thick, wholesome, delicious. Perfect freestone. Often bears second year after planting. Two weeks earlier than Elberta. It has been well tested, and has proven reliable. Prices above.

Other Peaches

Champion. Best early white-fleshed freestone. Rich and juicy. Highly colored cheek. August.

Elberta. Large oval-shaped, yellow freestone. Red cheek. Prolific, hardy. Mid-September.

J. H. Hale. Flesh yellow and sweet. Good canner and shipper. Largest freestone. Early September.

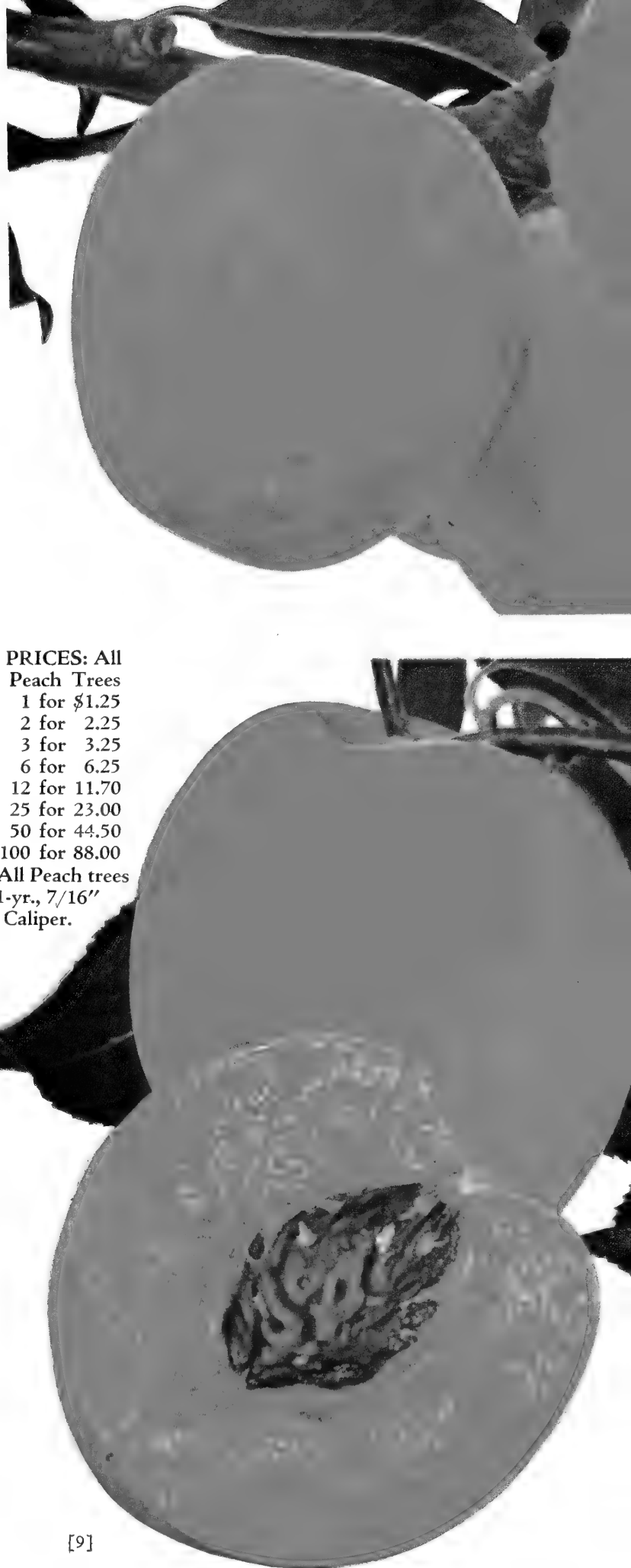
South Haven. Fine flavor. Flesh yellow, sweet, showy exterior. Early. Freestone. September 1st.

Important Cultural Note: Plant Peaches 18 to 20 feet apart in ordinary, well-drained, sandy loam soil.

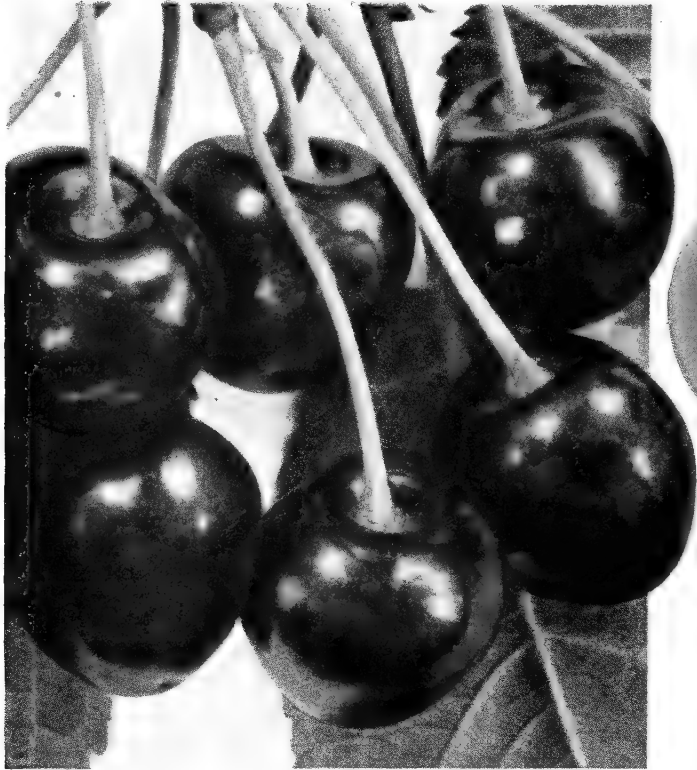
PRICES: All Peach Trees

1 for	\$1.25
2 for	2.25
3 for	3.25
6 for	6.25
12 for	11.70
25 for	23.00
50 for	44.50
100 for	88.00

All Peach trees
1-yr., 7/16"
Caliper.



Kellogg's Cherries



Sweet

These are the Cherries that are so good when eaten from the tree. We all love the sweet deliciousness of Black Tartarian, Royal Ann, and the others. Extra high prices when offered for sale.

Black Tartarian. Large, rich, black, sweet. June.

Royal Ann. Large, pale yellow, red cheek. Firm flesh. July.

Schmidt's Bigarreau. Large, black, dark flesh. July.

Windsor. Large, dark red. Late July.

PRICES:

All Sweet Cherry Trees, 7/16" Caliper.

1 for \$2.75	6 for \$15.25
2 for 5.25	12 for 29.70
3 for 7.75	25 for 60.50

Cultural Note: Plant Cherry trees, both sweet and sour, in good, well-drained soil 18 to 22 feet apart. Plant Strawberries between rows for early profit.

Our Cherry trees are unusually fine, but—we do not have many of them. Stocks are still very small on account of the labor shortage. Order early.

Important: Order early and have your fruit trees shipped early. They will keep in the package until you are ready to plant, and you can plant at the first opportunity—better results. We reserve the right to refuse orders after April 1st. See page 13 for further details.



Sour

Sour Cherries are particularly fine for cooking, as you know. Excellent for pies, preserves and other goodies. Commercially they are money-makers.

Montmorency. This is the old, heavy fruiting favorite. Cherries beautifully red, plump, smooth and shiny. Fit to tempt the most jaded appetite. Fine for canning or table. Sure bearer. Late June.

Early Richmond. This is the "English Pic Cherry." Many like it better than Montmorency. Fruit medium size, red and juicy. Tree is strong grower; bears young. June.

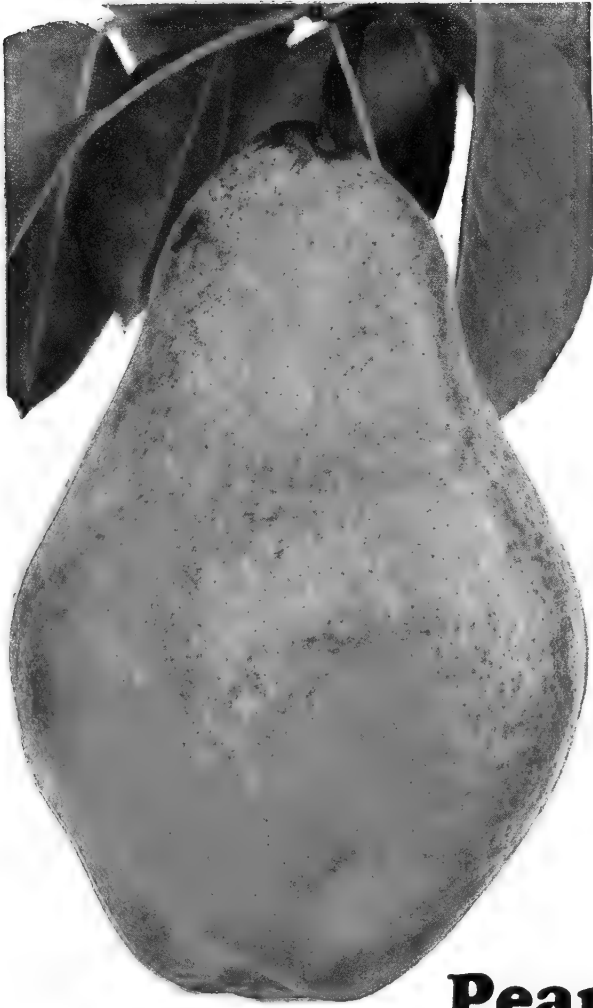
PRICES:

All Sour Cherries. 7/16" Caliper.

