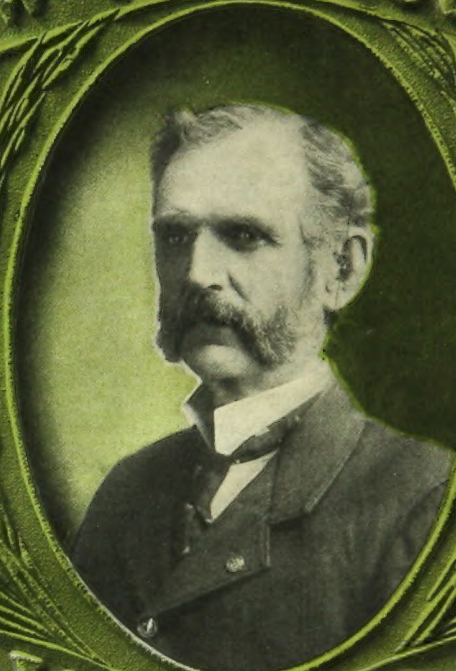


THE NEW HORTICULTURE



R·M·KELLOGG'S

GREAT CROPS
OF STRAWBERRIES
AND HOW TO GROW THEM

R·M·KELLOGG CO.
Three Rivers Mich.

B. W. PAT. FRANKLIN CO - CHI.

1909

Our Guarantee

W E GUARANTEE that all plants shipped to our customers are grown upon our own farms and under our methods of selection and restriction; that they are pure and true to name, and that a full count will in all cases be given. That the plants are freshly dug and carefully packed in damp moss, and that they are securely crated or wrapped. (We never place any plants in cold storage, but they remain in the ground where grown until we dig them to fill the customer's order.)

We also guarantee that every package is examined by a competent inspector, and that both plants and package must be in perfect condition before allowing them to leave our hands.

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

Certificate of Nursery Inspection No. 696

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

L. R. TAFT, State Inspector of Nurseries and Orchards.

In short, we guarantee that every detail of the work of producing and shipping plants, so long as they remain under our control and observation, is perfectly carried out. We are exceedingly anxious that every customer shall realize his highest expectations in the direction of success with our plants, and we do everything in our power to assist him to attain this desired result. But we cannot and do not hold ourselves responsible for plants after our control ceases, and, of course, it is understood that when our plants are turned over to the transportation company we have no further control over them. Should they fail to arrive in good condition it will be due to improper handling or careless treatment while in transit. However, we have been growing and shipping strawberry plants for twenty-one years, and in few instances have plants failed to reach the purchaser in ideal condition; and our plants have gone to all parts of the United States and the Dominion of Canada.

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

The fact that we receive orders from the same customers year after year is the best evidence of our success in the work of delivering high-grade plants in perfect condition. In 1908 we shipped 3,000,000 plants in excess of the highest record of previous years, and a large proportion of this increase came from customers who have used Kellogg's strain of plants for many years.

Substitution

T HIS year we have an exceptionally large stock of plants which reaches the high-water mark of Kellogg quality, and we confidently expect to be able to supply the wants of all our customers. However, certain varieties always sell far in excess of other varieties, and this contingency must be reckoned with. When it comes time to ship your order, is it your wish, should we be sold out of any varieties that you have selected, that we substitute some other varieties of equal merit in their place? In making out your order be very explicit on this point. Please note that at the bottom of the fourth page of the order sheet for 1909 is a blank space with dotted lines for your answer to this question. If satisfactory for us to substitute, write "Yes" on the dotted line. If not satisfactory, write "No." In the latter case we shall return your money for any varieties we are unable to supply. Rest assured that we shall substitute only when it is necessary to do so, even though you give us the privilege to substitute. We make this matter so clear as to avoid delays at shipping time, and any possible misunderstandings.

If you have second choice as to varieties, please indicate what they are; this will aid us very much. In case you write neither "Yes" or "No" on dotted line, we shall understand it is your desire that we shall use our judgment in the matter.



A Guide to Victory

VICTORY! It is the realization of one's brightest dream; it cheers, inspires and satisfies. It fills the world with radiance and makes life beautiful and sweet. Victory spells many another thing—it spells patience and endeavor; it spells intelligent effort and faithful performance; it speaks of duty done and of attention to infinite detail. But if all these are spelled out of them that is the more valuable and enduring because so dearly won. This book is a record of victory on the one hand and, like all true records of this kind, it is an inspiration and a guide to victory on the other. The triumphs of the Kellogg methods over old and obsolete ways of doing things, the steady and increasingly wonderful advance of the Kellogg ideas in the world of horticulture, and the marvelous growth of the business of this company form a romantic and inspiring chapter in the history of American enterprise. The season of 1908 witnessed an increase in the number of plants sold over any preceding year in the history of the R. M. Kellogg Co. in excess of 3,000,000, the total number sold last year being little short of 25,000,000 plants. And the outlook for 1909 is for the finest crop of plants ever grown in the history of the company; while from the business side it may be interesting to know that customers were filing orders for 1909 delivery before the shipping season of 1908 had reached its close.

But it is not the chief object of this book to set forth the strength of the R. M. Kellogg Co., or the glory of Kellogg Thoroughbred Strawberry Plants. It is to point out the way to success and prosperity to others by telling them in detail how victory in strawberry growing surely may be achieved; and to this end such a wealth of illustration has been provided as to make every lesson taught so clear, so graphic, that no one who will read the words and seek to comprehend the pictures but will be able to enter upon this most delightful and profitable line of horticulture in absolute confidence that success will crown his efforts. It is now and always has been the policy of this company to furnish its customers with the most complete instructions as to methods of handling the entire business of strawberry production and marketing. And though it is due to the splendid accomplishments of the Kellogg strain of plants in the fruiting bed that we occupy the high place in the horticultural world generally accorded this company, it is to the careful and thorough-going nature of the instruction and advice and the other aids we extend to growers that we owe the extraordinary growth of patronage that calls for an annual output of plants of such magnitude as we have indicated. None may read the glowing letters of appreciation which have been selected from many thousands like them for publication in this book, in which our patrons give testimony to their satisfaction and delight with our plants and gratitude for assistance rendered, or note the extraordinary views in fields and patches of our Thoroughbred plants grown under our direction, without being convinced that Kellogg plants and Kellogg methods, when intelligently used together, lead to certain and assured *victory*.

Kellogg's Pedigree Plants Simply Wonderful

IN a letter written us under date of January 22, 1908, Homer Cronk, of Colfax, Washington, says: "It is with pleasure that I write this letter, praising the work of the Kellogg Pedigree Strawberry Plants as compared with the performance of common stock. We received our first plants from you in the spring of 1904, and have had ample opportunity to observe their performance in the fruiting beds for three successive seasons. I can only describe it in a vague way by the one word *Wonderful!* As hundreds of your customers report, the berries are the wonder of the country—so large, so meaty, so rich and highly colored. What are my methods of marketing? Well, I don't bother my head about that, except to pack the berries in the best and most attractive manner, name my price and deliver orders. All my berries are ordered over the telephone faster than they can be picked. My entire 1908 crop was engaged by an enterprising grocer of Colfax before the 1907 crop was more than two-thirds gathered."



Frank E. Beatty and his Residence

THE residence of Mr. Beatty is located at the entrance to the great Kellogg Strawberry Plant Farm. Mr. Beatty is president and general manager of the R. M. Kellogg Co.

Plant Breeding and Selection

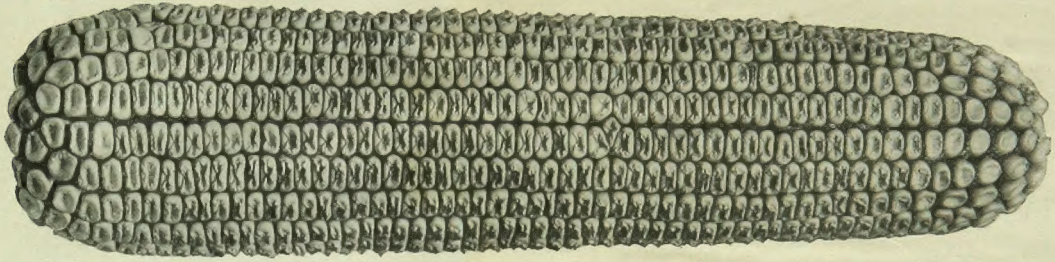
WE feel that it would be reflecting upon the intelligence of strawberry growers if we occupied large space in arguing the feasibility of improving plants by selection, because every intelligent fruit grower knows by experience that there is a great difference in plants and seeds. There was a time when it required a strong argument to convince the people of the merits of selection in both seeds and plants, and not until actual tests demonstrated the difference in favor of selected stock did the masses believe.

For us to say that the Kellogg strain of Thoroughbred plants is superior to all others would be very acceptable to those who have tested the merits of our plants, but it might appear like boasting to those who are

not acquainted with these plants, or who never have been so fortunate as to see our Thoroughbreds in fruit. And for the benefit of those who may be unacquainted with the Kellogg plants and the Kellogg way, we publish just a few letters from old-time users of our Thoroughbreds which will be more convincing than anything we might say about ourselves. Read these letters; they appear on different pages of this book. Such letters, coming from cultivators of the strawberry, should convince any interested person that it is economy to use plants which come from selected mother plants of known fruiting vigor.

If you were going to plant tomato seed to grow plants for your own setting, would you not prefer the seed from a perfect specimen

Don't try to learn through errors and losses what we have learned about strawberry plants during a quarter of a century of experiment and success. You get this knowledge in concrete form when you buy our plants.



The World's Champion Ear of Corn

tomato, produced by a strong, healthy vine, and from a vine that produced all good tomatoes, than to take seed from an undersized tomato, grown on a weak and undeveloped vine, and one that produced only a few inferior tomatoes?

And if you were going to plant potatoes, would you not rather have tubers which were taken from a strong hill that produced a goodly number of perfect tubers, than to use seed of unknown origin?

And if you were going to plant corn, would you not prefer an ear with a small cob, filled evenly with well-developed kernels from end to end, with a record back of it, than to plant seed from a nubbin?

The answer to these questions would be: Give us the best seed grown from ideal mother plants. The decision as to strawberry plants would undoubtedly be the same. In view of this fact we deem it unnecessary to occupy space in proving the superiority of strawberry plants which have been selected for a series of years with an aim to improve and strengthen the vigor of the plant, as well as quality and quantity of fruit, over plants which have been grown on the hit-or-miss plan.

Did you ever watch an expert marksman use a rifle? He first decides upon the object. Then with steady nerve he aims at his object, and the gun is not discharged until the barrel is on a direct line with the object at which he is aiming. The Kellogg Company has a certain object in view—the best strawberry plant, the highest quality of berries and the most of them, and, like the marksman, we are not aiming on the hit-or-miss plan. By using mother plants showing the most points of excellence, and from these selecting plants of the most ideal type, we have succeeded in developing a strain of thoroughbred plants which have won the world's highest fruiting record.

We esteem ourselves especially fortunate in being able to present herewith two remarkable object lessons in breeding and selection—one drawn from the animal kingdom, the other from the vegetable kingdom. Through the courtesy of W. J. Gillett, of Rosendale, Wis., the well-known breeder of Holstein-Friesian cattle, we are able to present not only the world's most wonderful cow, considered from the viewpoint of yield of both milk and butterfat, but are able also to present halftone engravings of the ancestors of Colantha 4th's Johanna. No one can study the conformation of these three ancestors of the world's champion, and note the extraordinary development in all of them of the dairy characteristics, without realizing at once that Colantha 4th's Johanna is the legitimate, aye, inevitable, product of such an ancestry. And the observer will note how these dairy characteristics are emphasized in succeeding generations, a fact indicating the progress made as the selection was carried on up to the wonderful consummation noted in the champion of the world.

But quite as interesting is the result of breeding and selection revealed in the ear of corn shown herewith, and which is acknowledged by the world's greatest corn judges to be the finest and most perfect ear ever grown. It won the Allee trophy at the Iowa Agricultural contest in January, 1907, and so keen was the interest to secure it that the owner bid \$150.00 for it in order that he might keep it for propagating purposes. The ear is 10½ inches long, 7⅞ inches in circumference at a line three inches from the butt, and 6⅞ inches at a point two inches from the tip. It weighs 19 ounces and carries 22 rows of kernels.

Mr. Pascal, who grew this ear of corn, did not step at one bound into the front rank of corn breeders. He visited the International Livestock Show at Chicago in 1901, and com-



Interior View of Main Office of R. M. Kellogg Co.

THIS illustration shows the main room of our office building and the force of clerks busied with the work of handling the enormous mail and recording the great number of orders that come daily. Beside this main room are rooms for the officers of the company and the stenographers, a large mailing room 24x60 feet, and another floor 24x60 for storing office stationery and filing records. The receipt of all orders is promptly acknowledged; should you fail to receive such acknowledgment within a reasonable time, write us so we may look it up at once.

ing into contact with one of the men who has made corn improvement so important a work at the University of Illinois, he was led to engage in the work of corn-improvement. From that day he has been an enthusiastic and intelligent breeder, and no name stands higher on the scroll of those who have achieved things in this direction than that of D. L. Pascal, of DeWitt, Iowa.

What Colantha 4th's Johanna stands for in the dairy world; what the champion ear of corn stands for in the world of corn, Kellogg's Thoroughbred plants stand for in the strawberry world. All three stand for progress and excellence and the world's uplift along their respective lines. All prove that selection and breeding lie at the very foundation of agricultural and horticultural success. Surely these object lessons are as valuable as they are convincing.

A Typical Letter

IN a letter written August 17, 1908, L. R. Walker, of Anderson, W. Va., thus expresses himself concerning Kellogg Thoroughbred Pedigree plants. We quote: "Now as to pedigree plants, I will say I have tried

plants from several other nurserymen under the same conditions which I have grown yours, and I am confident that I know the difference in value. I do not hesitate to say that one pedigree plant is worth more than one dozen plants such as are sold by others I have bought from, and the reasons are:

"1. The Kellogg plants, with me, make from two to nine crowns before the runners start, while the other plants send runners before the plants are able to support themselves.

"2. The Kellogg plants send out strong runners, while the other kind send out weaklings.

"3. Then, at picking time—well, well! That is the time for the final test of the Kellogg plants. We get berries from other plants—an occasional berry and lots of 'knots'. This is my experience during six years of strawberry raising.

"Another test of the value of Thoroughbred plants is the way they are received on the market. My berries have taken first place here. One merchant has given us an order for 200 bushels of our strawberries for delivery next season. He said he did not know that such berries were raised until he got the fruit from me."

Every year we start thousands of men and women on the right road to independence and prosperity. If you are ready to let us help you on the way, you may be sure we shall be glad to do so. Let us hear from you.

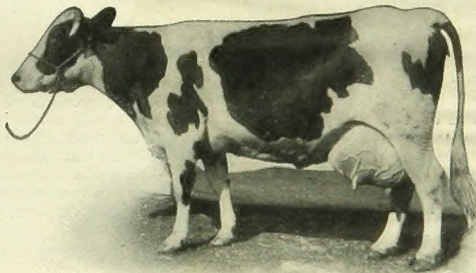


Johanna Rue 2nd

Dam of 'Sir Johanna, the Sire of Colantha 4th's Johanna. Year's record: Milk, 18,289 lbs.; Fat, 662 lbs.

An Object Lesson in Breeding and Selection

A Kellogg strawberry plant. Year's record: All the way from \$400 to \$1,500 from a single acre.



"Blood" Tells in Plants Quite as Certainly as it Does in Animals

Good Ancestry is the Basis of Real Success

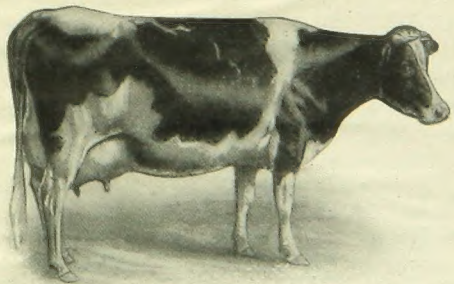
Colantha 4th's Johanna

The world's champion milch cow. Year's record: Milk, 27,432.7 lbs.; Butter fat, 998.26 lbs.

Note the distinctive dairy type of Colantha 4th's ancestors, and the extraordinary root and foliage development of the strawberry plant.



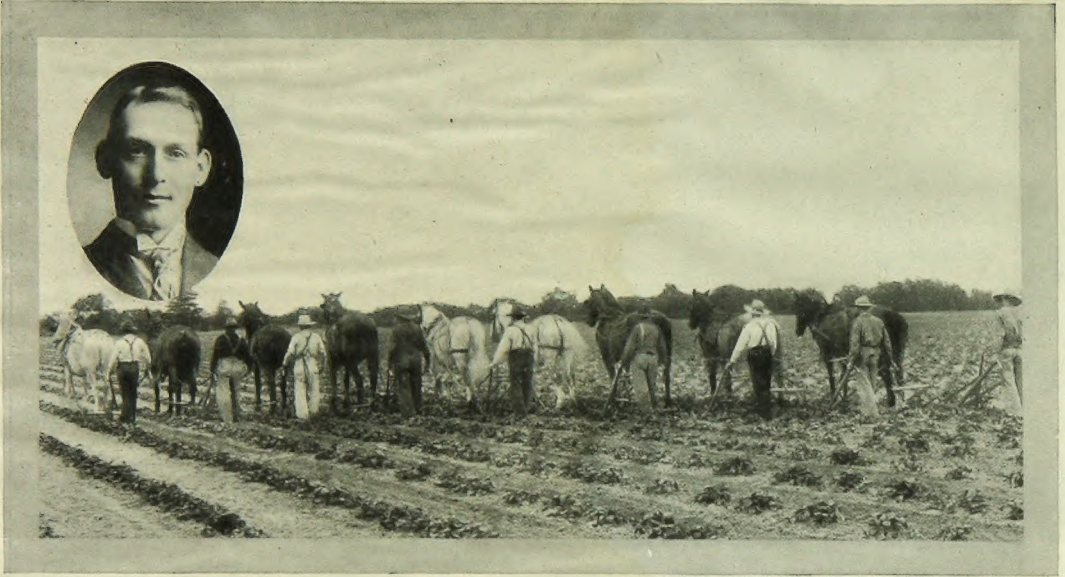
Colantha 4th



Colantha, Imported

Dam of Colantha 4th's Johanna. Year's record: Milk, 14,951 lbs.; Fat, 577 lbs., as a four-year-old.

Dam of Colantha 4th and Grandam of Colantha 4th's Johanna.



Tickling the Soil on the Kellogg Farms

THIRTY times during the growing season of 1908 these men and horses and Planet Jr. cultivators went up and down the mile-long rows, tickling the soil and making the plants laugh. A drought of five weeks' duration, with the thermometer registering as high as 98 degrees in the shade, did not create a lack of moisture in the soil, and two inches under the dust mulch the soil was so thoroughly charged with moisture that a ball of earth could at any time be molded with the hands and the soil would "paste" when rubbed between the palms of the hands. And when the rains did come after that long time of dryness the plants were in prime condition to receive and assimilate the additional plant food made available by the moisture, and thus, through drought and rainfall, were the conditions maintained that insure continuous and vigorous growth—another important point in favor of the Kellogg strain of plants. The portrait above the cultivating scene is that of Charles Walters, our farm superintendent.

Short Talks for Busy People

Enriching the Soil for Immediate Use.—

If possible, manure the ground in winter. Spread over the entire surface. In the spring plow the manure under and thoroughly work it into the soil. If for any reason this work may not be done in winter or the early spring, then spread the manure after the ground has been plowed and work thoroughly into the soil before setting the plants. Should anything prevent this, the manure may be spread after plants are set. In this case scatter thinly between the rows, following as soon as possible with cultivator which will mix the manure thoroughly with the soil. If manure may not be secured, plow the ground in the spring and harrow over once; then drill or scatter over the entire surface some complete fertilizer.

Acid or Sour Soil.—Should your soil be sour or somewhat acid, drill in 1,000 pounds of agricultural lime to the acre, and work thoroughly into the soil with harrow. We purchase

our lime from Ohio & Western Lime Co., Toledo, Ohio. We have no interest but yours in giving this address, save to make correspondence unnecessary. Or 200 bushels of hardwood unleached ashes, per acre, applied in the same way, will serve the purpose. In fact we prefer the ashes to lime on account of the large percentage of potash they contain.

Preparing Soil.—Plow just as early in the spring as your soil will permit. Early plowing saves many tons of moisture. Pulverize the soil as soon after plowing as possible—the same day it is plowed is the best. The harrowing and fining of the soil will lock up and hold the moisture for use of the plants. Harrow the soil repeatedly until there is a mellow bed to the depth of the plowing. If the soil be sandy loam, or of loose character, run the roller over it until it is firmly pressed. If the soil is of clay or rather firm texture, roll very lightly, just sufficient to press down the sur-

Not the number of plants, but the quantity of fruit—that is what counts. One hundred Thoroughbreds will give you better results than two hundred of the "other kind."



The Hoeing Brigade on the R. M. Kellogg Co. Farms

THIS scene represents our hoemen, who diligently work ten hours each day from the time plants are set until October 1st. Not a weed or spear of grass is allowed to grow among our Thoroughbreds. Sharp pointed hoes are used, which aid in loosening the soil immediately around the mother plant and around the runner plants. Soil is drawn with the hoe over the runner cords just back of the young plant, which encourages a large number of strong roots to start directly from the crown of the young plant. It also aids the young plant to take root quickly, so that it may become self-supporting. This keeps the mother plants strong and vigorous, which in turn insures strong, vigorous runner plants. Did you ever see a hundred acres of strawberry plants, with rows a mile long, without a spear of grass or a sign of a weed? If you didn't, come to Three Rivers in the growing season and let us show you. The portrait shown at the top of illustration is that of David Evans, foreman of the hoeing brigade.

face. But no matter what the texture of the soil, there must be no clods. The finer it is pulverized the more sure will be victory.

Marking for the Rows.—For this work use a light tool of some kind—something that will make a shallow mark, or merely an indentation in the soil, not a furrow. (See illustrations on page 31). If horse cultivators are to be used, make rows 42 inches apart and set plants 28 inches apart in the row. Make rows straight in both directions and cultivate both ways until runners are well started. If hill system is to be followed, make rows 30 inches apart and set plants 12 inches apart in the row. If plants are set for home use, or for hand cultivation, and ground is limited, put plants in checks 24 inches apart each way. Cultivate both ways until runners are ready to layer; then place runners in direction you wish to have your rows run. Where plants are grown so close, they must be grown in either single or double-hedge rows. If ground is very limited in area, use hill system and put plants 15 inches apart each way, leaving a 3-foot path every three rows for the pick-

ers to walk in. This will make a path every three rows so that the berries may be picked without trampling the vines.

Mating or Pollenizing.—Pistillate (female) varieties never should be set without bisexuals (male) varieties being set alongside of the females. If some pistillate is your favorite, and you wish to make it your leader, set one row of bisexuals of earlier season than the pistillate; then three rows of the pistillate; next, one row of bisexuals of later season than the pistillate. In other words, place three rows of pistillates between two rows of bisexuals of different seasons. (See illustration on page 37.)

Pruning and Setting.—Before setting the plants, cut the roots back, leaving them from four to five inches long (see Figure 1) in the case of dormant



Figure 1

We shall be glad to have each customer say when sending in his order just the date he would like to have his plants go forward.



Scene in R. M. Kellogg Company's Packing-House at Shipping Time

OUR packing-house presents a scene of great activity during the eight weeks of our shipping season. Seventy-five women count and tie the plants into bundles, and in each bunch insert a wooden label bearing the name and sex of the variety then being counted. The counters are instructed to put twenty-six plants in each bunch; and if any mistake is made in the count of your plants, please advise us and we will rectify it.

plants. But should you defer setting until late in the season, when the plant has started new feeding roots, then merely cut off the tip ends of the roots, just enough to even them up. In setting, spread out the roots fan shape, place them straight down in the opening, hold the crown of the plant above the surface of the soil (see Figure 2). Press the soil firmly against the roots and draw the soil



Figure 2

around the plants so that the crown will come just above the surface. (See Figure 3).
Preventing Pollen Exhaustion.—Pinch or cut off all fruit stems on spring-set plants before buds open. Never permit a plant to bear any fruit the same season in which it is set, unless you are in a climate where strawberries bear in the fall. In such a locality spring-set plants may safely be permitted to bear in the fall.

around the plants so that the crown will come just above the surface. (See Figure 3).

