




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

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**R.M. KELLOGG CO.  
THREE RIVERS, MICH.  
1917**

A WELWING STRAWBERRY GARDEN  
WITH SUBBLY'S FAMILIARITY WITH FRESH  
STRAWBERRIES FROM JUNE TO NOVEMBER





**THE KELLOGG WAY**


**KELLOGG PEDIGREE  
PLANTS  
AND  
KELLOGG FREE  
SERVICE**

**Insure Big Crops of Big  
Red Berries**

**KELLOGG'S PRIZE  
the Late Berry  
without a  
fault**

(Photograph one-third  
actual size)

**T**HIS book illustrates and describes in detail everything pertaining to the Kellogg Way of growing and selling strawberries. Read every page carefully and thoughtfully and follow instructions, and you are sure to grow big crops of fancy berries—the Kellogg kind, which always command the highest prices and insure the biggest profits



**KELLOGG'S BIG LATE  
the marvelous yielder  
OF  
strictly fancy berries**

(Photograph one-third  
actual size)



## Growing and Selling Strawberries the Kellogg Way

**S**TRAWBERRY production, like any other business, is divided into two distinct departments, Growing and Selling. First of all, learn how to grow the kind of strawberries that are in demand at high prices, and next, pick, pack and market them in a manner that will distinguish them from common berries. Producers of any article, whether it is manufactured or grown, should bear in mind that their product, well produced, is more than half sold, and in order to win a reputation for your strawberries, it is necessary that you not only grow the very best, but that you pick, pack, and market them in a manner that will place you head-and-shoulders above your competitors.

If you were about to start manufacturing a certain article, you naturally would demand the highest-grade material, and you would install a class of machines that were capable of converting that material into the finished product. You could not expect a high-grade article from low-grade material and poorly constructed machines; neither could you expect your product to command the highest price unless it were made from a grade of material and by a class of machines that would justify the purchaser in paying it. We find that the majority of people are willing to pay a price for any article in accordance with quality.

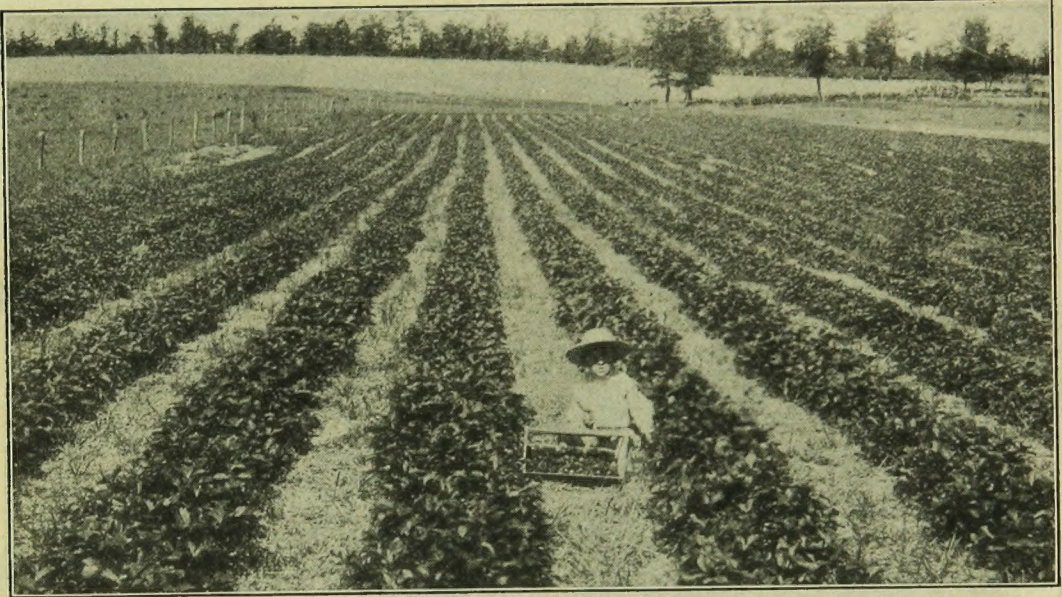
Growing strawberries is very similar to manufacturing. Strawberry plants are the machines which manufacture the strawberries that establish your reputation as a strawberry grower. Your profits will, of course, depend both upon the quality and quantity of berries your plants produce. The cost of preparing your land, and setting and caring for the plants, is just the same whether you set the heaviest fruiting plants or barren plants. In view of this fact, why should you use your valuable land, and spend your time and hard-earned money for plants that are not capable of giving you the biggest possible returns for your labor, and a big profit on the money invested?

When we began growing Kellogg Pedigree Plants thirty-three years ago, we set as our ideal plants of the highest fruiting quality; the kind that would insure the grower larger crops of better berries than could be grown

on any other plants. We fully realized that in order to do this we must first select our plants from mother plants of the greatest fruiting capacity, and that the plants must be fed on properly balanced plant food in order to develop in them the highest fruiting organism. From the very beginning, we have kept this ideal in mind and have followed closely the laws of nature, and practiced scientific methods of plant selection, restriction, and propagation. The result is a strain of Pedigree Plants that have won for us a world-wide reputation; for the Kellogg Pedigree Plants have for years been universally recognized as the most productive and most profitable strawberry plants grown; and our customers everywhere are growing the largest crops of the highest quality berries—the kind which sell readily at the highest prices on any market.

Every day in the year letters come to us from customers telling of the big yields and big profits realized from Kellogg Pedigree Plants. They report profits ranging all the way from \$500 to \$1200 per acre each season, and we often receive reports of much greater profits. In comparing their results with that of growers in their localities who set common plants, they often find that their yield from Kellogg Pedigree Plants more than doubles the yield their neighbors realize from ordinary plants. As a result of the big yields and big profits which our customers realize from Kellogg Pedigree Plants, they continue using Kellogg Plants from year to year, and also influence others who see the results to become our customers, until there is now such an enormous demand for the Kellogg Pedigree Plants that our greatest problem is to produce a sufficient number of these plants to fill the orders that come to us, notwithstanding the fact that we increase our acreage from year to year.

We mention the growth of our business not to boast, but merely to convince you that quality always wins; and if we can build up the largest strawberry plant business in the world by furnishing plants of higher fruiting capacity than can be obtained from any other source, you can build up a large and profitable business by growing strawberries of a



10,000 QUARTS OF BERRIES FROM THE 6,000 KELLOGG PEDIGREE PLANTS SHOWN HERE

**\$550.**00 is the net profit E. J. McCloud of Missouri made from only 6,000 Kellogg Pedigree Plants in 1915. The plants occupied less than one acre. The same mail which brought this photograph and this report also brought another large order from Mr. McCloud for Kellogg Pedigree Plants. At the time he wrote, he advised us that the plants were in prime condition for another large crop, and that Kellogg's Prize beat anything he ever saw. He said they were simply wonderful. What other crop could Mr. McCloud grow that would make him a net profit of \$550.00 from less than one acre?

higher quality than your competitors. The only way you can do this, however, is by setting plants that have a reputation for producing the best berries that can be grown, and by following the method that makes it possible for the plants to produce to their fullest capacity. Growers every-

where are growing bigger crops and better berries from Kellogg Pedigree Plants and by following the Kellogg Way, than they ever have grown from common plants, and there is no reason why you, too, cannot win the same degree of success with the Kellogg Plants grown the Kellogg Way.

## How to Make One Acre Do the Work of Two

**WE** have learned through many years of experience, that it is an easy matter to make one acre do the work of two, provided we put into each acre a sufficient amount of fertility and set out a sufficient number of plants. The profits in strawberry growing are governed entirely by the quality of plants and the methods employed. The more we put into each acre, the more each acre will give us in return. The annual profits are not determined by the number of acres set to plants, but by the number of dollars we have left from each acre after all expenses have been paid. Many growers are getting more clear profit from one acre than other growers are getting from two or three acres, and they are realizing their big profits simply because they observe closely the laws of nature and set only plants that respond to intensive cultural methods, and by incorporating into the soil a sufficient amount of fertility to enable each plant to produce to its fullest capacity. Any soil that will grow any other kind of crops, also will grow strawberries profitably.

The kind of soil is not so important as the fer-

tility put into it. All farmers recognize the fact that it does not matter whether hogs are fed from a metal or a wooden trough. It's the quality and quantity of feed put into the trough that makes pork. They also realize that they must put more feed into the trough to fatten two hogs than to fatten only one, and that if they try to economize by feeding two hogs what only one hog should have, they will not have two fat hogs to market. It is just as reasonable to expect large profits from hogs that are half-fed, as from strawberry plants that are only half-fed. Hogs increase in size and weight according to the quality and quantity of feed they consume, and their ability to assimilate the food. Strawberries also increase in size and quality according to the food they consume, provided they are a fruitful strain of plants and capable of assimilating the food and converting it into fruit.

In constructing a building, its size is determined by the amount of material furnished the builders, and it would be just as reasonable to expect them to erect a large building with one-half the required material, as to expect nature to build a



## GREAT CROPS OF STRAWBERRIES and HOW TO GROW THEM



A SINGLE HILL OF KELLOGG'S PREMIER IN FULL FRUIT

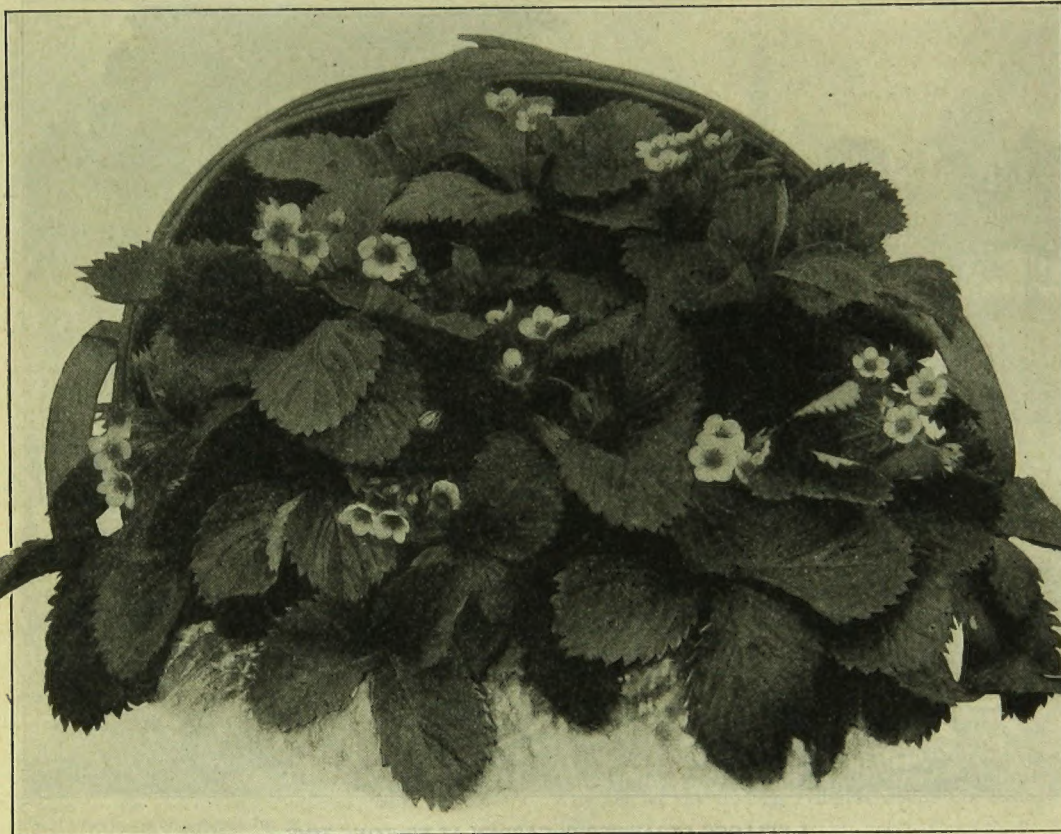
**B**EFORE this hill was photographed, most of the leaf stems were removed so that the berries would be exposed to the camera. You will note that this hill is loaded with buds, blossoms, and berries in all stages of development. To give you an idea of the size of this hill and berries, let us say that the hill was nearly as large as a bushel basket. If the full size and true color of these berries could be shown, you would agree with us that Kellogg's Premier is the greatest of all extra-early varieties, and that plants of this variety are cheaper and more desirable at \$10 per thousand than plants of any other extra-early variety at \$3 per thousand.

large crop of strawberries with only one-half the required amount of fertility. We refer to strawberries as being grown, which in a sense is true, but in reality, they are built from materials which go to make up a strawberry. Nature does the building; we supply the building material, and the more material we supply, the more strawberries nature will build for us. The materials employed by nature in building strawberries are nitrogen, phosphorus, and potassium, and if these elements are supplied, nature will not disappoint us.

Fortunately, most soils contain a sufficient amount of phosphorus and potassium, which makes it necessary for us to supply only nitrogen and humus. The most economical way of supplying these requirements is either through stable manures or any of the legume crops, such as cow peas, soy beans, vetch, clover or alfalfa. Heretofore, we have recommended the use of acid phosphate or bone meal for the phosphorus, and sulfate of potash for the potassium, but on account of the European war these materials have become very expensive; in fact, their high cost at the present time makes it unprofitable to use them. For this reason, we have experimented

with manure alone, with results equally as good as when we used the commercial elements. We also have experimented by plowing under clover, vetch, and alfalfa, without the use of any manure, and the results of these experiments convince us that when manure cannot be obtained, these legumes take its place with very good results. When we plow under either stable manure or a legume crop, we increase the bacteria in the soil, which in turn liberates the phosphorus and potassium which nature has stored there.

To make one acre do the work of two, we should apply to that acre not less than twenty two-horse loads of stable manure or plow under a legume crop. Fall plowing unquestionably gives the best results, but when this cannot be done, plow as early in the spring as soil conditions will permit. When soil is plowed in the fall and manured in the winter, and replowed in the spring, it naturally is in better condition than if plowed only in the spring. But whether you plow in the fall or spring, don't fail to pulverize the soil finely before setting out the plants, and if the soil is of a loose nature, it should be rolled quite firmly. This pressing down of the soil may be done either with roller or float. Floating or rolling binds



A SINGLE HILL OF KELLOGG'S PROGRESSIVE EVERBEARER

**T**HIS photo-engraving shows what the Kellogg Pedigree Plants will do when grown in hills the Kellogg Way. The basket shown here is a full bushel basket. This photograph was made July 9, soon after the plant had completed its early summer crop of berries. You will note that the blossoms for the fall crop are beginning to open. The center of the hill already was loaded with fruiting stalks and buds when this picture was taken. Practically every hill in the entire field was equally as good as the hill shown here. This picture should convince you that it pays to set only strong vigorous plants, and to grow them in hills the Kellogg Way.

the soil-grains closely together and prevents too large air spaces. Plants can get no nourishment whatever from clods, no matter how rich your soil may be. Neither can cloddy and poorly prepared soil retain moisture during a dry spell, and moisture is very necessary, as it dissolves the plant food and plays a very important part in assisting nature to build a large crop. In making one acre do the work of two, it is not only necessary to furnish sufficient building material, but we must also set a sufficient number of plants to make each square foot contribute its full share toward the crop.

Under the hill system, rows should be 30 inches apart and plants set 15 inches apart in the rows and all runners should be pruned off, except where an occasional plant fails to grow. In that case the plant next to this vacant space should be allowed to make a runner plant, which should be layered in such a manner as to fill the vacancy. This allows 14,000 plants per acre instead of only 7,000, the number set under the old and less profitable system. The plants should be set in check

rows so that they may be cultivated both ways, using a horse cultivator for the 30 inch space and a hand cultivator for the 15 inch space. This leaves but very little work to be done with the hoe, as all the hoeing that is necessary is directly around the plants where the cultivators do not reach, and the cultivating expense is therefore reduced to the minimum. It also makes it possible to keep the plants free from weeds and obnoxious growths.

All runners should be pruned off every two or three weeks. This may be quickly and cheaply done with knife, shears, or hoe. As the runners are removed the plants increase in vigor, size, and productiveness. Plants grown in this manner will develop to such enormous size that their foliage will completely fill the row, and will leave only a small space between the rows. The plants often grow so large that they can barely be covered with a bushel basket. In small garden plots, the rows may be made two feet apart, and plants set one foot apart in the rows, because in the garden cultivation is usually done with hand tools.



## GREAT CROPS OF STRAWBERRIES and HOW TO GROW THEM



A KELLOGG STRAWBERRY GARDEN AT FRUITING TIME

**T**HIS photo-engraving shows a Kellogg strawberry garden on the home grounds of W. H. Burke. Mr. Burke is Secretary and Treasurer of the R. M. Kellogg Company. In his strawberry garden, the same cultural methods which we recommend to our customers are carefully followed. This insures his family delicious strawberries picked fresh from the vines from June to November, and a big profit besides. If you set the Kellogg Pedigree Plants and follow the Kellogg Way, there is no reason why you should not have a strawberry garden as beautiful and as profitable as the one shown here.

In the case of the standard varieties, all blossoms should be removed the season the plants are set, and they should not be allowed to fruit until the following season. With everbearers, however, the blossoms should be removed only until the middle of June or first of July the season the plants are set, after which time they may be allowed to fruit without any injury whatever to the plants. This gives you berries the same season plants are set. The everbearers begin to fruit early in August the first season, and continue to fruit heavily until freezing weather. The following season, they will give you a continuous crop from early June until November, with the exception of a short period of rest during part of July.

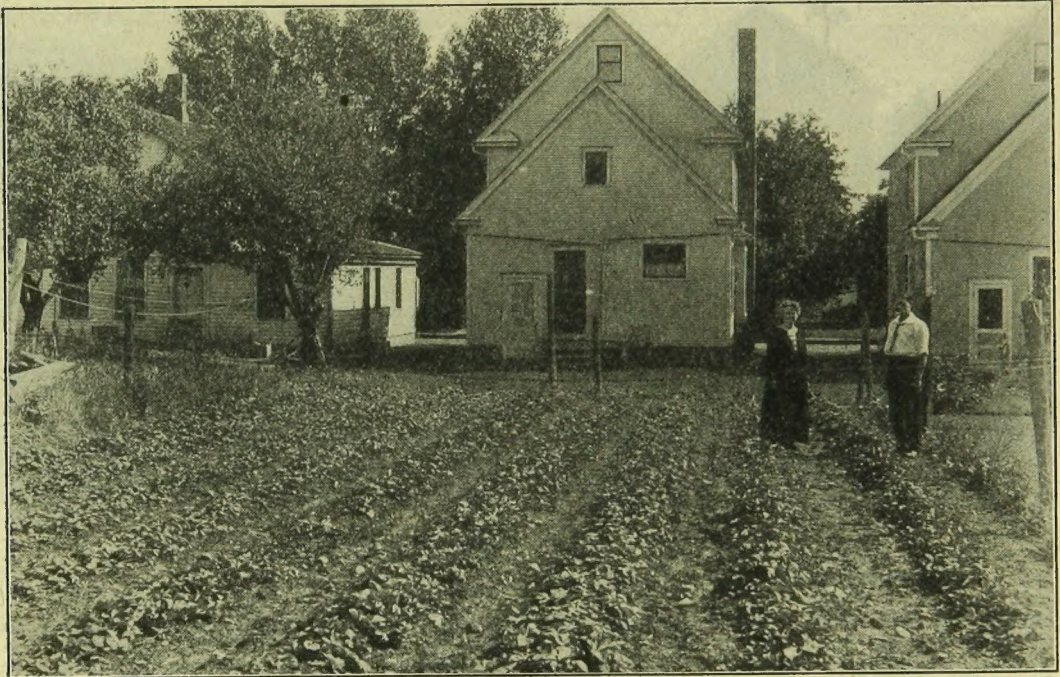
Growers who have plenty of stable manure at their command will find it profitable to apply additional manure between the rows after plants are set. This may be done any time during the growing season, but the best time is during the latter part of June or in July. Pulverized manure is ideal for summer application, using at the rate of from one-half ton to one ton to the acre. Cultivation should begin as soon as possible after

plants are set, and should be repeated every week or ten days whenever soil conditions will permit. Each cultivation adds many quarts to your crop, which means more dollars of profit. It goes without saying that plants should be mulched in order to keep the fruit clean, and for the purpose of retaining moisture during the fruiting season. It is not absolutely necessary, however, to mulch the everbearing plants the season they are set, as the berries are produced beneath the foliage, which keeps them clean enough for market. For the second crop, the everbearers should be mulched the same as the standard varieties. Mulching should be applied between the rows only, as it will naturally work under the plants to a certain extent, and the foliage will keep the berries in the rows clean.

Whether you grow berries for the market or for home use, if you will try our method, you will be delighted with the results, as we are confident you will have no trouble whatever in doubling your crop; and commercial growers cannot help but agree with us that it is an easy matter to make one acre do the work of two.

It is a waste of land and time to plow, plant,





KELLOGG PEDIGREE PLANTS PAID FOR HIS \$4,000 HOME

**E.** D. ANDREWS of Lansing, Mich. started growing strawberries a few years ago with neither money nor experience. Today he owns the fine home shown here valued at \$4,000. Just two acres of Kellogg Pedigree Plants grown the Kellogg Way, and a determination to win, made this possible. Needless to say, Mr. Andrews continues to use the Kellogg Pedigree Plants exclusively. Why not let the Kellogg Pedigree Plants and Kellogg's Free Service buy a home for you?

and cultivate two acres under the old system, when you can make more clear dollars from one acre cultivated under our intensive method.

If you wish any further information, just write us, as we want to interest all of our customers in this easy and profitable way of growing strawberries.