1 for \$1.95	6 for \$10.45
2 for 3.65	12 for 20.10
3 for 5.35	25 for 40.50

R. M. Kellogg Company, Three Rivers, Michigan

Pears and Plums



Pears

Bartlett. This old favorite is large and juicy, and has a mild but rich flavor. A very strong grower and prolific bearer. One of the best canning Pears. Bears in September.

Clapp's Favorite. A very large and handsome Pear, yellow with a red cheek. The best of the large early Pears. A fair canner if picked before too ripe. Bears in August.

Kieffer. A large yellow Pear noted for keeping. Fast grower, young bearer. Bears in October and November.

Seckel. A small Pear, light russet in color with red cheek. Has fine grain, and a very sweet flavor. Very good for pickling. Bears in October.

PRICES: All Pears

2-year-old, 7/16" to 9/16" diameter, and 2½ to 3 feet or more high. All are well-branched.

1 for \$1.50	4 for \$5.25	12 for \$14.70
2 for 2.75	5 for 6.50	25 for 29.25
3 for 4.00	6 for 7.75	50 for 57.00



Plums

Green Gage. Always a favorite, either for canning or table. High sugar content. September.

Superior. A new variety of very large, firm, beautiful red; delicious in flavor. Peels easily, just like a Peach. Very hardy. Strong and healthy. Very good market variety. Rich yellow. Early August.

Burbank. Very hardy; bears early. Fruit large, red. Late August.

Fellenberg. (Italian.) Good sized purple. Good canner; ideal for drying. September.

Lombard. Medium size, red, market variety. Productive. Late August.

Stanley Prune. Fine for cooking, fine for eating fresh. The fruit is large and dark blue; flesh greenish yellow, juicy, tender, firm, sweet; freestone; midseason.

PRICES:

All Plum trees finely-branched, 7/16" to 9/16" caliper.

1 for \$2.25	6 for \$12.25
2 for 4.25	25 for 48.00
3 for 6.25	50 for 94.75

Asparagus

The Early Spring Money-Maker

Smart growers plant a series of crops which will bring them money from early to late. This not only spreads their income, but spreads the work, too, making a large income easy to manage. Much more of the work can be done by the grower himself by this method.

For the earliest of spring money-makers, we recommend Asparagus. It appears very early and is most succulent and appetizing then, and people will pay high prices to get it. Further, it is very easy to harvest, and requires but very little care after it is once set. Produces year after year.

Martha Washington

Remarkably free from disease. Produces large crops. Stalks unusually tender and juicy. Plump stalks in one year from planting; continues for about 20 years.

PRICES:

Quan.	1-yr.	2-yr.	Quan.	1-yr.	2-yr.
12\$0.57	\$0.69	100	...\$2.45	\$3.45
2594	1.19	500	...10.25	15.25
50 1.48	1.98	1000	...20.00	30.00

New Paradise

Only 6 or 8 stalks make a pound; thus Paradise comes into big money earlier than any other variety, and continues year after year. Some growers say it produces twice the crop of ordinary Asparagus.

PRICES:

Quan.	1-yr.	2-yr.	Quan.	1-yr.	2-yr.
12\$0.62	\$0.74	100	...\$2.85	\$3.80
25 1.04	1.28	500	...12.25	17.00
50 1.68	2.15	1000	...24.00	33.50

IMPORTANT! Our guaranty applies only in states whose inspection laws allow plants to go direct from us to customer. We can guarantee our own packing only; hence, for states that stop plants for inspection, we agree only to deliver plants in good growing condition to Post Office or Transportation Company, and thereupon our responsibility ceases. Specifically these states are: Washington, Oregon, California, Arizona, District of Columbia, Utah, Wyoming, and Minnesota.

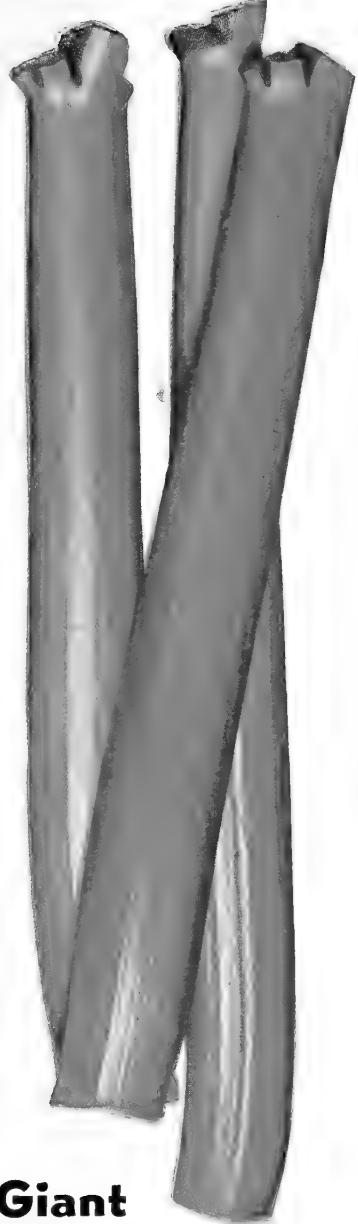
GUARANTY: We guarantee stock to be just as represented or order refilled free; we further warrant all stock to be carefully packed and shipped in good growing condition, and if this stock is properly and carefully planted, watered, and cared for, it will grow and give satisfactory results.

We cannot guarantee continuous growth since this depends upon the care you give the plants and also upon your local conditions. However, where failure of plants to grow is due to arrival in poor condition, we will replace the unsatisfactory plants without charge, providing reports are received prior to June 10th.

No refills will be made for failure of plants after June 10th unless a preliminary report is received prior to that date.

It is mutually agreed that we will not be liable for more than the purchase price of the stock.

In case of inability to fill an order, return of the customer's money shall release us from any further liability whatsoever.



Giant Victoria Rhubarb

Few vegetables are as healthful and appetizing as Rhubarb; few more profitable. Easy to grow—practically takes care of itself once it is established.

We offer the Giant Victoria red variety that everyone likes so well. Stalks extra large, roots extra strong.

PRICES:

6 for \$1.20 25 for \$4.35
 12 for 2.20 50 for 8.30

Cultural Note: Plant 18 to 24 inches apart in rich, well-drained soil, full sun.

Why Not Be An Early Bird?

Two years ago, we had orders for three times as many Strawberry plants as we could supply, and those customers who ordered late were disappointed. Observe the early bird and you'll get yours.



This bird is getting his share of the good things, and the reason is that he gets out early. We are showing him to you just to emphasize the advantage of early ordering. Even with supplies of labor, nurseries often run short of many items, and the customer who orders late is then disappointed. Don't order late and then get the sad word that our supplies are exhausted. Order early and be sure of getting what you want.

For Best Service, Observe the Following:

Plants are reserved from estimated supplies. We try to make estimates conservative, but unusual conditions may cause shortages. It is now difficult to protect customers by purchasing from other approved nurseries, so should estimates fail, or should other conditions beyond our control prevent us from filling your order, we reserve the right to return your money and cancel your order.

Size limit for orders. We reserve the right at any time to limit the size of orders, without notice.

Proper shipping time shall embrace a period of about 30 days, and is determined by a forecast service to which we subscribe, about 65 per cent accurate.

We cannot agree to ship exactly on a certain date, or so that plants will arrive at a certain time. We cannot notify before shipment, or give orders other similar special handling. Sorry!

We cannot agree to delay shipment beyond May 20th. Strawberry plants, May 10th.

Because of difference in climate we cannot ship orders in exact rotation as received. However, orders booked early are given preference within their proper shipping time.

HOW TO ORDER

Send money by safe means. Unregistered currency sent at your risk. Add 5c exchange on personal check.

No C.O.D. or Open Accounts. Send cash with order.

Shipping Charges. Express shipments, you pay upon delivery; parcel post, pay us after shipment is complete.

If there is no express office in your town, give name of nearest office and distance from you on order blank. If distance is great, we will ship parcel post.

Please don't try to guess the weather. It simply can't be done. Do not specify any shipping date unless for some special reason other than weather. In such cases we will ship as near as possible to your specified date, but can make no guarantees as we are still controlled by weather and labor conditions here.

Please Use Order Blank if you have one. If not, use any blank paper, but tabulate your order, example as follows:

R. M. Kellogg Co.
 Three Rivers, Michigan
 Please ship to:
 Mr. John Doe
 Doeville, N. Y.

100 Kellogg's Premier\$1.85
 100 Kellogg's Beauty 1.75
 100 Kellogg's Big Late 1.75
 2 Seneca Grapes 2.44
 3 Black Tartarian Cherry ... 7.75

Total\$15.54

Remittance enclosed.

See guaranty on page at left.

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



Prices

1 for \$3.00
 2 for 5.75
 3 for 8.50
 6 for 16.75
 12 for 32.70
 25 for 66.75

Quince and
 Apricot Trees:
 2-year, 7/16"-
 9/16" caliper.