Preventing Pollen Exhaustion.

—Pinch or cut off all fruit stems on spring-set plants before buds open. Never permit a plant to bear any fruit the same season

Cultivation.—Cultivate same day plants are set if possible, and follow soon after with hoe and loosen the soil around the plant to the depth of one inch. Cultivate every eight or ten days, and after each rain as soon as soil is in condition. When plants start making runners, have the cultivator tooth next to plants one inch shorter than the other teeth to prevent cutting roots. Keep plants free from weeds. Don't let runner plants set closer than six or eight inches to each other. Each plant must have ample room in which to build up its fruit-bud system, and all the roots must have room in the soil from which to feed. Keep soil around young plants loosened with a hoe; never allow crust to form around the plants.

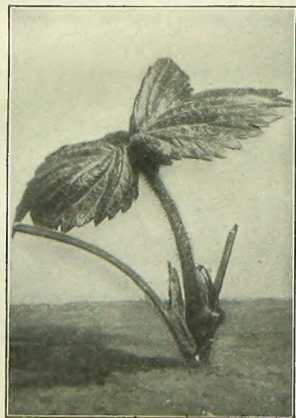


Figure 3

System of Growing.—If plants are grown in hills no runners should be

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



Packing Kellogg's Thoroughbred Plants for Shipment

THESE men have done this work for many years and thoroughly understand how to pack the plants so they will carry to destination, no matter how great the distance. Here every bunch is examined and must be in ideal condition before it goes into the package. The first operation is the placing of damp sphagnum moss in the bottom of the box; then layers of plants alternating with layers of moss until the particular order is filled. Then the box is nailed up, stenciled and shipped at once. The work is done with the celerity which long practice gives, and the plants leave our hands in perfectly fresh condition.

allowed to set. Cut off all runners under the hill system before young plants form. For single-hedge system allow each mother plant to make two runner plants. For double-hedge each plant should make from four to six runners. For narrow-matted row runners may be set until the plants stand twelve or fifteen inches wide in the row. But bear in mind that plants must in no case crowd one against the other. Whatever system you follow, single-hedge, double-hedge or narrow-matted row, all surplus runners should be cut or pulled off after the number of plants required have been set.

Spraying.—Fortunately there are few enemies of the strawberry. However, it is sometimes necessary to spray. Any insect that eats holes in the plants (see page 13) or weaves a web in the leaf, like the leaf-roller (see page 13 also), is called a leaf-eating insect, and their operations may be checked by the use of arsenates. And if the leaves of the plants show spots or signs of curling, it is evident that a fungous disease—rust, blight, or mildew (see page 14), is present. Either of these may be prevented by the use of Bordeaux mix-

ture. (For formulæ, see "Leaf-chewing Insects and Preventives," page 13.)

Mulching.—Late in the fall, when growth ceases, and following the first light freeze, cover the plants and the ground between the rows with some mulching material. Wheat, oat, buckwheat or rye straw, marsh hay or coarse stable manure—any of these will serve the purpose. Millet, if cut when in bloom, also will serve as mulch; so will sea-grass. In the South, where it is unnecessary to cover the vines themselves, pine needles make an excellent material when put around the plants to keep the berries clean. Leave mulching undisturbed until growth starts in the spring, at which time part the mulch directly over the rows and let the plants grow up through the opening. If at any time during the fruiting season growth of weeds or grass starts among the plants or between the rows, pull them up directly after a rain, or cut them out with broad sharp hoes, scraping the blade on the surface of the earth just under the mulching.

Picking, Packing and Marketing.—If fruit is sold near home, allow berries to become

Express orders for 200 or less are wrapped in waxed paper and rewrapped in heavy express paper. In this case the dibble is shipped in a separate package.



Loading Express Car with Kellogg Thoroughbreds

THE volume of shipments of strawberry plants from the Kellogg Farms from the beginning to the end of the shipping season scarcely is realizable without an object lesson. Every day we ship vast quantities by freight and by mail but by far the larger part of our orders go by express. The loading of an express car as shown above is a typical scene. During the season of 1908 we shipped thirty special express carloads; that is, thirty cars were furnished by the American Express Co. for our exclusive use. In addition to these special express cars, shipments were made on practically every train carrying express out of Three Rivers, from March 27 to the latter days of May—and there are eight trains daily. The number of plants shipped was approximately twenty-five millions.

fully ripe. If fruit is to be shipped a long distance, pick the fruit under-ripe. Let the distance the fruit is to be shipped govern the degree of ripeness. Don't pull the berries, but pinch them off, leaving short stem on each one. Note the appearance of each of our more than fifty varieties as they appear at the top of their respective pages in this book, and you will observe that each has a short stem. When picking the berries, handle them as lightly and as little as possible. Don't pick when vines are wet unless absolutely necessary. Grade berries while picking, putting fancy fruit in separate boxes from the No. 2 grade. Be sure to have berries the same on top and bottom of the box. Arrange top layer evenly and attractively (see page 30). Pack in clean, neat boxes, and use full quart measure. Clean crates also should be used. Label each crate of fancy fruit. Make arrangements for marketing before berries are ripe.

Renewing Old Bed.—After fruit is picked mow off the vines. For this work the hay mower, the scythe or the sickle may be used, depending upon the implement available. Cut

the vines close to the ground. When dry, loosen mulching with fork or hay tedder, then burn over the entire field (see page 39), unless rain comes after plants are cut and new growth starts before the refuse becomes dry enough to burn. In such a case do not burn, but rake up the mulching, and all other refuse, in piles and haul away. After burning or cleaning off the patch, cut a furrow from each side of the row (see page 40). After this cultivate with five-tooth cultivator; then cross the rows with weeder or spike-tooth harrow. These tools loosen the soil in the rows and draw soil over the crown of the plants. (See page 40). After this cultivate the bed the same as in the case of new-set plants. You will observe that we recommend that the crowns of old plants be covered with soil after burning over and rows are narrowed down. This is because the roots of old plants have become wiry and almost useless, and in order to encourage a new root system it is necessary that the crown be barely covered with fine soil. In the case of newly-set plants the roots are young and are full of vitality, and from these will start feeding roots.

Our shipping season usually begins the last week in March and continues up to the 1st of June. We ship no plants at any other season to anybody anywhere.



Our Insurance Against Insects and Plant Diseases

THE work of spraying our plants goes on continuously from setting time until mulching time, using arsenate of lead and Bordeaux mixture. While the illustration shows but one sprayer, we have three large machines for this work. This year we sprayed our hundred acres of plants ten times, copper-plating every leaf as well as coating them with arsenate. Figure this up and you will see that it equals a thousand acres of spraying, and to do this required 450 barrels of spraying fluid. It is needless to say more than this about the health and cleanliness of Kellogg's Thoroughbreds. This is another reason why our plants are the least costly of all plants.

White Grub.—After the white grub once attacks strawberry plants about the only thing to do is to dig down to the roots, find the grub and kill him. The wilting of the plant indicates that the white grub is at work on the roots. Generally this is too late to save the particular plant, but by killing the grub you prevent his further ravages. The underground habit of the grub makes it difficult to control, and for this reason we give you suggestions that, if carefully followed, will protect you from its depredations. Avoid setting strawberry plants in freshly plowed timothy sod. The white grub delights to feed on the wiry roots of timothy. Blue grass and clover sod seem to be free, practically, from these pests. We have set many acres of strawberries in the spring on clover and blue-grass sod which was plowed the previous fall without experiencing any difficulty with the grub. Do not use manure that has lain in piles throughout the summer. Just such places is where the May beetle and June bug deposit their eggs, from which the grub is hatched. It will be safe to use such manure, however, if it is hauled out and spread over the ground during

hard-freezing weather. Hogs and fowls given free access to the manure, and allowing them to follow after the plow when breaking up the ground, will prove helpful, as they are very fond of grubs and other underground insects. Fresh manure is safe to apply at any time so far as the white grub is concerned. Frequent rotation of crops and fall plowing also are preventives against grubs, and the more fowls that follow the plow the better.

Black Ants.—The black ant itself does no particular injury to the strawberry, but their presence is an indication that the aphid (lice) is at work on the roots of the plant. The ants carry the lice from the roots of one plant to another, and while the lice suck the juice from the roots and tender parts of the plants, the ants stay close by to get the honey-like substance given off by the lice. Thorough cultivation will drive the ants to other quarters, as they do not enjoy working in freshly stirred or loose soil. Neither do they like to be disturbed in their work. By chasing away the ants you also rid your fields of the lice, as they cannot by themselves travel from plant to plant. In fact, thorough cultivation aids

There never was a time when so much money was being made in strawberry production as now. It presents a field for enterprise and development, such as is offered by few lines of endeavor.



Gathering Berries in the Kellogg Experimental Plot

WHEN you read the descriptions of each variety as they appear in this book, you get the exact performance of the plants as shown by results under actual tests in our own experimental plot. Here is where we put to a thorough test every variety listed in this book. In this way we can intelligently write a correct description of the variety as it approves itself. By this system we learn its ability as a fruiter, builder of foliage, drought resister, length of fruiting season; its shipping quality, flavor and productiveness. We also test the several varieties as to their value as canners and in many other ways of preserving for winter.

to discourage all kinds of insects, which adds another important item in favor of cultivation.

We have endeavored, in the above brief paragraphs and more detailed articles, to make our methods so plain that even the novice may understand, and have used many practical illustrations to aid in this direction. If you will read the book carefully we are sure you will understand each feature of the work fully. However, if we have failed to make ourselves perfectly clear, or problems arise in your experience that you feel you cannot solve, it will give us pleasure to answer questions and help you to do so.

Grew Berries to Match the Pictures

BURT STONE of Lu Verne, Ia., writing under date of February 3, 1908, says: "Before fruiting your plants I had the idea that the pictures in your catalogue showed the berries extravagantly large. But last year I grew berries from Kellogg Thoroughbred plants and have changed my mind, as the berries I grew were as large as the pictures in your catalog."

Showed His Pleasure in a Substantial Way

WRITING under date of May 11, 1908, Clifford Ware of Salineville, Ohio, writes: "The strawberry plants you shipped me April 29 were received May 1 in good condition. I never saw nicer plants. I am so well pleased with them I am sending you another order."



Answering Inquiries From Our Customers

THE above illustration is a scene in the private office of the Secretary and Treasurer of the R. M. Kellogg Company, with Mr. Burke dictating letters to a stenographer. As nearly as it is possible to do so, all letters are answered within twenty-four hours after being received, and it is our aim and purpose that every question shall be carefully answered, so that the inquirer may be completely informed in the matter concerning which he has written. What this involves may be better comprehended when it is known that we frequently receive in one mail as high as fifteen hundred letters. During the busy season four stenographers and typewriters are kept busily at work taking care of this vast correspondence.

For more than twenty years we have been making friends all the continent over through the excellence of our plants and "square deal" methods. We should like to add your name to our list of friends if it be not already there.

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

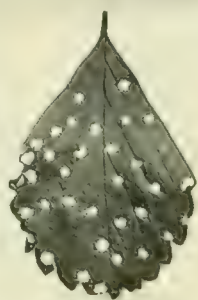


Mulching Breeding-Bed on the Kellogg Farm

ONE of the important features of the work on the Kellogg farm, and one which has very large bearing upon the health and vigor of the plants, is the manner in which our plants are mulched. The above scene suggests what this work involves upon our 100 acres of Thoroughbred plants. The vast quantities of straw required to cover this great area with such thoroughness as we do the work makes a heavy drain upon the grain fields within a range of several miles about Three Rivers. Approximately 300 wagon-loads of straw such as shown above are required each autumn.

Leaf-Chewing Insects and Preventives

WHENEVER holes appear in the leaves of the strawberry plant you may know that some leaf-eating insect is present, and the plants should be sprayed at once with arsenate of lead. Formula—Take three pounds of arsenate of lead and pour over it enough water to barely cover. Then crush the lead with a small mallet until it is thoroughly dissolved, gradually adding more water until about two gallons have been made. To this add enough water to make fifty gallons. One spraying usually will put the insect out of business. Or, take ten ounces of Paris green and over this pour enough water to make a paste, and when thoroughly “pasted” take two pounds of lump lime in a separate bucket, over which pour two gallons of hot water. When slaking stir to prevent burning. When slaked combine this solution with the Paris green paste. Stir until thoroughly incorporated and then add sufficient water to make fifty



This leaf shows the effect of leaf-chewing insects. All insects of this nature are destroyed by arsenates.

gallons. The lime neutralizes the acid in the Paris green, and thus prevents the burning of the foliage. Either of the poisons will kill the insects, but we prefer the arsenate of lead. Either of these solutions may be used in combination with Bordeaux mixture.

Strawberry Leaf Folded by Leaf-Roller

THE leaf-roller is a small brownish caterpillar, hatched from eggs laid by a reddish-brown moth. They fold the leaf by bringing the upper surfaces together, and fasten them by a silken cord. Usually there are three broods each season. The first hatches early in May; the second the latter part of July, and the third in September. If spraying with arsenate of lead or Paris green is thoroughly done before the leaves are folded together, it will prevent any damage from the roller. Burning over the fruiting bed after berries are picked is a great preventive.



Kellogg Thoroughbreds represent the “square deal.” Treat them right and they never fail to give the most generous and profitable results.



Thoroughbreds in Oklahoma—Ninety Days After Setting

THE owner of this patch, Will S. Guthrie, cashier of the Farmers State Bank at Oklahoma City, Okla., writes us as follows: "This photograph was taken July 5, 1908, just ninety days after the plants were set out. If there is anything in 'keeping the faith' with these splendid Pedigree plants, if there is anything in careful cultivation, this patch will discount anything in Oklahoma when it comes into bearing. Not a weed, not a spear of grass, not a rust spot, not an extra runner can be found—only three missing plants out of 550—nearly a 100 per cent. stand. The very minute advisable after each rain found me on the ground with my wheel hoe—that dust mulch certainly does hold the moisture! Being a banker, with very little opportunity for out-door exercise, I count every hour in this patch worth \$5.00 to me in pleasure and health."

We Aid Beginners to Succeed

WE ARE well aware that many people who receive our book and become interested in the subject of strawberry growing would like to engage in the work, but feel their lack of experience. To such friends we would give complete assurance that it is our highest purpose to aid them to win complete success. If you are one who finds himself in this situation, you need not hesitate at all; simply send us needed information concerning the size of your prospective patch, giving us its length and breadth, and we will advise you as to the number of plants required and, if you desire, will select an assortment of varieties that will exactly suit the requirements of your particular locality. You know that a great deal depends upon getting well-developed plants and of the proper varieties as to whether you get the big red berries in large quantities.

We shall advise you just how to set the plants to get the best results—will tell you how to mate them so that every bloom will be perfectly formed into a luscious berry. And if there is any other assistance required, simply write and ask us questions and you will

receive a prompt answer, explaining just how everything should be done.

Strawberry production is the most profitable work we know; and if you will give us a chance to do so, we shall be very glad to be of large service to you.

Strawberry Leaves Showing Rust Spots and Mildew

WHEN you observe rust spots appearing on the leaves of your plants it is a warning of the presence of rust. At first sight spray with Bordeaux mixture. Formula—Put four pounds of blue vitriol into a coarsely woven sack; put 20 gallons of water in a barrel; fasten the sack so that the bottom of the sack containing vitriol will rest upon the surface of the water. This will allow the air to come into contact with the vitriol and it will dissolve very quickly. Now



The spots on this leaf are caused by rust spots. Preventive, Bordeaux mixture.

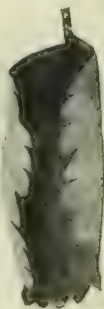
The lazy-man's patch is a poor place to look for thriving strawberries. Good plants, good soil and good care form a combination that always wins out.



Four Acres of Thoroughbreds that Yielded 53,000 Quarts

THE above scene is a view in the strawberry field of O. J. Wigen, of Creston, British Columbia, who, writing under date of July 28, 1908, says: "Having just finished the marketing of 2,206 24-quart cases of strawberries from a little over four acres of ground set with your Thoroughbred Pedigree Strawberry Plants, I feel it my duty to let you know of the performance of your plants in this part of British Columbia; and I would add that under a more perfect system than I have been able to follow this yield can be greatly increased." Mr. Wigen employs fifty Indians as pickers, and his situation is one of romantic beauty, reminding us of the pioneer days of long ago. To have grown more than 13,000 quarts of strawberries to the acre is a feat worthy of special notice.

put four pounds of lump lime into another barrel, over which pour enough hot water to cover. When slaking stir to prevent burning, and when thoroughly slaked add enough water to make twenty gallons. When the vitriol and lime water are combined you have the Bordeaux mixture. But do not combine until ready to use. Bordeaux mixture is a preventive for all leaf-spots and mildew. If you have leaf-eating insects at the same time, you may add either Paris green or arsenate of lead to the Bordeaux mixture and spray with the combination. When the leaves are affected with mildew they curl or roll up as though suffering for moisture. At first sight spray with Bordeaux mixture.



Shows effect of mildew

the more nearly dormant a plant is the better it will carry to destination, and we therefore advise our customers to have their plants come forward early in the spring, while they are still dormant, and, as soon as they arrive, to heel them in, if for any reason they cannot set them at once in their permanent place. We have often received plants of new varieties for testing purposes from the Pacific coast and Southern states in March, and have heeled them in and held them there for as long as five or six weeks, until our soil was ready for them; and in such cases have had every plant grow with wonderful vigor. Heeling-in, when properly done with dormant plants, is always successful (see pages 17-18).

Of late years many of our customers in Northern states and in Canada have requested us to defer shipping their plants until the very last of May or first of June, because their ground would not be ready earlier. Now this is a mistake. It would be much better to allow us to ship plants early and for the customer to heel them in immediately upon arrival. We have shipped thousands of orders the very last day of May and up into the early days of June, and with great success; but we

Our Shipping Season.

WE begin digging and shipping our plants in the latter part of March and continue the work until the latter part of May or the first of June. Our experience has been that

None may read the voluntary tributes to Kellogg Thoroughbreds in this book that come from delighted customers and not be convinced that we do exactly as we say we will do in every particular.



Frank C. Emerson's Patch of Thoroughbreds at Keene, N. H.

IN SENDING us the photograph from which the above illustration was made, Mr. Emerson says: "Three years ago I received a copy of your 'Great Crops.' In forty minutes after receiving it I had read it through, and no one could tell me anything about raising strawberries—I had it down fine! I ordered enough plants to set half an acre, but here my troubles began, and they did not end until the following spring. I did not give up, but took your book and read it as I should have done in the first place, with the result that from the present appearance of my field, it will require at least fifty pickers to handle my crop of berries." All our friends will find it worth while to read and read again the instructions given in this book. The matter is very much condensed, and we are sure the careful reader will find something new in the way of instruction or advice every time he sits down with it and studies it with care.

are sure that results would be better still if plants could go forward earlier. Let us say in this connection that no other nursery in the country can more successfully ship plants late than can ours, (1) because we are located in the North; (2) our plants are so mulched as to hold them dormant to the last possible moment, and (3) because of our perfect packing methods.

You may rest assured that no matter how late we are compelled to ship your plants, up to June 1, we shall use every precaution that will aid to deliver them to you in the best possible condition. But we urge early shipment because we sincerely desire that each customer shall attain the highest success possible with our plants.

But there is one thing we cannot and will not do—we will not ship plants to anybody, anywhere, for summer or fall setting. Our shipping season closes June 1, and all orders reaching us after that date will be returned or booked for shipping the following season. This is stated so positively because so many of our friends write pleading for us to break our rules and ship them plants for summer

or fall setting. We refuse to do so because our plants are not sufficiently developed, and to set plants in summer or fall is not scientific horticultural practice. Please do not ask us to do what is impossible under the circumstances.

How Plants Feed

WHEN we stop to consider that more than 95 per cent of a strawberry plant is made up from the elements of the atmosphere, we then wonder why such ideal soil conditions are of such great importance. If the atmosphere furnishes such a large percentage of the plant's development, then why is it necessary to give any thought to soil preparation? The very poorest soil easily could contribute its small percentage to plant growth if the air would furnish the rest.

This might be true if the roots and leaves and soil and atmosphere were not so much dependent one upon the other in order to get these percentages. The soil must be in a condition to make the bacterial germs comfortable and to hold moisture to dissolve the soil materials. Under such conditions these

Plants are always in good condition when they leave our farms, and you may be sure are freshly dug and properly packed. We do all we can to insure prompt and safe delivery. Beyond that point our responsibility does not extend.



Thoroughbreds in Patch of J. B. Koupal, West Point, Neb.

HERE is a case where pluck and perseverance won success under difficulties. Mr. Koupal writes us that he received his plants April 8, and set them out on the 9th. Heavy frost on the 10th destroyed the leaves, and on the 18th a foot of snow covered them. Some of the plants failed, but he saved the best runners and layered them in the rows to fill vacancies and the result is the fine patch shown above, the photograph being taken about October 10. Gumption and stick-to-it-iveness go a long way in strawberry culture—just as they do in every other line of endeavor.

little micro-organisms will properly prepare and separate the mineral matter from the soil which goes to make up the 3 to 5 per cent of the plant.

When this so-termed plant food is properly prepared it is absorbed by the roots; this crude material which is taken in by the roots passes upwards into the body of the plant;



Healing-in Plants—Showing Plants in Trench

SHOULD plants arrive before you are ready to set them in their permanent place, dig a V-shaped trench in a shady place, open the bunches—one variety at a time—and place the plants closely together against one side of the trench, as shown in cut. You will note that the crowns of the plants come even with the surface of the soil and the roots hang straight down in the trench. When plants are placed in this manner, draw the soil from the opposite side of the trench up against the roots and press it firmly, as shown on page 18.

Carefully read all instructions appearing on the order sheet before making out your order.



Thoroughbreds on L. L. Allis' Sunshine Fruit Farm, Manhattan, Kans.

WRITING under date of July 20, 1908, Mr. Allis says: "The strawberry plants shown in photograph are Kellogg plants, and I am certainly well pleased with them, as every one was strong and healthy and true to name. Out of the thousand plants I got of you I lost only 2½ per cent, while out of the thousand plants I received from another party, I lost 750 plants, and was sorry, the next spring, that all of the latter had not died, for they were weakly and puny, and not one of them was true to name. All these plants were set in the same soil and received the same care. My Dunlaps certainly 'surprised the natives' as to size and flavor of fruit."

from there the elaborated materials are re-distributed through all parts of the inner plant.

While the roots are absorbing the substance in solution, the leaves of the plants are absorbing the gases, chiefly carbon-diox-

ide. From this invisible source the plant derives its carbon, which makes up nearly half its entire weight, aside from the water.

Plant-food materials taken in by the roots and leaves cannot be used directly in the making



Plants Properly Heeled-in to Hold Till Ground is Ready

WHEN the trench is filled in with soil the plants will resemble those shown in this cut. Please note that the soil is pressed firmly all around the crowns of the plants which prevents air from drying out the roots. A label showing name of each variety should be placed at the end of the row as it is heeled-in. We often have kept plants in this manner for several weeks with entire success. In fact, it is better to have plants shipped while they are yet dormant and heel them in than it is to have them held at the nursery until ground is ready. Plants should be pruned before they are heeled-in.

Don't be an average strawberry grower. Be the leader in your section. We will do all we can to help you to attain that honorable (and profitable) distinction.



Thoroughbreds in the Home Garden of H. L. Gill, Schoolcraft, Mich.