### Hill Culture and Why We Recommend It

**T**HERE is no question but that the hill system is the easiest, simplest, and the most profitable way to grow strawberries. We might just as well try to grow fancy peaches from trees set in a crowded manner and without pruning, as to try to grow fancy strawberries in matted rows where each plant is crowded, and has no room to develop either plant or fruit. Strawberry plants, like fruit trees, must have a sufficient feeding area for their roots, and they must also be grown so the sun and air can penetrate through their foliage, in order to bring the berries into full maturity and the highest state of perfection.

Before we had completed our experiments with the hill system, we recommended either the single or double hedge-row systems, but we are now thoroughly convinced that the hill system is the best, as it has none of the disadvantages of the other systems, while it has the following advantages over all other systems.

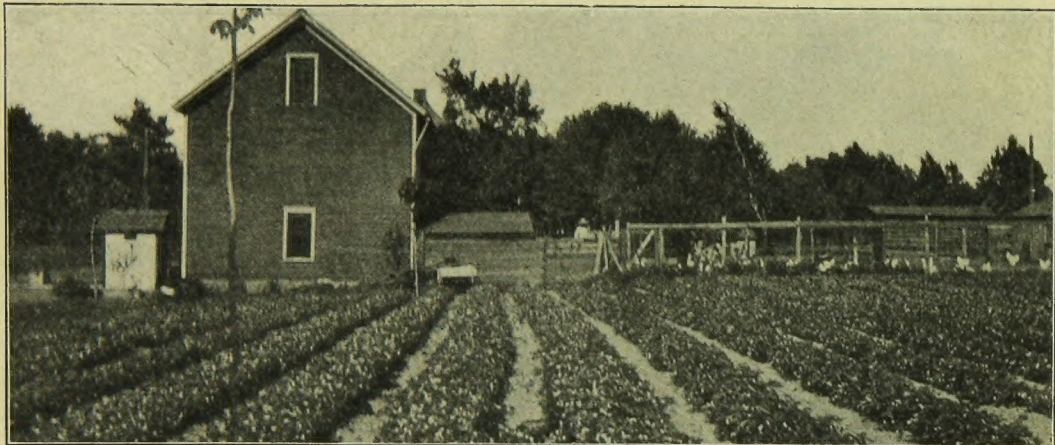
1. Each plant has a feeding zone sufficient to enable it to develop to full maturity, and to build up a crown system than will insure the largest possible crop of the fanciest berries.
2. It is possible for the grower to cultivate his plants more thoroughly and more easily than can possibly be done when runners are present, which means that the entire field can be kept entirely free from all weeds and obnoxious growths with the least amount of work and expense.
3. The berries grow to much larger size, ripen more evenly, are firmer and of better flavor and quality.
4. Picking is much easier and requires much less time.
5. We already have said that strawberries properly grown are more than half sold. The hill system produces a class of berries that sells at sight and at a price that will give you the largest possible profit.

In buying, we are influenced largely by appearance, and the majority of the people are willing to pay an advanced price in order to get that which presents to them the best appearance. Then why not grow berries in a manner that will produce the kind that will attract the eye and influence the purchaser to buy at your own price?

Our customers who follow the hill system, write us that their berries sell at from three to five cents per quart above regular market price, and that their berries always sell in preference to common berries. Mr. B. C. Baker, one of our



## GREAT CROPS OF STRAWBERRIES and HOW TO GROW THEM



STRAWBERRIES AND POULTRY

**T**HIS picture of Kellogg Pedigree Plants was sent us by John W. Selinger of Pennsylvania, and shows how nicely strawberries can be grown in connection with poultry. The picture also shows that Mr. Selinger follows closely the Kellogg Way. There are no weeds to be seen. Nothing but straight, uniform, rows of vigorous strawberry plants. If you already are growing poultry, add strawberries; use the poultry droppings for fertilizer and your profits will be more than doubled.

Michigan customers, who follows the hill system, when visiting our farm told us that the grocer who handled his berries was unable to supply the demand for them, while commonly grown berries, which were offered at several cents less per quart, remained in the store until all of Mr. Baker's berries were sold. Mr. Baker also told us that he was making a profit of \$900 per acre from Kellogg Pedigree Plants.

Some growers who never have tried the hill system, seem to think that removing runners is difficult and expensive. This is not the case, as this work is very easily done with knife, shears, or hoe, and is necessary to be done only every two or three weeks; in fact, it is less work to remove them than to hoe and cultivate around them.

We are indeed very enthusiastic over the hill system, and the more we experiment with this system, the more firmly are we convinced that it is the system we should recommend to those who place their confidence in us; and we therefore urge every customer to adopt this system with the full assurance that it is the most profitable and most satisfactory way to grow strawberries.

### Other Systems

**W**HILE we are confident that the hill system is the easiest and most profitable way to grow strawberries, there are other systems which may be followed with most satisfactory results. These are the single hedge, and the double or triple hedge-row systems.

The single hedge-row is formed as follows: The rows are made three feet apart and plants set two feet apart in the rows. Each of these plants should be allowed to make two runner plants, which should be layered directly in line with the original row, one on each side of the mother plant. This gives continuous rows with plants about twelve inches apart in the row. After the rows have been thus formed, all other runners should be pruned off. Where land is

scarce, the rows may be made twenty-four to thirty inches apart instead of three feet. The single hedge-row system requires 7,250 plants per acre.

The double or triple hedge-row is formed by making the rows three and one-half feet apart and setting plants two feet apart in the rows. Each of these plants should be allowed to make six runner plants. The first two runners of each plant should be layered directly in line with the original row, one on each side of the mother plant, and the remainder should be layered on each side of the row. When runners are layered in this manner, the rows will be about one foot wide, and each plant will have plenty of room to develop into a heavy fruiter. After the rows have been thus formed, all other runners should be pruned off the same as in the single hedge-row. This system requires 6,250 plants per acre.

Another system, and one which we do not under any circumstances recommend, is the wide matted row, which is formed by making rows from three and one-half to four feet apart, and setting plants two feet apart in the rows, allowing each plant to make all the runners it will. This naturally gives a thickly matted row which produces small, inferior berries; the kind which never brings a profitable price.

### Strawberry Growing Easy and Simple

**I**T is so easy and so simple to grow strawberries that even beginners grow big crops and make big profits right from the very start. It requires less work and less experience to grow strawberries than it does to grow common garden vegetables, because garden vegetables must be planted every year, while one planting of strawberries will fruit abundantly for two years, and often for three years. Nothing contributes more to the requirements of the family than a well-kept strawberry garden. It furnishes strawberries fresh from the vines from June to November, and can-



A KELLOGG STRAWBERRY FIELD OWNED BY CAL HYDE OF MISSOURI

**MR. HYDE** sent us this kodak picture of his field of Kellogg Pedigree Plants, and in a letter which accompanied the picture says: "This picture will show what can be done with Kellogg Plants grown here in Missouri." The photograph shows a perfect stand of plants and most splendid cultural methods. Even if you live in Missouri and must be shown, Kellogg Plants grown the Kellogg Way will "show you."

ned berries, jam, preserves, and jelly, throughout the winter. There is no reason why every family should not grow their own strawberries, as a small plot in the back yard will supply a large family with this most delicious fruit the year 'round, and without cost. We often have seen strawberries growing in shady places that would be practically worthless for any other crop.

The soil is prepared just the same for strawberries as it is for common garden vegetables, and the plants are set in the same manner as tomato, cabbage, or any other vegetable plant. Strawberries are very hardy and will thrive and produce an abundant crop, even though the plants are neglected; but the better care the plants receive, the greater will be the crop. If you have but a small garden plot and wish to grow both vegetables and strawberries, vegetables may be grown between the rows of strawberry plants very successfully. We have conducted numerous experiments along this line and know that both may be grown on the same ground at the same time, and an abundant crop of each realized. It's a treat worth while to be able to go out into the garden almost any day throughout the summer and fall months and pick strawberries fresh for the table or to put away for winter, and when company comes in unexpectedly, you will appreciate your strawberry garden more than ever.

Here in Three Rivers and in nearby towns, strawberry gardens are as common as vegetable gardens, and those who do not have room for both, either give strawberries the preference, or grow both together as suggested here. The only ones who can offer a reasonable excuse for not growing strawberries are those who live in flats. Our customers who grow strawberries for home use only tell us that they would not give up their strawberry gardens any more than they would discontinue growing vegetables and flowers, and many of them write that the surplus berries from

their gardens pay for the plants and all expenses, and leave them a nice profit besides.

W. M. Goodsell, of Indiana, picked in 1915, 250 quarts from 200 Kellogg Pedigree Plants set in 1914.

N. O. Atwater of Illinois, picked 800 quarts from 600 Kellogg plants, with excellent prospects for an abundant fall crop from his ever-bearing plants.

W. R. Randall of Illinois, sold \$67.85 worth of berries from 500 Kellogg everbearing plants, beside supplying his family with all the berries they could use.

C. B. Ashton of Tennessee, gathered 172 quarts from 100 Kellogg plants.

Others say that a little time spent in their strawberry garden in the early morning and evening, affords them much pleasure and is very beneficial to their health.

Nothing adds more to the beauty and pleasure of the home grounds than a well-kept strawberry garden. When it is loaded with blossoms, it is a beautiful sight, and when loaded with big red berries, it is still more beautiful and is also exceedingly profitable. The strawberry is unquestionably the king of all fruits, and if there is anything more delicious it is something we never have tasted. It is really a shame for anyone who has a plot of ground to deprive the children, or any member of the family, of this best-of-all fruit when it is so easily grown. We never have heard of anybody becoming tired of strawberries. They may be served three meals a day and eaten between meals. The everbearers make it possible for you to have fresh strawberry shortcake on Thanksgiving Day. One customer from Ohio wrote us that she picked ripe strawberries from her patch of Kellogg Everbearers the third day of last December, and one North Carolina patron



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A KELLOGG STRAWBERRY GARDEN IN ILLINOIS

J. H. SOURBIER of Illinois is the proud owner of this Kellogg Strawberry Garden. In a letter dated June 21, 1916, he tells us that he picked 65 quarts of beautiful berries from this small garden on that date, and that the berries were very large and delicious. No doubt the three women shown in this picture have had much to do with the success of this garden, and we feel safe in saying that this home is fully supplied with berries the year 'round.

reports that he had fine ripe strawberries for Christmas dinner.

Strawberries should not only be grown in the home garden but also on the farm. Only a few years ago, but very few farmers grew strawberries. They thought the work was too difficult, but a few farmers grew them, and as soon as their neighbors became aware of the fact that strawberries could be grown as easily as common farm crops, they too realized the necessity of a strawberry garden, and today, practically every up-to-date farmer is supplying his family with strawberries grown upon his own farm. If you already have a strawberry garden, its many advantages and profits will encourage you to continue growing them, and to those who are not already growing this most delicious fruit, let us say you are missing a great opportunity. Let us help you to get started in this delightful, healthful, and profitable work right now. We will select a garden composed of varieties adapted to your soil and climatic conditions, and give you all the instructions necessary to insure your success right from the very start.

### Kellogg's Free Service

**W**E want all Kellogg customers to know that our interest in them does not cease when we get their money. We are just as much interested in their success as they possibly can be themselves. It is our aim to merit the confidence placed in us by our customers, and to strengthen this confidence by giving each purchaser of Kellogg Pedigree Plants an honest dollar's value for every dollar sent us, and in addition to this, the full benefit of our thirty-three years of experience

in strawberry growing. We desire that every customer shall feel at liberty to write us whenever we can be of service to him, and all questions asked will be answered promptly and in a manner that easily will be understood. There is no question but that the Kellogg Pedigree Plants are the most productive and most profitable plants grown, when properly handled, and it would indeed be a serious mistake on our part to allow any purchaser of our plants to fail for lack of instructions which we are so glad to give. "Once a Kellogg customer, always a Kellogg customer," is our motto, and the only way to retain each customer as a permanent one is to treat him just exactly as we would want to be treated ourselves. We value each customer too highly to lose him through neglect.

Our Free Service Department was established wholly in the interest of Kellogg customers, and although we are very busy throughout the entire year, we never are too busy to safeguard their interests by answering their questions and making such suggestions as will be to their profit. We will appreciate it, however, and it will be greatly to our customers' interests if they will observe the following suggestions when asking for information:

1st. Please do not include your questions in your letter, but write them on a separate sheet, and write only on one side of the paper.

2nd. Number questions consecutively so we may answer them in the same order.

3rd. Be very careful to write your name and address on your letter, also on the sheet containing your questions.

4th. Read carefully every page of this book



KELLOGG PEDIGREE PLANTS THRIVE IN OKLAHOMA

**\$1412.** 50 is the amount Frank Flanigan of Oklahoma made in 1915 from one and one-fourth acres of Kellogg Pedigree Plants grown the Kellogg Way. A member of the Department of Agriculture visited Mr. Flanigan and afterward visited the Kellogg farms at Three Rivers, and while here, he stated that Mr. Flanigan practiced intensive methods and that everything about his home grounds and little farm was spick and span, and that Mr. Flanigan advised him that he was buying more land in order that he might grow more strawberries. Mr. Flanigan is just an ordinary man, and what he has done, you can do. Kellogg Pedigree Plants grown the Kellogg Way insure big crops and big profits, no matter what kind of soil you have or where you are located.

before asking questions, as possibly it contains the very information you are seeking.

5th. In describing your soil, it is only necessary to state whether it is heavy, light, or loamy. It makes no difference whether it is level or rolling. Do not send samples of your soil, as these are of no value whatever to us in making up your selection of varieties, or in judging the quality of the soil.

6th. It is unnecessary for you to give us any information regarding your general climatic conditions, as we are acquainted with climatic conditions in all sections of the country.

7th. In writing us, always be sure to sign your full name and address plainly. Practically every day we receive letters with either no name signed or the address not given. We, of course, are unable to answer such letters, and the writers no doubt wonder why they do not get a reply.

8th. It is important that you always sign your name exactly the same. That is to say, do not sign John Smith one time and J. Smith the next, or Mrs. John Smith one time and Mary Smith the next.

9th. If you write us during your absence from home, always mention your home address, so that we may refer to former correspondence and avoid errors.

We keep an accurate record of all correspondence with our customers, and it is greatly

to your interest to observe these simple requests, as by so doing you will help us to give your letters prompt attention and just the information you desire.

### Selection of Varieties

**I**F you are not familiar with different varieties, let us make a selection of varieties best adapted to your local conditions, and which will give you the biggest profit. You may rest assured that we shall consider your interests in every way. We will choose varieties that will mate perfectly, and that will give you berries from the very earliest to the very latest. Should you want berries for home use only, we will select the varieties accordingly, and if you wish berries for market, we will select varieties which produce berries that are good shippers. In short, we will select varieties to meet your particular requirements, just the same as we would for ourselves, were we in your place. We fully realize that by making a proper selection, we shall also have won you as a permanent Kellogg customer as well as a booster of Kellogg Pedigree Plants.

We want each and every customer to be so perfectly satisfied with their returns from Kellogg Pedigree Plants, and in all their dealings with us, that they will cheerfully recommend us to their friends. Our business has reached its present enormous size largely through our customers' recommendations such as these:



# GREAT CROPS OF STRAWBERRIES and HOW TO GROW THEM



PICKING STRAWBERRIES FROM KELLOGG PEDIGREE PLANTS IN PENNSYLVANIA

**I**N a letter which accompanied this photograph the owner of this field, Mr. N. S. Maust, of Pennsylvania says that this acre of Kellogg Plants yielded an immense crop of big red berries in spite of heavy frosts and very dry weather. He further advises us that his success with Kellogg Pedigree Plants makes it to his interest to continue using them. In another letter he states that he is safe in saying that never before was such a large crop of fine berries raised in his locality as he grew from this acre of Kellogg Pedigree Plants.

From an Oklahoma customer, writing under date of February 15, 1916, comes the following: "Two years ago I ordered from you some Kellogg's Prize strawberry plants. Last spring was their first year, and I must say they were the finest berries I have ever seen. I have given your catalogue, which you sent me this year, to a neighbor who is going to plant some two acres to strawberries, and in a long talk with him this morning, I convinced him it would be the best policy to buy his plants from you. I have advised a number of my friends to get their plants from you, because I paid for my experience in ordering plants from another source two years before I ordered your plants, and found yours far superior to others; in fact, I lost two years' work on the plants I ordered from a party in Missouri." **MONT F. HIGHLEY.**

A West Virginia customer writes: "I beg to acknowledge receipt of the strawberry plants ordered from you, in the best of condition. I am indeed pleased with such sturdy plants and know the best results will be obtained with the proper attention. I would be pleased to recommend your firm to any one in this section if you desire to refer them to me." **VICTOR E. MYERS.**

Writing us under date of Feb. 21, 1916, Mr. L. H. Long of New York state says: "You have some very well satisfied customers in this neighborhood. One gentleman told me a few days ago that he had purchased your plants and also plants from other growers, and that your plants were very much the best. I am satisfied that your plants are right, and when I am ready to place my order for plants you will get the order."

Under date of Feb. 2, 1916, Alfred Greenwood of Kansas writes us as follows: "I told a friend what nice plants we had from you, and I am sure you will get his order for plants. I have bought plants from several different firms and none of them are anything like yours.

Our Progressive plants fruited every day from August 1st until hard freezing weather the last of October."

## Boys' Strawberry Club

**O**UR Boys' Strawberry Club has created so much interest and enthusiasm both among the boys and girls that in order to keep peace, we have been compelled to admit into this club the girls as well as the boys, and we must admit here that we yielded to the requests of some girls last season to enter into this contest. We were very much pleased with two letters that came to us from Utah one day, both in the same mail—one from a boy, and the other from his sister—each asking to enter this contest and both determined to beat the other. This was one case where we yielded to the request, and judging from the letters we have received, there is no doubt but that the girls will make the boys work overtime in order to keep up with them. In every state the battle is on, but as this club was organized only last year, it is still too early to report any victories. But in our next book, we expect to show the older folks what the boys and girls can do. In all our experience in the plant business, nothing has given us so much real enjoyment as the forming of this club. The letters we receive from both boys and girls are so original and so full of enthusiasm and determination to win, that it makes us wish that we too, were boys again.

One boy in Wisconsin who was only nine years old wrote us that he was going to sell a hog that



DR. EUGENE L. CROWSON OF MISSOURI AND HIS KELLOGG STRAWBERRY GARDEN

**D**R. CROWSON advises us that this picture was made about the middle of October and that there was practically no rain from the time the plants were set until August 31. In spite of this unfavorable weather condition, the plants made an immense growth, which proves that anyone, even without experience, may have a profitable strawberry garden. No doubt the Doctor gets much pleasure and needed exercise working among his strawberry plants. If a busy doctor can grow such a splendid garden, is there any reason why you cannot do fully as well?

his father gave him so that he might get money to pay for the plants and become a member of this club.

Boys and girls put their whole life and being into that which they love to do, in work as well as play, and we feel well repaid simply in getting them interested in a work that is worth while. We feel confident that this club is going to develop some permanent berry growers, who will make the old-time growers sit up and take notice. On account of the everbearers occupying such an important place in strawberry growing, we have decided that it would be to the interest of the boys and girls to include everbearers with the standard varieties used in this contest. This will make it possible for the contestants to realize an income from their plants the same season they are set. The varieties we have decided upon for this season, and the number of plants are as follows:

- 100 Progressive everbearers
- 100 Superb everbearers
- 100 Kellogg's Premier
- 100 Dr. Burrill
- 100 Kellogg's Prize
- 100 Magic Gem

Our special price for this club selection to the boys and girls is only \$10.00, and we will prepay all express or parcel-post charges to any town in the United States. The everbearing plants alone, should produce enough berries this season to pay for all the plants, and leave a nice little profit be-

sides. The standard varieties should not be allowed to fruit this year, but next season both everbearers and standard varieties may be allowed to fruit to their fullest capacity. The second season, the everbearers will begin fruiting early in the summer and will continue to fruit until freezing weather.

This selection contains fewer plants than were used last year, which will give the boys and girls an opportunity properly to enrich their soil, and to give the plants just the care they should have to insure the largest crop of the finest berries.

It is to be understood that the plants are to be set 15 inches apart in the rows and that the rows are to be made 30 inches apart, and the plants grown in hills. The prizes are as follows:

The boy or girl growing the greatest number of quarts from the 200 everbearers this season will receive our check for \$10.00. The one growing the next largest crop from the everbearers this season will receive our check for \$5.00. Be sure to keep an accurate record of the number of quarts picked each day, placing the figures in columns, and please keep this record sheet as neatly as possible and write your full name and address on each sheet. These reports should be sent to us this fall as soon as you have made the last picking from the everbearers, and must be in our hands not later than December 10, 1917.

In addition to these prizes, we will give the following prizes for next season's crop, which will include the yield from both everbearing and standard varieties: The boy or girl growing the great-



## GREAT CROPS OF STRAWBERRIES and HOW TO GROW THEM



JOHN ROBERTSON OF ILLINOIS SENDS US THIS PICTURE OF HIS PEDIGREE PLANTS

THESE plants have fruited one big crop of berries and are now blossoming heavily, getting ready for the second year's crop. The straight rows, mulching between the rows, and no weeds shows that Mr. Robertson follows intensive cultural methods.

est number of quarts from these 600 plants in 1918 will receive our check for \$10.00, and the one growing the next greatest number, our check for \$5.00. The report for 1918 must be in our hands on or before December 10, 1918.

The boy or girl sending us the best photograph of these plants taken any time during October, 1917 will receive our check for \$5.00, and the one sending the next best, our check for \$2.50.