Quince

Of all the spreads for children's bread, Quince honey is the best, and adults like it, too. Suggestion: If you can't get your favorite maple syrup for your waffles or pancakes, try Quince honey. Ummm! Don't make my mouth water!

Here's how: 3½ pounds Quinces, 1 orange, 4½ pounds sugar, 1 cup orange juice, 2 cups water.

P.S.—Don't worry about the sugar. By the time the tree fruits, rationing will be over—WE HOPE.

Quince trees: Bear August and September. Bear young. Prices above.

Apricot

We used to think that Apricots couldn't be grown in the North, but now here is a variety that can, and the fruit is exceptionally good, too. Not at all difficult to grow, and you'll get good prices for the fruit. Grow them just as you would Plums, but if possible give them a northern exposure, to delay blooming, and thus eliminate danger from late frosts. Have one in your backyard instead of the old-fashioned Apple tree. Prices above.

Strawberries: \$50.00 per 1000—and worth it.
 See pages 16 and 17.



Send 'Em to College

An acre of Kellogg's Strawberries should easily produce 5000 quarts, if given average care; and under present conditions that quantity would easily produce enough profit to keep one youngster in college for a year, with money left over. It would last for two years, if the youngster works, as many do. And, many Kellogg customers report yields far in excess of 5000 quarts per acre. Plan now for your youngster's education. Plant an acre of Kellogg's Strawberries, or even a half acre, and watch that college fund grow.

Important! When planning the youngster's college education, play safe. Plant a known and proven money-maker. Kellogg's Premier would be our recommendation. See pages 18 and 19.

"Ain't She Sweet? We Ask You Very Confidentially"



Folks, meet Kathie, in her pretty yellow dress, quaint hair-do, peaches-and-cream complexion, and very charming smile.

Kathie was five years old when this picture was taken, and if you had seen her at the time, you too would have said: "Ain't she sweet!" Or, if finicky about your grammar: "Isn't she sweet!"

But look, she has a basket of Strawberries! We don't want to take anything away from Kathie, but we do want to say that the Strawberries are just as sweet as she is. In fact, they are an entirely new variety that we call Nectarena, with a flavor that's really something "out-of-this-world".

We can't tell you about the flavor. It's impossible to really describe it adequately. But turn the page, and we'll tell you as much as we can, and how you can get it. You really have to taste it to know how delightful it is.

Another thing about Kathie and that sparkling personality of hers: We bet eating Strawberries and other fruits has something to do with it. And, of course, it's so much fun for a youngster to pick her own berries (or, his own, in case you have a boy). A Strawberry patch for the kids will give them good health, vigor, and personality. And don't forget that college fund. Strawberries will make it grow with amazing rapidity.

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

New Strawberry - Nectarena

With a flavor so different and indescribable, you'll say it must have come from another world

Our discovery of Nectarena so nearly matched our discovery of Kellogg's Premier, that we could use almost the same words in describing it. Two years ago, we were called to a small town near Toronto to view a new variety of Strawberry. It took only a glance for us to realize that here was a variety that far surpassed anything that had been originated up to that time, excepting, perhaps, its parent, Kellogg's Premier. The berries were large, bright-colored, and beautiful; and they lay in great masses among the foliage like treasures of gleaming red gold, which indeed they are.

But the big difference appeared when we tasted it. Years ago we had a variety known as Bedarena, which was lacking in certain important respects, but had a flavor so sweet, mild, and melting that we often remarked: "What a pity we can't get that flavor into a variety like Premier!"

Sweet Memories

Now, tasting this new variety, we immediately recognized the Bedarena flavor, more delightful than ever, if anything. And what was our surprise to find that the new variety was a cross between Bedarena and the famous Kellogg's Premier, taking its flavor from Bedarena, and its other characteristics from Premier.

And so, in one respect at least, this new variety does

surpass Kellogg's Premier: it has a far better flavor, and although it would be difficult at present to say that it surpasses Premier in other characteristics, it is its equal in many, and the one point alone—flavor—would be enough to make it a close or even a surpassing rival.

Otherwise Like Premier

Compared with Kellogg's Premier, it starts ripening only three or four days later, and has ripened earlier. Seems to be equal as regards frost-resistance and length of fruiting season—three to four weeks.

Again like Premier, berries are extra large, well-shaped, beautifully-colored clear through, and have an irresistible attractiveness. We believe firmly that Nectarena will be one of the most profitable of all Strawberries.

Very easy to grow. Foliage is strong, healthy, and vigorous. Bi-sexual; does not require mating.

Lots of Berries

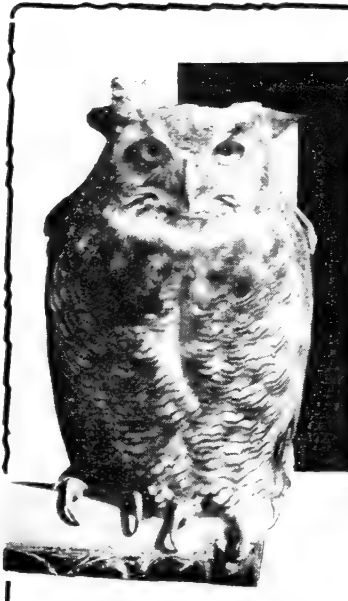
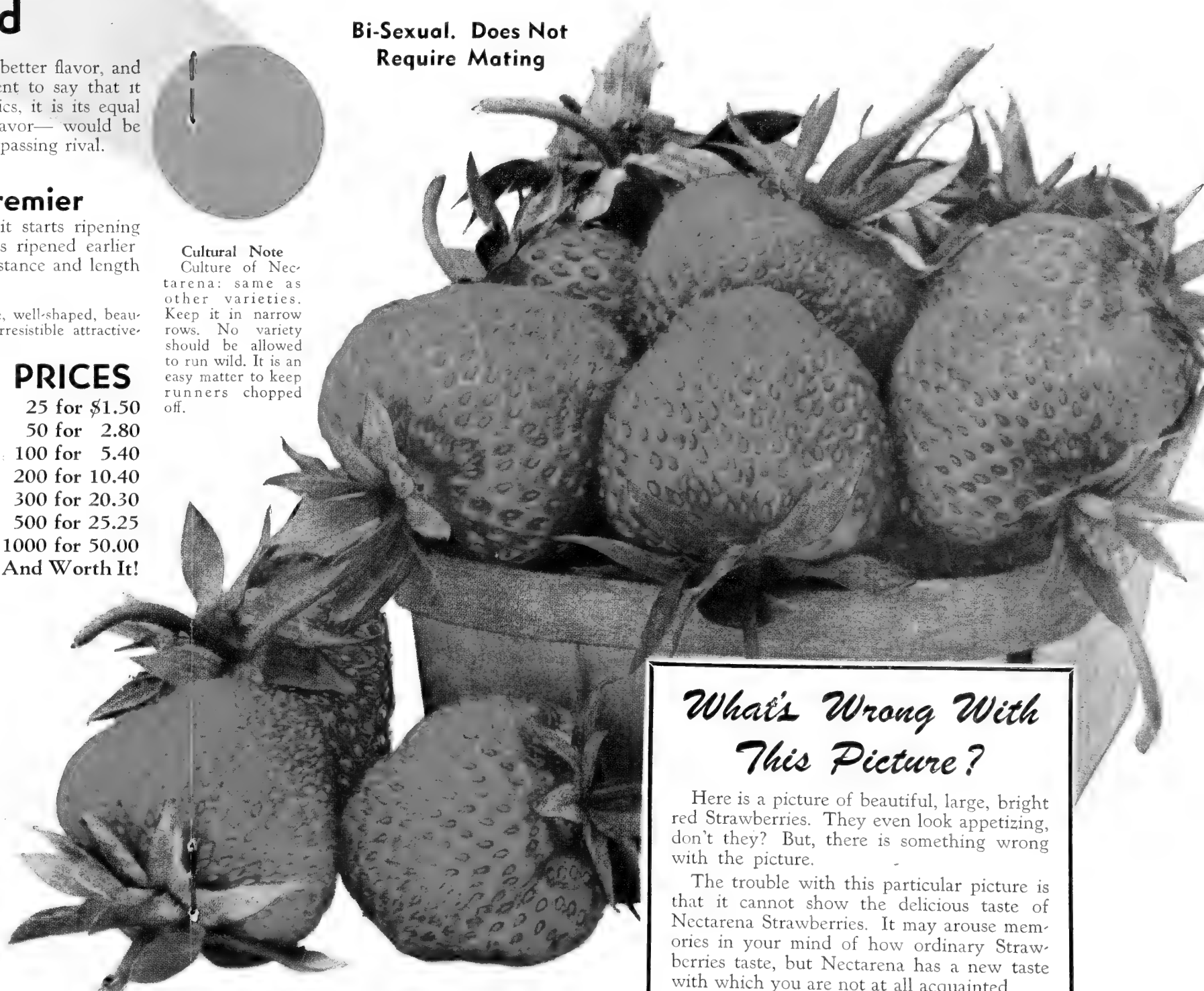
Yields vary under various conditions, but one grower who tested the variety set out 1000 plants, and from those 1000 states that he got 2000 quarts of fine, marketable berries, an exceedingly good yield. Observations so far indicate that it is equal to Premier as to productivity.