THE above illustration shows the farm garden strawberry bed of our customer, H. L. Gill, of Schoolcraft, Michigan, and we could scarcely select a more typical or more inspiring picture to indicate what our Thoroughbreds do in the family garden when set in good soil and given good cultivation. When Mr. Gill visited our farm he said he believed he had the finest family patch in the country and invited us to have a photograph made of it. As the illustration shows, we accepted the invitation of Mr. Gill; and we can hardly disagree with his estimate of the beauty of his rows of strawberries. And any farm home in this country can have its equal in beauty and productiveness.

of plant tissues and in contributing to growth. They must be worked over or formed into organic compounds. This process of elaboration takes place in the green parts, chiefly in the leaves and in the presence of sunlight. When the food has been elaborated it can be utilized, through further changes, for the building of the tissues, and is distributed throughout all parts of the plant, even to the roots from whence part of it came.

The process of changing the inorganic materials into organic materials, or assimilation, takes place only in daylight, but the trans-

fer and subsequent use of the elaborated food may take place more freely in darkness. So it comes that most of the growth of the plant is made at night.

With this little knowledge of how plants feed it would seem that much depended upon the leaves of a plant, which, of course, is true; but just allow something to go wrong in the soil and see how quickly the leaf will show it. Or let some tiny underground insect nibble upon the roots, or let some sucking insect, so small that it could scarcely be seen with the naked eye, stick its beak here and there



Digging Plants on the R. M. Kellogg Co. Farm

THIS scene represents one of the important features of our work of plant selection in the breeding bed. Only mother plants of highest quality are used, and from these the choicest of young plants are transferred to the propagating field, from which are grown the famous Thoroughbreds that are shipped to our customers the continent over.

Send us a full report of your strawberry experience and, if you can do so, send us a photograph of your patch or field, showing just how the Thoroughbreds appear.



Couldn't Supply the Demand for Kellogg's Thoroughbred Berries

JOSEPH D. MYER, of Kingman, Ind., writes us: "Am sending you photograph of the plants I bought of you. Ninety-eight out of every hundred plants grew and did well; they were the admiration of all who saw them. I raised the finest berries I ever saw, and couldn't supply the demand for them at the patch. We had a 'full dinner pail' while they lasted."

into the rootlets and extract some of the juices and see how quickly the leaf will show that something has gone wrong. Neglect cultivation and allow the moisture to escape through the packed, crusted surface and the leaf will show the results more quickly than the roots. Or just allow fungous spores or insects to destroy the leaf tissues and the roots will immediately make inquiry as to what has gone wrong with the leaf department. Just as soon as something goes wrong with the leaf the distribution of elaborated food ceases to be normal. Then the root must starve, even though it collects food. It does not matter how abundant the soluble plant food may be, the leaves must be in perfect, healthy condition to take care of the crude material as the roots send it up. Thus it will be seen that there must be perfect harmony between the soil and the roots and foliage of the plant so that the plant may use the elements of the atmosphere and soil to get just the right percentage of each at the proper time in order to build up a perfectly balanced plant, uniform in all its parts.

Strawberries and Chickens

THE man who is making a specialty of poultry or egg production is in a particularly advantageous situation to engage in

strawberry production. The fertility supplied by his fowls can in no other way be turned to so profitable account as when used to fertilize the strawberry field. It is a matter of statistical record that strawberries yield the largest revenue to a given area of any crop, and when the soil is prepared for the plants



Thoroughbreds in the Fields of S. H. Snyder, Waterloo, N. Y.

FROM Mr. Snyder comes the following: "I send you herewith a photograph of my three-quarter-acre strawberry patch, from which we have just finished picking 3,600 quarts of fine fruit. These plants are Kellogg Thoroughbreds, and because I have grown from them the finest fruit, I am called the Strawberry King of Seneca County. The plants I purchased from you this spring (1908) are doing finely, and I shall want a still larger order in the spring of 1909."

Fall setting of strawberry plants in northerly latitudes is always unwise and is bad horticultural practice. Don't do it!



Thoroughbreds Top the Market at Portland, Oregon

THE above illustration is a view in the beautiful field of strawberries grown at Oregon City, Oregon, by A. H. Finnigan. Not only is it a marvel of cultural excellence, but the fruit Mr. Finnigan sends from it to the Portland market is the top-notch as to price. Writing under date of July 20, 1908, Mr. Finnigan says: "I enclose you a clipping from a local paper showing that I'm on top at last! My berries sold in Portland all the season for 15 cents, when one could buy all he wanted of other kinds at three or four boxes for 25 cents. Kellogg's plants, high cultivation, good packing and a label that said something, put me in a class by myself. And better still, my berries are all engaged for next year!"

by the use of chicken droppings, it is especially adapted to largest success in the way of quantity and quality of the strawberry yield.

Many of our most enthusiastic customers tell us of the excellent way in which these

two related lines—strawberries and chickens—work together. The strawberry season comes just at the time when the poultryman is required to give the least care to his stock, and can, therefore, devote his best energies to



Layering Runners to Encourage Early Rooting

JUST as soon as the young plants are formed we draw soil or lay a small stone on the runner cord just back of the node, or young plant. This holds it in place and encourages the roots to take immediate hold upon the soil, thus relieving the strain upon the mother plant, and at the same time it develops a stronger runner plant. It also fixes the plant just where you wish it to be in the row.

Strawberry plants should be set in the spring as early as soil and weather conditions will permit. Never in the fall in northern latitudes.



Sample and Aroma, with Jar of Sugar

HERE we show in most attractive manner how to serve strawberries for breakfast. The few berries shown upon the large plate indicate something of the size of the berries which are produced by the Kellogg strain of Sample and Aroma. For many years we have been working with these two varieties and have built up a strain of pure-bred plants of great fruiting power. We have a large stock of these universally popular varieties and hope to be able to supply all of our customers with them.

taking care of the strawberry crop. When one individual combines these two occupations he has an all-year-round business which gives him a constant revenue. The demand for his poultry, eggs and strawberries is always greater than the supply, so that he finds

an eager market always awaiting his products and ready to pay high prices for them.

Many a comfortable fortune has been made, and is being made, by those who employ this most effective combination, and we hope to see the number vastly increased.



Our New Method of Marking Out the Rows

AFTER we get the cowpeas, manure and soil thoroughly incorporated and pulverized to the depth of the plowing, we proceed to prepare for the marker. First goes the heavy steel roller, weighted down with big stones; following the roller is a leveling device which breaks up the smooth surface left by the roller and fills in the horse tracks and all other uneven places. This in turn is followed by a regular corn-planter, which makes the marks exactly four feet apart, and leaves a slight rise on the surface. After the field is marked in this way we go "crossways" with a six-wheel marker, with wheels twenty-eight inches apart, as shown on page 31. The plants are set at the intersections of the lines, which places them four feet by twenty-eight inches apart, allowing ample space to cultivate in both directions until runners start.

When sending us a remittance examine it carefully before mailing. We are obliged to send back remittances for correction every day during our busy season.



An Ideal Strawberry Wagon

THE wagon shown suggests a very important matter to the commercial strawberry grower. You will note that this wagon has shelves, which allows the grower to keep separate the cases containing different grades of berries. Placing the fruit on shelves, it may be shown to prospective buyers in a quick and satisfactory way. The wagon is equipped with good springs and the berries arrive at market in as good condition as they leave the field.

Strawberries and Bees

THE bee is a friend of the strawberry. She likes the white blossom and finds in its depths the nectar which she resolves into honey. In the securing of the sweet, her

body is laden with the yellow pollen, and as she moves from bloom to bloom she scatters this pollen so that the pistils of the plant are fructified and made productive of more perfect fruit and of larger quantities of fruit.



Stevens' Late Champion and Brandywine

WHICH would you eat first—the banana, or the three big, luscious strawberries? Note the Stevens' Late Champion on the left—isn't it a beauty? And the Brandywines to the right—they're as big as apples. It takes the Kellogg strain to produce this kind. Purity and vigor are dominating qualities of our strain of these two noble varieties.

Be sure and mulch your plants. Just after the first hard freeze is the time. Oat straw, wheat straw, sowed corn, sorghum pomace, marsh hay, or any similar material will serve the purpose.



S. E. Abbott Sold \$200.00 Worth of Berries from this Quarter Acre

THIS is an illustration of a quarter of an acre of Thoroughbreds at "Hillcrest," the rural home of S. E. Abbott, of East Aurora, N. Y. In mulching them both buckwheat straw and strawy manure were used. Mr. Abbott writes us that the yield from the patch was 1,560 quarts (not counting the large quantity of which no account was made), but adds: "Had I covered the entire field with buckwheat straw, I am confident we would have picked from 2,000 to 2,200 quarts. The lowest sold for 10 cents and the highest 16 cents—an average of 12½ cents. All were sold in well-filled baskets and stamped 'Hillcrest Berries'."



THE hill system simply involves the setting of mother plants as close as you wish them. The runners are pinched or cut off before the nodes are formed. When grown in this manner and the work is to be done by hand, the rows may be placed as close as twenty-four inches apart and the plants set twelve to fifteen inches apart in the row.



THE single-hedge row is formed by allowing enough runner plants to set to make a continuous line of plants, and is a splendid method to follow.

If you change your postoffice address please notify us at once so that next year's "Great Crops of Strawberries and How to Grow Them" may reach you promptly.

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



Spring-Set Thoroughbreds in the South

THERE is no more doubt about the success of spring-set strawberry plants in the South than there is about the results of spring-setting in the North. From every state in the South come flattering reports of results received from our Thoroughbreds. The above illustration shows a field of them on the farm of E. W. Sluder, of Leicester, N. C., who writes us under date of August 28, 1908: "I cannot say enough in regard to Kellogg's Thoroughbred strawberry plants. The patch shown in photograph was set with 700 of your plants, and from these I gathered 825 quarts of strawberries, which I sold for 10, 12½ and 15 cents per quart. I shall always buy my strawberry plants of R. M. Kellogg Co."

WHAT do you think of these? The berry in the bottom of the glass shows the great size of the berries produced by the Kellogg strain of Bubach plants. If you would secure the pure, unadulterated plants of this famous variety, send your order early. The other three berries are from our new introduction, the Longfellow, the performance of which in our experimental beds during three years of testing assures us that we have here a variety of unusual merit, and we are sure that a trial will convince anyone that it possesses extraordinary qualities.



Longfellow and Bubach



Bisexual (Male)

Pistillate (Female)

Bisexual (Male)

THESE are the kind of blossoms produced by Kellogg's Thoroughbred plants. Well developed plants build up strong fruit-buds, which insure well developed blossoms with healthy pistils and large anthers, which furnish an abundance of fertile pollen. Note the flowers in the above illustration of the bisexuals and see the large center cones and the powerful anthers surrounding them. Such flowers, supported by strong plants, insure big crops of perfectly formed berries.



The Double-Hedge Row



The Narrow-Matted Row



Downing's Bride and President

NO TWO pistillates ever introduced give more universal satisfaction than Downing's Bride and President. The President produces just enough runners to give an ideal fruiting bed, which saves a large amount of labor for the grower. Downing's Bride makes a long runner and a very strong plant. Both of these varieties are exceedingly productive of just such berries as shown in the above illustration, and we hope that every grower will order enough of these varieties to test them and be convinced of their great value.

Plants for Testing

MANY strawberry growers send us plants to test, and we are always glad to receive them and give them the best of care, never forgetting that there are large possibilities in this line of work. From chance seedlings have come some of the most delicious and beautiful of our fruits, and every grower owes it to himself and to the world to do what he may to advance the cause by such work as this involves. Sometimes we get plants from growers who have failed to properly indicate from whence they came. One day last season we received three packages,

two of which bore no mark of identification. After some correspondence we succeeded in straightening the matter out—we think and hope. But the risk is too great. Always indicate in plain letters on the package of plants full information, about as follows: "From John L. Smith, Jonesville, Mich., 25 'Beat-em-all' Strawberry Plants." Then, even though your letter be lost somewhere on the way, we shall know from whom and where the plants come, and the name of the variety which the originator has given it. And this will enable us to preserve records, so important in all experiments of this nature.

You are particularly invited to send us a photograph of your field or patch. The best views are given places of honor in our catalogue.



Glen Mary and Warfield

HERE are two of our old favorites, popular in every state of the Union and all over Canada. Warfield is shown in the cup, and indicates the type and size of berry produced by the Kellogg strain of Warfield plants. Our plants of this variety have made a fruiting record that we are proud of; and the plants for 1909 are the finest ever grown on the Kellogg farms. Glen Mary, at edge of cup, says more than we could do in many words. Our strain of Glen Marys grows in favor so rapidly that in the past it has been impossible for us to supply the demand. We have a large stock for 1909 and we hope to be able to fill all orders that come to us.

Some Suggestive Figures

THE Kellogg farm consists of 220 acres of as fertile land as may be found anywhere. Each year we grow approximately 100 acres of strawberry plants. Placed in one continuous row they would extend from Chicago to Detroit, with 28 miles to spare; we have, in other words, 292 miles of plants.

Our cultivating brigade, with Planet Jr. cultivators, went over the rows thirty times each way in the season of 1908, making the total distance traveled by men and teams 17,520 miles. This equals five trips from New York to San Francisco, with 1,165 miles to credit on the sixth trip.

We grow between 20,000,000 and 25,000,000 plants, and 20,000,000 plants, placed two feet apart, will set 8,000 miles of plants.

It requires 450 barrels of spraying materials, or 22,500 gallons, to spray our plants each year, and we

use in excess of 2,000 tons of manure annually to fertilize the farms. In 1908 we paid \$1,700.00 in freight bills on manure alone.

To mulch our plants requires about 350 tons of straw each season, and it requires from thirty to forty tons of sphagnum moss to pack the plants we ship each year.

To make our shipping crates we use more than one ton of 3-penny nails each season.

Our postage bill reaches from \$7,500 to \$8,000 per annum.

There are 151,363 acres of land in the United States devoted to strawberry production, on which 257,427,103 quarts of strawberries are grown, or an average of about 1,700 quarts to the acre. Kellogg Thoroughbreds have produced in the states east of the Rocky Mountains 10,000 quarts to the acre, and on the Pacific Coast more than 15,000 quarts to the acre, or nearly nine times as many as the "average" plants have done.



One of Many Clusters of Cardinals

WHEN it comes to producing berries by the bunch, the Cardinal "takes the cake." It is a sight worth seeing when the Cardinal is in full fruit in our experimental bed, and as this variety has no particular choice of soil or locality, it will do just as well for you as it is doing for us. Its vigorous, healthy foliage makes it possible for this noble variety to bring every berry to perfection. The berries are dotted so thickly through the foliage that they lie on one another, and the rich cardinal red, set in the beautiful green of the foliage, makes a picture of rare attractiveness. The flavor of the Cardinal is delicious, and in productiveness it equals any variety on our list. We grow the Cardinal between Stevens' Late and Pride of Michigan.

Don't set out your plants until your soil is made perfectly fine and, if manured, see to it that the manure is thoroughly incorporated with the soil.



A Box of Haverland Strawberries Properly Packed

WE SHOW here the top layer of a box of Haverland strawberries packed and faced in a manner to command the top-notch price. To do the work in this manner requires but little trouble, and the returns are very large. Our strain of Haverlands has won a world-wide reputation; and these plants are heavy producers of choice berries.

The Professional Man and Strawberries

TO THE man of sedentary pursuits, remaining at his desk through many hours of the day, there is no other occupation that gives greater promise of health and pleasure, to say nothing of possible profits, than strawberry growing. And whether such a person is blessed with a generous area of fertile soil, or is limited to narrow confines at the rear end of a city lot, he may count with equal certainty upon the work to give him health and such delight as he will find in no other line of effort. It is the universal consensus that the strawberry patch is the most attractive spot upon the home place. The flower garden is full of beauty and fragrance, and the vegetable garden has its elements of pleasure and promise, but the strawberry patch is not only a scene of beauty, but responds to man's natural demand in delicious edibles. In all the range of fruits nothing more amply

fills ones ideal of gastronomic joy than does ripe, luscious, well-flavored strawberries. Out of our own experience, as well as from a countless number of enthusiastic letters that have come to us concerning this matter, we can confidently assure our friends of the professions that the keenest pleasure and zest of life awaits him who engages in the growing of strawberries.

Women as Strawberry Growers

EVERY year adds a large number of women to our long list of strawberry growers, and none of the men we know who are engaging in the work finds more pleasure in it than do these sensible women who have learned to look out-of-doors for recreation and enjoyment. Nor is this all. Some of the women who are growing strawberries from our Thoroughbred plants are finding the occupation one of very generous profit, and

Keep the surface of the soil constantly stirred. Cultivation conserves moisture, keeps down the weeds, and brings new supplies of plant food to the plants and makes big crops of strawberries certain.



A Dish of Stevens' Late Champion

THIS engraving is an exact reproduction of a photograph, and suggests the large size and fine appearance of the berries produced by this noble late variety. The productiveness, large size, fine quality and lateness of Stevens' Late Champion make it one of great profit to the commercial grower and a favorite for the family garden.

many of them have found it profitable enough to withdraw from all other lines of work and engage wholly in the pursuit of growing high-grade strawberries for the market. The work is healthful, refined, inspiring, profitable. It calls for little manual labor that is beyond the physical strength of delicate women, and wherever heavy work is necessary men may

be employed to do it. The life is in the open, and the strawberry season is the most charming of all seasons. It requires only energy, intelligence and a certain degree of skill in growing the fruit, and good common sense in marketing it, to insure success to any woman who enters upon this work. We have ample reason to believe that in no other di-



Sled-Runner Marking Device

THREE runners made from 2x4 scantling about two feet long and spiked to 1x4 boards attached to shafts, completes the above device, which is one of the simplest and best markers for small growers of which we know.



A Six-Wheel Marking Device

SIX iron wheels placed upon a section of gas-pipe to which are attached gas-pipe shafts. Wheels are held in place on the gas-pipe by lugs or heavy washers, and these are fastened to the gas-pipe by set screws. By loosening the screws the spaces between wheels may be gauged to any desired width.

We send no plants to anyone anywhere C. O. D., nor do we ship plants until the full amount of their cost is in our hands.



Big Second-Crop Thoroughbreds from the Field of C. M. Peebles

C. M. PEEBLES, of Lake City, Iowa, sends us the above picture, and says: "Am sending you a photo of some of your Senator Dunlap berries that are fine. Raised 1,050 quarts from a bed 4x5½ rods; 700 plants, second-year's crop."



A Barrel of Kellogg Thoroughbreds

M. R. S. A. METCALF, of Galveston, Indiana, sends us a beautiful photograph from which the above half-tone engraving has been made, and in his letter says: "My crop of berries this year was very fine, and I won the reputation of having the finest berries on the Kokomo and Galveston markets. I sent some berries to Lafayette and

Marion and received letters of congratulation concerning them, the writers asking how I could grow such fine berries in such dry weather. I replied that it was no trouble to grow big, red berries when Kellogg's Thoroughbred plants were used. To give you an idea of the abundant yield, let me say that Mrs. Cora Fresh picked 93 quarts, Mrs. Ella Loop picked 89 quarts, and Goldie Coulter (aged 15) picked 61 quarts, in just five hours and ten minutes. I have calls for lots of plants, but always refer them to you."

Under the barrel system strawberries may be grown without a garden plot. Simply bore holes through the staves and fill the barrel with rich soil. Then set the plants in the top of the barrel, and in the holes in the sides, as shown in the illustration. Such a barrel makes a beautiful porch ornament or a fine feature on the lawn.

rection may so large success be made by the woman who finds it necessary to support herself and to rear her children, as in the production of high-grade strawberries.

Any woman who would like to engage in this work, but is restrained from doing so because of lack of experience, need not hesitate on that account. It is our pleasure to help all who desire us to do so to win large success in strawberry production.

Why Kellogg's Strain of Plants Have Won World-Wide Reputation

THEY have been selected from a strain of mother plants of high fruiting power and great productiveness.

They are at all times supplied with an abundance of moisture and plant food, which

Send us your order as soon after this book reaches you as possible. It will be to your advantage in every way to be very prompt in this matter.



James H. Arnold of Kenyon, R. I., Says Thoroughbreds are No. 1

WRITING under date of July 7, 1908, James H. Arnold, of Kenyon, R. I., says: "The photograph I am sending was taken from plants that I purchased from you. I can say they are No. 1 plants and that we have had a very successful season. Could not grow enough berries to supply the demand."

insures continuous growth from the time of setting to the close of the growing season.

They are cultivated and hoed continuously throughout the growing season, keeping the soil free from weeds and crust formation.

Spraying is continuous throughout the entire growing season, using Bordeaux mixture

and arsenates, which insures perfect health and vigor of plants.

All fruiting buds are removed as soon as they appear.

Greatest possible care has been given all mother plants to increase their fruiting power.

They have been properly pruned at setting time to prevent any unnecessary check in growth.

Runner plants are layered, as soon as they start, by placing soil on the runner cord directly back of the young plant or node. This assists the young plant to take root quickly and encourages a full root system to start from the crown.

The plants are well protected throughout the entire winter by a covering of straw, and in the following spring every Kellogg plant is in a strong and vigorous condition and ready to burst into immediate activity when set in its new home.

In short, every detail known to scientific horticulture that will promote the development of the highest quality plant is faithfully carried out on the Kellogg farm.

And these are the kind of plants that will insure victory.



A Handful of Samples

THE Kellogg strain of Sample plants produce berries of enormous size and in great quantities. Our stock of Sample plants is very large, but there is a great demand for them, and your order should reach us early, so that we may reserve you some plants of this splendid variety.

No other fertilizer will so quickly and so surely improve the mechanical condition of the soil as barnyard manure. It is nature's unfailing soil restorer.

Where Kellogg's Thoroughbreds Thrive

FROM all sections of the country come letters like the one we quote here: "Your splendid catalogue is at hand and I am greatly interested. Will your plants do well in this State, and do you have any difficulty in delivering them without injury?" Well, we prefer to let our old customers answer those questions, so from thousands of similar letters received this season we have selected the following:

ARKANSAS—We received the strawberry plants in good shape and are well pleased with them. Your friend, S. F. Mulkey, Hot Springs.

BRITISH COLUMBIA—Plants arrived in good condition. Surprised and pleased to have plants come 2,000 miles and every plant growing. C. Hauser, Penticon.

CALIFORNIA—The plants you shipped me on the 28th of March arrived the 4th of April. They were in fine condition after their long trip—do not believe one of them was injured. I am more than pleased with them, with their great healthy roots. They are all set out and are looking fine. James Miller, Dos Palos.

CANADA—Received my strawberry plants in grand order, and will say I never saw such fine plants. Of the 1,500 plants all but six are growing finely. E. G. Stockwell, Leamington, Ont.

COLORADO—The plants arrived in splendid condition. I thank you very much. John J. Huddart, Denver.

CONNECTICUT—Plants arrived in good condition, and they are the finest, largest plants I ever saw. Clara A. Thayer, East Haven.

FLORIDA—The plants as ordered reached here April 2, and I put out 3,500 on Monday and the rest on Tuesday—and you never saw plants look better. They are all alive—very much! A. C. Pussey, Jacksonville.

GEORGIA—Plants received O. K. All set out and doing nicely.

IDAHO—Strawberry plants are received in good condition.

ILLINOIS—The plants arrived in the best of shape—never saw any to equal them. They have been in the ground one week today, and have made a growth of over two inches. It will be a pleasure to recommend your plants to all inquirers. J. M. Stewart, Lewiston.

INDIANA—Received the plants and am well pleased all around. Finished setting yesterday, and it began to rain this morning. If you were here now to see them you would say "Wonderful!" Plants did not stop growing or wilt after setting. F. M. Moody, Deedsville.

IOWA—Received my plants in fine condition. All are living and doing finely. Mrs. G. A. Ellis, Fredricksburg.

KANSAS—We received the plants all right and set them out; and they are looking fine. We are really surprised to see such large, beautiful plants—never saw such fine ones before. We thank you for your kindness and wish you much success. Mrs. T. C. Carson, Brighton.

KENTUCKY—Received the plants I sent for O. K. All are set out and growing nicely. Jas. A. Lovell, Prestonville.

LOUISIANA—Received strawberry plants in good order. They are the nicest plants I ever saw. J. Destruel, Abita Springs.

MARYLAND—Plants came duly to hand. I am very much pleased with them, and wish to thank you for your promptness in the matter. David Staudenmeyer, Baltimore.