Should any one boy or girl win first prize in 1917, both on yield of everbearers and photograph, this winner will receive an additional prize of \$5.00, making in all a total of \$20.00.

The winning photographs will be reproduced in our Great Crops of Strawberries and How to Grow Them, and if the winners send us their own photograph, we will also show them in our book. The photographs will be judged by our photographer, who is in no way interested in any contestant.

This contest is open only to girls and boys under twenty years of age.

These prizes are well worth working for and will be received at just the right time to help you get your Christmas gifts, should you desire to use the money for that purpose. It is well worth while for any boy or girl to become a member of this club, and those who enter with a determination to win cannot possibly lose, for even though you should fail to win a prize, the increased crop resulting from your efforts would greatly add to your income, and at the same time you will learn how to grow big crops of strawberries of a quality that always tops the market.

Now, boys and girls, we are looking forward to big reports, and we are sure that you are not going to disappoint us. Just read this book care-

fully, follow the cultural methods, do your dead level best, and we are sure you will be generously repaid for your efforts.

### Kellogg's Everbearing Plants

THE everbearers are no longer an experiment; they are a wonderful success. They are just as certain to fruit in the late summer and fall months as the standard varieties are to fruit in the spring or early summer months. Everbearing plants should have their blossoms removed until the middle of June or first of July the season the plants are set, after which time, they may be allowed to fruit without any injury whatever to the plants. The berries will begin ripening in August and from that time until freezing weather, the plants will be loaded with blossoms and berries in all stages of development. We frequently have seen the everbearers produce as much as one quart of berries per plant the same season the plants were set. The following season these same plants will produce an average of about one quart per plant during the early summer months, or at the time when standard varieties are fruiting, and the same quantity during the late summer and fall months. The berries produced in the fall by these varieties are even larger than those produced in the spring and early summer.

The everbearers are extremely hardy and will stand more adverse conditions than any other varieties. It has been our experience that they are not affected by either heat, drouth, excessive wet weather, or frost. In 1914, before we had installed our irrigation system, it was extremely hot and dry, and in 1915, it was very cool and





MR. MAT O'DONNEL OF KANSAS AND HIS FIELD OF KELLOGG PLANTS

THESE plants were purchased from us in 1914 and the photograph was made the following April, just before they had started to bloom. This picture shows a portion of Mr. O'Donnel's one acre of strawberries. In 1915 he purchased 3300 more Kellogg Pedigree Plants and he says they arrived in fine condition and every plant lived and grew the same as the plants shown in this picture. From this photograph it is readily seen that Kellogg Pedigree Plants succeed splendidly in Kansas.

rained almost continuously throughout the summer and fall months. Throughout each of these two extreme seasons, the everbearers in our experimental plots continued to grow and fruit heavily until about Thanksgiving time. We picked and sold berries after the ground was frozen to an inch in depth. The following spring these plants were again loaded with berries and this was repeated in the fall.

As a result of the enormous yield of the everbearers in our experimental plots in 1914, the proprietors of Maplehurst Gardens of Three Rivers, who formerly grew vegetables, discontinued growing the crops which they had been growing and engaged in the growing of everbearing strawberries exclusively, setting in the spring of 1915 twelve acres to the everbearing varieties.

Their fall crop in 1915 was so exceedingly profitable that in the spring of 1916 they doubled their planting. Not only was their fall crop in 1915 enormous, but the prices realized for the berries were almost unbelievable. The berries were shipped to commission houses in distant cities such as Buffalo, Philadelphia, Cleveland, St. Louis, Kansas City, Cincinnati, Chicago, and Milwaukee. We saw their sales reports which showed prices ranging from 30 to 45 cents per quart wholesale. One of our Three Rivers friends was in Milwaukee, Wis. late in October 1915, and while there, visited the commission firm of Schmidt, Gaertner, Volle & Co. and saw them selling fresh strawberries. Upon inquiring he learned that these berries came from Maplehurst Gardens, located in his own home town. He was

informed by the secretary of the commission firm that the berries were sold at 35 cents per quart long before they arrived, and that even at that price they could not begin to supply the demand. This friend told us that the berries were as firm and solid as though they had just been picked, and that he never before thought it possible for strawberries to stand up so well in shipping.

There are just three reasons for the success of the Maplehurst Gardens—they use Kellogg Pedigree Plants exclusively, manure liberally, and follow the hill system.

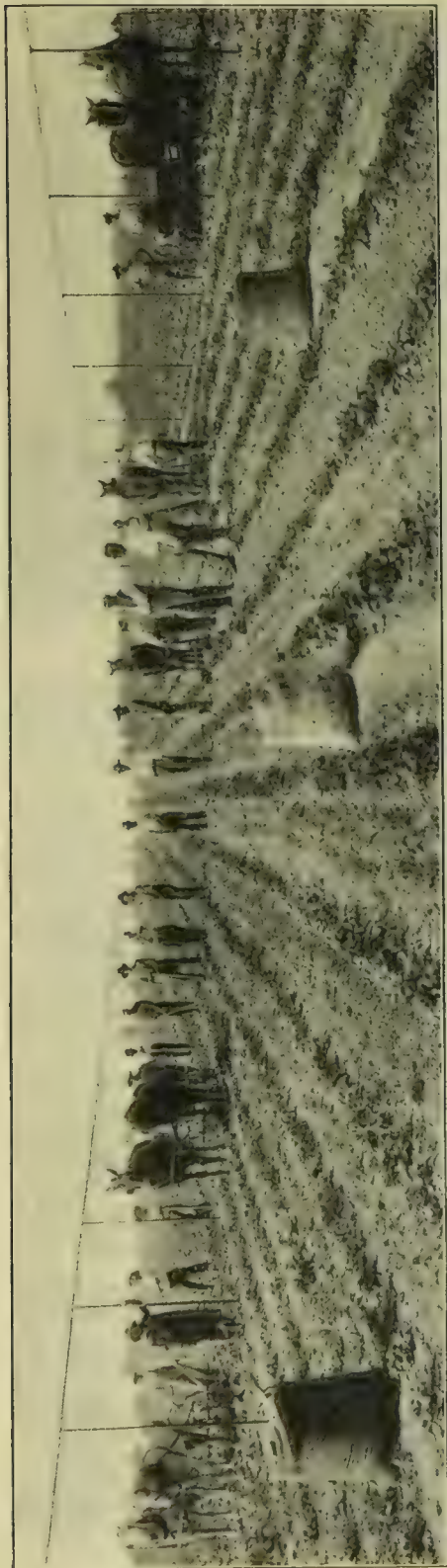
The everbearers always should be grown in hills. They are even more easily grown in this way than the standard varieties because they do not make runners so freely. For this reason everbearing plants cannot be sold as cheaply as are the standard varieties. But owing to the fact that they produce berries almost continuously from June to November, and that the fall crop brings such big prices, growers can well afford to pay the price charged for the everbearers.

Mr. E. H. Favor of the Fruit Grower, St. Joseph, Mo., visited our farm in July, 1916 and informed us that one of his friends in the suburbs of St. Joseph had less than one-third of an acre set to the everbearers, which made him over \$400.00 the same season the plants were set. This grower applied manure liberally between the rows, and it goes without saying that he uses Kellogg Pedigree Plants.

We are continually receiving letters from our customers telling of the big yields and big profits realized from the everbearers, but even with what



# GREAT CROPS OF STRAWBERRIES and HOW TO GROW THEM



CULTIVATING, HOING AND FERTILIZING KELLOGG PEDIGREE PLANTS ON THE KELLOGG FARMS, THREE RIVERS, MICHIGAN

**T**HIS picture shows a small portion of our strawberry fields and one of our field forces at work. At the time this picture was taken, these men and teams were cultivating, hoeing, and fertilizing the young plants. The team at the right of the picture is drilling into the soil one ton of pulverized sheep manure to the acre. The two teams to the left of the picture are cultivating deeply, preparing for the application of the fertilizer, and the single horses follow the fertilizer drill with Planet Jr. 12 tooth cultivators working the manure thoroughly into the soil. The hoe-men loosen the soil around the plants where cultivators do not reach, and at the same time remove blossoms and any weeds that are present. This picture represents prac-

tically an every-day occurrence on the Kellogg farms throughout the entire growing season. The piping shows a small section of our 120-acre overhead irrigation system. Before these plants were set, a very heavy growth of cowpeas and buckwheat and a heavy dressing of coarse stable manure, were thoroughly mixed into the soil. Immediately after the plants are cultivated, hoed, and fertilized, they are given a refreshing shower through our irrigating system. After the plants are washed clean by the irrigation, they are then sprayed with arsenate of lead and Bordeaux mixture. In short, we do everything known to the science of plant production in order to furnish our customers with the most vigorous and most productive strawberry plants grown.

our customers say and what we have said, the half has not been told.

W. R. Randall of Illinois sold \$67.85 worth of berries from 500 Progressive everbearing plants the same season plants were set, besides supplying his family with all the berries they could use.

Gus Gunderson of Minnesota writing us under date of Jan. 27, 1916 says: "The Superbs I bought of you last spring paid for themselves and for the work also. They certainly are a great berry. Sold them for 30 and 35 cents per quart. Picked the last berries the first of November and this is way up north. Am thinking of setting 3000 more Superbs this coming spring."

Under date of July 6, 1916, Mrs. L. M. Parkhurst of Connecticut wrote us as follows: "We set 50 Kellogg Progressive everbearing plants last spring and are well pleased with them. They have supplied our table with the most delicious fruit I ever ate."

S. O. and A. F. Titus of New Hampshire sold at wholesale, from August 20 to October 20, 1915, \$175.00 worth of berries from 1900 Superb everbearing plants set in the spring of 1915. This was at the rate of \$800.00 per acre the same season plants were set. Their last picking was made November 11.

R. A. Cable of Colorado sold \$120.00 worth of berries besides all they could use, from 2000 Kellogg Progressive everbearing plants the same season plants were set. This was done in spite of the fact that the plants were visited by a hard freeze in May, and suffered from two severe hail storms.

C. N. Broyles of Missouri advises us that he gathered 100 quarts of berries from 75 Kellogg Progressive everbearers the same season the plants were set.

W. F. Franzen of Nebraska sold \$39.60 worth of berries, besides all his family could use and what were given away to friends, from 400 Kellogg Progressive everbearing plants the same season plants were set. His last picking was made November 7.

## Going Up and Staying Up

**W**E do not refer to elevators, balloons or flying machines. When these go up they always come down again. We refer to prices on all commodities, which during the past few years have continued to go up with no indications of ever coming down again. We are now paying for fertilizer more than double the price we paid a few years ago. The wages of both our farm and office help have doubled, and all tools and farm machinery, and in fact everything used in our offices and on our farms, has advanced in price from 50 to 100 per cent with the single exception of postage stamps.

Under these conditions, there is just one of two things to be done. We must either use less of the building materials which are required to produce perfectly devel-



A KELLOGG STRAWBERRY GARDEN GROWING IN KANSAS

**T**HE plants in this garden were set April 14, 1916. The photograph was made just three months after the plants were set. This garden is owned by Louis A. Stubbs, a rural mail carrier. No matter what your occupation may be, you can have a Kellogg Strawberry Garden that will supply your family with delicious strawberries every day throughout the entire year; berries picked fresh from the vines throughout the ripening season, and preserves, jam, and canned berries throughout the remainder of the year. Let us select a garden for you that will add beauty, pleasure and profit to your home.

oped plants, do less cultivating, pay less attention to the selection and restriction of our plants, spray less, and neglect our customers' interests in many other ways, and thereby lower both quality and price; or, continue as we have in the past, using the required amounts of plant-building materials necessary to insure the best plants that can be grown, practice intensive cultivation and spraying, and render to our customers the kind of service which means so much toward their success, and charge a price which such quality demands.

We cannot and will not do anything that will lower the quality which for years has made the Kellogg Pedigree Plants known the world over for their great productiveness. To reduce quality simply in order to quote a lower price would mean a loss to our customers, and would be injurious to our reputation. By continuing, however, to grow the kind of plants that produce more berries than any other plants, we shall continue to add to our customers' profits, and to strengthen their confidence in us. No matter what you are buying, you cannot get something for nothing, and we shall not try to deceive you by making you think we are giving you increased quality at reduced prices.

We want your order for plants, but we do not expect you to send us your order simply because we want it. No one should expect to sell an article unless the quality of that article makes it to the purchaser's interest to buy it, and when you buy Kellogg Pedigree Plants, you do so expecting to get greater value for your money than you can get from any other source, and it is to our inter-

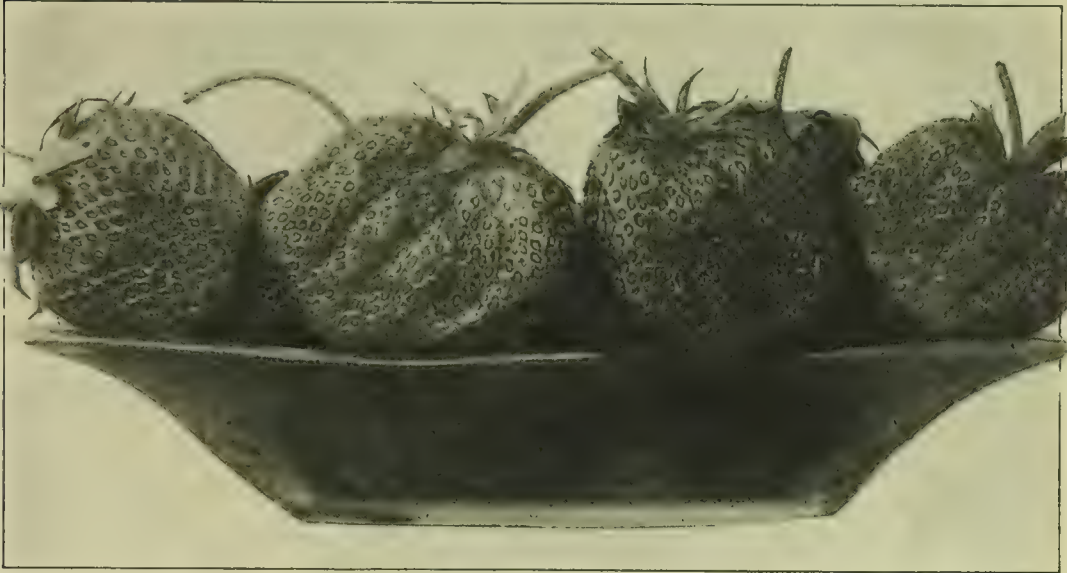
est to see that you get it. Anyone who expects to get heavy fruiting plants at a price below the cost of producing such plants, is expecting something impossible. Whether you are buying clothing, furniture, machinery, or strawberry plants, the only people it is safe to deal with are those that charge a price which makes it possible for them to do all they agree to do. If the price will not make this possible, the article is not dependable.

Take for example, the everbearers. Plants of these varieties must necessarily be sold at a higher price than plants of the standard varieties, because the everbearers make fewer runners, and the expense of growing them is much greater than the standard varieties, as the removing of the blossoms from the everbearers from the time the plants are set in April until the following winter, is very great. In growing these varieties for fruit, however, this work is very easily and cheaply done, as it is necessary to remove blossoms only until the middle of June or first of July, and this is required only in the season plants are set. We keep a large force of men busy removing blossoms almost continuously throughout the entire growing season, thereby retaining in the plants all their fruiting vigor.

It is plain to be seen that if we allowed these plants to fruit, we could realize a good profit from the berries, thereby making it possible for us to quote a much lower price on the plants, but would it not be a loss of time and money for you to buy plants which had already exhausted their fruitfulness? We are selling plants and you are selling berries, and what you want are plants which



# GREAT CROPS OF STRAWBERRIES and HOW TO GROW THEM



GLEN MARY, ONE OF THE UNIVERSAL FAVORITES

**T**HIS remarkable variety we have carried on our list for nineteen years and its popularity grows with the years. It produces berries that rank among the largest in size and with the added value of delicious flavor and most extraordinary yields of fruit. The meat of this variety is crimson and juicy and of very high flavor. Among its other fine qualities is the fact that it endures drought as do few other varieties, and another factor is its universal habitat, as few other varieties are more universally grown than Glen Mary. This variety is grown at both our Three Rivers and Twin Falls farms.

possess the highest fruiting vigor. The difference in the cost of Kellogg everbearers over the cost of everbearers which have been allowed to fruit is very slight indeed, and when results are taken into consideration, the Kellogg Pedigree Plants are by far the cheapest plants you can buy, because the increase in yield from these plants over any other plants more than pays the entire cost of the plants and all expenses.

This statement has been verified time and again by our customers. Our old customers know as well as we do that our prices are extremely low, considering the big increase in yield over other plants, and this explanation regarding our prices is for the benefit of those who never have had an opportunity to test the Kellogg Pedigree Plants or to see them in fruit. Many of our old customers write us that they would rather pay double the price we ask for Kellogg Pedigree Plants than to get common plants for nothing. This business was established more than thirty-three years ago, and when we tell you that our business in 1916 more than doubled that of any other year since this Company was organized, you will agree with us that more permanent customers are won by high quality than can possibly be won by low prices.

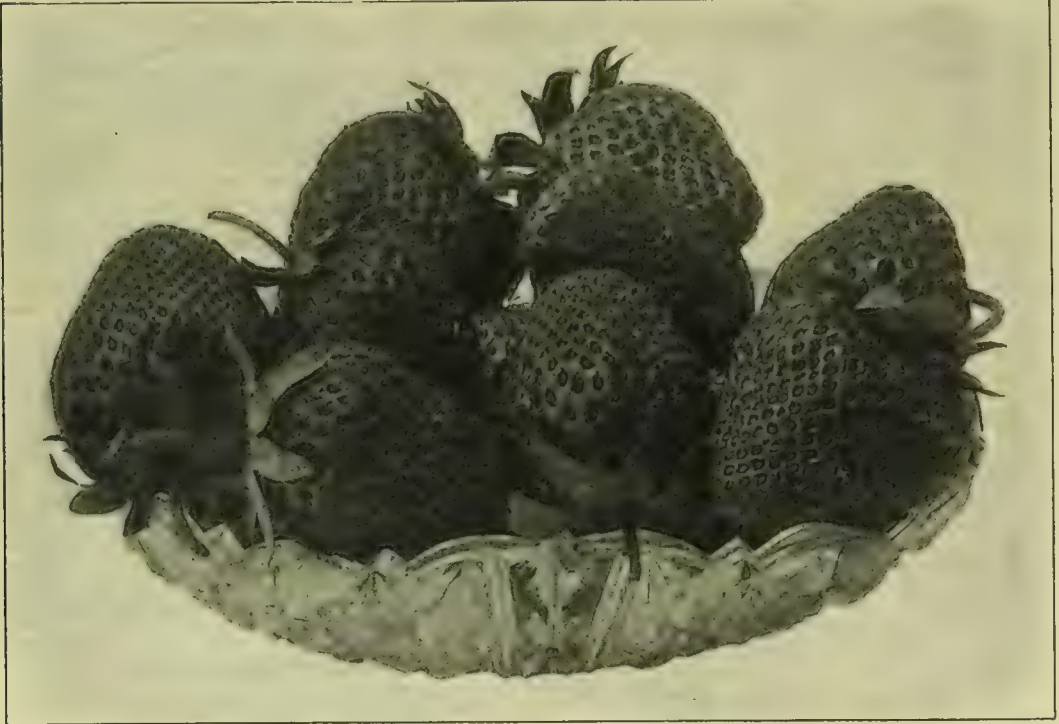
When the buyer gets what he wants, he is a satisfied and permanent customer, and not only continues to buy for himself but he recommends us to his friends. It is our policy and practice to give full value in plants for every dollar sent us, and in addition to this, a service that often proves to be worth more to the customer than all he has paid us for his plants. This method of doing business has proved so pleasant and satisfactory that we purpose to continue along the same lines

we have been working for the past thirty-three years, and whenever it is possible to improve the quality of our plants or increase the efficiency of our service, we shall do it. Therefore, you may send us your order with the full assurance that you are to get plants of the highest quality and service of a character and value that will help you in this delightful and profitable work from start to finish. Ask all the questions you wish. It is your privilege to ask for information, and it is the business of our Service Department to furnish you with just the information you request, and whether your order is large or small, you get the full benefit of our thirty-three years of strawberry experience without any charge whatever to you.

## Let Strawberries Buy your Home

**W**HAT have you at the close of each year—twelve monthly rent receipts or a receipt for taxes? And which would you prefer to have? Just as long as you continue to pay rent, just so long will you continue to pay your landlord's taxes and give him a big profit on his investment. And even at that, you do not know at what time you will be requested to move. But very few renters are fortunate enough to have a home with all conveniences and entirely to their liking, no matter how much rent they pay. Getting a home is just like getting anything else—we must make the effort; and the sooner we begin making payments on a home of our own, the sooner that home will belong to us. Most people who have been renting for years have paid out enough money for rent to pay for a home.

We do not know of any way to get a home more



**WARFIELD, ONE OF THE GREATEST FAVORITES**

**T**his variety is a favorite known from the Atlantic to the Pacific and from the Gulf to Hudson Bay, and combines so many excellent qualities that it is impossible to name them all. Generous in size, of beautiful shape, with dark-red exterior that does not fade or become dull after picking and canning. It has become one of the most popular of all strawberries for canning, but it is not limited to this field, for it is a universal favorite as a table berry. Warfield is an early variety, has an extraordinarily long fruiting season, and yields a large picking every day for several weeks. Grown at both our Three Rivers and Twin Falls farms.

easily and quickly than by growing strawberries. It is the easiest, surest, and most profitable crop grown, and increases the value of land as soon as the plants are set. Land that is ordinarily worth \$200.00 per acre is easily worth \$400.00 to \$500.00 per acre when set to strawberries. The net profits from one acre of strawberries in a single season will pay for several acres of land, and if you will go into this work with a determination to win, there is no reason why you should not very soon own your own home, free from all indebtedness.