PRICES

25 for \$1.50
50 for 2.80
100 for 5.40
200 for 10.40
300 for 20.30
500 for 25.25
1000 for 50.00
And Worth It!

Bi-Sexual. Does Not Require Mating

Cultural Note
Culture of Nectarena: same as other varieties. Keep it in narrow rows. No variety should be allowed to run wild. It is an easy matter to keep runners chopped off.



THE Wise Man Knows

Have you ever wished you knew just how well new varieties would do for you, so that you could decide whether or not to plant them?

The wise man knows, because he makes it his business to know. He tries out all new varieties as they are offered, then plants them commercially later

when they have proven superior under his conditions. He plants with confidence, and always makes a profit, because he knows.

Do that with Nectarena. Set 100 to 500 plants for trial, then when it is available in commercial quantities, you will have the jump on your competitors. You will get the profits.

What's Wrong With This Picture?

Here is a picture of beautiful, large, bright red Strawberries. They even look appetizing, don't they? But, there is something wrong with the picture.

The trouble with this particular picture is that it cannot show the delicious taste of Nectarena Strawberries. It may arouse memories in your mind of how ordinary Strawberries taste, but Nectarena has a new taste with which you are not at all acquainted.

The only way to experience the out-of-this-world taste of Nectarena is to order a few, and try them yourself. It's important.

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

The Years Un

1915

Read Mr. Mackeben's letter at lower left. Since the letter was written, Mr. Mackeben has added another four years to his experience with Kellogg's Premier: 29 years in all.

25 Years of Premier

"In going over our records we find that we have been planting Kellogg plants for a period of 25 years. During all these years we have had dry years, wet years, and frost at blooming time, but we have never had a crop failure and all of this time we have planted Kellogg's high-yielding, true-to-name Kellogg's Premier. We have had yields as high as 12,000 quarts on less than an acre, which I think is an outstanding yield. As an old customer, I can recommend both Kellogg's plants and service to anyone wanting to plant Strawberries.

Harley Mackeben,
Illinois

Our Customers

Say the Word

Our claims for Kellogg's Premier are not our own only. Growers have found for themselves that it is a wonderful variety, and those growers who ordered it in the beginning, kept coming back year after year for more plants, and other growers kept trying it, until in a very few years, it had outstripped all other varieties in sales. Since then it has never had a dangerous rival, although now one-third of a century has elapsed. **And we predict that if any other variety does surpass Kellogg's Premier within the next third of a century, it will be something that has Premier as a parent.**

We now call Kellogg's Premier the Twelve-Point variety, because it has twelve points of goodness. These twelve points are listed for you at the right.

roll and Still Kellogg's Premier Remains the Best of them All

Our advice to customers for years has been: "If you can plant only one variety, by all means plant Kellogg's Premier." And our advice is still the same, excepting for a few hundred plants of new varieties, for trial under your own conditions. For commercial planting, use Kellogg's Premier, the Twelve-Point variety. Read about the 12 points below.

Way back before 1915, Mr. F. E. Beatty, then president and general manager of the R. M. Kellogg Company, was called to a town in Illinois to view a new variety of strawberry. It took only a glance from his practiced eye to realize that here was a variety that far surpassed anything that had been originated up to that time. The berries were large, bright-colored, and beautiful; and they lay in great masses among the foliage, like treasures of gleaming gold, which indeed they have proven to be.

In 1915, the variety was introduced to Kellogg's customers as "Kellogg's Premier", and those growers who tried it found for themselves the same thing that Mr. F. E. Beatty found: that here was a strawberry variety that far surpassed anything that had been so far originated. Nearly all the testimonials in our files are Kellogg's Premier testimonials, and they still continue to come in.

Bi-Sexual - Does not require mating.

Kellogg's

Premier

The Twelve Point Variety

- (1) **Extra Early.** No worthwhile variety is earlier. High prices—more profits.
- (2) **Resists Frost.** Very essential with an early variety. Frost hardly touches Kellogg's Premier.
- (3) **Fruits Long.** Nearly as late as most other varieties. Berries hold up well throughout the season.
- (4) **Extra Large.** Size attracts attention and buyers: big profits.
- (5) **Well Shaped.** See picture.
- (6) **Solid.** One of the best market varieties. Ships well for long distances.
- (7) **Healthy.** Seldom diseased. Foliage tough, dark green, glistening, leathery.
- (8) **Beautifully colored.** Red clear through. Buyers' delight.
- (9) **Best for Preserving.** Retains shape and color.
- (10) **Easy to Grow.** Stands drought, excess moisture, other unusual conditions.
- (11) **Delicious.** A fine table berry. Makes customers come again and again.
- (12) **Extra-Productive.** Yields of 1 quart per plant are common, sometimes two. Read Mackeben's letter at left.



Order Early

Strawberry plants are very scarce. We will reserve the plants from our estimated supply as soon as your order is received.

PRICES	
Kellogg's Premier	
25 plants\$0.61
50 plants 1.02
75 plants 1.44
100 plants 1.85
200 plants 3.30
300 plants 4.70
400 plants 6.10
500 plants 7.50
1000 plants14.50

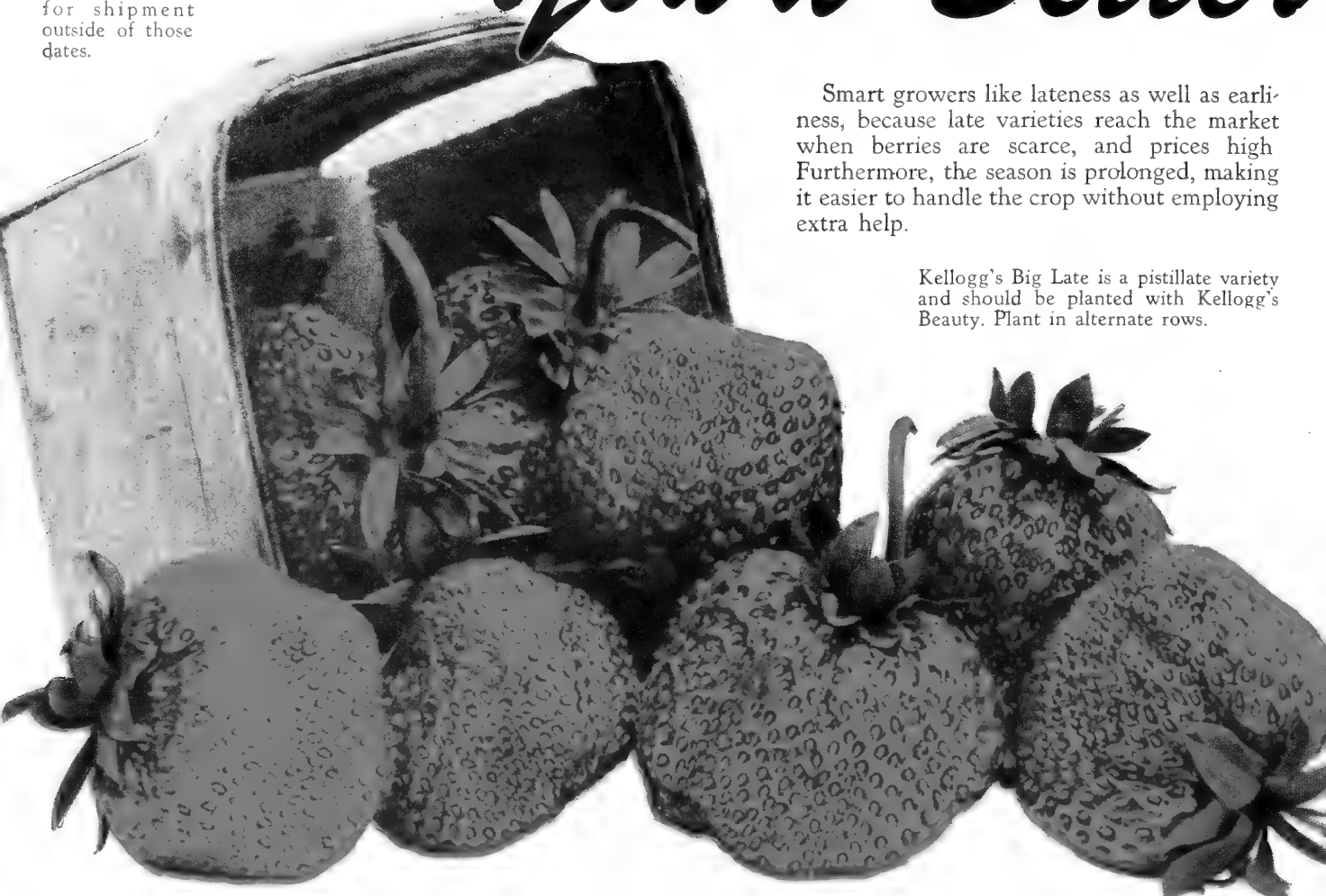
SHIPPING TIME

We start shipping Strawberry plants about March 1st to April 1st, and continue until about May 10th. No orders accepted for shipment outside of those dates.