MAINE—Received the strawberry plants all packed in good shape, and wish to thank you for them. Albert J. Smith, Richmond.

MASSACHUSETTS—Our order of plants arrived in good condition and was exactly as ordered. Please accept our thanks. Mrs. Ingram W. Isenhour.

MINNESOTA—Plants received in fine condition, and the plants are as fine as any I ever saw. You may look for a large order next spring. F. A. Helmuth, Wyoming.

MISSOURI—Your shipment of strawberry plants arrived in fine shape—as fine plants as I ever saw. Many thanks. F. C. Huston, Nevada.

NEBRASKA—Strawberry plants reached me in fine shape and I am very much pleased over same. I think they are as fine plants as I ever saw. They are all set out and look fine. W. J. Russell, McCook.

NEW JERSEY—The strawberry plants reached me in excellent condition. Although I was led to believe from your catalogue that they would be above the average, I was hardly expecting to receive such healthy looking ones, with so enormous a root system. If my strawberries are not a success I certainly cannot blame you. R. C. Sheffield, Lakewood.

NEW YORK—The strawberry plants came in fine condition. I set them at once, and every plant is growing finely. Much obliged for your care and promptness. J. H. Coe, Syracuse.

NORTH CAROLINA—Received my plants all O. K., and they were in fine condition. I set them out and they have started to grow finely. I have the greatest prospects I ever had. Last year I beat the record in Leicester, and I am trying to do still better. People down here are finding out what good plants will do when well worked and properly looked after. E. W. Sluder, Leicester.

NORTH DAKOTA—Plants received from you in 1907 are bearing and are doing fine. . . . R. M. Kellogg Co. is first in the United States in all that relates to strawberry plants. Mrs. S. J. Augustus, Calio.

OHIO—I received my plants all O. K.—fine as I ever saw. I will remember you when I want more good plants. Willis Crow, Kitt's Hill.

OKLAHOMA—The plants I ordered from you came in fine condition. They surely have splendid roots. I

set out some plants from an Ohio firm ("choice plants" they called them) March 10; set out yours April 1. The former plants are only about three-fourths growing and are not very hardy looking, while yours are every one growing and are very vigorous; and at this writing are as large again as the Ohio consignment. Can recommend you to my friends. Thad D. Rice, Hitchcock.

OREGON—The strawberry plants arrived April 1 in fine condition. You have a splendid system of packing and I am well pleased with such large, well-rooted plants. I set them out at once, and at this date (April 13) they are all alive and growing well. L. A. Barker, Corvallis.

PENNSYLVANIA—Received the strawberry plants in good condition, and am very well pleased with them. Leo A. Haenn, Tanguy.

RHODE ISLAND—Plants received on May 9; hoed on the 11th. Best rooted plants I ever set out. Every one is living. E. A. West, Wood River Junction.

TENNESSEE—Received my strawberry plants in good shape. Set them out at once. I believe I will not lose a single plant. John Hanks, Athens.

TEXAS—My strawberry plants came all right and in fine condition. I did just as you advise, and they are now, every one of them, growing nicely. They have bright green leaves on them already. I am very proud of my strawberry plants. You could not have sent any better put up. Mrs. E. C. Cook, McLean.

UTAH—Strawberry plants arrived O. K. Have them all set out. They were in fine condition. Mrs. D. B. Topham, Ogden, Utah.

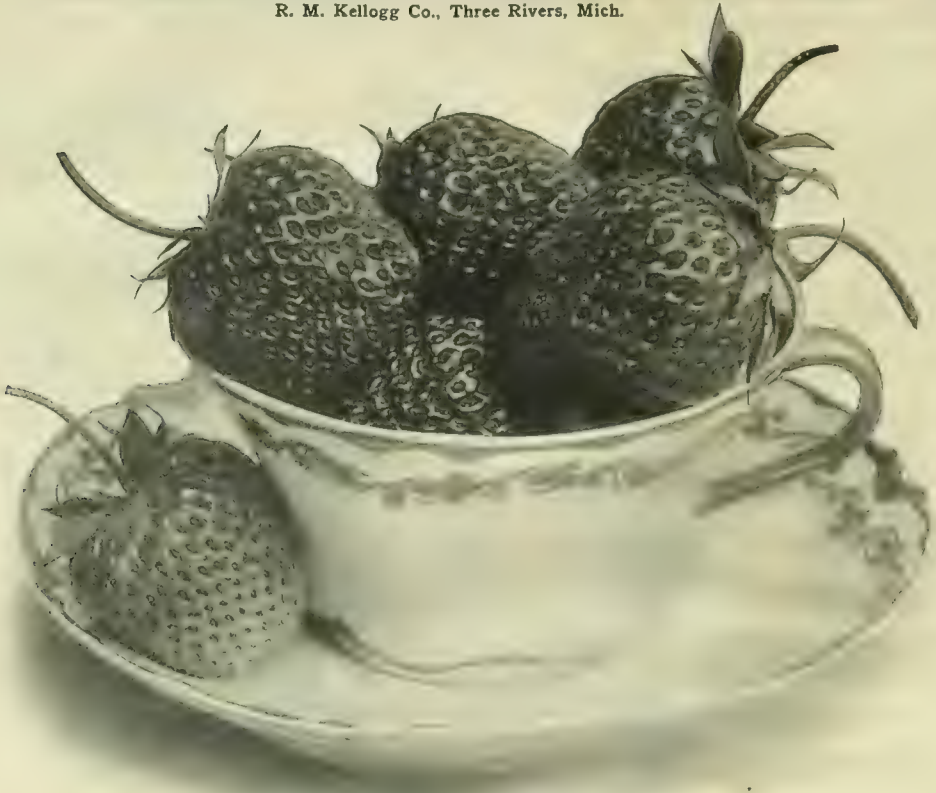
VERMONT—Plants arrived April 25. Were in a railroad wreck seven miles from here, but I set them out and they have come up in good shape. G. M. Farnsworth, North Bennington.

VIRGINIA—The strawberry plants arrived last week in good condition, and I was able to set them out at once. They were beautifully packed and are now looking fine. I am very well pleased. Mrs. M. F. Maury, Charlottesville.

WASHINGTON—The strawberry plants received from you are all growing nicely—every one. It is possible to equal this record, but none can beat it. John O. Streeter.

WISCONSIN—Plants received all O. K. They were fresh—didn't look so they had been out of the ground an hour. Thanks! F. J. Coapman, Wyocena.

WYOMING—Strawberry plants arrived today all O. K. Many thanks for prompt and careful attention. M. E. Butler, Casper.



A Heaping Cup of Virginias

WHO can look at this picture without wanting some of our Thoroughbred Virginias? If we could only show you the color, which is uniform from stem to tip, you would become as enthusiastic over this beautiful berry as we are. You can make no mistake in setting some Virginias. Twenty-five to fifty plants will prove to you their real worth. Get your order in early so that we may reserve you some of them.



Nick Ohmer and Wm. Belt

IT IS unnecessary for us to say anything about the size of the berries produced by our Nick Ohmer and Wm. Belt. The picture tells the story more eloquently than we could do it in words. So popular is our strain of these varieties that we have been unable to grow enough plants to supply the demand. We have a large stock this year and hope to disappoint none of our customers who order them.

Should you receive your mail at more than one address, be sure to say when ordering plants just where we are to notify you at shipping time.



Longfellow, B. (Male)



Virginia, P. (Female)

MEDIUM EARLY. Bisexual. Here is a new variety that is truly wonderful, and we have honored it by giving to it the name of America's most popular poet, and at the same time have described the form of the fruit itself, as the berry is indeed a Longfellow. If it performs everywhere as it has done for three years in our breeding beds, this variety will be as popular among strawberry growers as is our great poet in the world of literature. The first year this grand variety had opportunity to prove its worth by actual fruit production was 1906. So wonderfully productive was it, so far in advance of other varieties we were then testing, that it attracted particular attention, and when the berries were tested for quality they surpassed any strawberry we ever have sampled. In size the berry is large, the illustration above correctly showing both size and shape. In flavor it is very sweet; indeed, in all our experience never have we tasted a more delicious berry; and we do not believe there is any other variety, old or new, that will outdo it in productiveness. Foliage is a beautiful light green, very vigorous, and the runners are large, deep-rooted fellows, just the sort that thrive in a long drought. The plant opens a well-developed bloom, with large anthers full of rich pollen, and its long-blooming season makes it an ideal bisexual for mating purposes. Virginia and Longfellow, set side by side, will surely make a perfect combination. We do not hesitate to say that the Longfellow now promises to come to the front more rapidly than has any recent new production. All who know this company's method know how conservative we are in introducing new varieties, but our confidence in the Longfellow leads us to urge every customer to test this invaluable variety for himself, as it has proved a winner of first quality upon our own farm. Remember that we never introduce a new variety until we have thoroughly tested it out on our own experimental plot and know whereof we speak. See illustration on page 25.

EXTRA EARLY. Pistillate. We take particular pleasure in introducing to our patrons this season the Virginia strawberry, which in many respects is the most remarkable variety we ever have propagated. The plant, the foliage of which is extra large and bright green in color, stands high, and its stems, strong and large, hold the berries pendant, as a tree holds up its fruit. One result of this is that the fruit is kept perfectly clean; another is that each berry is sun-kissed at every angle and the delicious fruit is evenly colored over its entire surface. And such a color! Ranging between scarlet and crimson, with top and tip identically of the same shade, and the form being that of the perfect strawberry with an obtuse point, the berry easily is one of the most beautiful ever originated. The fine color extends to the heart of the berry, giving to it an unusually rich and attractive appearance. In flavor the fruit is delicately tart and very rich, and its firmness marks it as an extra-good shipper. The plant is a very deep rooter, which, with its mass of foliage, makes a combination calculated to endure the most trying drought. The Virginia is exceedingly productive, and we consider ourselves very fortunate in being able to add to our list of extra-early varieties such a marvel of high-producing power and hardness of bloom. We have been breeding the Virginia for two years, and from the way it has yielded on our farms we predict that it will become a universal favorite among strawberry growers. Do not fail to try some of the Virginias this season. See illustration on page 35.

Finds Our Catalog Complete

J. H. MYERS of Ottumwa, Iowa, writes us as follows: "Your catalogue contains all the information anyone needs on the culture of strawberries. I have been nurseryman and florist, but now am out and away from all work."

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



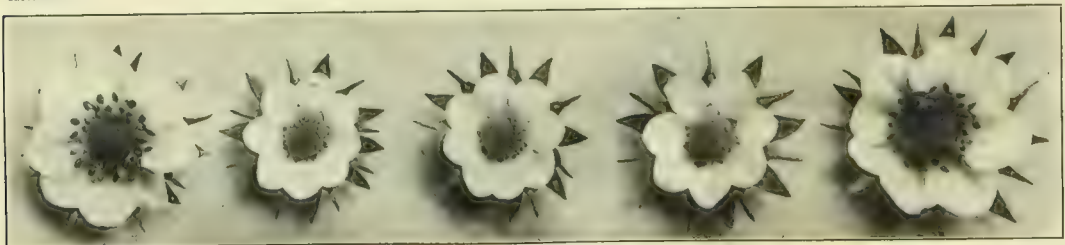
August Luther, B. (Male)



Michel's Early, B. (Male)

EXTRA EARLY. Bisexual. A bright colored, medium-large berry, round and full at the calyx, and tapering to an obtuse point. The seeds are set prominently upon the surface and are of a rich yellow, making a beautiful contrast to the bright-red fruit. The meat is wine color, and grows lighter as it approaches the center; it is very fine-grained and of exceedingly mild and delicate flavor. The large calyx curls back toward the stem and is attached to the berry by a small neck that renders it easy to prepare them for the table. August Luther is popular because of its exceeding productiveness and the high quality of the fruit; and both as a market and family berry it has added to its long list of friends and admirers each year of the ten in which it has been in our breeding beds. The care it has received in the way of making a selection from the most promising mother plants has made our strain of this variety one of the greatest favorites alike in field and in the market.

EXTRA EARLY. Bisexual. For eighteen years this variety has been in our breeding beds, and its popularity has steadily increased during all that long period of time. It grows a medium-sized berry, crimson in color, which is almost even over the entire surface. In form there are variations, some of the berries being nearly top shape, while others are quite round, a difference, however, which adds to the beauty of the fruit when packed in boxes. Seeds are light brown save those on the tip end, which are of a bright yellow. Michel's Early has a rich but mild flavor. The meat is deep pink and solid throughout, and it is noteworthy as a shipper. The calyx is medium in size and stands up straight; foliage is light green and tall, with rather long leaves. This variety is a great runner maker, and where the runners are kept down closely, the plants develop a powerful crown and grow very large quantities of delicious fruit. As a pollinizer Michel's Early is very strong.



Bisexual

Pistillate

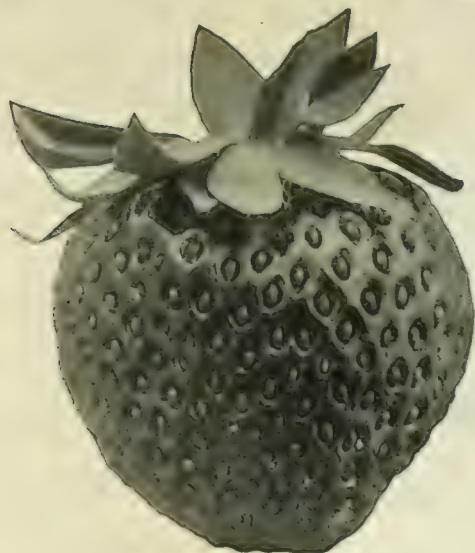
Pistillate

Pistillate

Bisexual

WE USE this illustration to make clear our method of mating plants. You will note that the first blossom to the left is a bisexual; this is followed by three pistillates; then another bisexual. Imagine that each of these blossoms represents a row of plants, and you will see that the three rows of pistillates come between two rows of bisexuals. One of the bisexuals should be a trifle earlier and the other a trifle later than the pistillates. This mating is necessary only when you wish to use pistillate varieties. Should you set no pistillates the bisexuals may be set alone. In other words, the pistillate does not increase the yield or quality of the bisexual, but the bisexual is essential to the pistillate. The bisexual plant produces flowers having both male and female organs, while the pistillate flowers have only female organs.

Read every word in this book before ordering plants. Learn our terms, our guarantee, etc., and then you will be able to order intelligently.



Climax, B. (Male)

EXTRA EARLY. Bisexual. A large dark-red berry, conical in shape, having a glossy surface. The Climax is one of the most prolific of fruited, and combines excellence with quantity. The seeds are bright yellow except on the darker side, where they are only a trifle lighter than the berry; the dark extends to the very center of the berry, and the flesh is firm, rich and juicy. It is an ideal all-round berry, a favorite alike in the family garden and in the commercial field. When packed in the box the Climax is very attractive and upon the table is equally so. The calyx is small for so large a berry, and the plant stands erect and grows very tall. One excellent quality of this variety is the fact that it remains solid and in all respects in good condition for several days after ripening, which is of great advantage to the commercial grower. This is the fifth year that Climax has been in our breeding beds, and each year brings to it an army of new friends.

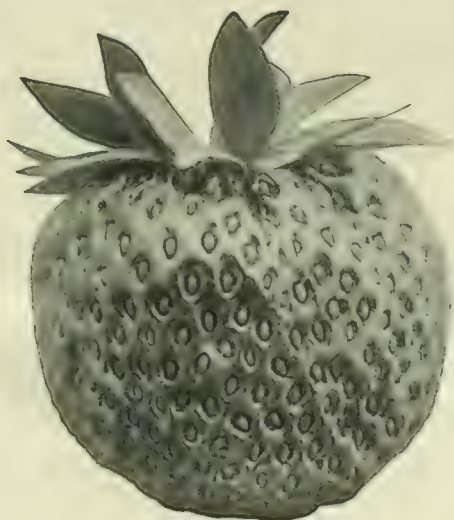
An Endorsement That Money Could Not Buy

EVERYBODY who knows A. I. Root of Medina, Ohio, or the great company of which he is founder and head, knows that all the money in the United States treasury at Washington could not buy from either an endorsement for a concern that was not strictly "on the square." That is why we are so proud of the following, which appeared in the February 1, 1908, issue of *Gleanings in Bee Culture*, and which we take pleasure in reproducing entire:

KELLOGG'S STRAWBERRY CATALOG.

This is certainly a model catalog, gotten out by a model firm. It is something more than a mere catalog, for it contains a first-class treatise on strawberry culture, such as one would naturally expect to pay 25 cents for. In fact it looks more like a work on the culture of strawberries than a catalog. The berry business is particularly well suited to the temperament of the average bee-keeper, and no finer occupation can be found. A glance at this fine book will show this to be the case. It is handsomely gotten up, well printed and illustrated on good paper, and, all together, reflects credit on the business and enterprise of the firm getting it out. We believe any painstaking intelligent man could actually learn strawberry-growing from this so-called catalog, and we mean what we say. It is almost needless to add that the firm sending out such a book is reliable, prompt, and satisfactory in all its business relations. Write

All cost of carriage and customs duties on plants, as well as results of accidents of all kinds after they leave our hands, must be borne by the purchaser.



Excelsior, B. (Male)

EXTRA EARLY. Bisexual. This is a dark-red berry, almost round in form, of medium size, and having small, dark seeds which give the fruit a bright and glistening appearance that is most attractive when they are packed in the box. The green calyx curls over the fruit in such a way as to make a fine contrast. The meat is a rich red, a trifle lighter than the outer surface, and very solid, having a flavor rather tart, though extremely rich. Excelsior is famous as a canner because it retains its shape better than do most varieties after being cooked. Another strong point for the commercial strawberry grower is the fact that Excelsior is one of the best of shippers. Its form and color are retained for days after being picked, and it will stand a long journey without being affected. Such a combination of excellent qualities makes Excelsior a very profitable berry for the grower for market. Still another quality is the evenness of this fruit, which makes very little sorting necessary. This is the thirteenth year we have had Excelsior under our system of breeding.

at once to R. M. Kellogg, Three Rivers, Mich., for a copy. Then take your time to make a selection of berry-plants. Study its wisdom on berry culture and you will not regret it.

Good Plants Mean Good Fruits

JACOB WEBB of St. Cloud, Minn., writing under date of January 8, says: "Just received your 1908 book of 'Strawberries and How to Grow Them,' for which I thank you very much. This is the third one that has fallen into my hands, and to be without it would indeed be a severe blow to me in my work here for the state. I am the gardener in the Minnesota State Reformatory, and your book is read by the inmates under me in this department and relieves me of the painful duty of showing them just *how* to set a plant, or care for it afterwards. Since my work began here, a little over eighteen years ago, nothing has given me greater pleasure than the study of your publication. . . . I wish you success from the bottom of my heart, as I believe you to be surely an honest company and working for the interests of *all* the people, believing in the divine prophecy that whatsoever a man soweth that shall he also reap."



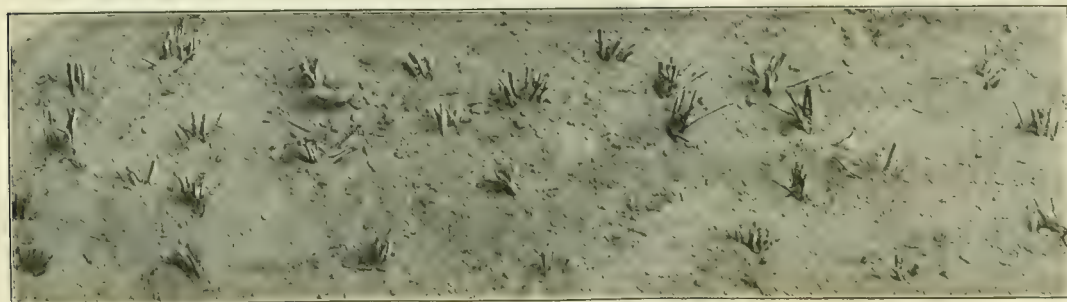
Lovett, B. (Male)



Texas, B. (Male)

EARLY. Bisexual. The berry of the Lovett is large and of deep crimson color. For the most part the berries are conical in shape with long points, but there are always a few broad, wedge-shaped specimens which only serve to increase their attractiveness when the two forms are properly arranged in the box. The flesh is a dark, rich red and very juicy, with just enough tartness to make it excellent for canning purposes. The seeds are bright yellow and extend well out from the surface, and add very much to the pleasing effect. The calyx is very small for so large a berry, and for the most part it lies flat upon the fruit, the rest of the calyx curling back toward the stem. As a shipper the Lovett has few superiors, and it holds its bright color for many days after picking. These good qualities, combined with its great productiveness, have won for the Lovett a high standing among strawberry growers everywhere. The Lovett is a strong pollinizer. This is the seventeenth year we have bred this variety under our methods of selection.

EXTRA EARLY. Bisexual. This variety is a universal favorite and produces very large crops of big, glossy, crimson berries, with a dark-red cheek. The surface is waxy, and when packed in the box the berries present a most attractive appearance. The seeds are bright yellow, and the combination of colors of the berry, combined with the bright-green calyx, partly drooping over it, gives to this fruit an attractiveness so great as to command interest and favorable attention. The flesh of the Texas is very firm, and it is famous as a long-distance shipper; the meat is rich and juicy, the flavor being somewhat tart. To its other excellent qualities the Texas adds that of being a good canner. This variety thrives everywhere, and is at home in all soils and in all climates. It has been in our breeding bed for seven years, and we can recommend it without qualification as a market berry. One difficulty we have experienced has been to supply the demand for this variety, but an increased acreage assures us that we shall have an ample quantity this season.



Experimental Fruiting Bed After Burning Over

AFTER the straw has been loosened with the tedder and it has thoroughly dried, we go to the side of the field from which the wind is coming and set the fire going.

CLARK W. WILSON, of Canastota, N. Y., writing under date of May 9, 1908, says: "The shipment of your plants reached me safely last Thursday. They

are easily worth the money. I know, because I have seen your plants grow and produce right beside other people's plants, and they beat the latter three to one."

Don't stick the tips of the roots in the ground, leaving the crown and part of the roots exposed.



Tennessee Prolific, B. (Male)

EARLY. Bisexual. Tennessee Prolific yields a medium large berry, bright crimson in color, and for the most part rather long and corrugated in form. The seeds color up red as the berries ripen, and are quite prominent. The flesh is fine grained, well filled with juice, and a decided pink in color. This variety is popular as a canner, and its close-grained surface insures fine shipping qualities. It has a large calyx. Its name suggests its great quality, as it is an extremely prolific variety, but to this quality it adds excellence of form and flavor. It is a strong producer of runners, and as a pollinizer ranks with the best. This is the twenty-first year we have had this variety under our methods of selection, and the longer we propagate the variety the more completely are we satisfied with its general value, considered from the viewpoint of both the family garden and the commercial field.



Splendid, B. (Male)

EARLY TO LATE. Bisexual. The name of this variety is none too strong to characterize its excellencies, for it is indeed a splendid berry. Large, almost round, bright red in color, it is one of the most attractive berries imaginable when placed upon the market. The seeds are nearly the same color as the fruit. The berry is meaty, smooth and of melting texture; the interior colors are very marked—around the edges bright red, which extends about one-third to the center, and from this down to the center a creamy white. The calyx is small, bright green, and spreads well over the ends of the berry. The foliage is of a spreading nature, and a dark glossy green, with rather a long leaf, having a polished surface. As a mate for pistillate varieties the Splendid is one of the leaders, as its flowering season is long, and every flower is full of strong pollen. This is the tenth year we have bred this great variety.



An Old Row After Narrowing Down

AFTER the burning we hitch one horse to a breaking plow and throw a furrow from each side of the row into the center as shown at the left illustration. This is followed in the same direction with a five-tooth cultivator, which levels down the ridge between the rows. Then we go crossways with a weeder which levels the surface and draws fine soil over the crowns of the plant as shown at right of illustration.

Fine Plants and Big Yields

WRITING under date of June 16, 1908, J. W. McClure, of Fremont, Neb., says: "The plants I got of you and set the fore part of last April are fine. The order was for 600, and today 580 are doing well. My Kellogg plants of one year ago are yielding a good crop."