When you own your own home, you will be encouraged to improve the home and surroundings and make everything as beautiful as possible, because every dollar and effort you put into that home increases the value of your property instead of the property of your landlord. We have paid rent and know well of its disadvantages and drawbacks. When we were paying rent, we were not encouraged to do our best. There was nothing to stimulate one, nothing to look forward to, and, like all other renters, we could not afford to improve property which did not belong to us.

One of the most delightful experiences in life is the building or buying of a home which you can call your own. It encourages thrift and is the beginning of prosperity. Strawberry growing not only will make it possible for you to own your own home, but it will also enable you to get

away from the daily toil and grind of working for the other fellow. You can be your own boss and if you want to take a day off occasionally, there is nothing to prevent you from doing so and your income doesn't stop because your strawberries keep right on growing. Strawberry plants even work for you while you are sleeping. It is a great satisfaction to know that you can be off duty occasionally and not be docked for it when pay-day comes.

Mr. Z. Chandler of LaGrande, Oregon started with less than one acre of Kellogg Pedigree Plants. In five years that short acre made him just \$4390.50. And now Mr. Chandler is paying taxes instead of rent. He made the try for a home and won.

Only a few years ago, Mr. E. D. Andrews of Lansing, Mich. was without a dollar. He now owns a fine home all paid for, valued at \$4000.00. Just two acres of Kellogg Pedigree Plants grown the Kellogg Way made this possible. He says so.

These are only two of many reports of this kind which we receive from our customers. These men simply became tired of paying rent, made the try for a home, and won. What our other customers have done and are doing right along, you too can do. We will give you the same help that we have given others who have won.



## Kellogg's Strawberry Gardens

**D**URING the past few years, we have been making a specialty of strawberry gardens for those who wish to grow strawberries for home use only. This branch of our business has created so much interest that we are compelled to work overtime taking care of these orders and to increase the help in our Service Department in order to give our customers the information they call for. Mr. Beatty, the President of our Company, who personally answers all difficult questions of a technical nature, often was compelled to remain at his desk until ten o'clock at night and sometimes even later during the big rush of 1916, and Mr. Burke, our Secretary and Treasurer, who answers all questions pertaining to orders, also worked overtime in order to give to each customer just the information they required and to give it to them promptly.

We are not afraid of work, neither do we employ any shirkers, and we invite your inquiries pertaining to garden orders, as we give to purchasers of gardens, and to others who purchase only a small number of plants, the same careful attention that we give to those who purchase a large quantity. Kellogg Gardens are to be found producing big crops of big, red berries in practically every nook and corner of the United States and Canada. In fact, wherever strawberries are grown, you will find Kellogg Gardens; even in Alaska and in many foreign countries.

Our records show that the majority of orders for Kellogg Gardens come from women who fully realize the many advantages and the profit in having a Kellogg Garden from which they may pick fresh strawberries right from the vines and just when they want them. The women also appreciate the fact that they can make their spending money from strawberries with less work and in less time than in any other way. The letters we receive from women customers in all sections of the country convince us that they are just as successful in this line of work as men possibly can be. It really is surprising to learn what some women are realizing from their strawberry gardens. Their families are supplied with berries picked fresh from the vines during the fruiting season, and canned berries, jam, preserves, and jelly throughout the winter, and in addition to this, some women report a cash profit of \$25.00 to \$50.00 each season, depending of course, upon the size of their gardens.

In selecting plants for gardens, we choose varieties that produce berries both for canning and preserving as well as immediate table use, and each Garden will include early, medium, and late varieties. We also select varieties adapted to the soil and particular locality in which they are to be set, and varieties which also will mate perfectly. With this care and attention on our part, customers purchasing Kellogg Gardens are sure of getting gardens that will give them the largest possible results, and they are relieved of the task of selecting varieties suited to their particular conditions.

This season we have five garden selections, and as we give herewith the number of plants comprising each selection, the purchaser is enabled to choose the one best adapted to the size of

their family. The varieties which we will choose for each garden will of course depend upon the locality in which the plants are to be set. We not only are making a special low price on these gardens, but the plants will be pruned and ready for setting. Just tell us which garden you wish and enclose remittance covering the cost, and we will do the rest. In view of the fact that we are making such a big reduction in the price of these gardens full payment must be sent with order.

Please bear in mind that we will not make any changes whatever in the number of plants comprising any of these Gardens. That is to say, we will not allow any customer to take one-half of one of these Gardens at one-half price. If you want a less number of plants than is included in any of these Garden selections, the regular catalog prices will be charged. For example, Kellogg's Everbearing Garden contains 300 plants. We will not divide this Garden and allow you to take 150 plants for \$2.87, which is one-half the special price of this Garden. If you wish to take advantage of the special low prices quoted on these Gardens you must order the particular Garden you wish, without any change whatever, either in the price or in the number of plants composing the garden selected.

### Kellogg's Everbearing Garden

**COMPOSED** of 300 plants selected from the three choicest everbearers. The regular price of the plants composing this Garden is \$7.50. Our special low price to you is only \$5.75. Just send us \$5.75 and say you want Kellogg's Everbearing Garden. **\$5.75.**

### Kellogg's Big Four Garden

**COMPOSED** of 100 plants each of Kellogg's Premier, Dr. Burrill, Kellogg's Prize, and Magic Gem. These varieties are so extremely hardy that we are confident they will succeed in all soils and under all climatic conditions, and for this reason we can safely recommend them to you regardless of where you live or what kind of soil you have. Our regular price for the plants composing this Garden is \$6.20. Our special low price to you is only **\$4.75.**

### Kellogg's Combination Garden

**THIS GARDEN** should appeal to all because it contains both standard and everbearing varieties, which insures berries picked fresh from the vines from June to November. This Garden consists of 400 plants, selected as follows: 100 plants each of three of our choicest standard varieties, one of which will be selected from Kellogg's Big Four, and 50 plants each of two of the choicest everbearers. The regular price of the plants composing this Garden is \$6.75. Our special low price to you is only **\$5.00.**

### Kellogg's Ideal Garden

**THIS** is truly an ideal garden, as it includes all of Kellogg's Big Four varieties and two of the choicest everbearing varieties, and consists of 300 plants selected



as follows: 50 plants each of Kellogg's Premier, Dr. Burrill, Kellogg's Prize, and Magic Gem, and 50 plants each of two of the choicest everbearers. Our regular price for the plants which compose this Garden is \$7.15. Our special low price to you is only \$5.25. This is a very low price as the plants are all selected from our most expensive varieties. \$5.25.

Kellogg's Junior Garden

THIS GARDEN is adapted to the requirements of small families and is composed of 200 plants selected as follows: 50 plants each of three of our choicest standard varieties and 50 plants of one of our choicest everbearers. This Garden will produce all the choice berries a small family can use and, no doubt, enough surplus berries to pay all expenses. Our regular price for the plants composing this Garden is \$3.65. Our special low price to you is only \$2.25.

IT is a difficult matter to say how many strawberries any one of these Gardens will produce, as much depends upon weather conditions and the care the plants receive. It has been our experience, however, that one may safely depend upon at least one quart of berries from each plant each season. Many of our customers tell us they are getting two quarts from each plant each year, while a few report as many as three quarts from each plant.

We do not believe that it is good policy to overestimate the yield, but feel that it is best to be conservative and underestimate instead. Therefore, let us base our estimate on only one quart of berries from each plant each year, and it would certainly be a most unfavorable season that each

plant would not produce this quantity, when given proper culture.

We have given you some idea as to what these Gardens should produce. Let us now consider the cash value of the crop. If you were buying just the common kind of strawberries, you would be obliged to pay at least 10 cents per quart during the early summer months, and in the fall you could not expect to get berries produced by the everbearers for less than 20 or 25 cents per quart. In most places, indeed, you would be obliged to pay a still higher price. Estimating one quart per plant each year, at an average price of 15 cents per quart, you readily will see that a Kellogg Strawberry Garden is a highly profitable investment. Take, for example, a Garden containing 400 plants, and figure on a yield of only one quart to the plant each year. At 15 cents per quart you would have a cash value of \$60.00 from an investment of only about \$5.00. The second year you can figure on the same quart-and-dollar results.

Where else could you invest this small amount of money and get such large returns? And besides, a Kellogg Garden gives untold pleasure and strawberries of much higher quality than you can buy, no matter what price you pay. Please bear in mind that these figures are not visionary, and that our customers' returns each year average better than this. If you will do your part by ordering one of the Kellogg Strawberry Gardens, we will do our part by helping you in every way to make your strawberry garden just as profitable as possible.

How to Write Letters

WHILE it is very important that we have certain information regarding your soil and the dimensions of the piece of ground you intend to set to strawberries before we can intelligently select varieties and advise you as to the number of plants required for your piece of ground, we desire to make this work on your part as easy as possible, therefore we do not want you to feel that it is necessary to write a long letter explaining all of the details when a short letter will serve the purpose. To give you an idea of all the information we require and to relieve you from any unnecessary work along this line, we reproduce here two letters which came to us in the busy season of 1916. You will note that these letters are very short but right to the point, and we assure you that they contain all the information necessary, as each one advises us the amount of ground he wishes to use for strawberries, the kind of soil he has and the system he intends to follow:

Lewistown, N. Y., Feb. 24, 1916.

I want to set one acre to strawberries this spring and would like to have you send me the names of varieties you think would be best for the hill system. Plants are to be set 30 by 15 inches. Soil is sandy loam. J. T. U.

Reynoldsburg, Ohio, Feb. 21, 1916.

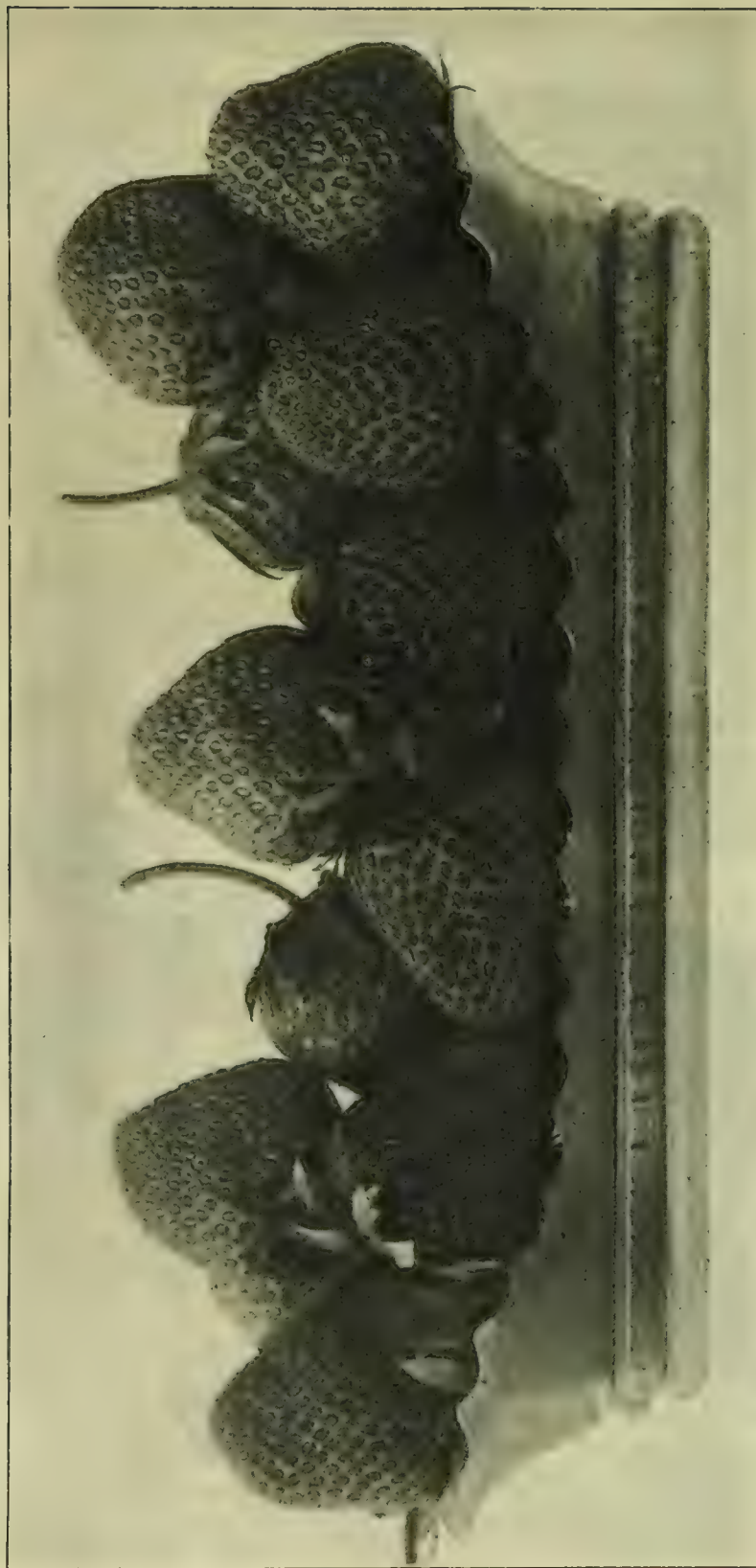
Received your strawberry catalog today in which you state that you make up selections for your customers. Would be glad if you would make a selection for me. Below are the facts that you wish to know. The soil is yellow sand and rather dry. I wish to plant one-half acre and intend to use the single-hedge system. J. W. C.



KELLOGG'S PRIZE WINNERS

THIS picture was sent us by Frank Spalding of Indiana, and he tells us that it was from this Kellogg Garden that he grew the champion strawberries, twenty berries filling a quart box, for which he received the prize offered for the grower who produced the largest berries. Kellogg Pedigree plants grown the Kellogg Way win prizes every time.

Letters such as these not only relieve the writer of unnecessary work, but also enable us to give the required information more promptly than is possible in the case of long letters covering every



#### KELLOGG'S PROGRESSIVE EVERBEARERS

**T**HIS illustration shows the size and shape of the Spring crop of Progressive Everbearers. It would be a difficult matter, indeed, to find a more productive variety than the Progressive. We are confident that no other variety produces berries of better quality. We can do no greater favor to our customers than to urge them to set heavily

to both Progressive and Superb everbearers, because both of these varieties fruit almost continuously from early June until November. The fruit of both of these varieties is large, delicious and beautifully colored. For home use and for market these two varieties are in great demand and are exceedingly profitable.





KELLOGG'S FALL GROWN PROGRESSIVES

YOU will note by this picture that Progressive berries produced in the fall are even larger than the berries produced by this variety in the early summer.

little detail, and which, when summed up, give no more real information than the two letters reproduced here.

### Selling Strawberries

NO matter how many common strawberries are on the market, fancy berries always are in great demand at big prices. When it comes to buying fruit, people want the best and are willing to pay a big price in order to get it, and the better berries you grow, the easier it is to sell them and the more profit you will make. When buying strawberries, one is governed almost entirely by their appearance, not only as to size and color, but also the manner in which they have been picked and packed.

The best way to learn how to sell strawberries is to first sell yourself a crate of your own berries. To do this, pick and pack two crates of berries, one crate the way in which they are ordinarily picked and packed, the other the Kellogg Way. It makes a vast difference whether strawberries are picked or stripped from the vines. In picking the crate the ordinary way the berries are stripped from the vines, a few with long stems,

a few with short stems, and the majority with no stems at all. Some berries are picked overripe, others underripe, and all grades are jumbled in together.

The Kellogg Way is to remove the berries from the vines by pinching the stem about one inch from the berry. This is quickly done with the thumb nail. The berries are picked before they become overripe, and only the ripe berries are picked, and they are graded when picked. The fancy berries are not picked in the same box as the second grade, but are kept in boxes by themselves making re-handling at the packing house unnecessary, excepting to face each box; that is, to arrange the top layer in each box attractively. When the facing is completed, the crate is filled with the boxes of fancy berries. When the two crates are filled, set them side by side, and price the crate picked and packed the ordinary way at \$2.00, and the crate picked and packed the Kellogg Way at \$3.00. Then get on the other side of the counter and select the crate which appeals to you as being the most attractive and the cheapest. If you are not different from most folks, you will choose the \$3.00 crate.



## GREAT CROPS OF STRAWBERRIES and HOW TO GROW THEM



JOCUNDA. A GENERAL FAVORITE IN THE INTERMOUNTAIN STATES

**T**HIS variety is a general favorite in the Intermountain states and we grow this variety only at our Twin Falls farm. In the high altitudes of the Western states, this variety is a popular favorite, as under the most adverse conditions it produces large crops of high grade fruit. Its popularity extends through the Northwest provinces of Canada as well as throughout our own Western states. It is a strong bisexual and an excellent mate for midseason pistillates.

If the crate which has been picked and packed the Kellogg Way appeals to you as a better bargain at \$3.00 than the other at \$2.00, is it not fair to assume that the majority of people would choose the crate picked and packed the Kellogg Way, even though the price were fifty per cent more than the other crate. We know this is true, because we have tried it time and time again, and our customers who closely follow the Kellogg Way of picking and packing their berries also know that this is true. The Kellogg Way insures the biggest crop, the highest prices, and permanent customers every year and in every locality.

Strawberry growers should have their individual label, giving their name and address and guaranteeing both quality and pack. One of these should be placed on the end of each crate. This influences buyers to call for your particular brand of berries, and upon the quality and pack of your berries depends your reputation as a strawberry

grower. It has been our experience that the easiest, quickest, and surest way to build up a large and profitable business is by selling the other fellow the same quality you would demand yourself, and by charging the price you would be willing to pay.

While we believe that the article we have to sell should present an attractive appearance, we do not believe in covering up any defects in order to fool the purchaser. Growers who try to fool their customers by putting the best berries on top of the box only fool themselves out of customers. A few years ago we paid a high price for a Kentucky bred saddle horse which afterward contracted a bad case of heaves. A horseman told us that he could fix this horse up so the heaves could not be detected for a time at least, and that by doing this the horse could be sold for a good price. This horseman was promptly told that we did not approve of such deceit, and that we would



AN ATTRACTIVE DISH OF PEARL, ONE OF THE BEST OF THE LATE VARIETIES

**T**HIS is an ideal late variety and one that is growing in popularity by leaps and bounds since the strawberry growers of the country have come into acquaintance with this variety. The demand for large supplies of these plants increases with the years. Of Indiana origination, only a few years ago, it has won a place in the strawberry world second to no other late variety. Successful in the state of its nativity, it already has won extensive popularity throughout all of the Northern and Western states. As the fruit in the dish shows, the berries are very large and they are as fine as they look, both in flavor and in yield. Admirers of Kellogg's Prize write us that they have found in Pearl a perfect mate for the Prize. Grown at both our Three Rivers and Twin Falls farms.

not resort to anything which would cause the purchaser to be the loser in order to save ourselves from a loss. Later on, we gave the horse to a neighbor who fully understood the horse's condition. Viewed from one point, we lost several hundred dollars, but we saved honor and reputation, which always should be valued more highly than money. The idea we wish to convey is, no matter what you are selling, have the quality uniform throughout so that each customer will not only be a satisfied customer, but that he also will respect you and recommend your product to his friends.

### How to Keep Plants Until They Are Set

**S**OME of our customers seem to think that plants should not reach them until the very minute they are to be set. The fact of the matter is plants which are heeled in and allowed to remain

in the trenches for a week or two will respond more readily when set and will grow more vigorously than plants which never have been handled in this manner.

Every year during February and March, we receive plants for testing from California and the Southern states. These plants are heeled in as soon as we receive them and held in the trenches until April, and when set in our testing plots they actually respond more quickly than plants which are set immediately upon arrival. When plants are heeled in and kept watered in the trenches, they send out myriads of feeding roots which prevents any check in their growth when they are set in the field or garden.

Before the plants are taken from the trenches for setting, they should be watered until the ground is thoroughly soaked. This not only furnishes each plant with an abundance of moisture but also causes the wet soil to adhere to the roots. Plants should be taken from the trench only as



**A DISH OF LUSCIOUS FORWARD EVERBEARING STRAWBERRIES**

One of the great trio composed of Advance, Forward and Onward.

fast as they are to be set. Last February plants came to us from California when the ground was frozen solid, which made it necessary for us to fill a box with soil taken from under a building in order to keep the plants until our soil was ready for them, six or seven weeks later. The box of plants was kept in our packing house until the weather made it safe for us to set it outside. The plants were thus kept in perfect condition, and when set in our testing plot, made a wonderful growth.

The trench easily is made with either spade or hoe, and should be deep enough only to accommodate the roots of the plants so that they may be placed straight down without the roots being doubled up, and so that when the tip ends of the roots touch the bottom of the trench, the crowns will be on a level with the surface of the ground. The soil should be pressed firmly against the roots. Follow with another layer of plants and soil and so on until the trench is entirely filled, or the plants are all heeled in.

These trenches should be made close to the house where plants may be conveniently watered every few days until you can set them. Heeling in

plants is done so easily and rapidly that any one easily may heel in enough plants for an acre in an hour or two. Before opening the bunches preparatory to heeling in, cut off the tip ends of the roots with shears or knife. This makes it unnecessary to do any further pruning when setting them in the field or garden.