You'd Better

Smart growers like lateness as well as earliness, because late varieties reach the market when berries are scarce, and prices high. Furthermore, the season is prolonged, making it easier to handle the crop without employing extra help.

Kellogg's Big Late is a pistillate variety and should be planted with Kellogg's Beauty. Plant in alternate rows.



Kellogg's

A visitor to our Strawberry patch once remarked, after tasting Kellogg's Big Late berries: "Umm! What a sweetheart!"

And they are indeed, because they are so delicious: they will make the best shortcake you ever tasted, are delightful fresh from the vine, and are wonderful with cream.

Big Late

Big Late berries are borne on tall, upright fruit stalks, well above the sand and dirt, where they keep clean for your customers! They are sweet and delicious, healthy and vigorous. Big Late grows well under any system, but prefers narrow rows.

PRICES:

25 for	\$0.59
50 for	.97
75 for	1.36
100 for	1.75
200 for	3.10
300 for	4.40
500 for	7.00
1000 for	13.50

Yes, This Thing is a Bud

But this particular bud tells you nothing. The buds that are important in the case of the new Nectarena Strawberry are innumerable little buds on your tongue called taste-buds. They'll tell you more about Nectarena than all the pictures and printed words in the world.

Yes, we admit you have to have the actual berries on hand to make this "taste-bud" test. Better order at least a hundred plants right away, and be ready for a pleasant surprise at fruiting time. See pages 16 and 17.

You who are commercial growers in particular should order plants for trial. Then you will know from your own experience how well it does for you. Knowing this, you will be able to order plants by the thousands with confidence as soon as they are available. You'll beat your competitors to the market by years, and your bank account will fatten just like a pig at the trough.



Be Late!

These smart growers plant Kellogg's Big Late and Beauty—a fine team of money makers. Plant them together for best results—alternate rows, or one row of Beauty to two rows of Big Late.



Kellogg's Beauty is bisexual and may be planted alone. Can also be used as a mate for Kellogg's Big Late.

Beauty

Kellogg's Beauty fruits late, when other varieties are about done, and by then you think you have had enough Strawberries, but one look at Beauty's delicious looking berries, and funny things happen to your appetite! You are off again, eating Strawberries by the dishful and enjoying them, too!

Beauty keeps well, sells well, looks well, grows well—makes money for you. Berries big, sparkling, and delicious. Beautiful bright red in color. Solid, firm, good shipper.

PRICES:

25 for \$0.59	300 for \$4.40
50 for .97	400 for 5.70
100 for 1.75	500 for 7.00
200 for 3.10	1000 for 13.50

**R. M. Kellogg Company,
Three Rivers, Michigan**

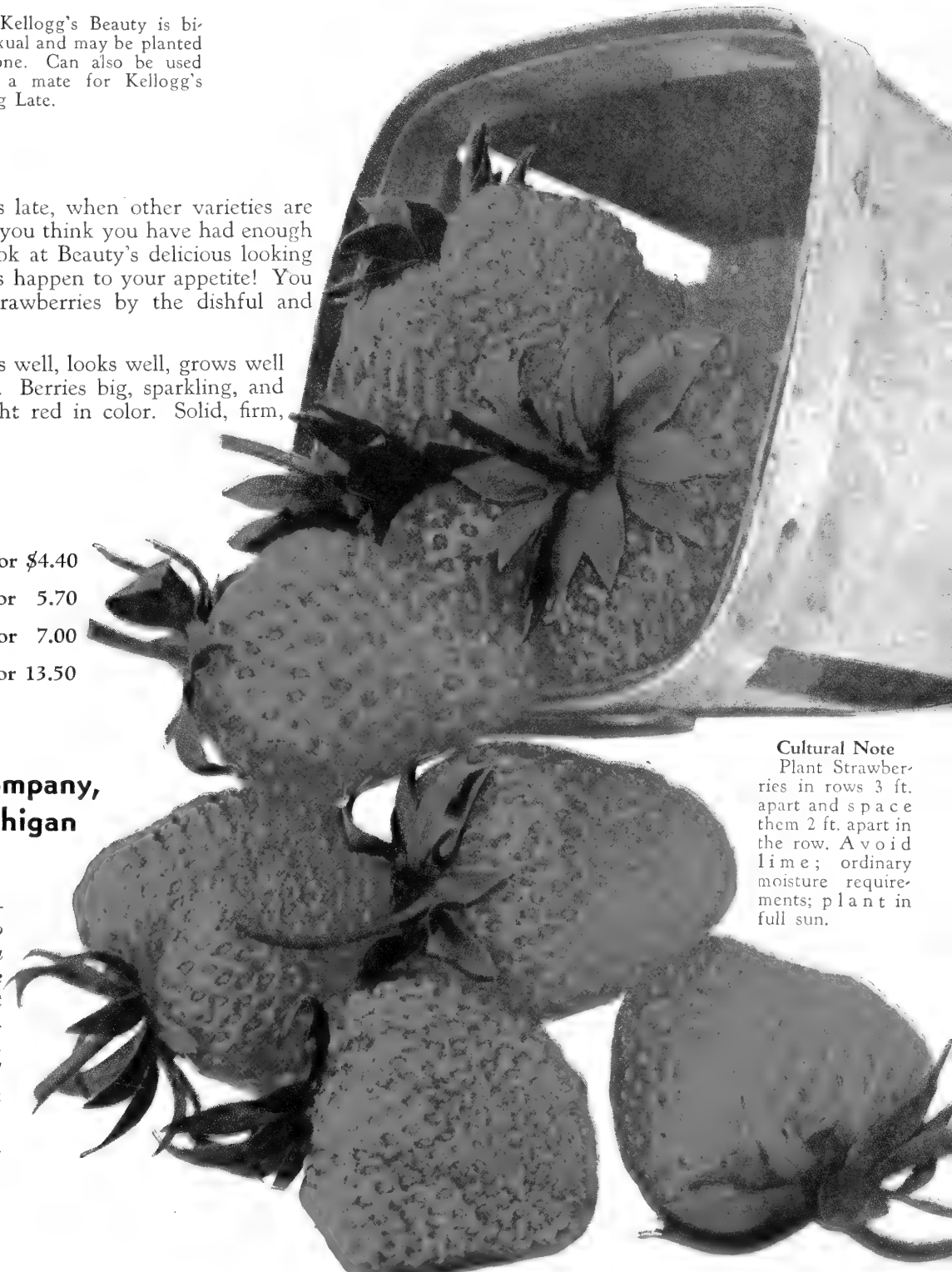
Broad acres are a patent of nobility; and no man but feels more of a man in the world if he have a bit of ground that he can call his own. However small it is on the surface, it is four thousand miles deep; and that is a very handsome property.

Charles Dudley Warner

Plant Early

We say: "You'd better be late!" This does not, however, mean that you should be late with your planting. Strawberries should be planted early for best results, whether they are early varieties or late varieties. And don't worry about frosts or freezing. The plants can stand it. We once planted in March, then the ground froze solid for two weeks. Every plant lived.

We cannot accept orders for Strawberries to be shipped later than about May 10th.



Cultural Note
Plant Strawberries in rows 3 ft. apart and space them 2 ft. apart in the row. Avoid lime; ordinary moisture requirements; plant in full sun.



You Don't

Old timers will remember Senator Dunlap as once the best of all varieties, and it still enjoys the reputation in certain parts of the United States, while Dorsett, Fairfax, Catskill, and Blakemore have now enjoyed years of popularity. The only new variety

Senator Dunlap

This variety grows itself, mates itself, and produces loads of large, beautiful berries. Berries are fine, fresh from the vine, and especially fine for canning. Flavor sweet and delicious. A good shipper. Grow Dunlap in narrow rows, and the small extra effort will greatly repay you. Midseason. Bi-sexual. You'll find plenty of people still who say: "Dunlap for me!" Prices below picture at left.

Cultural Note:

Keep all Strawberries in narrow rows; better fruit, more of it. Avoid lime. Soil range: sandy loam to clay loam, and intermediate. Give them good drainage. Full sun.

Blakemore

Midseason, bi-sexual, does not require mating. Don't think that Blakemore's not an important variety, just because not pictured. It's one of the best: a big, hardy, strong grower that produces big crops of large, round, sparkling, solid berries. Solid red from surface to center. Exceedingly beautiful. Excellent for home garden or for market. Growing more popular every year, and making more and more money for growers, and more and more eating pleasure, too. Grow in narrow rows for best results. Mild and sweet. Prices at left.

Robinson

Bi-Sexual

Add up all the enthusiasm you encounter about Robinson, and the answer is: TRY IT. The berries are extra large, beautiful, glossy, scarlet-red clear to center. Mild, juicy flavor. Conical shape. Fruits few days after Premier. Long bearing, with well-sustained size. Good shipper. TRY IT. You'll like it. We'd show you a picture, but we have only a limited number of plants, and a picture would oversell. Prices at left.

Prices

All varieties on these two pages.

- 25 for \$0.56
- 50 for .92
- 100 for 1.65
- 200 for 2.90
- 300 for 4.10
- 400 for 5.30
- 500 for 6.50
- 1000 for 12.50

Dorsett

Prices of Dorsett at left, above picture.