Thoroughbreds Grow Piles of Berries

WRITING under date of June 15, 1908, E. L. Morris, of Elwood, Ind., says: "I write to tell you what my plants ordered from you in 1907 have done. Such piles of berries I never saw before as there were on my plants this year. I took care of these plants from start to finish according to your instructions."



Crescent, P. (Female)

MEDIUM EARLY. Pistillate. The Crescent is an old standby, and enjoys universal popularity. For twenty-four years we have been propagating this great pistillate, and our strain is noted the country over for its strength and general excellence. The berries are medium size, with rather broad wedge shape, tapering to an obtuse point. The flesh is solid and close grained, thus making an ideal shipper. Seeds are bright yellow, running to brown on the darker side and extending prominently. It has a single calyx that spreads out straight, and its stem is slender and neat. The flesh of the berry is a rich red around the edges, shading down to a lighter color as it approaches the center. The fruit is very juicy and possesses a tart but delicious flavor. As a canner it ranks very high, and as a market berry it has few superiors, as it adds to its other fine qualities that of being a heavy producer.



Bederwood, B. (Male)

MEDIUM EARLY. Bisexual. This variety grows in popularity, and during the twenty-two years of its selection and testing on our farm our confidence in it has steadily increased. Bederwood produces a medium-sized berry of delicate crimson color, with glossy surface and deep, yellow seeds. The flesh is red, shading down to a rich cream near the center. Its high color and delicious flavor make it especially attractive with high-class trade, and as a table berry it cannot be excelled. The housewife finds it to be one of the best varieties for preserving in different forms for winter use. The calyx is small, lying close to the fruit, and its whole appearance is neat and dainty. It is an exceedingly heavy producer and of fine form, which makes it popular among commercial growers everywhere. Famous for its long blooming season and its great strength in pollen, it stands among the leaders as a fertilizer for pistillates.

Dairying and Strawberries

NO OTHER fertilizer is of greater value than the droppings from highly fed dairy cattle, and the dairyman can add greatly to his income by growing an acre or so of strawberries. Great quantities of the berries could be sold without a cent of additional expense by taking them to your regular milk customers. And what more appropriate and suggestive sign could a dairyman have than

STRAWBERRIES AND CREAM

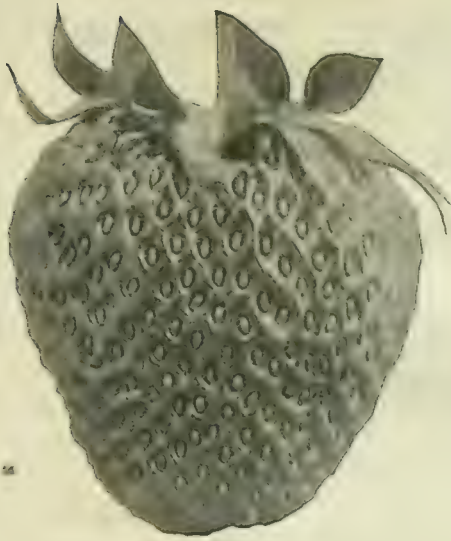
A great many women depend for their "pin" money upon some side line. Some farmers' wives use up the product of several cows and make and market butter to secure the cash they need. Why not use the fertilizer from the cow sheds to make a small piece of ground rich and productive and grow strawberries that will command the highest market price? Those who have tried this now make strawberries their principal product, and butter-making has become a side issue.

There is less work and more pleasure in working among the strawberries, and the profits from the same investment of time and labor are far and away in favor of the strawberry patch.

Postage to Canada on Plants

CANADIAN friends will be glad to learn that we may now send them plants by mail at the same rates that are charged to our customers in the United States. Heretofore we have been compelled to ask our patrons in the Dominion to send us double the amount charged for the same service on this side of the border. Now we are advised by the United States Postal authorities that the rate has been made uniform with that charged in this country. Please take notice, therefore, that when remitting for plants to go forward by mail to Canada, add at the rate of 25 cents to each one hundred plants ordered, or, in other words, the same amount that would be remitted were the plants to go to some destination in the United States.

Orders received after April 15, when accompanied by full remittance, will be shipped according to date of receipt, regardless of special shipping dates.

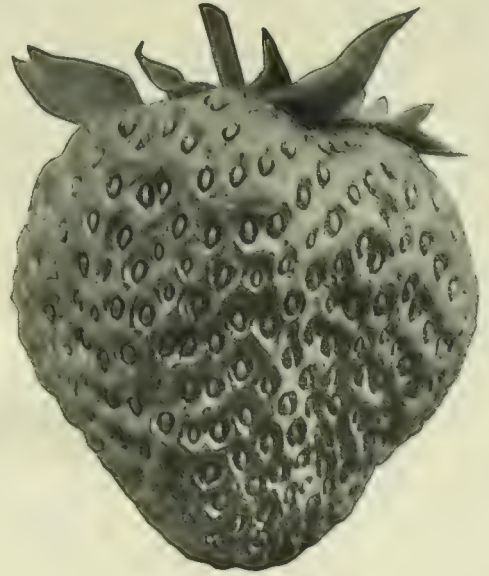


Clyde, B. (Male)

MEDIUM. Bisexual. This variety grows a very large berry, conical in shape. One side is a bright crimson, the other a deep, rich cream, blended with just enough pink to make it delicately beautiful. The fruit is regular in form and even in season, thus making the sorting of berries a very simple matter. The seeds are deeply imbedded in the flesh, coming even with the outer edge very seldom. The flesh is of rich pink, fine in texture and of delicate flavor, and this fruit is famous for retaining its flavor when canned. Added to these excellencies are the splendid shipping qualities of this variety. Not only does the Clyde grow a very large and fine berry; its prolificness is one of its strongest points, and this, added to its other qualities, makes it one of the favorites with the commercial grower. It has a long fruiting season, extending frequently from extra early to very late, and the fine fruit continues up to the final picking. This is the fifteenth year of selection and breeding of the Clyde on our farms, and the constantly increasing acreage attests its growing popularity.

"Great Crops" as a College Text Book

FOR several years our annual "Great Crops of Strawberries and How to Grow Them" has been used in the Agricultural Colleges of the country as a text book for use by classes in horticulture. Last year the number of colleges using them was about thirty, and some of them requested and received as high as seventy-five copies of the book. We need not say that we are pleased to have the qualities of this book so highly appreciated by the men who are doing so much for advanced agriculture along all lines; it puts the stamp of approval of both the theoretical and the practical strawberry grower upon our methods and instruction, and we have the satis-



Wolverton, B. (Male)

EARLY. Bisexual. The Wolverton is a large crimson berry of the ideal strawberry shape, as is shown in the illustration herewith, but beautiful as it appears in the picture it is even more so in actual reality. The upper side of the fruit colors up quite red when fully ripe, and the seeds also are darker on the under side, where they remain bright yellow in color. These beautiful contrasting colors give to the fruit a very attractive appearance, and when packed in the box it presents an ideal picture. Not only is the Wolverton beautiful in appearance, but it also is one of the richest berries grown, has a fine-grained flesh, pink in color, and a flavor mild and of unusual delicacy. The calyx is a double one, very heavy, and droops over the berries in such a way as to make them particularly tempting when served with stems. It can scarcely be excelled as an all-round berry. Wolverton has been in our breeding beds for nineteen years.

faction of knowing that the principles this company has stood for in the face of fierce, and sometimes malignant, opposition, are now coming to be recognized as the only true basis for successful strawberry culture. In a note from Prof. F. C. Sears, of the Department of Pomology of the Massachusetts Agricultural Department, dated July 24, 1908, he kindly says: "I used your catalogs with my students last fall and found them very satisfactory indeed." Kellogg ways and Kellogg plants may always be relied upon as the best.

Knows Where to Get His Plants

W E. HERRICK, of Cattaraugus, N. Y., writes: "I set 3,000 plants last spring from a cheap plant grower and practically every one of them died. I also set 500 of your Pedigree plants and every one lived. It was expensive, but I have found out where to get plants!"



Warfield, P. (Female)

EARLY. Pistillate. The Warfield is favorably known from the Atlantic to the Pacific and from the Gulf to Hudson's Bay, and combines so many excellent qualities that it will be difficult to enumerate them all. It is a large, beautiful-shaped berry, with glossy dark-red exterior that does not fade or become dull after picking. This characteristic is continued even after it is canned, which is one reason for its great popularity the country over as a canner. The flesh is a rich dark red clear to its center; it is very juicy and just tart enough to give it a fine relish. The neat, slender stem and green calyx join the berry in such a way as to form a short neck, which adds beauty to the fruit. As a shipper it has no superior, finishing a long journey with the same bright lustre that marked it when packed freshly from the vines. An early berry, the Warfield has a very long fruiting season, yielding a large picking every day for several weeks—another reason for its great popularity. It also is exceedingly productive. This is its twenty-second year of selection in our breeding beds. See page 28.



Parsons' Beauty, B. (Male)

MEDIUM. Bisexual. A general favorite because of its many excellencies. It makes a heavy yield of bright-red berries of mild and delicious flavor. As this fine flavor is retained after cooking, this variety is very popular as a canner. Its appearance commands immediate and favorable attention. Its seeds stand out upon the surface of the fruit more prominently than upon any other variety with which we are familiar, and the effect is very striking. The calyx is bushy and the stem is heavy. The foliage is upright in form, with a rather long, dark-green leathery leaf. The plant makes very long runners. One of its strongest points is the fact that it is extra strong as a pollenizer. Another element in its favor is the fact that it succeeds in all soils and climates. The record it has made in the seven years it has been under our methods of selection and restriction leads us to recommend it with complete confidence to both commercial growers and for use in the family garden.

Thoroughbreds Thrive Under Adversity

S. S. BROWN, of Greenacres, Wash., writes as follows: "Two years ago last spring I sent you an order for plants and among them were some Clydes. I set them out and gave them the best of care, but neglected to mulch them. The following March we had a three days' blizzard from the northwest and when it was over my strawberry bed looked as though fire had run over it. The consequence was I had very few berries. But I took good care of the bed all through the season and last winter I put on a mulch of half-rotted straw and did not remove it until the latter part of March. Now for results: I harvested the largest crop of berries for the amount of ground I ever grew, and I have been growing strawberries for twenty years or more. My patch contained just one acre, of which only one-eighth was Clydes; the balance were not your Thoroughbreds, but were Van Demans and Drought Kings, and I sold 250 twenty-four-quart crates for \$550. I sold forty crates off five

rows 240 feet long of the Clyde variety. If the whole acre had been in your Clydes I would have had 320 crates, so you see that would have made me more than \$600 net to the acre. I presume more than 200 persons visited my patch and all declared that it beat anything they ever saw in strawberries. I expect to send you an order for 40,000 plants for next season."

FARM JOURNAL

1024 Race Street

PHILADELPHIA, Feb. 20, 1908.

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

WE have a letter this morning from Thomas B. Magee, of Browning, Montana, in which he says: "I have derived great benefit from your advertisements, especially the R. M. Kellogg Co., of Three Rivers, Mich., whose Strawberry Book is worth a hundred dollars to anyone interested." With best wishes,

Very truly,
WILMER ATKINSON CO.

Don't set plants in furrows; for then the dirt will wash down and smother the heart leaves.



Haverland, P. (Female)

MEDIUM. Pistillate. One of the most widely popular of all the varieties, and after nineteen years of selection and restriction, having noted its performance year by year, as well as its increasing popularity in all sections, we can with absolute confidence recommend growers everywhere to give to this variety a large portion of space at their command. The Haverland yields a long, large berry, bright crimson on the sun's side, shaded to a light red on the other side; rather full and round at the stem end, gradually tapering to an obtuse point. The seeds are bright yellow and just prominent enough to increase the handsome appearance of the berry, over which the calyx gracefully falls. No other berry of our acquaintance presents a more beautiful and tempting appearance in the box than does the Haverland. The foliage is tall, of spreading habit, with a long, dark leaf. The Haverland makes strong productive plants which produce large crops under all conditions of soil and climate; indeed, so productive is it that the berries lie in windrows, and render picking a delight. See page 30.



Senator Dunlap, B. (Male)

MEDIUM TO LATE. Bisexual. The name of this variety has become a household word wherever strawberries are grown, and stands today as one of the most popular fruits in the world. This fact alone is sufficient evidence of its quality. Large and handsome in form, having a rich dark-red color, with glossy finish, shading to deep scarlet on the under side, and prominent bright yellow seeds that look like gold imbedded in highly colored wax, the Senator Dunlap is one of the most attractive berries upon the grocer's counter. One of its strong features is its uniformity in size and shape. Another is its great productiveness. The flesh is bright red, exceedingly juicy and of delicate flavor. Its foliage is tall, bright green in color, upright, with a long leaf; it develops an unusually heavy crown system, frequently as many as fifteen to eighteen crowns being found in one hill. Its flowering season is very long, its bloom is exceedingly rich in pollen—in short, the Dunlap is an ideal variety. This is the eleventh year we have bred our strain of Dunlaps. See page 32.

The Use of Commercial Fertilizer

THE long and successful experience we have had in the growing of strawberries has convinced us that no fertilizer is more valuable in the thorough preparation of the soil than barnyard manure. When this is properly applied and thoroughly worked into the soil it seems to furnish the necessary plant foods and humus to satisfy the strawberry plant and cause it to produce abundantly the very choicest berries. However, we realize that in some sections of the country the scarcity of manure makes it impossible for some growers to get sufficient quantities of stable manure properly to enrich their soil, and for the benefit of such growers we give below a formula for commercial fertilizer best adapted

to the development of the strawberry—3 per cent nitrogen, 9 per cent potassium, and 7 per cent phosphorus—which seems to be about the right proportion to insure big crops of choice fruit. This proportion may be obtained by combining ingredients as follows:

For nitrogen use 100 lbs. nitrate of soda, or 75 lbs. sulphate of ammonia, or 250 lbs. cottonseed meal per acre.

For potassium use 90 lbs. sulphate of potash, or 95 lbs. muriate of potash, or 400 lbs. kainit per acre.

For phosphorus use 250 lbs. acid phosphate, or 250 lbs. dissolved bone per acre.

If the grower wishes to use more than this amount per acre he may increase all the different ingredients in the same proportion. This fertilizer should be applied in the spring after the ground has been plowed, and thor-

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



Glen Mary, B. (Male)

MEDIUM. Bisexual. The demand for this variety grows by leaps and bounds, the reason for which is not far to seek when one comprehends its extraordinary qualities. The big, dark-red berries with their prominent seeds of bright yellow, lie in piles around the hills and form so tempting and attractive an appearance as to command immediate sale, and when the customer once has tasted of the juicy, rich and highly flavored fruit, the demand for more is inevitable. Delicious when served at table, it is equally noted for its fine canning and preserving qualities. As a shipper it is unexcelled, and for this reason is an especial favorite among the extensive growers of strawberries who ship their fruit long distances. Another element of popularity is the fact that its roots are long and bring up moisture from great depths below the surface, thus making it an ideal variety in dry seasons, or in climates of limited rainfall. The foliage is extra large, growing upright and dark green in color. It should always be remembered, however, that Glen Mary is not strong as a pollinizer and should be planted near some other bisexual of even season. This is the twelfth year that Glen Mary has been grown under our methods of selection and restriction. See page 28.



New York, B. (Male)

MEDIUM TO LATE. Bisexual. New York is a veritable giant in both fruit and foliage; the shape of the berry is varied, ranging from a top-shaped berry with rather a long point to the thick and broad form. The color of the fruit is bright blood red with shiny surface, and the seeds are of nearly the same color, and so deeply imbedded in the fruit as to be almost invisible. The meat is of smooth texture, and the flavor is mildly delicate. In every sense the New York is a strictly fancy berry, and one of the most tempting and attractive grown. Its delicious flavor wins and holds a popularity which grows stronger with the years. It is a very prolific yielder, has a long season of ripening, and is one of the most profitable varieties for commercial growers, considered from the viewpoints of the shipper and the grower for the home trade. The foliage is of upright habit, and affords ample protection for the great clusters of mammoth and beautiful berries. The variety is especially strong as a pollinizer. This is the ninth year we have bred New York under our particular methods, and we cannot too strongly recommend it to our customers as an ideal berry in every particular.

oughly harrowed into the soil before plants are set. If a light dressing of manure could be applied to the ground in the winter or spring and one of these combinations of commercial fertilizers worked into the soil before plants are set, you would certainly have the ground in splendid condition for best results.

Pedigree Plants Yield Profit and Pleasure

L. T. CHAMBERLAIN, of St. Paul, Minnesota, in sending to us an order for plants, writes as follows under date of January 28, 1908: "It may be of interest for you to know that two years ago this spring I purchased from you a hundred plants. I do not

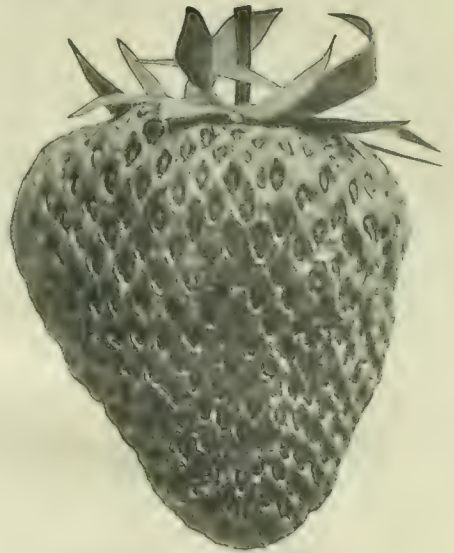
think I lost a single plant by reason of any defect in the plant itself. I did lose two or three from grubs, but nearly the whole hundred lived and flourished. I followed your directions as to keeping the buds cut off the first summer. Last year they bore fruit and the crop to me was a wonderful one. They were greatly admired by my friends for their size, color and quality. The bed was altogether about 20x33 feet in size. About half of it was an old bed where the plants had run together and the strawberries were not nearly equal to those from your vines. From the whole bed I gathered 144 quarts of berries. They were measured in a large tin quart measure, not in the ordinary market boxes. Some were picked from the vines and were not measured and therefore not counted in the above. I feel that you are fully carrying out your promises and statements as to the character of the berry plants which you sell, and that your description of the quality of the berries is very accurate."

Don't stick your plants down between clods or in clumps of manure.



Wm. Belt, B. (Male)

MEDIUM TO LATE. Bisexual. Produces a large berry of extraordinary beauty. In color it is bright red, which extends to the heart of the fruit. The Belt is very rich, juicy and meaty, and in every way a desirable berry for table purposes. The yellow seeds of this variety make a fine contrast set in the beautiful, bright-red surface, creating a sparkling effect and making it particularly attractive when placed, neatly packed, on the market. The calyx is rather small for so large a berry. The foliage is unusually tall, and light green in color. The berries are arranged quite evenly throughout the vines, and for great productiveness this great variety nears the limit. The Belt is an ideal pollenizer, and has a long blooming season. The berry varies somewhat as to form, but the illustration shown herewith represents a typical Wm. Belt. We have had this variety in our breeding bed for thirteen years, and its strong points have been developed to perfection by the methods we employ in selecting from the healthiest and most vigorous mother plants. The Wm. Belt and Glen Mary make an ideal team in any field. See page 35.



Downing's Bride, P. (Female)

MEDIUM TO LATE. Pistillate. One of the varieties that has the ideal combination of beauty, goodness and productiveness. The fruit is a dark blood-red, which extends almost to the center, with just enough white at the heart to make a very tempting contrast. The seeds are golden and as shiny as if burnished. As a producer of large quantities of delicious fruit, Downing's Bride is excelled by few varieties, and the sight of the big shining berries lying in heaps all along the rows is one never to be forgotten. The foliage of this variety grows tall and has a large, dark-green leaf, which droops over and shades the fruit from the sun's direct rays. One advantage possessed by Downing's Bride is that the berries remain on the vine in good condition for days after they are fully ripe, and they also keep a long time after picking. Downing's Bride forms an abundance of strong runners, and its productiveness and high quality on all soils and in practically every section make it universally popular. We have been working on the Downing's Bride for seven years, and each year only increases our confidence in it as a safe and sure variety for growers everywhere. See page 27.

Built Up His Reputation on Kellogg Thoroughbreds

HARRY M. CARSON, of Villisca, Iowa, writing under date of February 3, 1908, says: "We have a great reputation for fine strawberries to keep up, and we made it with Kellogg plants and by following Kellogg methods. One man agreed to handle our 1907 crop of berries for us on a 15 per cent. commission. When we took in our first picking we told him that part were to be sold at 15 cents per box and part at two boxes for 25 cents. He said, 'Can't do it; all the rest are selling for 10 cents and 12½ cents per box.' We took them into the store right next door and engaged the other man at the same terms we had offered the first man. The second man asked, 'Are they all like those on top?' He was told to look and see. After looking at two or three boxes, he said, 'Those are all right.' He then put them in the window marked 'Carson's Berries,' and we went home. He sold them all in a little while and telephoned for more; and each day of the season we had telephone calls and personal calls for more than we had to spare."

More Than \$600 Per Acre

UNDER date of June 22, 1908, Mr. J. D. Alexander, of Fremont, Ohio, writes as follows: "My strawberry harvest has just closed, and I have picked another bumper crop. One-sixth of an acre yielded 1,024 quarts of fine berries which sold at top-notch figures, 2 cents more on the quart than other strawberry growers got, netting us over \$100. The most of our crop was sold right out of the patch. There were no objections to the price as soon as the people saw the berries. Our berries this year were the talk and wonder of this community. The plants you sent me this spring are growing so nicely, I just wish you could see them. I did not lose over 25 plants out of the 1,100 you sent me, and since the number you sent me exceeded the number ordered, I do not consider that I lost any. It gives me pleasure to deal with men upon whom I can rely with implicit faith, and I hope our business relations will continue to be as pleasant as they have been in the past."

Don't cultivate the plants in a half-hearted way. Scientists tell us plants have sense and know when they are well treated.



Lady Thompson, B. (Male)

EARLY TO LATE. Bisexual. Lady Thompson grows a bright-red berry, shaped almost like a top, with the lower end somewhat obtuse—as perfect a strawberry form as one would wish for. In size the fruit is medium large; the seeds are red, not very smooth, and give to the fruit a fine glossy effect. The berry is solid and meaty, pink in color, and is deliciously rich in flavor. The foliage is tall, grows upright and has a long light-green leaf. The double calyx opens closely over the berry and altogether the effect is an unusually pleasing one. The long fruit stems stand erect, holding the berries well up from the ground. This variety is a deep rooter and keeps on growing through a severe drought. Runners are long and abundant. This is the eighth year we have bred this variety, and every season serves to increase our opinion of the high value of the Lady Thompson, and the increased orders from our customers indicate that they confirm our view.



Nick Ohmer, B. (Male)

MEDIUM TO LATE. Bisexual. Noted for its unusually rich flavor, Nick Ohmer has justly become one of the most popular fancy strawberries wherever it has been grown. The berries are cone-shaped, very large, with flesh firm and of rich crimson color, shading down to pink at the center. The larger share of the seeds are brown, with yellow fellows interspersed among them, the combination of color being especially beautiful and attractive, a fact which is increased by the green calyx that surmounts the berry. The foliage grows tall, and has a dark-green leaf, somewhat crinkled. The fruit stems are long and stand up through the foliage, making easy work for the pickers. The bloom is large and is very rich in pollen. Possessed of these qualities, Nick Ohmer has become a general favorite, and in the eleven years we have bred this variety there has been a steadily increasing demand for it. Many of the large commercial growers of fancy fruit make it their leader. See page 35.

THE GEORGE BAUER BANK

John F. Bauer Prest.

MANCOS, COLO., July 26, 1903.

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

I AM still harvesting strawberries, and fine ones, from my four-acre patch. My Parsons' Beauty has done wonderfully—they have yielded twice as much as any other of my fifteen varieties, besides being a beautiful berry and a good shipper. I have harvested more than two hundred crates of fancy berries and sold them at an average price of \$3.50 a crate. Frosty nights killed the bloom this spring, and I was very much discouraged; and if I hadn't had Thoroughbred plants I wouldn't have had any fruit at all. Plants I received from you this spring—32 varieties—are all growing and doing fine. Shall want more plants next spring.