We offer these suggestions so that our customers may know how to handle their plants should they arrive before the ground is ready for them. Sometimes plants sent to us for testing arrive in apparently very poor condition, roots very dry, or plants have heated in transit. Such plants always are heeled in and watered until they are in good condition for setting, and we never fail to get a good stand. Plants that are heeled in can be cared for much better than if they were set in the field. As a matter of fact, plants which often appear worthless when they arrive make a wonderful growth when handled in this manner. Such plants should not only be watered but also should be shaded until they begin growing. In the majority of cases where growers fail to get a good stand of plants the failure may be traced to neglect on the part of the grower in caring for the



A DISH OF ADVANCE EVERBEARING STRAWBERRIES

**A**DVANCE is one of the great trio of plants originated by Samuel Cooper, who first brought to the attention of the world the important fact that strawberry plants of a certain type are practically everbearing, yielding large crops of high-grade fruit through practically four and five months of the year, depending upon the latitude in which they are grown. Mr. Cooper also is the originator of the famous Superb and the wonderful Peerless variety, the latter of which we introduce to our patrons for the first time this season.

plants when they arrive. We assure all customers that we are anxious to cooperate with them in every way and that we will ship their plants just when they want them, as nearly as weather conditions will permit. But please bear in mind that Kellogg Pedigree Plants are not shipped from storage, but are freshly dug, and therefore, should weather conditions make it impossible for us to dig your plants on the day you instruct us to ship them, you will understand the reason for delay.

### Get the Money-Making Varieties

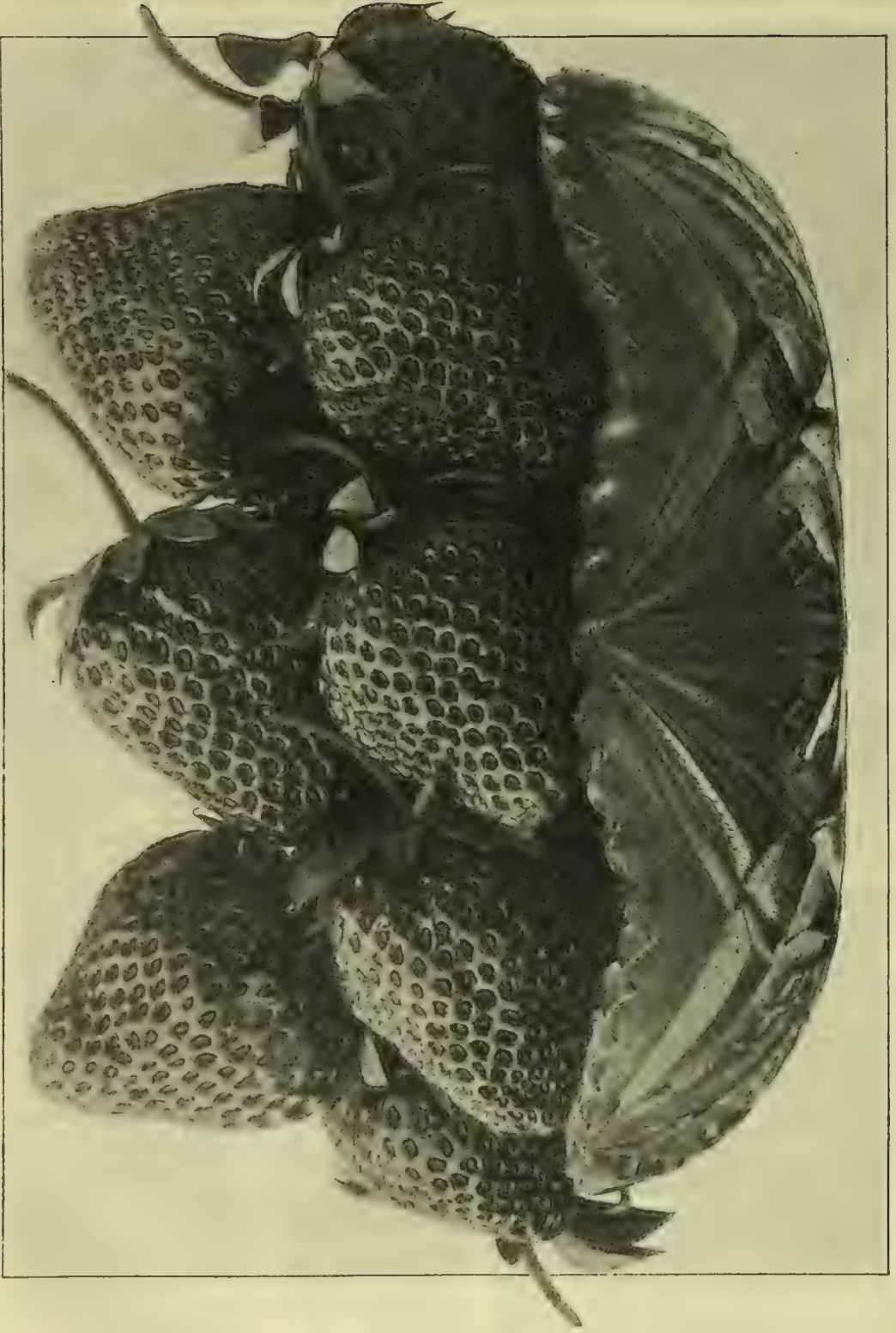
**T**HERE are a great many varieties of strawberries, some of course much better than others, and our aim is to grow only those varieties which produce the largest crops of the highest quality berries. Whether you grow strawberries for home use or for market, you naturally want varieties that will give you not only the largest possible yield, but also berries of the very highest quality. Isn't this true? It is for this reason that we are constantly watching the performance of all varieties and we continue to grow only those which are most profitable for our customers. We add new varieties whenever we discover one that will stand the Kellogg Test, one that proves to be more valuable than any of our old varieties.

At the close of last season we discarded several varieties because we wanted to devote our time and attention to varieties which are universally desired for their quality and which are the biggest money-makers for our customers. We now have a list of only the very best varieties grown, and this enables us to furnish each customer with

just the varieties they should have to insure the largest possible returns. It would be a waste of time and money on our part to grow varieties that we could not highly recommend, and it would mean a loss to our customers to set plants of such a variety.

Notwithstanding the fact that we grow only the very choicest varieties, all will not succeed in the same soil and under the same climatic conditions, but certain varieties succeed best in certain localities. If you are not familiar with the performance of varieties in your particular locality, it will be to your profit to have us make the selection for you; If you request us to do this, we shall see that you get just the varieties that are known to be most profitable under your particular conditions, and that we know will mate perfectly. Having the proper varieties for your soil and local conditions, your success is practically assured, and we always stand ready to give our customers the benefit of our experience in this important part of strawberry growing. We want you to have the varieties that will be so profitable for you that you will become a permanent Kellogg customer and a Kellogg Booster, and we also want to make your strawberry work pleasant as well as profitable. All you need do is to tell us the kind of soil you have, and how many plants you wish to set or the dimensions of the piece of ground you intend to use for strawberries; and we will do the rest.

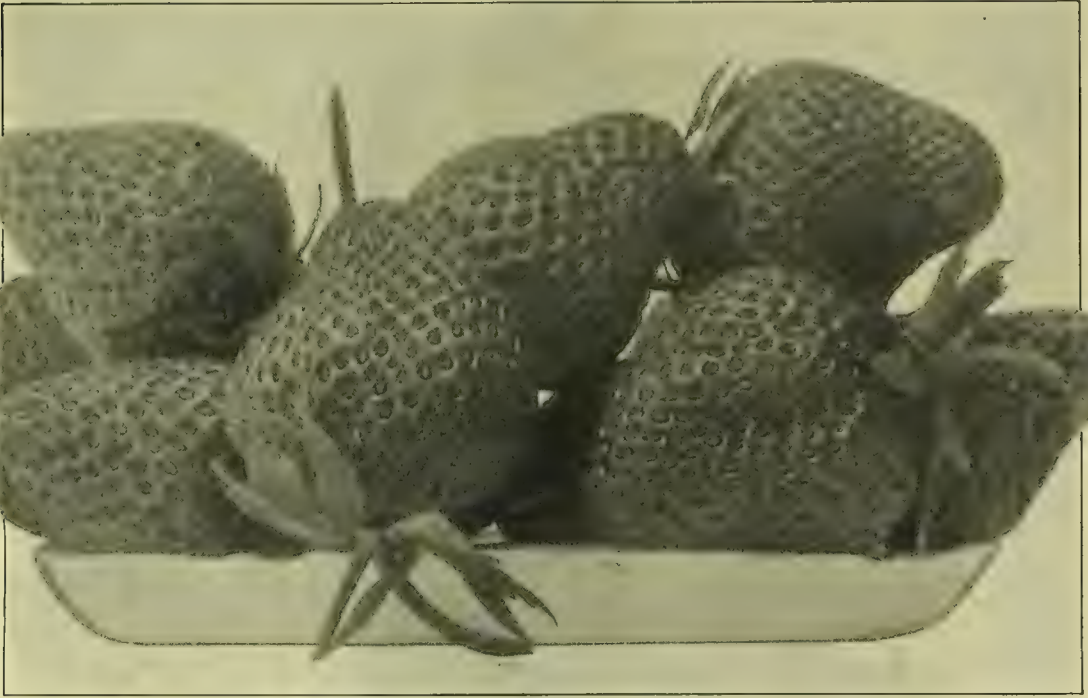
**W**E received order of strawberry plants and they were in first-class condition. I have set them out and they have taken root nicely and are growing. The plants meet with my entire expectations.  
S. SWANSON, Illinois.



A FAMILY DISH OF DR. BURRILL—THE MILLION-DOLLAR STRAWBERRY



R. M. KELLOGG COMPANY, THREE RIVERS, MICH.



A MEAT PLATTER FILLED WITH KELLOGG'S PREMIER STRAWBERRIES

## Kellogg's Big Four

**I**N order that you may understand what we mean by Kellogg's Big Four, we wish to say that this title refers to the combination composed of Kellogg's Premier, Dr. Burrill, Magic Gem and Kellogg's Prize. We refer to this combination of varieties as Kellogg's Big Four because they cover the entire season from extra-early to extra-late, and because each of these varieties is superior to all other varieties of its season. Kellogg's Premier is the first of these four varieties to ripen berries, and it certainly gives the largest crop of the largest berries of any extra-early variety we ever have known. Following this comes Dr. Burrill, with its big load of berries, then Magic Gem with its big crop of Gems, and the season is closed with Kellogg's Prize which deserves the title it has won, "the late berry without a fault." We have spent a great deal of both time and money in securing this combination of varieties in order that we might be able to furnish our customers a combination of varieties that would make them the largest possible profit. Needless to say, we feel proud, indeed, of the records made by these four wonderful varieties. Whether you grow strawberries for home use or for market, we recommend Kellogg's Big Four with the fullest confidence that you will be more than satisfied with both the quality and quantity of berries produced by this extraordinary quartette.

All that we say relative to these Big Four varieties has been far exceeded by reports received

from our patrons, representing nearly every state in the Union. Genuine enthusiasm characterizes these reports from the field to a degree never before experienced in relation to any other group of varieties. In one word, our own experience and observation have been repeated time without number in the case of our customers, and that is, indeed, the crucial test.

### Kellogg's Premier, the Prize Winner and Money Maker

**I**N 1915, when we first introduced Kellogg's Premier, we tried to make our customers understand what a grand extra-early variety it was, but we were unable to do this wonderful extra-early bisexual variety justice and to give all of its excellent qualities in words. Since then, however, plants of this variety have been tested in practically all sections of the country and its own performance made it possible for us to sell more than one million plants of this variety alone last season. There is no question in our minds but that Kellogg's Premier is without any exception the greatest of all extra-early varieties, and growers who have had an opportunity to see it in fruit, fully agree with us in this statement. We have fruited it for years in our experimental beds, and our own experience justifies us in saying that it will produce twice as many berries as any other extra-early variety ever originated, and its ber-



#### A SERVING DISH FILLED WITH MAGIC GEMS

The Magic Gem is a wonderful producer of high-quality berries. It is the Gem of quantity and quality.

ries are larger and of much better quality than berries produced by any other extra-early variety. A great many growers visit our farm during the fruiting season and every one declares that Kellogg's Premier is the most wonderful producer of high quality berries they ever have seen. No matter what variety you now are growing for your extra-early crop, if you will give Kellogg's Premier a trial, you will do the same as many others are doing—discard other extra-early varieties for Kellogg's Premier. The foliage of this variety grows tall and forms a canopy-like

covering for the berries which encircle the entire plant. When grown in hills, each plant is loaded with berries from the ground to the very top of the plant. No variety, whether early or late, will produce more berries, or larger or better quality berries than Kellogg's Premier, and its berries are simply handsome. There is sure to be a much greater demand for Kellogg's Premier plants this year than last, and for this reason, if you want the greatest extra-early variety ever grown, it will be to your profit to send us your order as soon as possible after you re-





ceive this book. Plants of this variety cost a trifle more than plants of an ordinary variety, but the quantity and quality of berries produced by Kellogg's Premier makes it cheaper at \$10.00 per thousand than plants of any other extra-early variety at only \$3.00 per thousand. Whether you grow strawberries for home use or for market, Kellogg's Premier will be your favorite extra-early variety.

### Dr. Burrill, the Million Dollar Strawberry

**\$500.00** may seem like a large sum to pay for the privilege of introducing a single variety, but when you consider the fact that Dr. Burrill is the result of a scientific cross between Senator Dunlap and Crescent, and that all the good qualities of these two popular varieties are combined into one, \$500.00 will seem a very reasonable amount, indeed. We have the fullest confidence that Dr. Burrill not only will be a universal favorite throughout the United States and Canada, but that it will be a big money-maker for everyone who grows it.

Almost everyone who has grown strawberries has grown Senator Dunlap and knows that it is an unusually heavy fruiter; also that it produces high quality berries. We certainly know this to be true. Last season we had Senator Dunlap and Dr. Burrill fruiting side-by-side, and while there is a great resemblance both in the fruit and plant of these two varieties, there is a vast difference in the quality and quantity of the berries produced by each, and this difference is in favor of Dr. Burrill. The Burrill plants were simply red with berries of large size and most delicious flavor.

The plants of this variety are extremely hardy and very vigorous. It is an ideal variety to grow either in hills or in narrow rows. When restricted from making runners, the hills grow to mammoth size and produce a large crop of perfectly formed berries into full maturity. Dr. Burrill berries are good shippers, splendid keepers, excellent canners, and most delicious for table use. They are dark red throughout and very juicy. Dr. Burrill is a strong bisexual and has a long blooming season which makes it one of the best varieties for mating purposes.

This variety has received tributes from leading growers of the highest character at horticultural gatherings, and has received favorable mention in leading horticultural publications. It has had a thorough testing in the heavy black soil of Illinois, in the clay loam of Ohio, and in the sandy loam of Michigan, and in each of these three soils, and under greatly dissimilar weather conditions, it has more than made good. Dr. Burrill has so many qualities superior to other varieties of its season, and is so perfectly adapted to all soils and climatic conditions, that we recommend it to you with the full assurance that it will prove to be fully as good or better than we claim.

Dr. J. R. Reasoner of Urbana, Illinois, a plant breeder of wide reputation originated both Senator Dunlap and Dr. Burrill, and it required 25 years of diligent work in crossing different varieties to develop these two wonderful productions. Dr. Reasoner is a very conservative and conscientious man, and while he admits that Senator Dunlap is an excellent variety, he agrees with us that Dr.

Burrill is superior in every respect. While we have a rather large crop of Dr. Burrill plants this season, we are confident that there will be such a great demand for them that it will be greatly to your profit to place your order just as early as possible to insure your securing a share of this most valuable variety.

### Our Magic Gem

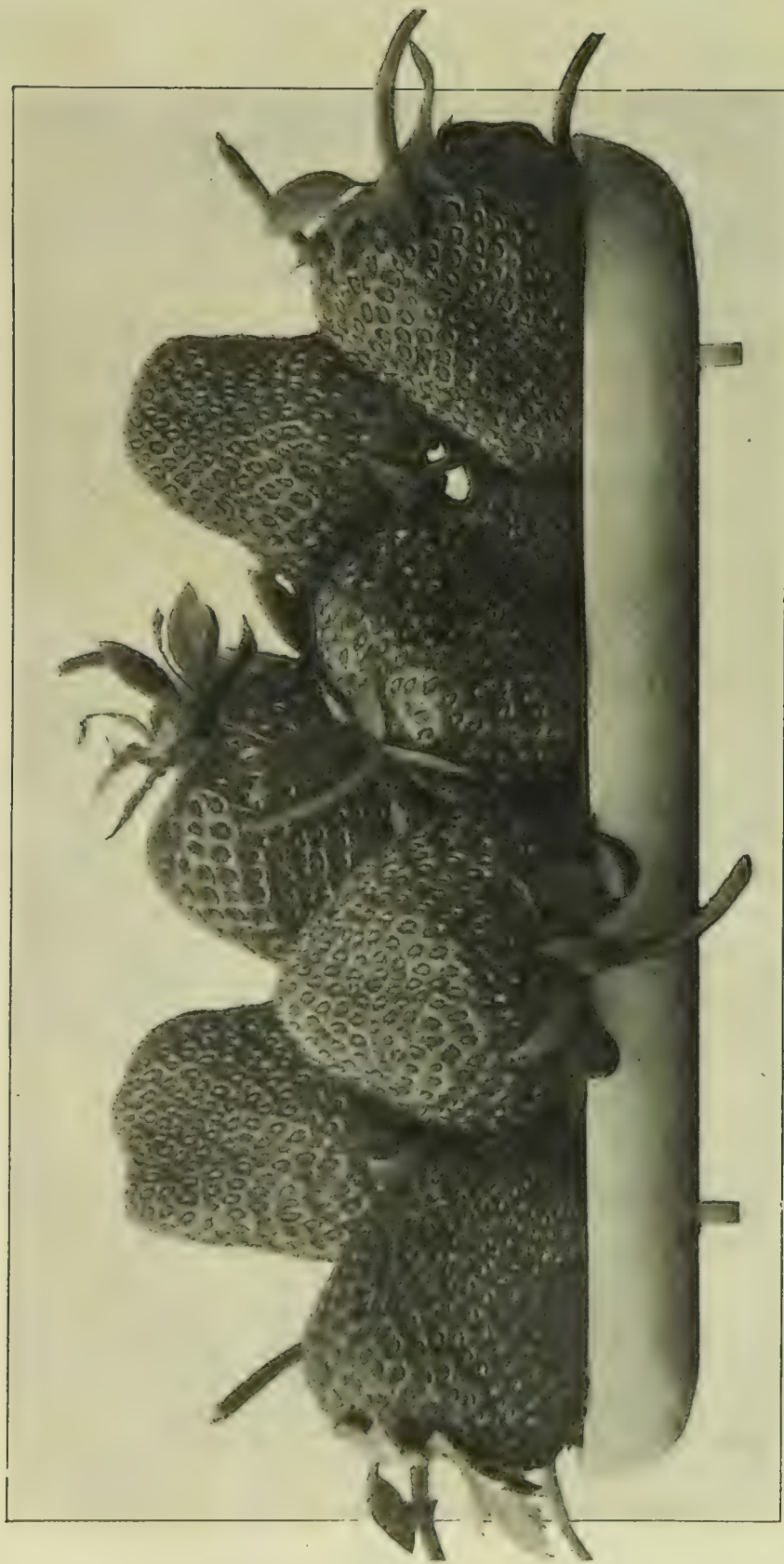
**MAGIC GEM** is a very strong, vigorous grower. Its leaves are exceptionally large, very dark green, and the leaf tissues are very tough, which makes it more resistant to insects and plant diseases than are most varieties. Magic Gem is a prolific fruiter, its berries are extra large, very dark red, inset with bright yellow seeds, perfectly formed and beautiful in every respect. In plant growth, productiveness, and quality of fruit, this variety is truly a Magic Gem. The fact that Magic Gem gives such wonderful results in the West where it has been thoroughly tested, and also here in Michigan, where soil and climatic conditions are entirely different from those of the West, is conclusive evidence that it is sure to be a big money-maker in all soils and under all climatic conditions.

The Gem blossoms profusely and the blossoms are very large and contain an abundance of pollen, which makes it an ideal pollinizer for late varieties. In view of the fact that heretofore Brandywine has been one of the favorite late varieties in the West, we have made numerous comparisons between Magic Gem and Brandywine, and each season Magic Gem has been far superior in every respect. Here in Michigan, its yield more than doubles the yield of Brandywine.

All growers know that the size, color, flavor and quantity of berries a variety produces, determine the profits made from that variety. We are confident that Magic Gem will make a profit that will satisfy any grower, and for the home garden, it is ideal in every respect. There was an enormous demand for Magic Gem plants last season, and this year, owing to the fact that it is so much better known, there will be a much greater demand. For this reason those who desire plants of this variety should send us their orders as early as possible.

### Kellogg's Prize, the Late Berry Without a Fault

**WHEN** we first introduced Kellogg's Prize in 1913, we said it was a wonderful late variety, but since our customers in all sections of the country have had an opportunity to test this variety, they say it is simply magnificent, and it has won its own title, "the late berry without a fault". Since its introduction, we have sold over two million plants of this variety, and up to the present time have not received a single bad report, but have received many thousands of reports from our customers saying it is the best late variety they ever have known. Kellogg's Prize is unquestionably the heaviest fruiting late variety ever originated with the single exception of Kellogg's Big Late, which fully equals Kellogg's Prize in productiveness. The berries of Kellogg's Prize are not only borne in great quantities but are very large and most beautiful, and their quality is ideal in every respect. It has no prefer-



A UNIQUE DISH OF KELLOGG'S PRIZE STRAWBERRIES

ence for any particular soil or climatic conditions, but produces its customary big load of berries wherever it is grown. Kellogg's Prize is a very strong growing pistillate or female, makes a tall foliage which protects the blossoms from frost and affords shade for the berries, protecting them from sun-scald. In every way, it is a late variety that will win the admiration of everyone who grows it, and we are confident that no variety will make the grower a greater profit than Kellogg's Prize.