Once acclaimed as a long-last rival to Kellogg's Premier, and it is excellent, and we recommend it. If you have never grown it, try it. You'll like it. It is a big solid beauty that is one of the very best money-makers—profits up to \$1000 per acre. Extra early, but immune to frost, drought, and excessive rain.

Fruits extra early to late. Berries keep, ship, hold color. Fine canner. Excellent fresh; sweet. Prices above at left.



R. M. Kellogg Co.
Three Rivers,
Michigan

Gamble With These

on these two pages is Robinson, and that has already been received with such acclaim that we know you are perfectly safe in ordering it. You are safe with any of the six varieties listed here. Given normal care, normal soil, and average weather, they will produce the loads of fine, attractive, well-flavored berries that will build up a very profitable trade for you.

Catskill

The extra large size of the berries is the feature of Catskill; really huge. And the flavor is extra fine, too, mild and sweet. Color is brilliant red with bright green calyx—very showy—excellent seller. Really making a very good name for itself. Plants vigorous and exceedingly productive. Grow in narrow rows for best results; does not require mating. Prices below.

Fairfax

(Bisexual. Does not require mating.) This variety's unusual flavor will appeal to you: non-acid, delicious, different. As good as Dorsett but slightly later—frost resistant—succeeds anywhere. Berries are very deep red, clear through, and firm and solid; extra large; bring high prices—will attract customers away from the cheap, shipped in berries. Prices below.

Prices

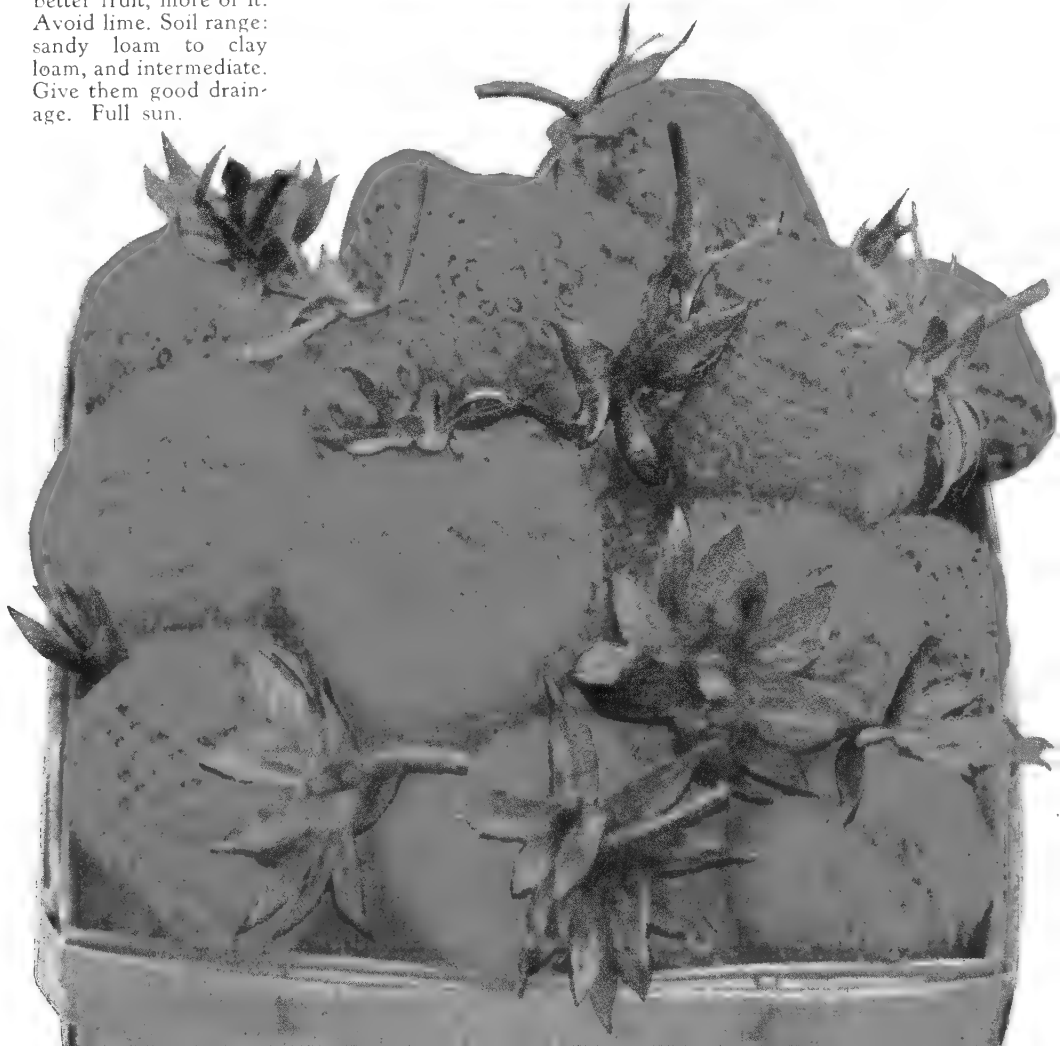
All varieties on these two pages.

25 for	\$0.56
50 for	.92
100 for	1.65
200 for	2.90
300 for	4.10
400 for	5.30
500 for	6.50
1000 for	12.50



Cultural Note:

Keep all Strawberries in narrow rows; better fruit, more of it. Avoid lime. Soil range: sandy loam to clay loam, and intermediate. Give them good drainage. Full sun.



New Streamliner

Everbearing Strawberry

WHY wait for a year or more to make a profit? Now here is an everbearing Strawberry that will start making money for you within six months. It is the newest of the everbearing varieties, and is really making a name for itself as a commercial variety. It promises to be the universal everbearing variety. Read further details below and on page at right.

The Quick Way To Bigger Profits in the Fall Season

TIME was when 60c per quart was considered an exceedingly high retail price for Strawberries. Now, here is a variety which is bringing 60c per quart wholesale, and more. These prices were obtained in September, 1945, by the West Michigan growers.

Note that we say September. That means that Streamliner is a commercially-profitable berry in the fall. That's why Streamliner is the quick way to bigger profits.

With the standard, or June-bearing varieties, you must wait a full year before you can cash in on your investment. Streamliner gives you big profitable crops six months or less after planting.

Spring Bearer, Too

It starts bearing some fruit only about 60 days after planting, and by September will be fruiting heavily so that picking is economical and marketing profitable.

Further, the berries are large, attractive, and profitable **in the spring, as well as in the fall**. For that reason, Streamliner comes the nearest to being a true everbearer of any of the everbearing varieties—not merely a fall-bearer. It fruits well the first fall, the following spring, and the following fall, giving you three good crops in the period of 18 months.

Further Details and Prices at Right

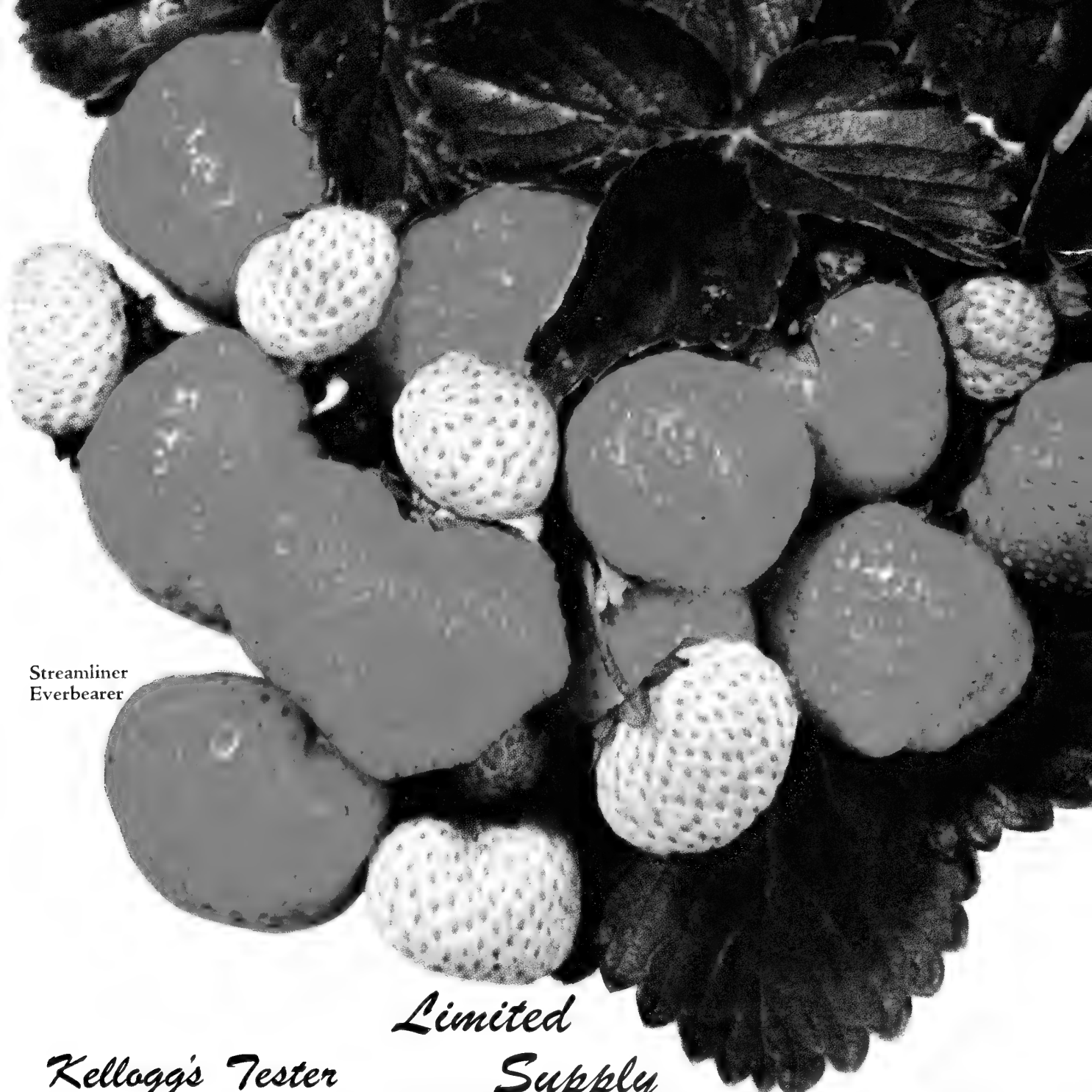


Be Wise, Plan Ahead

The squirrel puts nuts away for the winter, and then when winter comes, he is secure. He plans ahead.