JOHN F. BAUER.

Kellogg's Successful—Other Kind Failure

C. E. LEITZELL, writing from Seville, Ohio, under date of March 31, 1903, says: "Two years ago I decided to set out one acre of my little farm to strawberries. I sent to you for about half my plants and to save money bought the rest of them nearer home. Suffice to say, the home plants were a total failure—

the crop scant and the berries of a small and inferior quality. Both the Sample and Pride of Michigan from the Kellogg Co. retailed at 25 cents per quart throughout the entire season, and I never saw larger berries, and they certainly deserve the name of Pride of Michigan. The Samples were our canners and all the customers were well pleased." Mr. Leitzell proved his faith in our Thoroughbreds by ordering nearly 10,000 plants for setting out in 1903.

Thoroughbreds the Best Plants in the World

WRITING under date of June 29, 1903, Fred H. Selph, of Nelson, Pa., says: "I am picking berries from a half-acre of land set with Kellogg Thoroughbred plants in the spring of 1907. We have already harvested 2,500 baskets, and there are six or eight hundred baskets more on the vines. We are very much pleased with this yield. We have been using your plants for five years and would not use any other plants. I consider them the very best plants in the world!"

Thoroughbred Plants Grow Rapidly

HERMAN VAN DER SCHUUR, of Cedar Rapids, Ia., writes: "I received 1,025 plants from you last spring, and never saw plants grow so rapidly. Am very much pleased with them."

Don't throw ridges of dirt up against the plants when cultivating.



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

MEDIUM EARLY. Bisexual. Notable for the bright red berries which are produced by this variety in great quantities. High in color, rich in flavor, and extra-good shippers, the berries of Thompson's No. 2, although a comparatively new variety on our list, have commanded the admiration of all who have grown it. In addition to all these excellent qualities, this variety is extraordinarily strong as a pollenizer. With such a combination of excellencies it is not strange that this variety has so quickly won popular favor. The shape of the berry is almost globular, and presents a beautiful appearance in the box; the skin does not break easily in handling, and the fruit holds its color long after being picked. The foliage is a glossy dark green, the most beautiful we ever have seen, with a tissue so tough that it makes a strong resistance to all leaf spots, such as rust, mildew and blight. Its bright color and polished surface are retained throughout the season. This is the fourth year we have had it under our methods of selection and restriction, and we can heartily recommend our patrons to give this variety a thorough trial.

Best Plants He Ever Saw

CLIFTON, IDAHO, Jan. 30, 1908.

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

ENCLOSED find order for six thousand strawberry plants, also money order for \$8. Will send balance when plants are ready to ship. Those I received of you last year were the *best plants I ever saw*. Ship plants to Preston, Idaho, and oblige,

Yours truly,
W. H. GARNER.

Stand Cold Weather Better Than Native Plants

WRITING under date of May 30, 1908, A. A. Wallner, of Canby, Minn., says: "Plants came this spring in good condition, but we had a late and cold spring—it was frost and ice up to the 7th of May—so you understand it gave the plants a pretty hard trial, and a few of the plants have died out. Had these plants come from the local nurseries every one of them would have died. My neighbor got 100 plants from a nursery at M—, in this state. He tells me that every last one of them died, while nearly all of mine are coming all right."



Ridgeway, B. (Male)

MEDIUM TO LATE. Bisexual. Round as a cherry and almost as smooth, the great load of big blood-red berries grown by the Ridgeway plants are among the most beautiful conceivable. The seeds are imbedded deeply in the flesh, and the combination of colors make a most attractive berry, the beauty of which is not lessened when cut open and the tempting interior is seen. The meat is scarlet, with an oblong ring around the heart which is almost white. The calyx is small and droops over the berry, remaining several days after being picked. The foliage is of tall habit, with dark-green leaves, and the runners are very large, extending out some distance before forming nodes for new plants. We have had Ridgeway in our breeding beds for twelve years, and its popularity has steadily increased during that time.



Kellogg's Thoroughbreds Eighty-Two Days From Setting

JOHN H. NEWLON, of Mansfield, Ohio, in a letter dated July 17, 1908, says: "I am sending a photo of my strawberry patch. The plants I bought of you this spring and they were set out April 20. This photo was taken July 11. All the plants save five are growing vigorously."

Don't go deep or close enough to the plants to cut the roots when you are cultivating.

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



Miller, B. (Male)

MEDIUM TO LATE. Bisexual. The Miller is one of the most popular berries for the family garden of its season. Great beautiful round berries of dark-red color, they please the eye at the first glance, and once their rich flavor is tasted they prove themselves an ideal fruit in every market. The meat of the Miller is of a smooth, melting texture, exceedingly rich, sweet and juicy. The productiveness of this variety, no less than its richness of quality, make it an ideal berry for home use and family trade. As a commercial berry it is too delicate for long-distance shipping, but no grower should fail to have some of this variety for his home use, and for his local market. The foliage is a light green, grows very tall and has extra-large coarse leaves. One strong point about the Miller is that it thrives everywhere, no matter what the soil or the climatic conditions. This is the eighth year we have had this variety in our breeding beds, and we do not hesitate to say that our strain of the Miller plant is without an equal. Do not fail to include some of this variety for home use when making your selection.



Enormous, P. (Female)

MEDIUM TO LATE. Pistillate. Enormous in size, it also grows enormous quantities of fruit, the big red berries growing so thickly that the vines are a mass of red. The berries are broad and wedge-shaped, with crimson colored surface, and dark-yellow seeds. The calyx is of light green, lying flat on the berry, and the stem remains green and fresh long after the berries are picked, thus aiding to retain a desirable appearance in the fruit long after the market is reached. The flavor of the Enormous is as excellent as its size is remarkable, and the meat is very juicy and rich. It is a popular variety for the family trade, and those who buy it once will buy it ever afterward. The foliage is very large, with broad, nearly round, light green leaf, and short, heavy fruit stem. This is the fourteenth year of selection and restriction in our breeding beds, and the fact that the demand for this variety grows with each succeeding year is the best evidence of its steadily increasing popularity. You will make a mistake if you fail to order generously of this most excellent variety.

Found Cheap Berries Costly

WRITING under date of February 19, 1908, W. O. Vanhorn, of Wathena, Kansas, says: "I want to tell you why I have not recently sent in my order to you for more of your good Thoroughbred plants. One of our berry men told me it was a mistake, all this talk about the breeding up of plants, and he induced me to try his plants. He had plants to sell from between the rows—little stunted plants. I set my patch twice from them, but did not get a stand, so I once more send to you for plants."

Thoroughbreds Require No Expert to Grow Big Berries

R. B. JENNINGS, of Cadillac, Mich., writes: "I hope ere another year passes on the wings of time to show to my neighbors and the world at large what can be grown from R. M. Kellogg Co.'s Pedigree strawberry plants. A man makes no mistake in purchasing your plants—there is no experimenting to be done, for you have worked twenty-five years along that line on scientific principles. It takes no expert to

grow large berries if one will but follow the instruction you give in your book, condensed as it is in a nutshell. I wish you success in your good work."

\$78 from 1,000 Thoroughbreds

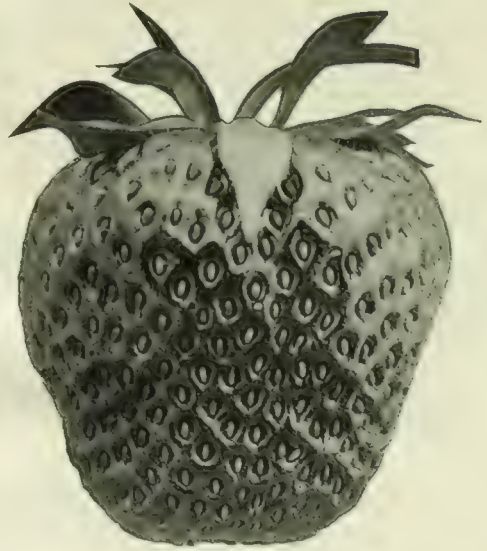
C. A. HESSELBERTH, Dana, Ill., writes: "When my plants bloomed this spring they were like a mass of snow. Everybody would make the remark that they never saw the like. You could see the blooms twenty rods away, and when the berries got ripe I filled up one of those big melon baskets which held fifteen quarts and took them to town. I asked a storekeeper to come out and look at them. He did so and asked me how much I wanted for them. I told him I wanted 15 cents a quart, and he gave me \$2.25 for the basket of berries, and I went home rejoicing over my first sale from the thousand plants. We sold over \$78 worth, besides what we used and gave away. I had berries that would measure six inches in circumference; I never had any trouble in selling them, and never sold a box for less than 15 cents."

Don't allow plants in your fruiting beds to mat thickly.



Challenge, B. (Male)

MEDIUM. Bisexual. This variety is very popular for those who grow strawberries for the family trade. The berry is extra large, but not so uniform and smooth as many other varieties. However, its great size, fine color and delicious flavor have won for it the admiration of growers everywhere Challenge has been grown and sold. Round in shape and corrugated, it has a rich dark-red color, the effect of which is heightened by bronze-colored seeds that look as if they had been polished, and when packed neatly in the box the Challenge is one of the most tempting strawberries grown. The flesh is deep crimson, very solid and rich. It is a strong shipper. Foliage is large, dark green, and spreads out well, giving every berry a chance to develop to full size. It is universally successful, thriving in all soils and under all conditions of climate. To its other strong points it adds the invaluable quality of great productiveness. This is the seventh year of selection and restriction of the Challenge in our breeding beds.



Klondike, B. (Male)

MEDIUM. Bisexual. The Klondike deserves its name, for it has proved itself to be a veritable gold mine for those who grow this variety for market. Of beautiful and uniform shape, rich blood red as to color, which extends throughout the entire berry, its fine appearance instantly wins for it an assured popularity in every market where it is exposed. As to flavor it cannot be said to be either sweet or sour; it has a mild, delicious flavor unlike any other variety; and it is juicy withal. The calyx is small, curling back toward the stem. The foliage is light green, tall and compact, with medium sized leaves. Runners form abundantly, and plants grow large and develop as many crowns as any variety on our list. And as a heavy yielder it is certainly a wonder. This is the seventh year we have had the Klondike variety in our breeding beds, and we can advise our customers with even greater confidence than ever before to secure a generous number of them.

Found a Weedless Farm

MRS. EMMA HEY, of Dixon, Ill., who visited the Kellogg farm, wrote after her return home: "For many years I have dreamed of a weedless farm, but never expected to see one. The Kellogg strawberry farm comes very near being just that. I was also very much pleased with the evidence I saw on every hand of the painstaking care with which the smallest details were looked after, which would make the Kellogg plants the best, the purest and the most carefully packed and shipped in the world."

Thoroughbreds Insure Fine Crop

FRED BEINDORF, of Litchfield, Ill., says: "The 5,000 plants I got of you look fine as silk. I am very well pleased with their appearance and I feel sure of a fine crop next year."

The Kellogg Way Insures Success

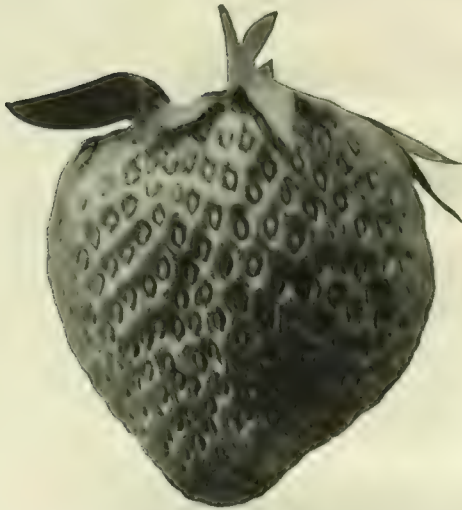
G. H. ASHWORTH of Humboldt, Ills., writing under date of January 15, 1908, says: "I have about 4,000 of the finest strawberry plants I ever saw,

and I think the main reason is that they are Kellogg's Thoroughbreds, and that they have been handled in the Kellogg way. I want to tell you about an experience of mine last year in which I think I rather got a joke on two of my brothers. I worked right along after fruiting in 1907 and kept my patch clean and covered with a dust-mulch. My brothers said that I was ruining my strawberries; that they would all die in August if I kept the weeds cleaned out. I saw their plants in October. The patch was full of weeds waist high and the strawberries were nothing but a solid mat of little weakly plants, while my plants were great big fellows of the healthiest kind, and they appeared to be looking at me as though they would say, 'You have been good to me, and I will pay you for it next July.'"

Thoroughbreds the Wonder of Washington

H. G. FULTON, of Charleston, Washington, writing under date of May 21, 1908, says: "The berries I purchased of you last spring are a wonder to my neighbors here, and I hope to be able to start a berry ranch soon."

Don't let a bed of strawberry plants run wild after you have fruited it for several years. Burn it off clean, which will destroy insects.



Arizona, B. (Male)

MEDIUM EARLY. Bisexual. Arizona comes more nearly being an ideal "double-cropper" than any other variety on our list. The term "ever-bearing" is always a misnomer, but some varieties do develop a second fruit-bud system and under favorable climatic conditions yield a crop of berries both in the spring and in the fall; and this Arizona frequently does. But aside from this desirable feature, it possesses merits so great that our friends of the northern latitudes have come to admire it greatly. It is a heavy producer of large-sized, deep-red berries, possessing a rich aromatic flavor. The foliage is dark green and of medium size. This is the seventh year we have had Arizona in our breeding beds, and we have carefully employed mother plants for propagating purposes which show the strongest ever-bearing habit.

Oklahoma Finds Thoroughbreds the Finest

WRITING from Lahoma, Okla., under date of June 1, 1908, Amos Stoalbarger says: "The plants received from you this spring are doing fine—didn't lose a single plant. The plants I got two years ago from you have borne two fine crops of fruit—the finest I ever saw."

Not a Plant Lost in a Journey of 2,000 Miles

THE wonderful endurance of Kellogg Thoroughbred plants is proverbial. Cable Hauser, of Penticton, British Columbia, writes us of the plants shipped him in the spring of 1908 as follows: "Strawberry plants arrived in good condition, and I have them planted and all are doing well. I must say we are surprised and pleased to have plants come 2,000 miles and every one growing. You may look for more orders for plants in the spring of 1909."

Thoroughbreds a Big Success in North Dakota

ONCE in a while we get a letter from a customer in which it is asked if strawberries do well in the North. Evidently it is not generally known that the strawberry grows everywhere from the Arctic sea to Patagonia. The best answer we can give them is contained in such an experience as that reported by Mrs. S. J. Augustus, of Calio, N. D., who, writing us under



Clark's Seedling, B. (Male)

MEDIUM EARLY. Bisexual. This variety is a general favorite with the great commercial strawberry growers on the Pacific Coast. It is a handsome berry, both as to form and color. The illustration above indicates its form, but no description can do justice to its deep, rich, red color, which extends clear to the center of the large and beautiful berry. It is famous both as a canner and shipper, and ranges very high among the varieties that produce tremendous yields of fruit. The foliage is medium large, is dark green in color and makes very strong runners. Wherever Clark's Seedling is grown it always brings good prices, and we are confident that every grower who adds them to his list of varieties will be greatly pleased with the results. This is the fourth year of selection and restriction in our breeding beds, and the more extensive our acquaintance with this noble variety, the more enthusiastic do we become concerning it.

date of July 22, 1908, says: "The strawberry plants I received from you last spring (1907) are just bearing and are doing fine. The Senator Dunlap has given us some fine and delicious fruit—berries measuring as large as four inches, and quite as perfect as those shown in your fine pictures. The North Dakota people are glad to pay 25 cents a quart for home-grown strawberries. I have a large home fruit garden, but the strawberry patch is my favorite. I am glad to tell my friends that the R. M. Kellogg Co. is first in the United States in all that relates to strawberry plants."

Plants and Principles Please Him

B. W. MARTIN, of Hannibal, Ohio, writing under date of May 21, 1908, says: "Out of the 3,000 plants, 'Thoroughbreds,' set this spring my loss so far, to the best of my knowledge, has not exceeded twelve plants. The remaining 2,988 plants are in fine condition, notwithstanding the unusually unfavorable weather conditions. The question most often asked by my friends is, 'Where did you get your plants?' I shall take great pleasure in recommending your plants and principles to my friends."



Pride of Michigan, B. (Male)

LATE. Bisexual. From letters received from enthusiastic customers about the wonderful productiveness and general excellence of the Pride of Michigan, we are led to believe that it is even a better variety than we ever have claimed it to be. These reports are coming from all parts of the United States and Canada, which shows that the Pride is a universal favorite. Customers referring to the size of the berries compare them to peaches, and all refer in high terms to their delicious flavor and say they always top the market. The large flowers and mammoth anthers loaded with rich pollen impress everyone who sees it, while the size of the plant itself excels that of all other varieties. Another reason for the popularity of Pride of Michigan is the fact that it makes just enough runner plants to form an ideal fruiting row, which saves the grower many a hard day's work pulling runners. We might mention here that this is the reason why we find it necessary to hold the price of this variety up to \$8.00 per thousand; but all understand that it is not the cost of the plants that makes a variety cheap; it is the quantity and quality of fruit they produce that counts. Calculating its cost on this basis, Pride of Michigan is the cheapest variety ever introduced. When we tell you that the acreage set to Pride of Michigan was large enough to produce more than a million plants, and that with that number we did not have enough to fill our orders, you will realize how universally popular is this extraordinary variety. This year we have set larger than ever, but even with this increase it will be necessary for your order to reach us early to insure your getting a share of them. The illustration above shows size and form of this berry. Its color is scarlet with bright-red cheeks; it is firm in texture, making it a splendid shipper, and it is one of the best keepers after picking we know. It is our proud distinction that the Kellogg Company are the introducers of this variety; and as this is the seventh year we have had it in our breeding beds, we have complete confidence that it is unexcelled by any other variety.



President, P. (Female)

VERY LATE. Pistillate. This variety is well worthy its name and stands easily in the front rank of American productions. Beautiful in shape, with an unusual color of mottled pink and red which extends entirely through the berry, it is indeed a tempting sight when neatly packed in the box. The berry is almost round and every one of them has a dimpled end. The calyx is unusually small for so large a berry; the seeds are yellow and brown, adding a sparkling effect to the berry. The flavor of the President is very fine, and the flesh rich and meaty. It is served most attractively when placed upon the table with stems still remaining. The President makes a very large foliage, light green in color, and opens a larger bloom than is generally found on pistillate varieties. This is the sixth year we have bred this variety on our farms, and its strong points are more highly appreciated with each passing season. See page 27.

Thoroughbreds Have Won His Confidence

WESLEY C. WINE, of Milledgeville, Ill., writes as follows under date of December 23, 1907: "We have bought plants of you, and have been so well pleased with them that we shall surely come again for another and a larger lot for 1908."

What a Family Patch of Thoroughbreds Did

LYMAN LEONARD, of Cooperville, N. Y., writes: "We can grow some berries here. From one plot 30x35 feet I picked 403 baskets of Senator Dunlaps, and if I had taken care of them as I should I would have had 75 baskets more."

Finds Our Catalogue an Inspiration

HENRY F. DROESCH, of Chickasaw, Ohio, writes: "Your book on 'Strawberries and How to Grow Them,' was duly received and carefully perused. I declare it is very interesting and instructive. It is just exactly what I have so long wished for. I intend to make up a patch of strawberries next spring and this book is the guide for my plan."



Cardinal, P. (Female)

LATE. Pistillate. Here is a variety that no catalogue description ever has fairly represented, because it is impossible for any language to describe its many excellent qualities. The Cardinal, like all other varieties, is not free from fault, but it is as nearly perfect as any variety we ever have worked with. We have fruited it two years under different methods, and at each fruiting time it has won the admiration and been the astonishment of all visitors to our experimental plot. We say that the originator of such a grand variety deserves to be pensioned. In vigor of plants and in productiveness of big red berries it is a marvel. The fruit grows in clusters like cherries, as shown on page 29. The berries are very large and are of a deep cardinal red, with dark, rich flesh; have a delicious flavor and are strong shippers. The experiment stations where it has been tested recommend Cardinal without qualification. It is doubtless one of the greatest late pistillates ever originated. It is a strong grower, with leaves of more than ordinary size and of tough tissue. It is not susceptible to any fungous spots, makes long, strong runners. Under heavy frosts at blooming time Cardinal has come through uninjured. Plants may be set three feet apart in the row, and they will easily fill in an ideal fruiting row. It has a very long fruiting season, and the last picking of the berries is just about as fine as the first. The Cardinal is at home in all parts of the country and takes first place wherever grown. If you would beat all records for large yields of the choicest berries, just set Cardinal in rows between Pride of Michigan, Stevens' Late Champion or Dornan. This is the third year we have had Cardinal in our breeding beds. Especial care is taken to select nothing but ideal mother plants, and our strain of Cardinals is pure, healthy and vigorous, and exceptionally heavy fruited. Like the Pride of Michigan, Cardinal is cheaper to the grower at \$8.00 a thousand than are poorly developed plants as a gift. Last year the demand for this variety was so great that our entire stock was sold out before the order season was fairly begun; and we had a big stock of plants too. This year we have a very large stock of them, but orders for 1909 shipments began coming in for them before we were through shipping in 1908. We mention this so that you will be sure to get your order in early and we can reserve the plants for you.



Stevens' Late Champion, B. (Male)

LATE. Bisexual. This variety is correctly named, as it is certainly a champion among late fruited. Stevens' Late is in full fruit when most varieties are through bearing, and berries are picked through a very long season. It is one of the most productive late varieties on the list. It is a splendid shipper, and a noble market berry. In form it is perfect, resembling Gandy in size, flavor and color. It is a rank, upright grower and apparently thrives everywhere. It is deep rooted, a strong plant maker and possesses great vitality. One fine feature of Stevens' Late is its strong fruit stems, which enable it to hold its fruit well up from the ground, keeping berries free from grit and sand. Its foliage is large and massive, and this, in connection with its late blooming, makes it free from danger of frost. This is the fourth year we have had the Champion in our breeding bed, and it has fruited three times in our experimental plot, yielding every time a great crop of the choicest berries. There is a great demand for late varieties; especially those kinds that produce abundantly and are good shippers. The late berries bring the top-notch prices, and are the money makers. For this reason Stevens' Late is certain to be as popular a variety as ever has been introduced. If you would see how a big dish of berries of this variety looks, turn to pages 23 and 31.

Thoroughbreds the Only Plants for Him

ASA O. PENCE, of Converse, Indiana, writing under date of July 13, 1908, says: "I got 5,000 plants of you a year ago last spring and set out just three-fourths of an acre of ground. I kept strict count of all I sold this season. It got so extremely dry that I think one-third of them dried up on the stems. I sold just \$247 worth, besides we used lots of them. Thoroughbred plants are the only plants. Everyone that saw the patch said it beat anything ever seen."

Confident We Will Do Our Part

UNDER date of March 3, 1908, T. J. Reaston, of Weston, Ontario, writes us as follows: "I feel confident you will do your part, as the plants I got before were received in the best possible condition, and every one grew."

We advise expressing plants in all cases where the number ordered is in excess of four or five hundred. It is not only safer and more expeditious than the mails, but is less expensive where a large number are ordered.



Dornan, B. (Male)

LATE. Bisexual. One of the noblest varieties of strawberries ever originated. It grows immense quantities of extra-large berries, and usually the shape is that shown in the illustration above. It is dark red on the outer side, shading to a bright red on the lower. The seeds are red and yellow, and the meat is deep pink, shaded down to almost a white center. It is one of the meatiest and the richest of berries, and its delicious sub-acid flavor makes it possible for the most pronounced dyspeptic to eat the fruit with impunity. No strawberry grower should fail to have a generous patch of Dornans. The foliage of this variety is dark green and has a waxy appearance, very large, vigorous grower and of upright habit. The roots go deeply down, bringing up plenty of moisture, and this quality, together with the great foliage which supplies a perfect shade, makes the Dornan a great favorite in sections where dry periods in the growing season are likely to occur. Dornan is invaluable as a pollinizer for pistillates. It has been in our breeding beds for ten years, and words cannot express too strongly our high appreciation of its splendid qualities.