Growers who started with only a few plants of this variety have increased their acreage from year to year, and many are now using Kellogg's Prize as their leading late variety. We are confident that we could do you no greater favor than to urge you to set Kellogg's Prize whether you grow strawberries for home use or for market. To convince you what our customers who grow Kellogg's Prize think of this wonderful variety, we give here extracts from a few of the many unso-



KELLOGG'S DUNLAPS SERVED WITH SUGAR

**T**HIS is an ideal way to serve strawberries. Long stems should be left on the berries so that they may be held in the hand while dipping them into the sugar and eating them. The berries are served on a large plate with a small dish filled with sugar in the center, as shown here.

licit letters which have come to us from all sections of the United States and Canada:

I have grown Kellogg's Prize for three years and have never found its equal. R. D. FORGAN, Illinois.

This is the first year Kellogg's Prize has fruited for me, and I never saw a more beautiful berry or one so productive. You will have to look a long time before you find one that will equal it. J. O. STAATS, Indiana.

I fruited Kellogg's Prize last season, and it certainly is one of the greatest berries I ever have grown. The berries laid in windrows on the ground. Picked at a single picking in one day (and the patch had been carefully picked the day but one previous) seven crates of 16-quart size or 112 quarts of berries. The size of my patch is only 2 by 8 rods. CHAS. WAIT, Wisconsin.

I fruited your Kellogg's Prize on my farm at Green Bay last year. After coming through the worst spring in years, this variety yielded an immense crop of fine berries, beating all other varieties. I am, therefore, anxious to test your other three leaders. If they equal your Kellogg's Prize, you certainly have four wonderful varieties. W. P. SCHULDES, Wisconsin.

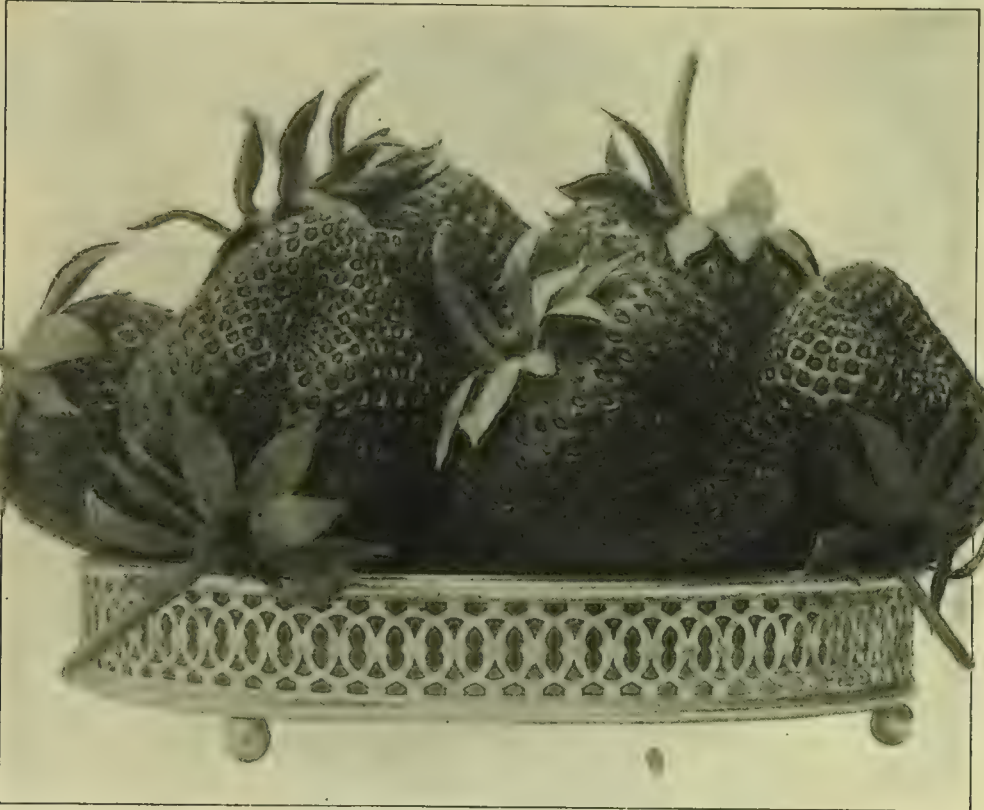
### Mating Varteties

**T**HERE are both sexes in plant life just as there are in animal life, and for this reason care should be exercised in setting different varieties so that the female or pistillate varieties (which

are indicated in this book and on the label of each bunch of plants, with the letter "P"), will be properly mated or pollinized with male or bisexual varieties (indicated with the letter "B"). We wish to make it plain that all male or bisexual varieties have both male and female organs and are self-pollinizing, but the pistillate or female varieties have only female organs in their blossoms, and for this reason, they should be set in rows between rows of male or bisexual varieties. For example, Kellogg's Prize is a pistillate variety and never should be set by itself, but should be set in rows between rows of such bisexual varieties as Dr. Burrill and Magic Gem. This places Kellogg's Prize between an early and a late bisexual, which insures perfect pollenization, and which, in turn insures a large crop of perfectly formed berries. Any other early and late bisexual varieties will properly mate Kellogg's Prize. The same is true of any other pistillate variety. Even if male or bisexual varieties are set exclusively, it is to the grower's profit to set several varieties in the same field or garden, as this insures an interchange of pollen between varieties, which we have learned through our own experience, is very beneficial. One of the duties of our Service Department is to guard our customers' interest on this point. Each or-



## GREAT CROPS OF STRAWBERRIES and HOW TO GROW THEM



WM. BELT, PRODUCER OF LARGE DELICIOUS STRWBERRIES

**F**OR twenty-one years we have offered this great variety to our customers, and it is more popular than ever before. This is because it produces large berries of extraordinary beauty and flavor. In color it is bright red which extends to the very heart of the berry. The meat is rich and juicy and it is true of this variety that growers who once begin to produce this fruit never stop growing them. Wm. Belt is literally grown from Maine to California and, excepting the states in the extreme South, it may be said to be one of the most universal favorites in the strawberry world. Grown at both our Three Rivers and Twin Falls farms.

der is carefully examined and if the proper varieties are not ordered to insure perfect mating, the customer is so advised, with suggestions as to the varieties he should have. Whether you are growing strawberries for home use or for market, we shall be very glad to make up a selection of varieties for you that will mate perfectly and that are adapted to your particular conditions. A large majority of our customers depend entirely upon our selection, and the fact that they continue to depend on us for this service from year to year is strong evidence that they are well satisfied with the judgment we exercise.

### How To Control Insects and Plant Diseases

**W**HEN the strawberry grower sets a healthy strain of plants which is known to be free from all insects and plant diseases, and follows the proper methods of cultivation, there is very little danger of his becoming bothered with injurious insects or plant diseases. These conditions usually are found in fields where weeds and

grass have been allowed to grow among the plants. The beetle, strawberry weevil, and saw-fly, are seldom, if ever, found in a cleanly cultivated field. Such insects as crown borers, crown miners, and root borers have no means of travel in themselves and can be carried to your field or garden in no other manner than in plants, therefore if you set plants which are free from these insects, you are positively insured against them.

Notwithstanding the fact that we have been growing strawberries and strawberry plants for the past thirty-three years, we never have had one of these insects in our plants. However, in order to protect our customers from any possible loss through insects or plant diseases, we spray repeatedly throughout every growing season. Our plants are carefully inspected every day by our expert, and we are constantly on guard so that everything is done at the proper time and in the proper manner to insure our customers the purest, healthiest, and most productive plants grown.

With the Kellogg Pedigree Plants grown the Kellogg Way, our customers seldom find it necessary to spray. However, should your local con-



ditions make spraying necessary, we give here formulas for controlling both insects and fungous diseases. For all leaf-chewing insects, use arsenate of lead, either in paste or powder form, or paris green. The past season we used powdered arsenate of lead as it is more easily prepared than the paste. When this is used, it should be dissolved by putting two and one-half pounds into a two or three gallon bucket and adding water until the bucket is filled, stirring thoroughly while adding the water. This solution should then be stirred into fifty gallons of water. When arsenate of lead paste is used, use three pounds and add at first only enough water to make a thin paste and for pulverizing use an old mallet, potato masher, or paddle. Continue adding water until you have a creamy solution, and then combine this with forty gallons of water. We prefer arsenate of lead in either form, but when this cannot be obtained paris green will serve the purpose, and may be used as strong as one pound to fifty gallons of water.

The paris green also should first be put into a bucket and made into a paste and thinned before combining with the water. Either of these will destroy any insects which eat holes in the leaves of your plants. For rust or leaf spot of any nature, use Bordeaux mixture which is made as follows: Put four pounds of blue vitriol in an old bag or any closely woven sack, and suspend this into forty gallons of water, fastening the sack in such a manner that it will float upon the top of the water. After doing this, put four pounds of lump or hydrated lime into a bucket and pour over it two gallons of water, stirring thoroughly until the lime is slacked or dissolved. Strain this through a sack or sieve into the barrel of vitriol, and you have a perfectly prepared Bordeaux mixture. If you have only a small patch or garden, the amounts of materials used should be in accordance with the area you wish to spray, considering that fifty gallons will spray about two acres, or twenty-five gallons to the acre. This mixture always should be used before plants are too badly affected with leaf-spot, because it is a preventative rather than a cure, and the arsenate of lead or paris green should be used as soon as you notice any insects. For mildew, which causes the plant leaves to curl or crimp, use prepared lime-sulphur at the rate of three gallons to fifty gallons of water. These materials may be purchased from your local druggist.

## Expressions From Visitors

**T**HERE are few days during the growing season that we do not have the pleasure of entertaining one or more of our customers. They come from practically every state in the Union and from the Canadian provinces, and the cheery letters we receive from these customers when they return home are a source of pleasure and satisfaction. These visitors always tell us that our farm is more beautiful and more extensive than we claim.

We regret that it is not possible for everyone who receives this book to visit us and actually see how the Kellogg Pedigree Plants are produced, and to get personally acquainted with us. We also regret that we have not the room in this book to publish all the cheery letters which come to us from visiting customers. The few letters we give here show how our visitors appreciate the

courtesies extended them. If you can visit us we shall indeed be pleased to have you do so, as we enjoy meeting our customers personally, and we shall do our very best to make your visit both pleasant and profitable.

Here are two letters from our friends expressing their satisfaction and pleasure:

I want to thank you for the many courtesies shown us when we were at your place, and I want also to say how wonderfully impressed we were with the scientific way in which you grow plants. I am perfectly satisfied that your system of producing plants is the very best, for you produce plants of heavy, strong root systems and great vitality, and anyone buying Kellogg Pedigree Plants can rest assured that he is getting the best that can be produced. Your splendid system of irrigation is bound to produce plants of the highest type and vigor. You can rest assured that we will be sending you orders for Kellogg Pedigree Plants every year.

JNO. C. COMPTON, Indiana.

I take this means of expressing my thanks for the kindness and consideration shown me on my recent visit to the Kellogg farms. The treatment I received at your hands as a visitor and customer leaves nothing to be desired. Your system of growing plants is as near perfect as anything I have ever seen, and your book, "Great Crops of Strawberries and How to Grow Them," does not in any way overestimate the care and culture you give your plants. Your system of selecting only the best of plants insures your customers the very best in strawberry plants that money can buy.

ERNEST KOONTZ, Ohio.

J. W. Schlichtenmyer of Indiana visited us August 4, 1916, and after we had shown him over our farm, he remarked that it was the cleanest, most perfectly conducted, and most beautiful farm he ever had seen, and that he felt well repaid for the time and money he had spent in coming here. He also said that he knew from his own experience that Kellogg Pedigree Plants were all and more than we claimed, as he began growing berries from Kellogg Plants years ago. In one season from one-fourth acre of Kellogg Pedigree Plants grown in a young orchard, he made a net profit of \$400.00 above all expenses. The berries were so large and the vines so heavily loaded that pickers averaged from 150 to 200 quarts per day. He not only used the Kellogg Plants, but followed the Kellogg Way, keeping his plants free from weeds, which made it an easy matter for him to get all the pickers he required. The last remark he made when leaving was, "You will continue to receive my orders for plants."

Mr. Schlichtenmyer is one of those plain, everyday men who enjoy their strawberry work and do everything at the right time and in the right manner. He also visited our farm six years ago and stated that the farm is now even better than it was when he visited us before, due largely to our overhead irrigation system which covers 120 acres.

## Just Three Essentials

**T**HERE are just three essential requirements in making strawberry growing a very profitable business. First, pure-bred, strong, vigorous plants, the kind that insures big crops of fancy berries; second, well prepared soil; and third, thorough cultivation. With these three essentials strawberry growing is the easiest, simplest, and surest way to make big profits. The more closely you observe these three essentials, the surer and greater your profits will be.



## A Kellogg Strawberry Garden From Plants to Berries

**T**HE crate shown in the upper left-hand corner is a Kellogg Strawberry Garden packed ready for shipment (one-sixth actual size). The center picture shows this garden at fruiting time, and the dish of berries shown at bottom were picked from this Garden and were photographed one-half actual size. A Kellogg Strawberry Garden grown the Kellogg Way will give you more pleasure and more profit than any other crop. From a garden of only 500 plants, Dr. J. A. Brown of Iowa sold \$125.00 worth of berries last season, which is at the rate of \$1875.00 per acre. This big profit has encouraged the Doctor to devote more space and more time to strawberries, and he will have more than one acre to fruit this season. He says he finds strawberries more profitable than any of the other small fruits. Dr. Brown is seventy years young and says that it is a pleasure to work with strawberries, and the big profit makes the work all the more interesting. Let us select a garden for you like the beautiful and profitable garden shown here. We will tell you all you need to know to insure big crops of the most delicious berries, grown on your own premises.



## Weather Conditions in 1916

**T**HE YEAR 1916 will go down on the pages of history as being the most difficult season, considered from the point of view of the soil tiller, that this country has experienced in well-nigh half a century. The early spring was marked by extremely cold and wet weather, which made it most difficult for young plants to "take hold" on life and maintain their existence, and while they were yet struggling to live there came on the severest and longest period of hot and dry weather ever experienced during the more than thirty years of our experience. Mercury ranged day after day, for nearly six weeks, from 90 to 106 degrees in the shade, rendering it quite impossible for plant life to make any headway, and resulting in the loss of many hundreds of thousands of dollars in the immediate vicinity of our own farms. Fortunately, we had our irrigation plant to help us out; otherwise we should have stood to lose a still greater portion of our fields of plants. As it was, the terrific and continuing heat, extending over so long a period of time, led to losses of a most serious nature on our Three Rivers farms. Letters from other nurserymen, covering a large portion of the country, indicate even greater losses as a result of the drought.

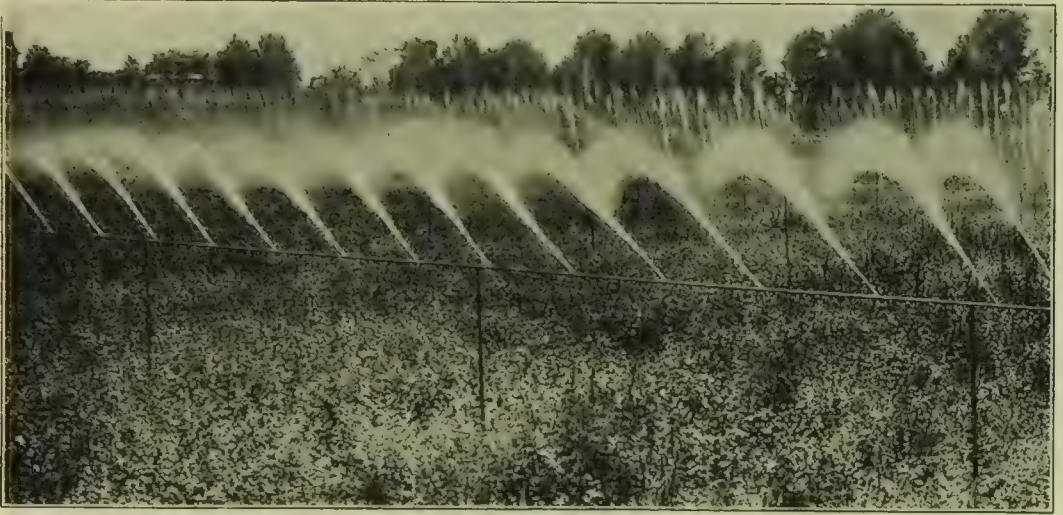
At Twin Falls, Idaho, where our Western branch farm is located, the conditions were reversed, but the actual results were quite as serious. The cold weather continued there practically throughout the entire season. The records show that there were no two consecutive months throughout the whole season (excepting July and August) in which severe frosts were not experienced. This resulted in the production of the most limited crop of plants we ever have grown on our Western farms.

As our customers know, we always have based our prices on the crop yield and cost of production, as nearly as it is possible to do, but this year it will be quite impossible to follow that rule, for if our prices this season were based upon the actual size and cost of our crop of plants, the price to our customers would be prohibitive. However, in making up the prices for 1917 we have fixed them just as low as possible considering the shortage of the crop and the quality of the plants. While our crop of plants is the smallest we ever have grown, the quality of the plants is superior. Indeed, we never have grown better plants than those offered for 1917 setting. This is due to the fact that these plants were watered several times each week during the hot, dry weather. The continued waterings kept the mother plants in strong vigorous condition, which made it possible to get strong, well-rooted runner plants of the highest quality.

On account of the scarcity of plants the country over, it is very important that you send us your order just as early as possible, so that the plants of your choice may be reserved for you. The extraordinary shortage of plants throughout the country is sure to make strawberry growing all the more profitable, because there will be fewer plants set, which naturally will make the price of strawberries much higher during the next few years. The grower who sets a liberal acreage this season is sure to realize a big profit. Indeed, the question of price should not be considered. The thing that concerns you most this year is, Can you get the plants? We can supply you with plants provided your order reaches us early.



## GREAT CROPS OF STRAWBERRIES and HOW TO GROW THEM



A SHOWER EVERY EVENING

A section of our 120-acre irrigating system in operation in a field of cowpeas and buckwheat—preparing the soil for the strawberry plants to be grown in 1917.

### Making Rain While the Sun Shines

**\$25,370.00** is the amount we have invested in our overhead irrigation system which now covers 120 acres. This big investment was made in the interests of both our customers and ourselves. It is in our customers' interest because with a shower bath every evening during the hot, dry months, the plants are kept in a vigorous and healthy condition, and are kept growing continuously throughout the season without being checked or retarded. By watering in the evening, the plants absorb the moisture, the moisture dissolves the plant-food, and both moisture and plant-food are very essential to the growing of perfectly developed plants. We always have enjoyed the reputation of growing the very best and most productive plants ever produced, and now with regularity in watering and feeding, we not only are producing the very best plants grown, but better plants than it was possible even for us to grow before our irrigation system was installed.

If you want to see a most beautiful sight, visit our farm in the evening during a hot, dry time in the summer when we are giving our plants their evening shower bath, which lasts from about 4 p. m. until about 10 p. m. Twenty-five acres is watered at one time. The water is showered upon the plants in the form of a fine mist, and it requires about five hours to water each twenty-five acres.

The scene which this great irrigation plant presents when the water pours, in myriad streams from the pipes, is not only beautiful and inspiring, but represents an element in horticulture of the largest importance. The practical side of the work is its essential side, and in such a season as the one we have just passed through it has shown itself to be a most vital and necessary element in our successful production of a splendid lot of

plants under conditions of drouth more serious than we ever before have experienced.

We water at night and fertilize, spray, cultivate and hoe during the daytime. With our intensive methods of soil preparation, fertilizing, spraying, cultivating, and watering, together with the care exercised in plant selection and restriction, is it any wonder that Kellogg Pedigree Plants have won a world-wide reputation for vigor and great productiveness?

#### The Man or Woman Who Works

**T**HE old saying that clothes do not make the man certainly is true. The man or woman who works in the garden or field generally has soiled hands and clothes, but this does not in any way determine that there is a soiled character beneath the clothes. Everything that we eat and wear comes from the soil, therefore why should anyone, no matter what their position in life may be, think less of their fellow man who makes it possible for them to have plenty to eat and to wear. We have but little respect for anyone who looks down upon a man simply because he wears overalls, or a woman because she wears a calico dress. When it comes to true and noble character, outward appearance counts for but mighty little, for

'Tis not the blood of kith nor kin,  
'Tis not the color of human skin,  
'Tis the true heart which beats within  
That makes a man a man and brother.

Quite frequently the honestly soiled hand can reach into an overall pocket and pull out a wallet well filled with honestly earned dollars, while many a kid-gloved fellow who looks down upon the honest toiler, cannot reach into the silk-lined





A FIELD OF KELLOGG PEDIGREE PLANTS GROWN IN HILLS

J. C. CASON of Tennessee sent us this photograph September 12, 1916, and wrote us that his plants were very fine and that experienced growers pronounced the plants superior to any strawberry plants they ever had seen. Mr. Cason follows the Kellogg Way. You will note the plants are grown by the hill system. This beautiful field of plants should convince anyone that Kellogg Pedigree Plants succeed in the South as well as in all other parts of the country. We are confident we will get a big crop report from Mr. Cason after the fruiting season.

pockets of his broadcloth suit and pull out enough self-earned money to buy a meal ticket. We belong to the class that works the soil and at times our clothing and hands are soiled so badly that we do not present a very attractive appearance, but we have been in this work practically all our lives and, up to the present time, the dirt hasn't penetrated under the skin. We try to keep the inner man as clean and pure as possible, and it is our experience that most folks who wield the hoe are clean inside, even though their hands and clothing may be soiled. The same is true with all honest toilers in any line of work; therefore, instead of feeling humiliated over your honestly soiled hands and clothing, you are justified in feeling proud that you are working hand-in-hand with Nature, and that many people are depending on your efforts and success for many of life's needs.