You will be just as smart as the squirrel if you will order a few plants of new varieties for trial. You need not order them in large quantities—a moderate order will give you enough plants to determine for yourself how good the variety is under your conditions; then if it does do well, you are in a position to order commercial quantities with confidence, and you will make big profits.

P.S.—We recommend the new Nectarena Strawberry for one thing. See pages 16 and 17.



Streamliner
Everbearer

*Kellogg's Tester
Special*

A good thing to order if you want to try the new varieties.

You get:

- 50 NECTARENA
(June-bearers) \$2.80
- 50 Kellogg's Premier . . 1.02
- 50 STREAMLINER
(Everbearers) 2.80
- 50 Gem (Everbearers) . . 1.40

Total Value . . \$8.02

SPECIAL PRICE \$7.17

See page 29 for further details.

*Limited
Supply*
Important-Order Early

Streamliner berries are uniformly large, well colored, uniform in shape, colored all the way to the center, and have no green tips. It is considered by many as the best flavored everbearer today. Meets with enthusiastic acclaim wherever introduced.

The plants are vigorous and hardy, and stand sub-zero temperatures easily. Further, they have little preference as to soil, doing well on anything from clay to sandy loam. At present, the supplies of Streamliner are very limited, and only a very few nurseries can supply it at all. Our own supplies are meager, and we therefore recommend that you order early.

PRICES:

25 for \$1.50	100 for \$ 5.40	400 for \$20.30
50 for 2.80	200 for 10.40	500 for 25.25
75 for 4.10	300 for 15.35	Limit: 500

Ever



GEM

Gem is the everbearing variety that competes in June with standard varieties, and in addition fruits in the fall. Gem is the money-making everbearer. Its berries are solid, and carry well to market. They are well shaped, well colored, deliciously flavored. Plants healthy, vigorous, drought resistant, productive. Grow in narrow rows for best results. Does not require mating.

In these days of labor shortage it is important to prolong your work and marketing season, and Gem is the

variety that will do it for you. It produces a fine crop of money-making berries in the fall—berries that will sell well at fancy prices—and then again in the spring. More and more, Gem is being planted for profit.

GEM PRICES:

25 for \$0.80	100 for \$2.60	400 for \$ 9.10
50 for 1.40	200 for 4.80	500 for 11.25
75 for 2.00	300 for 6.95	1000 for 22.00

First order Gem, then see what we have for you on pages 16-17.

MASTODON

For years the leading everbearing Strawberry, and still the favorite with many growers. Its berries are large, good looking, easily picked, finely flavored. Bi-sexual, does not require mating. Heavily productive; spring and fall. Starts fruiting two to three months after planting.

PRICES:

25 for \$0.88	100 for \$2.90	300 for \$ 7.85
50 for 1.56	200 for 5.40	500 for 12.75



**It's Big
and
GOOD**

bearers

To make the most out of your own labor, and that of your own help, it is important to prolong your marketing season. Thus, you spread your work over a longer period of time, and can do more of it yourself, perhaps all. Everbearers greatly aid in prolonging your season by giving you a fall crop of berries as well as a spring crop. And now, with the great improvement in everbearing varieties, they are really money-makers. They sell well at fancy prices. More and more they are being planted for profit. We are offering you the three best varieties for home use and market. They'll make money.

Cultural Note: Everbearers, because they make few runners, can be planted closely. Many make the rows 30 inches apart and plants 15 inches apart in the row; thus your plants occupy less ground and are easier to manage. Keep all blossoms off until the first of July the first year.



Minnesota
No. 1166

MINNESOTA No. 1166

If you read the newspapers and magazines, you have been hearing about Minnesota 1166. This variety was famous even before its introduction. Produced in Minnesota at the Minnesota Agricultural Experiment Station, it has hardiness, sturdiness, and fruitfulness under adverse conditions that most varieties do not have.

Many believe it will replace the ordinary varieties as soon as plants are produced in quantity.

Why? Because it is really superior. Its berries are large, well shaped, dark red clear through, and have a marvelous keeping and shipping quality. Do not seem to rot in the box or dry up.

Further, the flavor is exceedingly fine. This quality is important. Customers want flavor in their berries, or they will not buy. Given flavor, they will come back for more, and your sales and profits from Minnesota 1166 will pyramid from year to year.

Minnesota 1166 promises to equalize the Strawberry seasons, so that the fall season will become as important as the spring season.

Minnesota 1166 is new and the supply is still limited, therefore we advise you to . . .

Order early: Our stock of plants is carefully estimated, and our plants will be reserved from the estimate. Shipments will be made at planting time. Customers are ordering earlier and earlier under present conditions of shortage, so do not delay in sending your order. Regardless of how you handle the rest of your order, order your Minnesota 1166 at once.

We can allow no more than 500 Minnesota 1166 plants to a customer.

PRICES:

25 for	\$1.00	200 for	\$ 6.40
50 for	1.80	300 for	9.35
75 for	2.60	400 for	12.30
100 for	3.40	500 for	15.25

R. M. Kellogg Company, Three Rivers, Michigan



Kellogg's Money Quarter

All of us like money. Most of us have the ambition to go into business for ourselves, and we know of no business that offers more convenient opportunities than the Strawberry business. It is very easy to make a beginning, no real experience is needed, and only a small invest-

Kellogg's

Strawberry Gardens



It is so important that you try the new Nectarena Strawberry that we have included it in both of the gardens below. In fact, either one of these gardens is excellent as a means of acquainting you with Nectarena. The older tried-and-true varieties are right there for comparison.

June Garden

Many of you like your Strawberries only in the good days of June, so here is your garden: June-bearers only, no everbearers.

50 Kellogg's Premier	\$1.02
50 NECTARENA	2.80
50 Fairfax92
50 Kellogg's Big Late97
Total Value	\$5.71
Special Price	\$4.95

**200
Plants
\$4.95**

Spring and Fall Garden

If you want berries in both spring and fall, order this garden. Half of it is everbearing varieties, the other half, June-bearers.

50 Kellogg's Premier	\$1.02
50 NECTARENA	2.80
50 Minnesota Everbearing	1.80
50 Gem Everbearing	1.40
Total Value	\$7.02
Special Price	\$6.25

**200
Plants
\$6.25**



Maker Acre



ment. And, that investment pays large dividends. Right now, in particular, strawberries are selling at the highest prices we have ever known.

For those who want to make money with Strawberries, we designed Kellogg's Money-Maker Quarter Acre. This gives about the right start for the average man or woman, and women do succeed in the Strawberry business as well as men. You get the varieties below. All money-makers.

- 1000 Kellogg's Premier (early) . . . \$14.50
 - 500 Fairfax (midseason) . 6.50
 - 500 Big Late . . . 7.00
- Total Value, \$28.00

Special Price
\$26.15

Here are those kids again, the ones who want to go to college. And, Man, are they going! For one thing, they are starting early and for another, Strawberries are supplying the money. 'Nuff said.

Plant Early

Usually Strawberry plants do not ship well after May 10th or 15th. We reserve the right to refuse orders for later shipment.