How to Get Nitrogen at Low Cost

ONE of the essentials to strawberry success is the presence of an ample supply of nitrogen in the soil. Nitrates of soda are expensive, costing, according to quantity purchased, from 4 to 5 cents a pound—and it is heavy stuff, too. But nature has given us a method of getting nitrogen into the soil at very little cost, indeed.

Our forefathers used to follow nature's plan in this matter, but didn't know they were doing it. They used to wonder what it was in the clovers and vetches and peas



Mark Hanna, P. (Female)

MEDIUM TO QUITE LATE. Pistillate. One of the largest and most beautiful bright-red berries ever grown, made particularly attractive by its sparkling yellow seeds and light-green calyx. Its flesh is scarlet, rich and solid. The productive powers of this variety place it among the prize winners, and the size of the fruit, hanging in clusters like cherries, make it one of the most attractive varieties ever propagated. The flavor of this variety is a peculiar one, suggesting somewhat the cherry. The foliage grows tall, drooping over each side of the row and spreading apart in the middle of the row, thus allowing the great load of berries which grow in the center to color up evenly with those upon the outer edge. No extra care need be given this variety in order to secure big crops of fancy berries. This is the sixth year of selection in our breeding beds, and every year the call for Mark Hanna is for an increased number.

and beans that did the soil so much good. Modern science has told us why this is, and just how it is that these crops, which are called legumes or leguminous crops, renovate and strengthen the soil. These legumes have on their roots little tubercles or nodules, and in these tubercles are bacteria—more than a million in one tubercle no larger than a grain of wheat. These bacteria have the power to digest nitrogen and make it available as plant food, much as the bacteria in yeast transform the bread dough into food for humans. Now there is an inexhaustible supply of free nitrogen in the atmosphere—twelve pounds to every square inch of earth—and through the legumes these bacteria have the power to draw in great draughts of this free nitro-

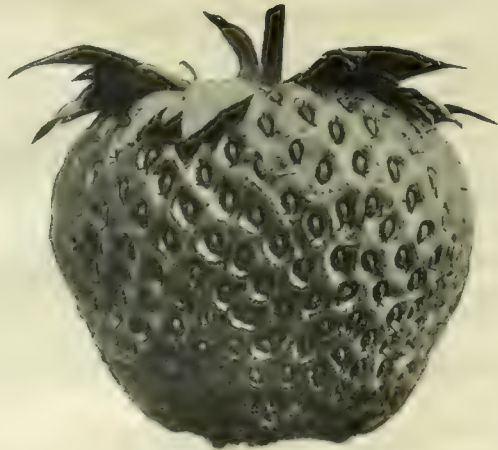


Beidler, P. (Female)

MEDIUM EARLY. Pistillate. Beidler is one of the varieties that sell instantly on sight. When properly packed in the box there are few strawberries that excel it in beauty. Very large as to size of fruit and yield, it is bright red in color, and in flavor is exceedingly rich, while the fruit is solid in texture, and of just the character that makes it an ideal shipper. Such a combination of excellencies has won for this variety great popularity among commercial strawberry growers, and we enter upon the fourth year of propagating Beidler with renewed confidence in its value. The foliage is large, tall and healthy. The fruit stems are unusually powerful and keep the fruit well off the ground,—no light burden where such enormous yields of berries are the rule. We have found that Beidler and Thompson's No. 2 make an ideal combination, and we do not hesitate to urge our customers to give Beidler and its mate an extensive trial in their grounds, confident of their complete satisfaction with results.

gen and transmute it into available plant food. So far as is known there is no other family of plants save the legumes that encourages these bacteria.

Therefore, the way to get nitrogen into your soil at the lowest possible price—a free gift, as it were, from bountiful and generous nature—is to alternate your fields with legumes of some sort—cowpeas or field peas we recommend—and plow it all under in the fall after the whole mass of vines have become fibrous and the peas are ripe. This will fill your soil with two prime requisites—the element nitrogen and great quantities of vegetable matter; and decaying vegetable matter, as we have pointed out in the article on "Barnyard Manure for Strawberries," is one of the very first steps to success in crop production. Don't rush off and invest a lot of money in commercial fertilizers while re-



Midnight, B. (Male)

LATE. Bisexual. This variety is of distinct and striking individuality. The berry is broad and thick at the stem, tapering down to a fine wedge-shaped point. In color the fruit is pink, and the flesh always is white, having a texture similar in character to that of the white-meated peach. No richer or sweeter berry ever has been grown, and we recommend it especially for the family garden. We have named it Midnight because it is one of the very latest and prolongs the fruiting season beyond any other variety we know. The quality of its fruit is quite equaled by the quantity of its yield, and it is an excellent shipper. The foliage is a handsome glossy dark green, of spreading nature; its crowns usually are large and numerous; so late is its bloom as to make it almost perfectly immune from frost. This is the seventh year we have grown Midnight in our breeding beds.

sults may be achieved by the employment of a little gumption and the resources right at one's own hand.

Reason and Common Sense

IN ORDER that a machine of any kind may do perfect work every part of it must be in working order. A small defect in a machine will cause a defect in the article the machine turns out. If a horse is to do his best, whether on the track or in the field, he must be in perfect condition; must be properly fed, groomed, properly harnessed, hitched and driven.

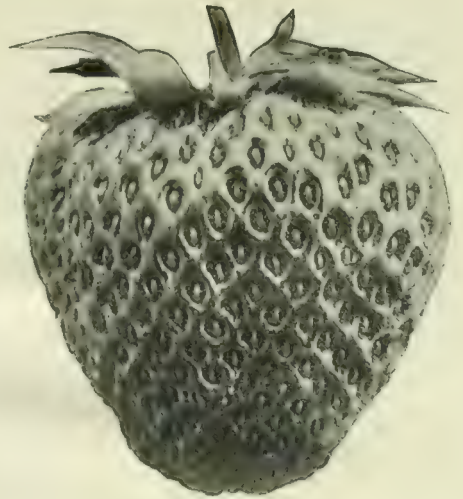
The same is true in the case of strawberry plants. They must be perfectly developed and strong in all their parts before they can produce big crops of big red berries, and it is because the Kellogg strain of Thoroughbreds are thus perfectly developed that they have beaten the world's fruiting records.

Never set a plant that comes from a bed that has fruited. Such a plant will not give you desired results. Its fruiting powers already have been discounted.



Brandywine, B. (Male)

LATE. Bisexual. Brandywine possesses just those qualities which make a universal favorite in the strawberry world: The berries are immense fellows, deep blood red to the center, and they possess a flavor peculiar to the variety itself. Bright-yellow seeds that are very prominent make a beautiful contrast with the rich red of the fruit. It is one of the best canning berries grown. Not only is this variety one of the largest and most beautiful, it also is one of the most productive. The calyx is very large and the fruit stems grow erect, holding the big berries up from the ground. The foliage is ample and of upright nature, with a dark-green leathery leaf, affording protection for the bloom. Many of its flowers open under the leaves, and thus are protected from late frosts. This is the sixteenth year Brandywine has been selected in our breeding beds, and each year notes a steady increase in popular demand. See page 23.



Aroma, B. (Male)

LATE. Bisexual. Aroma is another variety having a universal demand. And he who once has grown this fruit will always grow it. The berries are very large and are bright red to the center. The flesh is solid and smooth, and the flavor is richly aromatic. The berry is firm and it is one of the leading varieties as a long distance shipper. Its appearance in the box is most attractive, the yellow seeds imbedded in the bright-red flesh making it particularly attractive. These excellent qualities have combined to make the Aroma one of the most popular berries with the commercial grower, and in many localities it is the leading late berry. Strong in pollen, Aroma is an excellent mate for late pistillates, the bloom starting to open medium early and continuing until quite late. The foliage is a smooth deep green, of spreading habit, which gives the sun a clear course to the crowns; its leaves are long, broad and clean. This is the seventeenth year we have selected and bred this great variety, and we can recommend it to our customers everywhere. See page 22.

Barnyard Manure for Strawberries

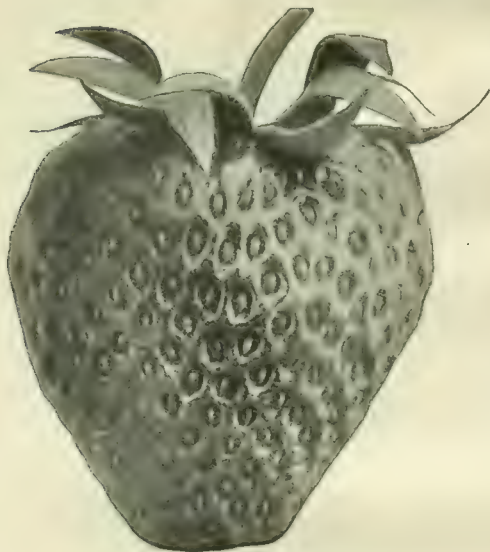
MANY strawberry growers fail to comprehend the value of barnyard manure to the strawberry, but if they will remember that barnyard manure has both a chemical and a physical effect upon the soil, while the best of commercial fertilizers produces only a chemical effect, they will begin to understand why it is we so persistently advocate the use of barnyard manure in the strawberry field.

The first agricultural experimental farm ever created was that at Rothamsted, England, more than a half century ago, and there the most valuable experiments have been carried on since that time. On that farm it was found that the average yield of wheat for fifty years on land with no manure or plant food applied was 13.1 bushels, with heavy applications of farm manure each year

35.7 bushels, with commercial fertilizer without manure, 37.1.

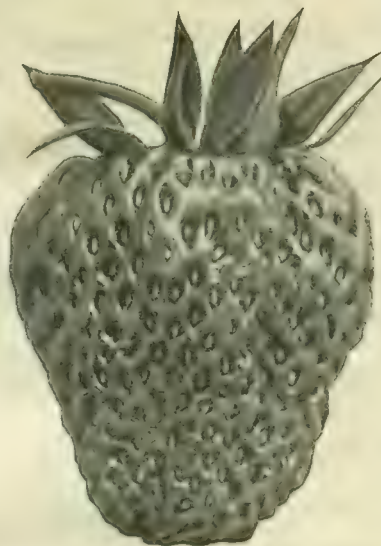
The effect of manure upon the physical condition of the soil is more apparent in the United States than in England on account of our drier seasons, which require that the soil be put in such condition that it has greater capacity to hold moisture than is necessary where the rainfall is more evenly distributed. Occasionally they have a dry season in England, as for example in 1893, when the wheat plots of Rothamsted that were treated with commercial fertilizers produced only 21.7, while those where farm manure was applied yielded 34.2 bushels.

From this experiment it may be concluded that in humid districts, where there is ample



Sample, P. (Female)

LATE. Pistillate. One of the most attractive of all the late varieties, producing not only very late berries, but immense quantities of them as well. This extremely large berry is bright red, the inner part being a deep scarlet. The Sample is top-shaped. Its flavor is delicious, and the fruit very rich and juicy. The seeds turn red as the berries ripen, and so closely do they resemble the color of the berry as to be almost invisible. The stem and calyx are small and remain a bright green days after the fruit has been picked. As a shipper few varieties excel the Sample. It is a general favorite for canning purposes, while as a table berry it has few superiors. One important characteristic of the Sample is its perfect system of coloring a certain percentage of its fruit each day, until the season is over. Such excellencies as we have named have made the Sample a universal favorite. This is the thirteenth year of this variety in our breeding beds. See pages 22 and 33.



New Home, B. (Male)

VERY LATE. Bisexual. Grows extra large bright-red berries, which retain their color for several days after being picked. The firmness and keeping qualities of New Home make it one of the most profitable on the list. The flesh is a deep pink and the flavor of the fruit very rich. The seeds are brown and yellow and glossy, giving to the fruit a polished appearance. This is the fourth year in which we have bred this variety, and its performance on our farms fully confirms the excellent reports which have come to us from innumerable sources. The foliage is light-green, and the plants are beautiful and thrifty. We get very fine reports as to yields of this variety, and are not surprised, for it fully bears out these reports.

of the most important functions of the decaying vegetable matter found in barnyard manure.

And to these advantages are to be added the fact that the decay of vegetable matter generates materials which decompose the soil particles, and also promotes various soil activities. All these working together are continually making food elements available. And the family of plants which includes the clovers, beans, peas and alfalfa actually add fertility to the soil. So we say, use barnyard manure; use it intelligently. It will bring large returns and render successful many an enterprise that without its use might prove a failure.

Just the Thing for Strawberry Growers

STEPHEN T. CRUM, writing from Anoka, Neb., says: "I am in receipt of your book for 1908, and I am very much pleased with it. I would not take a good sum for it and do without it. It is just the thing for the strawberry grower."

rainfall to insure good crops, the greatest value of the barnyard manure is in the plant food it contains, although even here we must not fail to recognize its great physical value. But in the more or less arid regions, or where there are periods of drought at critical times for the crops, the physical conditions created by the decaying vegetable matter contained in barnyard manure are of the utmost importance.

Organic matter in the soil does another thing of prime importance—it sets free some of the locked-up plant food that resides in the soils. All our soils contain vast quantities of fertility, but these rich stores are mostly in forms which are useless to plants. To make them available as plant food is one



Gandy, B. (Male)

LATE. Bisexual. Gandy is one of our most popular, as well as one of our very latest and largest berries. The above illustration indicates its perfect strawberry form. The deliciousness of its fruit and the beauty of its color, together with its fine shipping qualities, unite to make it one of the most popular favorites. It is grown universally and is as universally admired. The berry is bright red with a smooth shining surface and glossy dark-red seeds, and its fine appearance is maintained after having been shipped several hundred miles. Commercial growers prefer it because its lateness always insures the top price. The foliage of Gandy is very tall, and has a dark-green leathery leaf; its fruit stems are long and strong, holding the berries up above the foliage, thus permitting the sun to put on the fine finishing touches. The fruit remains on the vines for several days after ripe, without deterioration. This is the twenty-fourth year we have had Gandy under our method of selection. As the first bloom of Gandy is deficient in pollen, it should be set with some other late variety like Pride of Michigan, Aroma, Dornan or Stevens' Late Champion.

Kellogg's Thoroughbreds on a City Lot

MRS. W. J. DORR, of Byron, Oklahoma, writing under date of January 11, 1908, says: "I received one hundred of your Thoroughbred strawberry plants in 1906 and set them out in the back yard of my city property, and I never saw anything grow nicer than they did. But in 1907 we sold our property and moved on a farm, and I want to get some more plants this spring."

Thoroughbreds Succeed in Spite of Difficulties

E. M. CAPRON of Belfast, New York, writing under date of May 16, 1908, says: "The 1100 plants that I bought of you last season (1907) were subjected to a sixteen-day wait before I could prepare the ground, finally putting them out on a very windy day, when I was not so careful to protect the plants from the wind as I would be now. The ground was baked very hard, so hard, in fact, that I took my spading fork and raised the plants and earth bodily and pulverized the lumps by hand before I could see much growth. Then later the plants were struck with rust, and I did not know what to do until I had sent you



Marshall, B. (Male)

LATE. Bisexual. In every respect the Marshall is a noble variety and its general popularity stamps it as one of the greatest berries ever grown. Anyone who has grown this splendid fruit will admit that our Boston friends have shown excellent good taste in awarding to this variety more first premiums than ever have been given to any other. Of extraordinary size, rich blood red in color, and having a delicious aromatic flavor peculiar to itself, the Marshall is one of the most universally grown varieties ever originated. It is one of the richest berries on our list; the juice is like a syrup, and is almost as sweet. Few varieties excel them for canning purposes, and those who preserve their fruit in the sun pronounce them particularly delicious in that form. The foliage is extra large; is an upright grower with round leaves, about one-half of which are light green and the other dark. The great big red berries distributed throughout the foliage make a gorgeous display. This is the fifteenth year we have bred the Marshall.

sample of leaves, which was about ten days from the first appearance of the blight, before anything was done effectively to check it. But you ought to see them now! They are just coming into bloom and I am looking for very good returns as the growth of plant and bud system seem very good indeed."

Beat the Other Kind Three to One

M. W. WOODCOCK, of Flint, Michigan, writing under date of April 20, 1908, says: "Although I was somewhat disappointed with my first 1,000 plants I got of you on account of the dry summer (they were set out in 1906), I noticed that I had over \$50 worth of berries (1907) to sell, while others around here did not have half that amount with three times the number of plants. My disappointment was turned to satisfaction."

Plants Have a Splendid Root System

A. J. SIMPSON, writing from Carroll, Iowa, under date of June 2, 1908, says: "I purchased from you this spring plants representing six varieties. All these plants are living and all are now sending out numerous runners. They were exceedingly good-looking plants, with a grand root system."

Our shipping season ends June 1. We have no plants to send to anybody anywhere after that date. Set your plants as early in the spring as possible, if you would win a victory worth while.



Bubach, P. (Female)

LATE. Pistillate. Bubach has a wonderful reputation as a money-maker and commands the market as do few varieties. Famous for its large yields, mammoth in size and beautiful in color, the quality of the fruit is quite as remarkable as its fine appearance. The berries are very large and meaty, with bright-red surface. In form the fruit ranges from the conical to thick and broad. The bright-red color of the exterior extends throughout the berry. Bubach has a large calyx with medium-sized stems. Foliage is a glossy dark green with spreading habit and very short fruit and leaf stems. We have grown Bubach on black soil, on clay and on sandy loam, and in every instance this variety has given entirely satisfactory results. This is the twenty-second year we have had Bubach in our breeding beds, and every year notes a marked increase in its popularity. See page 25.



Oregon Iron Clad, B. (Male)

VERY LATE. Bisexual. This is a very large berry, broad in shape and of a glossy dark-red color that extends through to its very center. Very productive, it is strong as a shipper, and has a delicious flavor; qualities which make it very popular among extensive growers. The seeds are bright yellow, remaining that color no matter how ripe the berry becomes, and the fruit retains its brilliancy for days after being picked. The calyx which joins the berry in such a way as to form rather a long neck, remains fresh and green. The foliage is extra large, light green and tall, and the fruit stems are of more than ordinary length, holding the clusters of berries up to full view. The Oregon Iron Clad is notable for the erectness with which it stands, this quality making it particularly easy to gather its fruit. This is the seventh year we have propagated this variety.

More Than \$500 an Acre

J. W. NATION, of Fremont, Nebraska, writing under date of March 30, 1908, says: "I see some very nice testimonials in the 1908 book. We had a scant one-quarter acre measured with a tape line, and sold \$112 worth of berries last season, besides what we used and put up. The plants came from you. How was that for a crop? We figured it at over \$500 per acre."

The Best Berries in Kansas

W. M. WHITWORTH, of Lacygne, Kansas, writing under date of May 18, 1908, says: "I purchased one thousand strawberry plants from you in 1907 and I will say that your plants have given me perfect satisfaction. I never lost one of them, and now I have as fine berries as this section of the country can produce."

Nothing Else So Good As Our Thoroughbreds

A. T. Monroe, Mich., is the Lavender Fruit Farm, the owner of which is Harry Lavender. Under date of August 5, 1907, he writes us as follows: "You may like to know how I came out with the 600 pedigree plants I set out in the spring of 1906. I need not

tell you of the peculiar season we have had; all vegetation is off, as you know; but my 600 pedigree plants did first rate, and 'don't forget it' that this Englishman and his family had their fill of strawberries, first of one kind then of another until it was difficult to decide which was best. Not only this, but we sold a lot of strawberries from the patch at 25 cents per quart. It pays to grade them. We grade all the fruit and put the small over-ripe fruit into cans, and we have a ready sale for them, making more than we do off the finest graded fruit. I shall need a large number of plants for 1908, and I want your plants or none at all, as I am convinced that there is much in what you say as to the pedigree plants."

Thoroughbreds the Best He Ever Grew

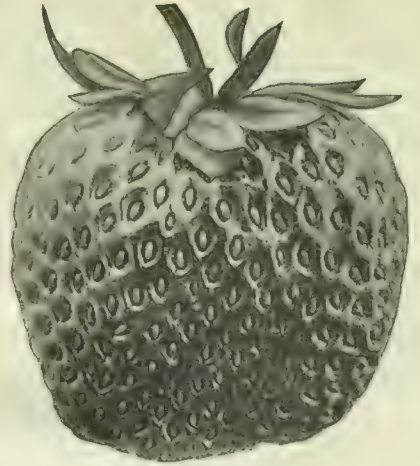
A. SMITH, of Savannah, Mo., writes: "I have been getting some plants from the Kellogg Company and think they are the best I have ever tried. I had just a little over half an acre in 1907 and had the best lot of berries in the country. I sold almost 100 crates at \$2 per crate, and did not have to deliver any of them. Shall want 6,000 more plants next spring."

Don't work a minute in your patch when the ground is wet.



Parker Earle, B. (Male)

LATE. Bisexual. One of the most universally popular varieties, particularly famous because it is so productive on rich low land, under this particular circumstance leading all other varieties; and a heavy producer everywhere. The berries are of medium size; bright-red color, so bright as to give the fruit a polished effect; and this color extends through the berry. The flavor of Parker Earle is the delight of the epicure. It has large foliage and late bloom which insure it from danger of frost. The work of the grower is simplified in the case of this variety, because of the limited number of runners it makes, and it is an ideal variety for growing by the hill system. This is the twentieth year we have had Parker Earle under careful selection and restriction.



Rough Rider, B. (Male)

LATE. Bisexual. This variety becomes more universally popular with the passing years. The berries are a glossy crimson in color, medium large as to size, and the illustration above gives exactly the form, from which there is but little variation. The crimson color extends to the center, and the fruit is rich and juicy. Rough Rider is quite productive, and one of its distinctive features is that it yields a better crop the second year of fruiting than it does the first year. The foliage is a dark green, with spreading habit, and easily is controlled in the fruiting bed because this variety forms so few runners. Rough Rider has been under our system of selection and restriction for ten years, and it is one of the varieties for which there is a regular and steadily increasing demand.

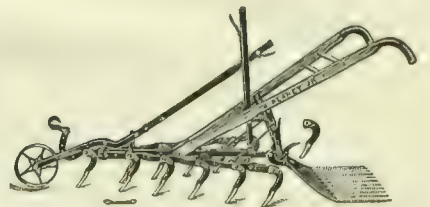


Our New Device for Cutting Runners

FOR many years we have had calls for a runner cutter attached to a handle, so that the cutter might be used separately and apart from the cultivator. We

have at last succeeded in getting up a device that exactly fills the bill. The cut shows the simplicity of operation. The operator can guide the cutter so that it will cut off all runners as desired, as it may be run as close to the row of plants as you wish. The cost of the runner cutter and handle complete is only \$2.50, and we are sure it will save the price many times each season, to say nothing of the backaches that come from doing the work by hand.

Runner Cutter without handle, \$1.85.



Planet Jr. Twelve-Tooth Cultivator

A PERFECT tool for cultivating strawberries and all garden truck. We use these cultivators exclusively on our great Strawberry Farm. See illustration on page 6.

Complete, as shown in cut, \$9.00.

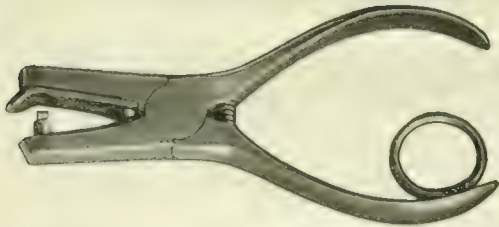
Weight when packed, 74 pounds.

Plants travel at the purchaser's risk, and the purchaser pays all transportation charges.



GREAT WESTERN MANURE SPREADERS AT WORK ON KELLOGG FARMS

OUR experience has convinced us that nothing else in the way of fertilizer equals in value barnyard manure, when properly applied to the soil. To do the spreading on our farms we have secured the *Great Western Spreaders*. These machines tear the manure into shreds and distribute it with perfect evenness over the entire surface. The machine is adjustable, so that as heavy or light a dressing can be given as is desired. In our judgment, it will pay any tiller of the soil to distribute all manure with a spreader.