### Our Idaho Farm

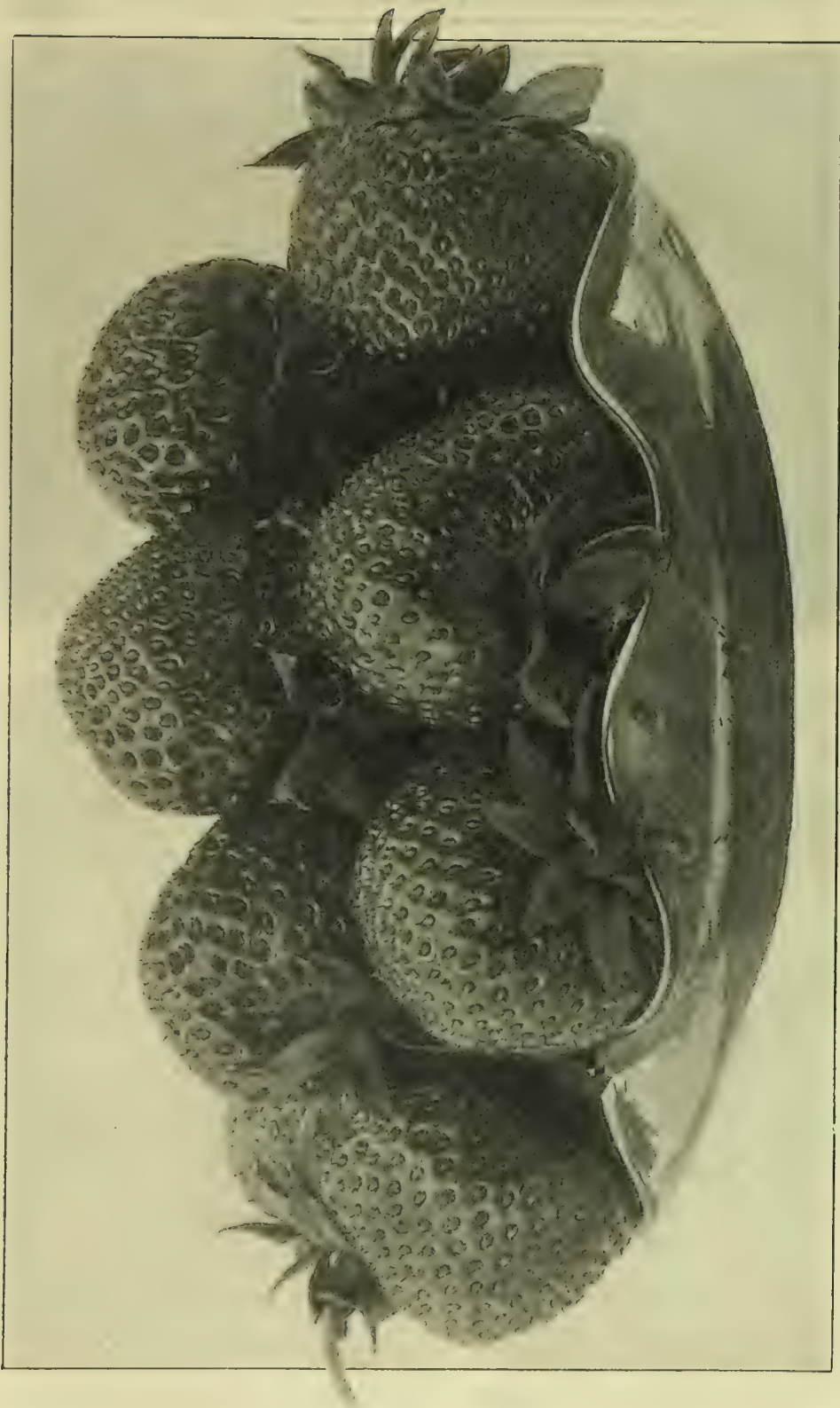
THE increased demand for Kellogg's Idaho grown plants has made it necessary for us greatly to increase our acreage and erect a large packing house at our Twin Falls, Idaho, farm in order properly to serve our Western customers. The sales from our Twin Falls farm last season were double that of any previous year since this branch farm was established, and even with this great increase, the demand was far in excess of the supply.

We hope that you will fully realize the importance of sending us your order early and thereby

avoid the disappointment of having your money returned to you instead of getting plants.

Those who have tried our Idaho grown plants know from experience that they are strong and vigorous and exceedingly productive, but to those who never have seen these plants in fruit, let us say that you may order them with the full assurance that you will be more than satisfied when they begin to fruit. At our Twin Falls farm, we grow only those varieties which succeed best in the Inter-Mountain and Pacific Coast States, and when ordering, if you make up your own selection, please select only those varieties that are listed at Twin Falls, as this will enable us to send all of your plants in one shipment.

However, all orders and letters asking for information should be sent direct to our Three Rivers office. Your letters and questions will be answered promptly and your order will be recorded here and a shipping order mailed to the Twin Falls office, from which place your plants will be shipped according to your instructions. We are thoroughly acquainted with the conditions throughout the the Inter-Mountain and Pacific Coast states and if you wish us to make up your selection, we shall see to it that you get varieties adapted to your own particular conditions. The soil, altitude, climatic conditions, and water supply at Twin Falls are ideal for perfect plant development. We have had plants shipped from Twin Falls, both by express and parcel post, to Three Rivers, a distance of about two thousand miles, and the plants arrived practically as fresh



**KELLOGG'S SUPERB EVERBEARING STRAWBERRIES**

**T**HIS photo-engraving shows the size and shape of Kellogg's fall-grown Superb strawberries. This is one of the greatest of the everbearers, and fills the highest ideals of strawberry excellence.



KELLOGG'S SUPERB EVERBEARING STRAWBERRIES PICKED IN JUNE

**T**HE Superb is a wonderfully heavy fruiter during the early summer months, and it fruits almost continuously until freezing weather. The photo-engraving shown here represents the size of the berries produced by this variety in June. The early summer berries are large and fancy, but not as large as the berries which are produced by this variety during the fall months (see opposite page), which shows the size of the Superb berries that ripen in the fall. Superb berries always command a high price and sell in all markets at big prices.

as the day they were dug. Plants from Twin Falls are shipped to all Inter-Mountain and Pacific Coast states, British Columbia, Alberta, and Saskatchewan, and Old Mexico, and arrive at destination in perfect growing condition.

### The Superb Everbearer

**E**VERY season that we grow the Superb Everbearer, our faith in this variety grows stronger. In the spring and early summer Superb produces as many berries as any variety grown. It also produces abundantly throughout August, September, and October, and it has been our experience that it produces as many berries during the fall months as during the spring and early summer months and that the berries produced in the fall are even larger than those produced in the spring and early summer.

There is practically not a day from June 1 to November 1 that one cannot pick big delicious berries from the Superb everbearer. The foliage of this variety is large and gives an excellent protection to both the blossoms and berries which are produced beneath the foliage. The berries are not only large but very firm, good keepers, and excellent shippers. Indeed, Superb is a big money maker for growers who wish to produce for market. It also is an ideal berry for home use. Practically every day throughout the year enthusiastic reports come to us from customers who are growing this variety, and in order to convince you what Superb is doing for our customers in all sections of the country, we give herewith a few of their reports:

I purchased 50 Superb plants from you last spring (1915), and they are the finest lot of plants I ever saw. They are vigorous in growth and of fine color. Some of them measure as much as 14 inches in diameter. We picked the first ripe strawberries from them the last

week in May, and from then on, I do not think we missed a single week until December without having ripe berries. We picked the last berries December 1.

JOSEPH MEYRICK, Kentucky.

I never saw plants produce as well as the Kellogg's Superb everbearers which we got from your Twin Falls farm.

W. E. SIMS, Oregon.

We have bought Kellogg Pedigree Plants for the past two years and are well pleased with them. Never before saw plants so loaded with berries. Bought 50 Superb everbearers from you last spring and had fresh strawberries from July until November. One of these plants had 68 berries on at one time. This variety is certainly rightly named.

GEORGE LEIGH, Iowa.

Judging from the demand there has been for Superb plants during the past few years and its wonderful fruiting qualities in all sections, we are very sure that the demand this season will be much greater than heretofore, and for this reason we cannot too strongly emphasize the importance of sending us your order just as early as possible.

### The Progressive Everbearer

**K**ELLOGG'S PROGRESSIVE EVERBEARER is one of the greatest money-making varieties ever originated. Its spring and early summer crop is as large or larger than the best of the standard varieties, and its late summer and fall crop is fully as great or greater than its spring and early summer crop. We can best describe its productiveness by saying that during the months of August, September, and October the same season plants are set, each plant is white with blossoms and at the same time completely surrounded with beautiful red berries and green berries in all stages of development. The second year these plants give a continuous crop from the latter part of May or first of June until freezing weather in the fall, with the exception of a short rest during



# GREAT CROPS of STRAWBERRIES and HOW TO GROW THEM



PICKING KELLOGG'S PROGRESSIVE EVERBEARING STRAWBERRIES  
(Photographed September 22, 1916)

**T**HIS picture shows our great experimental fields at Three Rivers, Mich. where practically all varieties, both standard and everbearing, are tested for fruit production. The photograph was taken September 22, while the men were picking strawberries from Progressive. Each hill was loaded with blossoms and berries in all stages of development. These plants continued to fruit heavily until freezing weather. Progressive is a highly profitable everbearer for either home use or for nearby market. It not only produces berries in great quantities from June to November, but the berries are mild, sweet, and delicious, the kind that always command the highest prices. It has been demonstrated that a small amount invested in Kellogg's Progressive everbearing plants will net the grower a profit of from eight to ten times the amount invested, the same season plants are set. Where else could you invest your money and get such big returns?

part of July. Progressive gives the largest profit when grown in hills, and if you will grow them in this way, there is no reason why you should not make the same big profits our customers are making, a few reports of which we give here:

1000 Kellogg's Progressive everbearing plants made Mrs. Ada Crawford of Illinois \$80.00 the same season plants were set.

\$67.85 the first season from only 500 Kellogg's Progressive everbearing plants is the profit another Illinois customer reports.

R. A. Cable of Colorado reports \$120.00 cash profit from 2000 Kellogg's Progressive everbearers in spite of a hard freeze in May and two hail storms during the season. He picked berries from July 20 until November 5.

Mrs. Lora Snow of Nebraska says her Kellogg's Progressive everbearing plants produced over two quarts of berries per plant the same season plants were set, and that the berries were sold for 30 cents per quart.

Each of these customers tell us that in addition to the profits reported here, their families were fully supplied with all the berries they could use. These are but a few of the many good reports on Kellogg's Progressive everbearing variety which come to us from customers located in all sections of the United States and Canada, all telling of the big yield and big profit they realize from this wonderful money-making variety.

Basing the yield on our own experience and the experience of our thousands of customers in all sections of the country, we are very conservative in estimating the crop at one quart per plant the same season plants are set. In the second season this yield should be doubled, because then the plants will fruit from June until November. Progressive berries are medium large in size, beau-

tiful dark-red in color, perfectly formed, and of most excellent quality.

For the home garden, Progressive is the ideal everbearing variety, and for local and nearby markets, it is the quickest and biggest money-maker. For distant markets, however, berries of this variety should be picked before they are fully ripe in order to insure their arrival in good condition. The size, color and flavor of Progressive berries makes it easy to sell them at big prices, and to get permanent customers.

Progressive plants are exceedingly vigorous and hardy, and when grown in hills, they develop to an enormous size, often as large as a bushel basket (see Page 5 for photo-engraving of a single Progressive plant.) Every dollar invested in Kellogg's Progressive everbearing plants should give you more dollars in clear profit than any other investment you could possibly make.

## Strawberries on the Farm

**N**O one is better equipped to grow strawberries, either for home use or for market, than the general farmer. He has plenty of land and manure as well as horses and tools, and the work of caring for the strawberries can be done during his spare time. With strawberries on the farm, all of the members of the family can have this best-of-all fruit picked fresh from the vines just when they want it, with no expense and without the inconvenience of having to go to town to get it. And besides that, berries which are grown right at home and freshly picked are far more delicious than any berries one may buy, no matter what price is paid for them. This convenience and saving and the advantage of having freshly picked berries should appeal to every farmer and



A FIELD OF KELLOGG'S BIG LATE

**K**ELLOGG'S BIG LATE is not only a marvelous yielder of strictly fancy berries, but it also is a marvel of plant growth, as the picture shown here indicates. In berry production, it surely is the queen of quality and quantity, and the size of the plants when grown in hills or narrow rows is simply wonderful. We are confident that Kellogg's Big Late is going to prove a big money maker wherever grown. The delicious flavor, and quality of the berries in general, places this variety in the strictly fancy class, and its berries cannot fail to command the highest prices everywhere. It not only is a grand market variety, but for home-use it is not, and probably never will be, surpassed by any other variety. Give Kellogg's Big Late a trial and it will prove to you, right on your own grounds, that it is a wonder in every respect.

convince him that strawberries on the farm are as necessary as the regular farm garden.

How many farmers would consider going without garden vegetables, or buying them in town? It would be absurd to do so and there is no more reason why any farmer should buy strawberries than the vegetables he grows in his garden. Many farmers now are not only growing strawberries for home use, but also for an early cash crop. General farm crops are not ready for market until fall, while strawberries give a cash income during the latter part of May and throughout June, and if the everbearers are grown, the profit continues until November. We know of farmers who are paying their hired help from the profits of strawberries, and in addition to this, some are also paying their taxes. The strawberry is the first fruit to ripen in the spring, and the last to ripen in the fall.

The farmer's wife and children derive great benefit from strawberries because they not only have all of this delicious fruit they want to eat, but in many instances earn all their spending money and put away some of the profits in a savings account, from the surplus berries. When going to town with butter and eggs, it is no more trouble to take along a few crates of strawberries which always are sold readily for cash.

One acre of strawberries produces bigger profits than twenty or thirty acres of common farm

crops. Why not grow strawberries and get the girls and boys interested in a line of work that is highly profitable? The more money a boy makes on the farm, the more closely he becomes attached to the farm, and the more valuable he becomes to you as well as to himself.

And why not let us select a list of varieties that are adapted to your particular farm and start growing strawberries this season? We will select varieties that will make you glad you started in this profitable line of work, and we will give you just the information you require to make the work both easy and profitable. Remember, farmers, that strawberries give quicker returns and bigger profits than any other crop.

### Kellogg Pedigree Plants Double Yields

\$300.00 Increase per Acre

**C. L. DIRRIM** of Indiana visited our farm September 9, 1916, and while here he told us that he made an actual and careful test with Kellogg Pedigree Plants and common plants, and after the fruiting season was over, the test showed that his Kellogg Pedigree Plants netted him just \$300.00 per acre more than his other plants. After looking over our farm, he said that it was the most beautiful and most scientifically conducted farm



## Photographic Scenes of our Boys' and Girls' Strawberry Fields

Why not encourage your boys and girls to engage in this delightful, healthful and profitable line of work? We will help them win success.



HOWARD ROOSEVELT SISSON, MAYSVILLE, MO.



MISS CLARA STEERE, BINGHAMTON, N. Y.



HARLEY MACKEBEN, HUNTLEY, ILL.



PAUL JACKSON, SOUTH BEND, IND.



DAUGHTERS OF J. W. GIBBS, CHARLESTON, ILL.



## A KELLOGG COMBINATION STRAWBERRY, GARDEN

KELLOGG'S COMBINATION STRAWBERRY GARDEN COSTS ONLY \$5.00

**T**HIS GARDEN is composed of 100 plants each of three of our choicest standard varieties, and 50 plants each of our two best everbearers, a total of 400 plants. Send us \$5.00 and we will select varieties adapted to your soil and climate. The plants will be pruned and all ready for setting, and will be shipped at the proper time for setting in your locality. The Garden shown here is grown in hills, which is the ideal way to grow big crops of big fancy berries of the highest quality. The plants in this garden were set the latter part of April and the photograph was made September 22. One man is cultivating and two are picking berries from the everbearing varieties. This Garden should produce more delicious strawberries than your entire family can use the year 'round, and the surplus berries will sell readily at big prices which will pay for the Garden and give you a big cash profit besides.

he ever had seen. Before leaving, he gave us an order for next spring delivery.

### 6,400 Quarts Increase per Acre

**T. J. WILSON** of Iowa advises us by letter that for years he has had an average yield of 9,600 quarts of berries per acre each year from Kellogg Pedigree Plants, but never has been able to get more than 3,200 quarts per acre from any other plants. This is an increase of 6,400 quarts per acre from Kellogg Plants over all other plants.

### 18,720 Quarts per Acre

**WRITING** us under date of Sept. 11, 1916, Mr. Josiah Barnes of Kansas says: "I secured a yield of berries last season from my small patch of Kellogg Pedigree Plants that I consider most excellent. From five rows just 90 feet long, I picked 720 quarts of delicious berries. The varieties were Glen Mary, Wm. Belt and Superb, and in justice to the Kellogg Plants would state that there was one mixed row which was not Kellogg Pedigree Plants, and this row gave very poor returns. The said five rows occupied a space 18 feet wide, making a total of 1,620 square feet in this patch." This yield is at the rate of 18,720 quarts per acre and is convincing evidence that it pays to set Kellogg Pedigree Plants.

**FROM** every nook and corner of the United States and Canada, come just such reports as these.

In every case, the yield and profit from Kellogg Pedigree Plants is more than double the yield and profit from common plants. Every Kellogg Plant is strong and vigorous, grows to enormous size, and builds up a wonderfully heavy crown-system, the very foundation for productiveness. No drones, no loafers, no free-boarders. Every Kellogg plant contributes its full share toward a big crop of big red berries.

Kellogg Pedigree Plants grown the Kellogg Way, and backed by Kellogg's Free Service, insure the highest degree of success in your strawberry work. Get into the field of big profits this year. You have everything to win and nothing to lose. Send us your order right now before plants are all sold.

**WRITING** us under date of September 1, 1916, J. W. Gibbs of Charleston, Illinois sends us the photograph of his four daughters which appears on page 44 in connection with the Boys' and Girls' Club. He says: "I am enclosing you a snap shot of my berry patch and you will note the four smaller Gibbs and that three of them are each holding one of the "Hearts of Gold" cantaloupes. This season has been too dry to raise a big crop of melons, and it was also hard on the young berry plants. You will note that there are a few hills missing in the berry patch, but they are now all living and looking fine and I hope to have a big crop the coming year."



A HILL OF KELLOGG'S SUPERB EVERBEARING VARIETY

**P**HOTOGRAPHED October 15th. Practically all of the leaves were removed so that the berries would be exposed to the camera. 14,000 hills may be grown to the acre. Each hill should produce about one quart of big fancy berries the same season plants are set. The second season the yield should be much greater because the plants will then fruit from June to November. There is a big demand for Superb strawberries.

The fall crop sells readily at prices ranging from 30 cents to 45 cents per quart. Superb strawberries shipped to Chicago last fall sold at 35 cents per quart wholesale. In the fall of 1915, Superb strawberries sold at from 35 cents to 45 cents per quart wholesale in all markets. Superb is a heavy producer and a big money-maker in all soils and all climates, and the quality of the fruit makes it a winner everywhere.





## Kellogg Plants Are Not Only National, They Are International—They Cover the Earth—Read What Our Satisfied Customers Say:

**ALABAMA.** I received from your company in April 10,000 Progressive everbearing plants. The progress made in the development of these plants is remarkable, and they give goodly promise of a bountiful outcome.

WM. O. DALY.

**ARIZONA.** The 400 strawberry plants arrived duly and were in good condition. We have them planted and all are healthy and new leaves already are started.

**ARKANSAS.** It may be of interest to you to know that from one-fifteenth of an acre of Kellogg Pedigree Plants, I picked this season 760 quarts. This enormous yield was made under adverse conditions.

FERDINAND TONNEY.

**CALIFORNIA.** Herewith please find order for plants. I bought plants from R. M. Kellogg fourteen years ago, and was very well pleased with them. The second year we sold \$315.00 from one-third of an acre.

FRANK P. WOODS.

**COLORADO.** The everbearing Superb plants did fine for me. All who saw them fruit late in the fall said they never before saw such berries, and all wanted to know where to get them.

J. R. JONES.

**CONNECTICUT.** The strawberry plants you sent me on April 17 reached me on the 20th in fine condition. I am very much pleased with them.

JESSIE M. WELLS.

**DISTRICT OF COLUMBIA.** Plants arrived safely and were fine looking specimens. Thank you for the prompt delivery.

V. W. SARGENT.

**FLORIDA.** Visitors to my strawberry field simply were spellbound when they saw me pick as high as thirty berries from single plants, and the berries were perfectly ripe and all of them the size of an ordinary hen's egg. The fruit sold, first class, at 35 cents per quart; seconds at 25 cents. During the fruiting season I have picked three quarts from single plants.

B. E. HEATLY.

**IDAHO.** Last year, while the frost seriously injured our berry crop, our berries were accepted and asked for in the market, while common berries were rejected. I am sure this was due to the fact that we had Kellogg Pedigree Plants.

MRS. A. L. SLOAT.