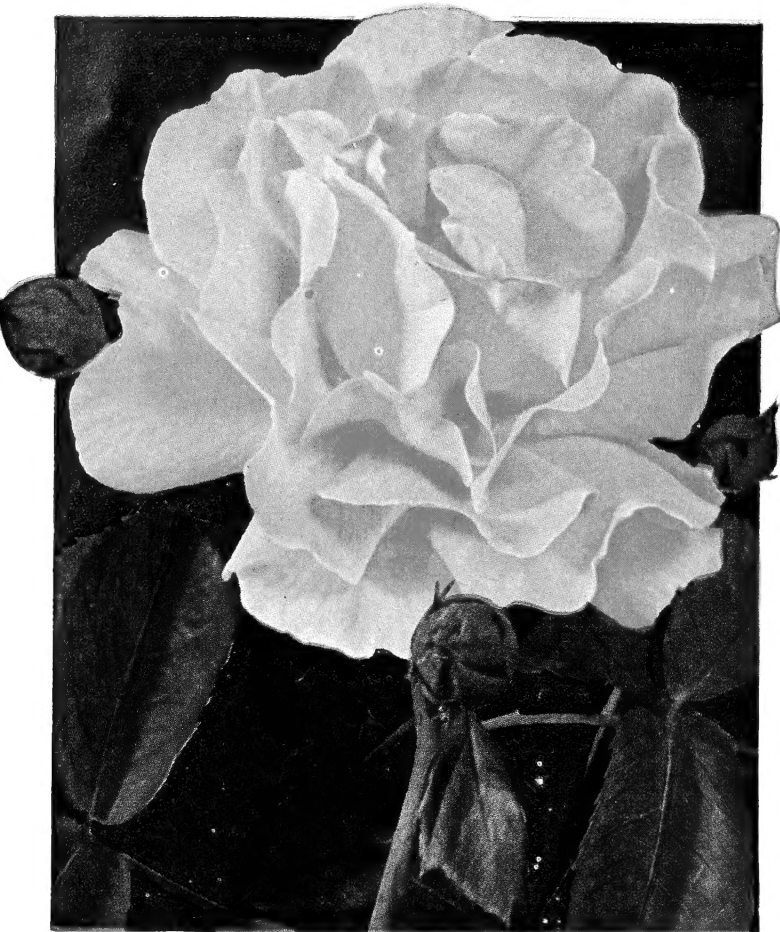
Kellogg's Tester Special

A special collection of Strawberry plants for the express purpose of testing the new Nectarena and Streamliner Strawberries against varieties of established merit, under your conditions.

We include Kellogg's Premier, the most successful standard variety to date, and Gem, the most successful everbearer to date. Plant Kellogg's Tester Special and determine for yourself how well these new varieties succeed under your conditions, and how they compare with the former leaders.

- 50 NECTARENA (June-bearers) . . . \$2.80
 - 50 Kellogg's Premier . . . 1.02
 - 50 STREAMLINER (Everbearers) 2.80
 - 50 Gem (Everbearers) 1.40
- Value \$8.02

Special Price
\$7.17



New Horvath

Climbing Rose, Federation

New Climbing Roses

By Horvath

Here are five beautiful Roses that became available to us after our Garden Beauty Book had gone to the printers, hence we are including them here in our Fruit Catalog as we know all fruit lovers are also flower lovers. With the scarcity of Climbing Roses, you will particularly appreciate Meda and Federation.

Federation

(U. S. Plant Patent No. 287)

Beautiful flowers of lively, brilliant and sparkling rose-pink with lighter center and iridescent orange undertone. Flowers $3\frac{1}{2}$ inches across, and produced in very large quantities on 12 to 24 inch stems. Petals wavy and crested as shown. 24 to 36 petals per flower. Excellent for cutting. Very sweetly scented.

Foliage: Rich, dark green, and generally healthy.

Plant grows 12 to 14 feet high with many canes. Hardy without protection in the temperate zone, and can be grown with protection in the colder regions.

Prices: \$1.50 each; 12 for \$15.00



Meda

(U. S. Plant Patent No. 518)

Beautiful Hybrid Tea-Type flowers on a climbing vine. Outer petals: Beautiful pale buff, shrimp-pink, increasing to deeper and richer rose-pink toward center. Petals resemble dozens of shining and overlapping sea shells. Flowers occur singly, or in clusters of three, on 10 to 12 inch side laterals, good for cutting. Buds perfectly formed; opening into high-centered flowers. Fully-opened flowers $3\frac{1}{2}$ to 4 inches across.

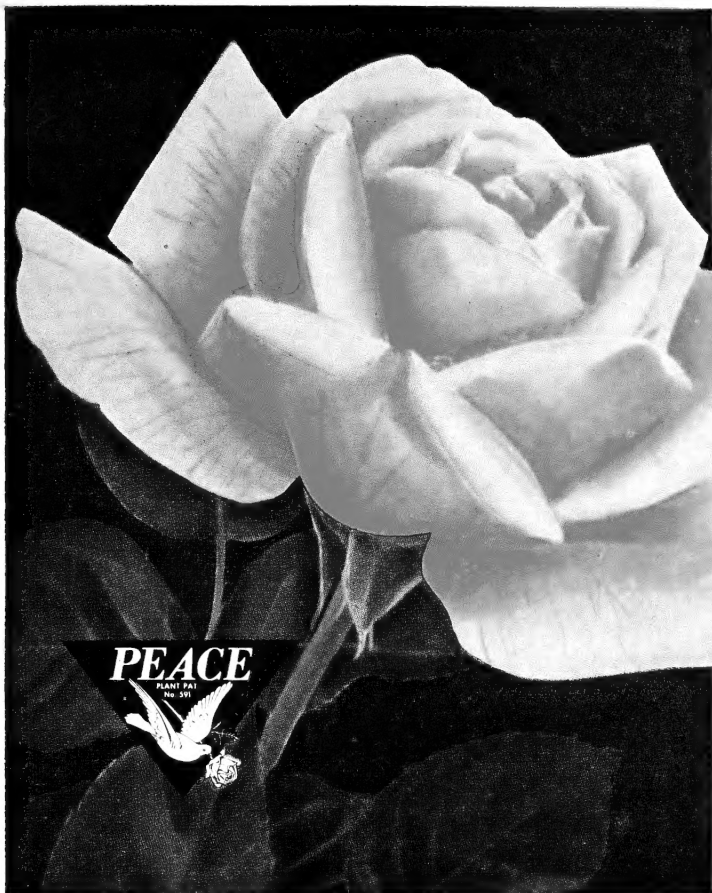
Foliage: Deep bottle-green, leathery, generally healthy. Plant gets 10 to 12 feet high, and is sturdy, requiring little support. Can be made to resemble a high rose bush by cutting back branches to three, four, or five feet. Hardy enough to be grown successfully with protection in the colder regions.

Prices: \$2.50 each; 12 for \$25.00

**R. M. Kellogg Company,
Three Rivers, Michigan**

Rose Celebrities

The Roses on this page are all Hybrid Tea-type bush Roses. All have proven popular and beautiful, and we recommend them to you.



Peace We might well use this whole page extolling the merits of this grand new Rose. Adjudged by experts to be one of the greatest new Roses of all time. Magnificent large, double blooms ranging in color from a deep yellow in bud to creamy yellow with cerise-pink edging as petals unfold, and finally an alabaster shade on fully open blooms. Not unusual for one to count 5 or 6 different shadings in bloom on a single plant. Bushes are massive and sturdy in growth with tough, leathery, dark green foliage. Plants bloom from June until freezing weather, producing exhibition quality flowers in abundance.

Peace Prices:

2-year, No. 1 plants, \$2.50 each; 3 for \$6.25.

Stratford If you love silvery pink color, then you will want "Stratford". One of the most unique petaled Roses we have ever seen. Open blooms have the odd, Cactus-like appearance of the Cactus Dahlias. A vigorous growing plant with strong, erect canes. Buds are a delightful flesh-pink, opening into large blooms so extremely double that there scarcely seems to be room for all the petals. The color of open blooms is creamy pink and holds for days as the many petals unfold. Blooms come almost continuously from June until freezing weather and this is a Hybrid Tea we're sure you will want to add to your gardens. 2-year, No. 1 plants, \$1.50 each; 3 for \$3.75.



Stratford
Pl. Pat. 160

Grand Duchess Charlotte

AARS—Patent Pending

We like the nice crisp-looking petals of this beautiful Rose, and think that you will, too. The picture shows beautifully formed, fully opened Roses. In addition, the buds have their share of beauty, too, being long pointed and well formed, and a unique rose color. Fully opened Roses, dusty rose. An outstanding everblooming Hybrid Tea Rose for lovers of fine plants and blooms. **Grand Duchess Charlotte Prices:** 2-year, No. 1 plants, \$1.50 each; 3 for \$3.75.

Grand
Duchess
Charlotte



High-Land Blueberries

Set 5 to 7 feet apart. Moist soil O. K. but with mulching can be grown on most any acid land.

Use peat moss, oak leaves, woodland soil or aluminum sulphate for acidifiers.

You can grow them at home. Marshy land not required. Simply observe the few cultural instructions at left, and they will succeed for you, on high land or low.

Cultivated Blueberries satisfy the ever-changing taste of customers. They quickly buy the beautiful, delicious, and extra-large cultivated berries at good prices.

The berries are juicy, mild and delicious, much better than wild fruit. Two to three times larger than wild varieties, small seeds. Accordingly they bring high prices. They are solid and firm and ship well. They grow upright, easy to pick.

The plants last a lifetime, and bear large profitable crops. Four-year plants usually yield around 800 to 1000 quarts per acre: older plants more. Fruit ripens over several weeks. Large clusters.

PRICES:

3 plants for \$ 4.70
6 plants for 9.20
12 plants for 18.20

Order Early: so that we can ship early. Plants can be left in package until planting time, and will be ready for immediate planting as soon as your weather conditions permit: better results. Early orders are also packed by our more experienced year-round men: better packing.

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