The BERRY PICKER'S PUNCH

Price, postpaid, 50 cents

THIS Punch is used for punching out the number of quarts of berries gathered by each picker. It saves much time, avoids many mistakes and prevents possible misunderstandings with your pickers.

First Grow the Right Kind of Fruit—
 then Get the Best Packages for Market-
 ing Your Fruit.

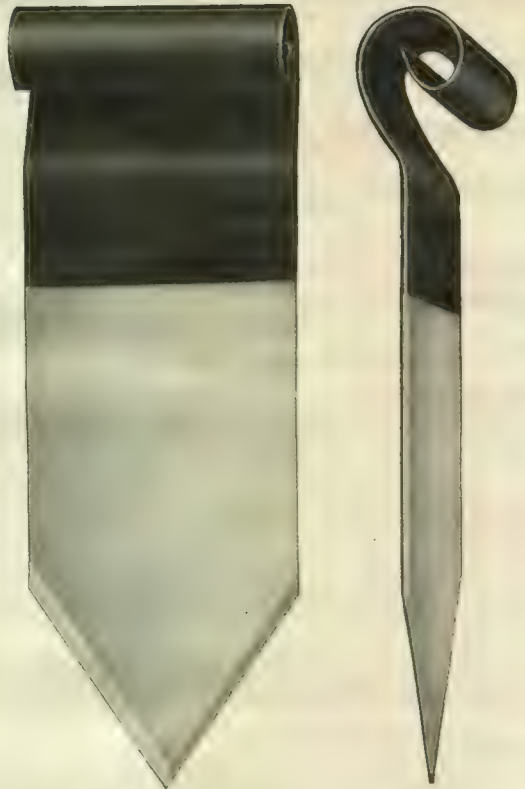


A 16-Quart Crate Filled with Boxes

WELLS-HIGMAN CO., of St. Joseph, Michigan, have taken the lead in the manufacture of Fruit Packages for the past forty years. From their factories in the South and their Michigan plants at St. Joseph and Traverse City, they obtain the variety of woods best suited for the manufacture of

Strawberry Boxes and Crates

Fruit baskets, boxes and crates of all kinds, bushel baskets especially for shipping fruit and vegetables, melon and grape baskets, peach carriers, etc. Their factories are equipped with improved machinery, are managed by men of long experience, and their aim is to supply first-class packages at moderate prices. We have used the Wells-Higman packages for years and take pleasure in recommending them to our customers. Write to them at St. Joseph, Mich., and make known your requirements.



The KELLOGG ALL-METAL ONE-PIECE DIBBLE

THIS year we introduce a greatly improved Dibble. You will note that this Dibble is one piece; no rivets to come loose or handle to break off. It is made from the very best grade of steel, with polished blade and japanned handle, which is simply a curve in the same piece from which the blade is made. It does not tire the hand and is in every way superior to any other Dibble ever put on the market. Notwithstanding its manifest superiority, we sell this Dibble at the same price as we did the old—35 cents for one Dibble or \$1.00 for three Dibles. For setting strawberry plants and all kinds of vegetables it has no equal, and no one should garden without them.

Price List of Strawberry Plants

Read carefully the Inside Cover Pages of the Catalogue Before Making Out Your Order

WHEN 500 or more plants of one variety are ordered we give thousand rates on that variety; but we do not permit customers to combine several varieties to make the number of plants 500 in order to secure thousand rates. There are no discounts on the prices given. We leave nothing undone in order to grow the best plants possible, and the prices quoted are the lowest at which they can be furnished. When plants are to be sent by mail, add at the rate of 25 cents per hundred plants to the list prices given. No orders accepted for less than one dollar, and no fewer than 25 plants of any variety will be sold. No order will be booked until at least one-third of the amount of cash required is in our hands. Please do not ask for any deviation from these rules. Be very careful to get the prices right.

EXTRA EARLY VARIETIES

VARIETIES	25 Plants	50 Plants	100 Plants	200 Plants	300 Plants	400 Plants	500 Plants	1000 Plants
Excelsior (B).....	\$0.25	\$0.35	\$0.55	\$0.85	\$1.10	\$1.30	\$1.50	\$3.00
August Luther (B).....	.25	.40	.65	1.00	1.35	1.60	1.75	3.50
Climax (B).....	.35	.50	.85	1.35	1.85	2.25	2.50	5.00
Michel's Early (B).....	.25	.35	.55	.85	1.10	1.30	1.50	3.00
Texas (B).....	.35	.50	.85	1.35	1.85	2.25	2.50	5.00
Virginia (P).....	.75	1.25	2.00	3.00	4.25	5.25	6.00	12.00

EARLY VARIETIES

Bederwood (B).....	\$0.25	\$0.40	\$0.65	\$1.00	\$1.35	\$1.60	\$1.75	\$3.50
Clyde (B).....	.30	.45	.70	1.10	1.50	1.80	2.00	4.00
Lovett (B).....	.25	.40	.65	1.00	1.35	1.60	1.75	3.50
Tennessee Prolific (B).....	.25	.35	.55	.85	1.10	1.30	1.50	3.00
Wolverton (B).....	.25	.40	.65	1.00	1.35	1.60	1.75	3.50
Crescent (P).....	.25	.35	.55	.85	1.10	1.30	1.50	3.00
Warfield (P).....	.25	.40	.65	1.00	1.35	1.60	1.75	3.50

MEDIUM VARIETIES

Lady Thompson (B).....	\$0.30	\$0.45	\$0.70	\$1.10	\$1.50	\$1.80	\$2.00	\$4.00
Ridgeway (B).....	.30	.45	.70	1.10	1.50	1.80	2.00	4.00
Glen Mary (B).....	.30	.45	.70	1.10	1.50	1.80	2.00	4.00
Wm. Belt (B).....	.30	.45	.70	1.10	1.50	1.80	2.00	4.00
Splendid (B).....	.25	.40	.65	1.00	1.35	1.60	1.75	3.50
Parson's Beauty (B).....	.30	.45	.70	1.10	1.50	1.80	2.00	4.00
Klondike (B).....	.30	.45	.70	1.10	1.50	1.80	2.00	4.00
Miller (B).....	.35	.50	.85	1.35	1.85	2.25	2.50	5.00
Nick Ohmer (B).....	.35	.50	.85	1.35	1.85	2.25	2.50	5.00
New York (B).....	.35	.50	.85	1.35	1.85	2.25	2.50	5.00
Thompson's No. 2 (B).....	.60	1.00	1.50	2.50	3.50	4.25	5.00	10.00
Beidler (P).....	.60	1.00	1.50	2.50	3.50	4.25	5.00	10.00
Senator Dunlap (B).....	.30	.45	.70	1.10	1.50	1.80	2.00	4.00
Haverland (P).....	.30	.45	.70	1.10	1.50	1.80	2.00	4.00

Price List of Strawberry Plants—Continued

MEDIUM VARIETIES

VARIETIES	25 Plants	50 Plants	100 Plants	200 Plants	300 Plants	400 Plants	500 Plants	1000 Plants
Enormous (P).....	\$0.30	\$0.45	\$0.70	\$1.10	\$1.50	\$1.80	\$2.00	\$4.00
Downing's Bride (P).....	.40	.60	1.15	1.80	2.35	2.75	3.00	6.00
President (P).....	.50	.85	1.25	2.10	2.85	3.50	4.00	8.00
Clark's Seedling (B).....	.50	.85	1.25	2.10	2.85	3.50	4.00	8.00
Challenge (B).....	.40	.60	1.15	1.80	2.35	2.75	3.00	6.00
Arizona Ever-Bearing (B).....	.50	.85	1.25	2.10	2.85	3.50	4.00	8.00
Longfellow (B).....	.80	1.35	2.40	3.65	5.25	6.55	7.50	15.00

LATE VARIETIES

Aroma (B).....	\$0.30	\$0.45	\$0.70	\$1.10	\$1.50	\$1.80	\$2.00	\$4.00
Pride of Michigan (B).....	.50	.85	1.25	2.10	2.85	3.50	4.00	8.00
Brandywine (B).....	.30	.45	.70	1.10	1.50	1.80	2.00	4.00
Gandy (B).....	.30	.45	.70	1.10	1.50	1.80	2.00	4.00
Dornan (B).....	.35	.50	.85	1.35	1.85	2.25	2.50	5.00
Marshall (B).....	.35	.50	.85	1.35	1.85	2.25	2.50	5.00
Parker Earle (B).....	.35	.50	.85	1.35	1.85	2.25	2.50	5.00
Rough Rider (B).....	.30	.45	.70	1.10	1.50	1.80	2.00	4.00
Bubach (P).....	.35	.50	.85	1.35	1.85	2.25	2.50	5.00
Sample (P).....	.35	.50	.85	1.35	1.85	2.25	2.50	5.00
New Home (B).....	.40	.60	1.15	1.80	2.35	2.75	3.00	6.00
Oregon Iron Clad (B).....	.40	.60	1.15	1.80	2.35	2.75	3.00	6.00
Midnight (B).....	.35	.50	.85	1.35	1.85	2.25	2.50	5.00
Mark Hanna (P).....	.40	.60	1.15	1.80	2.35	2.75	3.00	6.00
Stevens' Late Champion (B).....	.50	.85	1.25	2.10	2.85	3.50	4.00	8.00
Cardinal (P).....	.50	.85	1.25	2.10	2.85	3.50	4.00	8.00

PRICE LIST OF BERRY GROWER'S TOOLS

Twelve-Tooth Cultivator, complete.....	\$9.00
Rolling Runner Cutter and Leaf Guard.....	1.85
Rolling Runner Cutter and Leaf Guard with handle (See illustration on Page 60).....	2.50
Dibbles, 35c each; three for.....	1.00

PRICE LIST OF ODD NUMBERS OF PLANTS

Many of our customers order plants in odd numbers, and for their convenience we have added the following price list, which gives at a glance the price for odd numbers. Please note, for instance, that 75 plants of a variety costing \$4.00 a thousand will be 60 cents; of 275 of the same variety, \$1.40, and so on.

Number of Plants—	75	125	150	175	225	250	275	325	350	375	425	450	475
For \$3.00 Varieties.....	\$0.45	\$0.65	\$0.70	\$0.80	\$0.90	\$1.00	\$1.05	\$1.15	\$1.20	\$1.25	\$1.35	\$1.40	\$1.45
For \$3.50 Varieties.....	.55	.75	.85	.90	1.10	1.20	1.25	1.40	1.50	1.55	1.60	1.65	1.70
For \$4.00 Varieties.....	.60	.80	.90	1.00	1.20	1.30	1.40	1.60	1.65	1.75	1.85	1.90	1.95
For \$5.00 Varieties.....	.70	1.00	1.10	1.25	1.50	1.60	1.75	1.95	2.05	2.15	2.30	2.40	2.45
For \$6.00 Varieties.....	.90	1.30	1.50	1.65	1.95	2.10	2.20	2.45	2.55	2.65	2.80	2.90	2.95
For \$8.00 Varieties.....	1.05	1.45	1.70	1.90	2.30	2.50	2.65	3.00	3.20	3.35	3.65	3.75	3.90
For \$10.00 Varieties....	1.25	1.75	2.00	2.25	2.75	3.00	3.25	3.70	3.90	4.05	4.45	4.65	4.80
For \$12.00 Varieties....	1.65	2.25	2.50	2.75	3.30	3.60	3.95	4.50	4.75	5.00	5.45	5.65	5.80
For \$15.00 Varieties....	1.85	2.70	3.05	3.35	4.05	4.45	4.85	5.55	5.90	6.20	6.80	7.05	7.30

Preserve Copy of Your Order on this Sheet.

Do not tear out this leaf, but retain it for future reference. We enclose a separate order sheet, which should be used in sending in your order. And be sure to send it early.

Name _____

(Very Plain in Ink)

Post Office _____ Rural Route No. _____

County _____ State _____

Name of town for Freight or Express _____ Ship Via _____
(Say whether to be sent by freight, express or mail)

No. of Plants	VARIETY	\$	Cts.	No. of Plants	VARIETY	\$	Cts.
	EXTRA EARLY				MEDIUM		
	Excelsior (B)				President (P)		
	August Luther (B)				Clark's Seedling (B)		
	Climax (B)				Challenge (B)		
	Michel's Early (B)				Arizona Ever-Bearing (B) ...		
	Texas (B)				Longfellow (B)		
	Virginia (P)				LATE		
	EARLY				Aroma (B)		
	Bederwood (B)				Pride of Michigan (B)		
	Clyde (B)				Brandywine (B)		
	Lovett (B)				Gandy (B)		
	Tennessee Prolific (B)				Dornan (B)		
	Wolverton (B)				Marshall (B)		
	Crescent (P)				Parker Earle (B)		
	Warfield (P)				Rough Rider (B)		
	MEDIUM				Bubach (P)		
	Lady Thompson (B)				Sample (P)		
	Ridgeway (B)				New Home (B)		
	Glen Mary (B)				Oregon Iron Clad (B)		
	Wm. Belt (B)				Midnight (B)		
	Splendid (B)				Mark Hanna (P)		
	Parsons' Beauty (B)				Stevens' Late Champion (B) ..		
	Klondike (B)				Cardinal (P)		
	Miller (B)				Twelve-Tooth Cultivator ...		
	Nick Ohmer (B)				Rolling Runner Cutter		
	New York (B)				Dibbles		
	Thompson's No. 2 (B)						
	Beidler (P)						
	Senator Dunlap (B)				Amount in First Column		
	Haverland (P)				Total Amount of Order		
	Enormous (P)				Remittance With Order		
	Downing's Bride (P)				Balance Due		
	Total First Column						

IS SUBSTITUTION ALLOWED? Indicate your answer by writing Yes or No on dotted line.
 In case you do not indicate your wish on dotted line, we shall assume that you intend us to make second choice when necessary.

REVISED PRICE LIST

Use these prices only, but make out order on Page D of the green-colored order sheet

VARIETIES	25 Plants	50 Plants	75 Plants	100 Plants	200 Plants	300 Plants	400 Plants	500 Plants	1000 Plants
Excelsior	\$0.25	\$0.35	\$0.45	\$0.55	\$1.10	\$1.65	\$2.20	\$2.75	\$5.50
August Luther	.25	.40	.55	.65	1.30	1.95	2.60	3.25	6.50
Climax	.35	.50	.70	.85	1.70	2.55	3.40	4.25	8.50
Michel's Early	.25	.35	.45	.55	1.10	1.65	2.20	2.75	5.50
Texas	.35	.50	.70	.85	1.70	2.55	3.40	4.25	8.50
Virginia	.75	1.25	1.65	2.00	4.00	6.00	8.00	10.00	20.00
Bederwood	.25	.40	.55	.65	1.30	1.95	2.60	3.25	6.50
Clyde	.30	.45	.60	.70	1.40	2.10	2.80	3.50	7.00
Lovett	.25	.40	.55	.65	1.30	1.95	2.60	3.25	6.50
Tennessee Prolific	.25	.35	.45	.55	1.10	1.65	2.20	2.75	5.50
Wolverton	.25	.40	.55	.65	1.30	1.95	2.60	3.25	6.50
Crescent	.25	.35	.45	.55	1.10	1.65	2.20	2.75	5.50
Warfield	.25	.40	.55	.65	1.30	1.95	2.60	3.25	6.50
Lady Thompson	.30	.45	.60	.70	1.40	2.10	2.80	3.50	7.00
Ridgeway	.30	.45	.60	.70	1.40	2.10	2.80	3.50	7.00
Glen Mary	.30	.45	.60	.70	1.40	2.10	2.80	3.50	7.00
Wm. Belt	.30	.45	.60	.70	1.40	2.10	2.80	3.50	7.00
Splendid	.25	.40	.55	.65	1.30	1.95	2.60	3.25	6.50
Parsons' Beauty	.30	.45	.60	.70	1.40	2.10	2.80	3.50	7.00
Klondike	.30	.45	.60	.70	1.40	2.10	2.80	3.50	7.00
Miller	.35	.50	.70	.85	1.70	2.55	3.40	4.25	8.50
Nick Ohmer	.35	.50	.70	.85	1.70	2.55	3.40	4.25	8.50
New York	.35	.50	.70	.85	1.70	2.55	3.40	4.25	8.50
Thompson's No. 2	.60	1.00	1.25	1.50	3.00	4.50	6.00	7.50	15.00
Beidler	.60	1.00	1.25	1.50	3.00	4.50	6.00	7.50	15.00
Senator Dunlap	.30	.45	.60	.70	1.40	2.10	2.80	3.50	7.00
Haverland	.30	.45	.60	.70	1.40	2.10	2.80	3.50	7.00
Enormous	.30	.45	.60	.70	1.40	2.10	2.80	3.50	7.00
Downing's Bride	.40	.60	.90	1.15	2.30	3.45	4.60	5.75	11.50
President	.50	.85	1.05	1.25	2.50	3.75	5.00	6.25	12.50
Clark's Seedling	.50	.85	1.05	1.25	2.50	3.75	5.00	6.25	12.50
Challenge	.40	.60	.90	1.15	2.30	3.45	4.60	5.75	11.50
Arizona Ever-Bearing	.50	.85	1.05	1.25	2.50	3.75	5.00	6.25	12.50
Longfellow	.80	1.35	1.85	2.40	4.80	7.20	9.60	12.00	24.00
Aroma	.30	.45	.60	.70	1.40	2.10	2.80	3.50	7.00
Pride of Michigan	.50	.85	1.05	1.25	2.50	3.75	5.00	6.25	12.50
Brandywine	.30	.45	.60	.70	1.40	2.10	2.80	3.50	7.00
Gandy	.30	.45	.60	.70	1.40	2.10	2.80	3.50	7.00
Dornan	.35	.50	.70	.85	1.70	2.55	3.40	4.25	8.50
Marshall	.35	.50	.70	.85	1.70	2.55	3.40	4.25	8.50
Parker Earle	.35	.50	.70	.85	1.70	2.55	3.40	4.25	8.50
Rough Rider	.30	.45	.60	.70	1.40	2.10	2.80	3.50	7.00
Bubach	.35	.50	.70	.85	1.70	2.55	3.40	4.25	8.50
Sample	.35	.50	.70	.85	1.70	2.55	3.40	4.25	8.50
New Home	.40	.60	.90	1.15	2.30	3.45	4.60	5.75	11.50
Oregon Iron Clad	.40	.60	.90	1.15	2.30	3.45	4.60	5.75	11.50
Midnight	.35	.50	.70	.85	1.70	2.55	3.40	4.25	8.50
Mark Hanna	.40	.60	.90	1.15	2.30	3.45	4.60	5.75	11.50
Stevens' Late Champion	.50	.85	1.05	1.25	2.50	3.75	5.00	6.25	12.50
Cardinal	.50	.85	1.05	1.25	2.50	3.75	5.00	6.25	12.50

Growers who delay sending orders are in danger of getting no plants at all for 1909. This is why we urge you to send your order at once

Important Notice to Our Patrons

REVISED PRICES

**This Circular Cancels All Other Prices Quoted on Plants For 1909
Read Carefully Before Making Out Your Order**

WHEN our 1909 Book and Price-list went to the printers early in September, we had a bright prospect for the largest crop of plants ever produced on the Kellogg Farms, and in spite of the extreme drought throughout the summer, our intensive cultural methods served to retain an abundance of moisture in the soil, which kept the plants growing vigorously, and the early rooted plants developed an excessively heavy root system and are as fine as we have ever grown. But the drought was not broken with the coming of Autumn, but continued from week to week until winter set in, which, of course, prevented all the late-formed plants from taking root. Even where soil was placed over the plants the top soil was so exceedingly dry that the plants could not take root. Thus our crop of plants was reduced by more than 60 per cent.—a condition of course which we could not foresee and which did not develop until weeks after both the Catalogues and Price-lists were printed. This shortage of plants exists not only with the Kellogg Company, but with every other plant grower in the United States and Canada.

In view of this condition it would be utterly impossible for us to accept any orders at the thousand rates, but we are compelled to charge for all plants above the number of 100 at the *rate* quoted in the Book and Price-list for 100 plants. For instance, if you were to order 100 Senator Dunlap plants you will note that the price is 70 cents. If you were to order 200 the price would be \$1.40; 300 would cost \$2.10; 400 would cost \$2.80; 500 would cost \$3.50 and 1,000 plants would cost \$7.00. The same rule applies to all the various priced varieties—you will calculate the price for all above the number of 100 at the *rate* charged for 100 plants. *All rates quoted in the 1909 Book and Price-list or at any time on orders for more than 100 plants are herewith canceled.* By making this change we not only protect ourselves, but are placed in a position where we may treat all our patrons alike and give to each his fair quota of the Kellogg strain of plants. Please note that prices for 25, 50, 75 and 100 plants remain just as quoted in the Book and Price-list, but no plants, no matter how many may be ordered, will be sold at a *rate* less than that at which 100 plants are sold.

While at first thought these prices may seem a trifle high, they are not high considering the scarcity of plants, and you will be indeed fortunate to get plants of such high quality even at these prices.

The great drought of 1908 will drive most of the shiftless and indifferent growers out of business, leaving the field wide open for the up-to-date fellow, and we predict that the man who will set our high-quality plants in the spring of 1909, regardless of the trifling advance in price, will reap the greatest profit per acre from his crop of berries in 1910 that has ever been realized from an acre of strawberries. We base our judgment upon the facts—(1) That the weak-kneed fellow will not have the grit to stay in the battle and fight through to victory, thus will competition be lessened. (2) That the scarcity of plants makes impossible the setting of large areas of strawberries. So confident are we of the truth of this that we have prepared 110 acres to be set to plants in the spring of 1909. We do this because we are sure that exceptionally high prices will prevail for strawberries. In two years from now we expect to look on the drought of 1908 only as an experience of great value both to ourselves and to all progressive strawberry growers. Order at once to make sure of getting the varieties of your choice.

R. M. KELLOGG COMPANY

THREE RIVERS, MICHIGAN

(See Other Side for Revised Prices)

READ CAREFULLY every word upon the inside cover pages of this book before making up your order, so that you may know our rules and terms, and thus avoid possible misunderstandings.

Our Terms

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

How to Remit

ALL remittances should be made by postoffice or express money order, or by bank draft or registered letter. We shall not be responsible for any currency or coin sent in a letter. When private checks are sent, add 15 cents to cover cost of collection. This for the reason that the clearing-house associations all the country over have adopted a rate of 15 cents for exchange on all personal checks, and the great volume of business done by us makes it necessary to insist upon this point.

We Employ No Agents

SCORES of complaints come to us every year to this effect: "The plants I bought of your agents are worthless." Tree peddlers secure copies of this book and represent themselves as our agents, and then deliver common stock, to the loss and disgust of purchasers. You can get the genuine Thoroughbred plants only by sending direct to us. Should anyone represent himself as our agent, offering to sell our plants, compel him to show his credentials. This will reveal his true character at once, for he will be unable to show any authority to sell our plants.

How to Make Up a Club Order

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

Order Early

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

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

Transportation of Plants

EXPERIENCE has taught us that the best and safest way to ship plants is either by express or mail, and it is cheaper by far when you come to figure up actual results. We recommend express even when the order calls for a large number of plants. And with small orders the cost by express is cheaper than by freight because express companies charge only for the exact number of pounds in the shipment, and carry plants 20 per cent. cheaper than is done in the case of merchandise. If your plants go by freight you will be charged for 100 pounds, no matter how small the package. Do not send money to pay express or freight charges. You will pay these charges when you get the plants. The rate will be just the same. Although we have shipped and do ship plants by freight, we do not advise that method of transportation. Out of 17,000 orders shipped last season about ten only were transported by freight. What we desire to do is to get the plants to you at the earliest moment possible and in the best condition. If your order calls for less than 200 plants we would advise you to have them go by mail, as it would be cheaper than by express. Remember, when plants go by mail you should add 25 cents above the cost of plants for each 100 plants ordered.

Estimated Weight of Plants

IT IS impossible to give the exact weight of plants, because plants of some varieties are much larger than others, and plants steadily increase in weight as the season advances. But our experience has been that it is safe to calculate on from 25 to 30 pounds to each thousand plants when packed ready for shipment.