**ILLINOIS.** The strawberry plants you sent me last spring are the finest lot of berries I ever saw.

J. ROBERT SHINE.

**INDIANA.** Am writing to thank you for your careful attention to my order. My beautiful Superb strawberry plants have been planted three weeks and all are in splendid condition.

SYBIL HUTHFLEES.

**IOWA.** A year ago this spring I bought 100 Progressive everbearing strawberry plants from you. They have proved entirely satisfactory in every way, and have exceeded my fondest expectations.

A. L. MCKINLAY.

**KANSAS.** Received the order of strawberry plants in good condition. They are all alive and growing. Thank you for the care you took in packing them.

C. J. BOLES.

**KENTUCKY.** Plants arrived in perfect condition, and I certainly appreciate the extra ones. Shall do my part to make them produce abundantly.

MRS. A. W. SMITH.

**MAINE.** The Americus everbearing strawberry plants arrived O. K. I set them in rows and they are all doing finely.

RAY BILLINGTON.

**MARYLAND.** My strawberry plants arrived on time and owing to rain, heeled them in for nearly a week. I have not lost a plant and all are growing finely.

MRS. J. H. BAKER.

**MASSACHUSETTS.** Received strawberry plants in due time and in perfect condition. They're progressing rapidly and look fine. Thank you for your prompt attention and delivery. I remain a pleased and satisfied customer.

ALBERT JOEFFRION.

**MICHIGAN.** The 250 strawberry plants I received from you a year ago are doing splendidly. Of the entire

lot, I lost but three and I consider that marvelous. The roots were the best I ever saw, and I wish to state that in the past 20 years of my experience in strawberry planting, nothing has ever approached the quality of your plants.

CHAS. EGE.

**MINNESOTA.** The 400 plants I ordered from you last spring grew exceptionally well, and I never saw plants with the vigor they seem to have. Everyone who saw them remarked on their size and health.

MALCOLM ALDRICH.

**MISSOURI.** The strawberry plants arrived on the 20th of April in fine condition. The packing was so perfect that the roots were as fresh as when first dug. I have an eight-acre patch of Aromas which are descendants of R. M. Kellogg Co. parent stock. They are now in full bloom and are truly a beautiful sight.

JOHN L. WILSON.

**MONTANA.** I received the everbearing plants that I ordered from you and am very well pleased with them.

TAYLOR MACKNIGHT.

**NEBRASKA.** The strawberry plants arrived April 26th, and we are very much pleased. They were as fresh as could be. We certainly appreciate the promptness and the attention given our little order. Thank you for your instructions.

MRS. W. B. GOLDEN.

**NEW HAMPSHIRE.** The strawberry plants arrived in good condition. We never saw nicer plants and they were put up in such excellent manner.

MRS. E. D. ROWE.

**NEW JERSEY.** My plants received and I think they are the nicest plants I ever saw.

GEORGE E. LUNDY.

**NEW YORK.** Permit me to say that I have dealt with you for over fifteen years and have, without exception, received a square deal every time.

J. R. PENTON.

**NORTH DAKOTA.** I received the strawberry plants O. K. They were nice and fresh and have fine roots. I am well pleased with them.

J. S. REED.

**OHIO.** Last year we ordered 2000 plants from you, and because they did so well, even though we had no experience whatever with strawberries, we desire to order from you again.

J. STUART MCCOY.

**OKLAHOMA.** The plants which I ordered from you arrived in fine condition, and all of them are living. Kindly accept my thanks for your good service.

LEWIS A. AUSTIN.

**PENNSYLVANIA.** The 3000 strawberry plants I bought of you last spring are fine—people say the finest patch in the community.

HARRY E. MILLER.

**RHODE ISLAND.** Received the strawberry plants today in fine condition. Thank you for prompt delivery.

H. JOSEPH HYATT.

**SOUTH DAKOTA.** I received the 100 strawberry plants all O. K. and have set them out and they are doing nicely.

W. B. STERE.

**TENNESSEE.** I have received my strawberry plants and they were all right. They haven't withered the least bit. Am very much pleased.

H. E. JAMISON.

**TEXAS.** The strawberry plants I bought of you arrived in good shape and not a single one died. They are now full of fine, large, luscious, red berries. "Wonderful indeed to behold," is the expression of all who see them.

J. TAYLOR ALLEN.

**VERMONT.** One year ago, I bought a thousand strawberry plants from you. Two weeks ago they began bearing; well all I can say is they are a howling success. I did not think strawberry plants could bear so much or so good fruit, and now I am kicking myself because I didn't set more plants last spring. You certainly have the plants. All I can say is thank you.

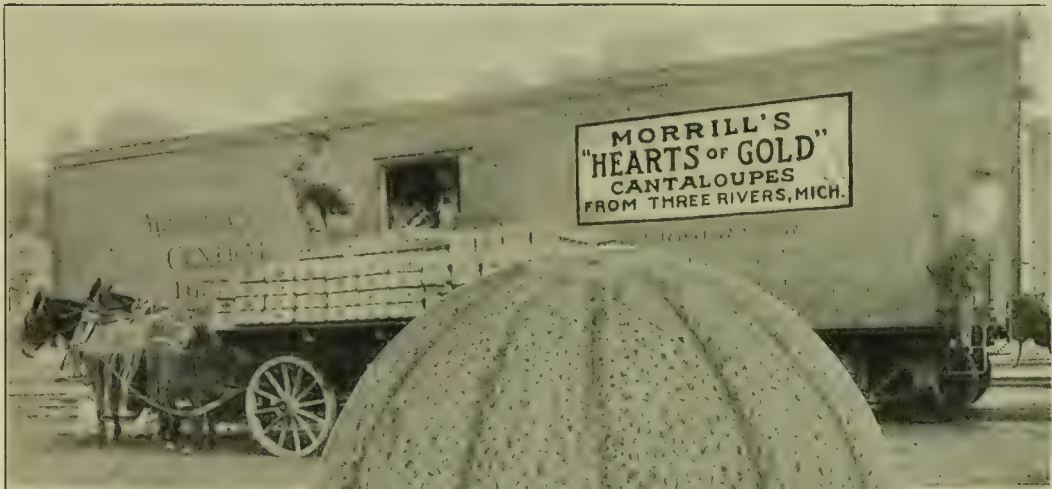
WILLIAM ADDIE.

**WISCONSIN.** Last year from less than one-fifth of an acre of Kellogg Pedigree Plants, we picked 1060 quarts of fine berries, and sold the most of them at 15 cents per quart and a few at 16 cents. This yield is at the rate of \$300.00 per acre.

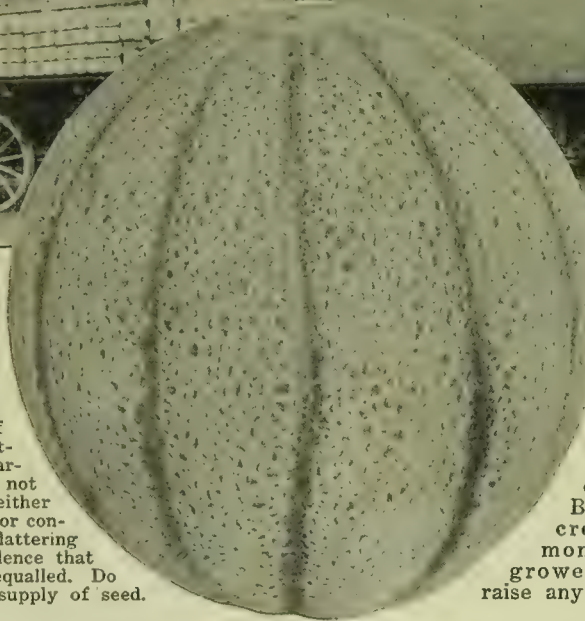
ALICE E. COOK.



# GREAT CROPS OF STRAWBERRIES and HOW TO GROW THEM



EVERY day throughout the cantaloupe season we ship from one to two big carloads of this famous variety of cantaloupes to New York City, Philadelphia, Detroit, Chicago, and Cleveland, where they bring a higher price than any other melons. Our crop of Hearts of Gold Cantaloupes in 1916 amounted to more than twenty-four carloads, and the fact that we did not receive a single complaint from either the commission firms, retailers, or consumers, but did receive many flattering compliments, is convincing evidence that the quality of this melon is unequalled. Do not fail to secure a generous supply of seed.



## Hearts of Gold Cantaloupes

THE richest, sweetest, and most delicious cantaloupe ever produced. Big cropper, sure cropper and big money maker. No grower can afford to raise any other variety.

THE Hearts of Gold cantaloupe is unquestionably the richest, sweetest, and most delicious cantaloupe grown. It not only surpasses all other cantaloupes in quality, but its meat is much thicker than that of any other cantaloupe. It is sweet and delicious down to the very rind. Hotel keepers tell us that it is the only cantaloupe they serve that pleases all guests alike. The Hearts of Gold vines are strong and vigorous and great producers. In spite of the hot, dry weather in 1916, each hill produced an average of six melons and many hills produced as many as ten or twelve fancy melons.

They are beautifully netted and perfectly formed melons as the picture on this page shows. The melon shown here was only an average-size melon. They measure from six to eight inches in diameter and from eighteen to twenty-four inches around. The quality is uniformly the very best, both in small and large melons. The melons are grown in rows six feet apart and the hills are four feet apart in the rows. This gives approximately 1,700 hills per acre. Figuring an average of only four melons per hill (and it is a poor season that each hill will not average much better than this), and figuring the selling price at only five cents per melon, which is about one-half the price these melons bring, you have approximately \$350.00 per acre. If the melons are sold at retail, the grower should realize twice this amount. In offering you seed of the Hearts of Gold cantaloupes we are giving you a splendid opportunity to make a big profit aside from the profits you make from strawberries. Cantaloupes and strawberries make an ideal combination because cantaloupes are ready for market soon after the spring crop of strawberries is finished, and the cantaloupes are practically all marketed by the time the rush of the fall crop of the everbearers begins. This gives the grower a steady income from early spring until freezing weather.

"Hearts of Gold" cantaloupes not only will give you a big profit, but this profit is realized in a very short time. The seed is planted about the last of May or first of June, and the harvest begins early in August and lasts about six weeks, with daily pickings, which makes it an easy matter to sell at big prices. Customers continue to buy and they also recommend these melons to their friends.

A small-sized car of Hearts of Gold cantaloupes containing 496 crates of 15 melons each, 136 crates of 16 melons each, and 40 crates of 45 melons each, which was shipped to a Detroit commission firm in August 1916, sold for \$905.00, and netted us \$736.98. Another small car containing 432 crates of 15 melons each, 175 crates of 16 melons each, and 56 crates of 45 melons each, which was shipped to a commission firm in Chicago, was sold for \$906.90, and netted us \$764.25. Cars which we shipped to other markets sold for practically the same amounts as the two cars referred to here. Our dealers had no trouble whatever in disposing



A SINGLE HILL OF HEARTS OF GOLD IN FULL FRUIT

THIS photo-engraving gives an idea as to the great productiveness of the Hearts of Gold cantaloupe. You will note that this hill has produced twelve fancy melons. When this picture was made nine of the melons were fully developed and perfectly netted, and the remaining three were about half-developed and just beginning to net. We also call your attention to the heavy foliage so characteristic of this variety. Under ordinary conditions, each hill will produce an average of ten melons, and from six to eight of these are fancy. The quality and quantity of melons produced by Hearts of Gold makes it the biggest money-maker of all cantaloupes.

of all we could furnish them at these prices notwithstanding the fact that their markets were flooded with other melons from all parts of the country, many of which were sold for barely enough to pay the freight charges. Quality wins every time. The Hearts of Gold is sold on its own merits, and not in competition with any other melon.

**\$18.60 From Only \$1.00**

**H. C. POTTER** of Sioux Falls, South Dakota, reports a cash profit of \$18.60 from a small Kellogg's Hearts of Gold cantaloupe garden of only forty hills. In addition to this big profit, Mr. Potter says three families were supplied with all the delicious cantaloupes they could use. This is at the rate of \$800.00 profit per acre besides supplying three families.

**\$80.00 From Only \$2.50**

**J. T. TAYLOR** of Yale, Oklahoma, reports a cash profit of \$80.00 from a \$2.50 package of Hearts of Gold cantaloupe seed, which he purchased from us in 1915. The Hearts of Gold is a big money-maker in all soils and climates. During the three years we have been selling this seed, we have not yet received a single complaint on the quality of the Hearts of Gold. Where else

could you invest \$1.00 or \$2.50 and get such unusually big returns in only four months after planting?

### Prices of Hearts of Gold Seed for 1917

IN considering the price of Hearts of Gold seed, do not compare it with the price charged by seed houses for common seed from ordinary varieties. The seed we are offering comes from a strain of melons which were selected from the very choicest melons produced by the choicest hills in a large field. This gives you Pedigree seed of the very highest type that can be secured. The selections are made by R. Morrill, the originator of the Hearts of Gold, and who has had more than forty years' experience in melon culture and who is recognized as an authority on cantaloupes. Mr. Morrill has made as much as \$700 per acre from Hearts of Gold melons. The prices for Hearts of Gold seed are as follows:

Seed for one acre	- - - -	\$5.00
Seed for one-half acre	- - - -	3.00
Seed for one-fourth acre	- - - -	1.75
Seed for family garden	- - - -	1.00

These are delivered prices. All charges will be



# GREAT CROPS OF STRAWBERRIES and HOW TO GROW THEM



A FIELD OF HEARTS OF GOLD

THE above photo-engraving shows a portion of a twenty-five acre field of Hearts of Gold cantaloupes grown at Three Rivers, Michigan. It would be impossible to find a more vigorous and more perfect field of cantaloupes. It is from just such fields as the one shown here that we secure the seed which we are offering to our customers. With this seed you can have a field fully as beautiful and profitable as the one shown here. The seed that produced this beautiful field was not planted until early June, and the first melons were picked the latter part of August, and daily pickings were made until the 9th of October. Remember, that like begets like and that the quality of seed you plant will determine the quality and quantity of melons you will harvest.

prepaid to any town in the United States. We have only a limited supply of this seed and can fill orders as long as our supply lasts. Please order as early as possible and include full payment with order.

## Kellogg's Combined Cantaloupe and Strawberry Garden

WILL supply your entire family with all the delicious strawberries and Hearts of Gold cantaloupes they can consume throughout the entire season and will give a big cash profit besides. This Garden is composed of the following:

100 hills Hearts of Gold cantaloupes	- - -	\$1.00
50 hills early strawberries	- - -	.75
50 hills mid-season strawberries	- - -	.75
50 hills late strawberries	- - -	1.00
50 hills everbearers (Superb)	- - -	1.55
50 hills everbearers (Progressive)	- - -	1.55
25 hills Kellogg's Big Late	- - -	1.00
Actual value of this Garden	- - -	\$7.60

Our special low price to you for this complete Garden is only **\$6.00**

The Hearts of Gold cantaloupe seed will be mailed to you on receipt of your order, and the strawberry plants will be shipped at the proper time for setting them in your garden. We will select varieties adapted to your soil and climate, and plants will be pruned all ready for setting as soon as you receive them.

UNDER date of June 29, 1916, Wm. R. McKown of Pennsylvania, writes us: "About two months ago I received from you 100 strawberry

plants. They arrived when the ground was covered with six or eight inches of snow, so I cleared off a little space and heeled them in as per your instructions and left them there for four days. I then planted them and every plant lived, and I now have a patch that is the envy of the neighborhood. Indeed, they are growing so fast that they sometimes get ahead of me, although I watch them very closely. As I have small space for berries, I have until now always bought pot-grown plants, but no more for me, for these plants of yours are away ahead and are finer plants than some pot-grown ones I planted last August. I am trying to grow them strictly according to the Kellogg Way, and I hope and expect to get fine results next spring. Most of the plants have three or four crowns and should have lots of fruit next year. I thought you might be interested to know I am pleased with them and I shall let you know next year how the crop turns out."

## Kellogg Photographs

EVERY illustration shown in this book is made from an actual photograph. The photographer's camera always shows an object just as it is, and this is the reason we use photo-engravings in illustrating this book instead of pen drawings and exaggerated pictures. It is an easy matter for an artist to draw a picture of a perfectly formed strawberry or strawberry plant loaded with perfectly formed berries, but the lens of a camera cannot change the form of a strawberry, neither can it show more strawberries on a hill than are actually there. In fact, it is impossible to photograph a strawberry plant in fruit and show all the berries on the plant, because there are as many



FIELD SCENE ON THE KELLOGG FARMS, TWIN FALLS, IDAHO

**T**HIS photo-engraving shows a small section of our plant fields at Twin Falls, Idaho. Photographed October 13, 1916. The bunch of plants in the foreground shows the wonderful root system of our Idaho grown plants. This year, we are prepared to furnish our Western customers with the largest, heaviest rooted and most productive plants ever produced in the West. Our fruiting fields at Twin Falls, this year, made a record of \$1000.00 per acre.

berries on the opposite side of the plant as on the side which is photographed. Therefore, instead of photo-engravings exaggerating, the tendency is the other way, and they really fail to do justice to the fruit.

There is another thing that the camera seems unable to do, and that is to make photographs equal to our field scenes. For instance, we now have 120 acres covered by overhead irrigation, and we have been unable to photograph such a large area and show the magnitude and reproduce our fields just as they are. Everyone who visits our farm declares that we never have shown in our book any pictures that do our farm justice. They say everything is better than we represent it to be—either by illustration or description. Agricultural Colleges and the publishers of leading magazines continually are writing us for photographs for use in illustrating bulletins, textbooks and magazines, because they know our photographs are genuine. We do not believe in showing imaginary pictures in order to deceive, any more than we believe in giving imaginary or day-dream cultural methods in order to misguide the grower; therefore, you may rest assured that every picture in this book is real and that the cultural methods and instructions are the result of thirty-three years of strawberry experience.

**W**RITING under date of October 14, 1916, Miss Carrie M. Sumwalt of Maryland, reports as follows: "The strawberry plants purchased

from you last spring have done well. The standards are bushy and ready for bearing next spring. The everbearers are still producing berries, which I think is wonderful. My neighbors are watching them daily and talking freely. Two of them expect to carry over the idea extensively during the coming year, one on her farm in Virginia and the other on a tract of land in the suburbs of Baltimore."

### Planting Dollars

**W**HEN you plant seed, you naturally are careful to plant in the kind of soil that will insure the largest possible returns; and the same care should be exercised when planting or investing your dollars. Wheat in the granary cannot increase in pounds or bushels. The same is true of money. An idle dollar is worth no more than its face value. Idle dollars, like idle people, never accumulate any reserves. They are worth no more at the end of the year than at the beginning. The aim of all shrewd business men is to plant each dollar where it will grow the largest crop for them. This being true, it is good judgment to profit by the experience of those who are making the greatest success in business.

Let us assume that you have only five dollars that is not working. If you put this amount out at interest, it would earn you not more than seven per cent, or thirty-five cents per year, while the same amount invested in strawberry plants,



# GREAT CROPS OF STRAWBERRIES and HOW TO GROW THEM



together with a very little work during your spare time, will make you from \$40.00 to \$50.00 in a single year. Does not this rate of interest appeal to you as a better investment than one which pays only seven per cent? And do you know of any safe and legitimate investment that will make your dollars grow faster?

Occasionally we hear of someone who has invested a few dollars in a gold mine that makes him wealthy, but more often when dollars are invested in gold mines or other get-rich-quick schemes, the investor never gets back the amount he puts in. No matter where we plant our dollars, we take some chances, but it has been our experience that when one invests his dollars in strawberry plants of a highly fruitful strain, the investor is taking fewer chances than he would take in any other legitimate and safe investment. If you want to grow strawberries and have no idle dollars of your own to invest, you can well afford to borrow money at seven per cent.

Most of the wealthy men of this country have made their wealth on borrowed money. We do not hesitate to say that the R. M. Kellogg Company started on borrowed money. We had sufficient faith in the strawberry industry to make the start and the banks had sufficient faith in both ourselves and the business to make the loan necessary for us to start. The banks have been paid in full with interest and we now have the largest and the best equipped strawberry farms in the world, all because of an idea and a firm faith in that idea. We have proved to our own satisfaction that going in debt for something of tangible value is the surest road to success because, when we are in debt, we practice economy.

We encourage our employees to go in debt for homes, because when an employee is paying for his home he gives us better service than he could possibly do if he were spending his money as fast as it was earned. And besides this we are interested in those who work for us and want to know that they have a comfortable home and something laid away for a rainy day.

Anyone who is afraid to take a chance on a legitimate investment, never will get very far on

the road to success. Just a short time ago we received a letter from one of our customers advising us that he went in debt in order to get into the strawberry business, and when we tell you that his sales of strawberries alone up to date amount to \$30,000.00, you will agree with us that the strawberry game is a pretty good game to play.

It is not our purpose to tell you how to put your dollars to work, but it is our purpose to make such suggestions as we believe will aid you in determining where to invest your money in order to get the largest returns. The strawberry business has proved profitable for us and for our customers, and we see no reason why it should not prove just as profitable for you. Indeed, we know it will be just as profitable for you if you follow the proper methods and enter into the business with a determination to win.

No matter what business you enter into, it is best to start in a small way and develop the business to larger proportions just as fast as your experience and general conditions will permit. Some beginners want to start with five or ten acres of strawberries. To these we invariably say it is best to start with one acre and develop gradually into a five or ten acre business.

We feel in duty-bound to all who place their confidence in us to keep them from making any mistakes, and we believe it would be a mistake for anyone to plant a larger acreage to strawberries than their experience would enable them to care for properly. With the advice thus given to our customers we often

have changed possible failure into large success.

There is another class who wish to grow strawberries only for home use who desire to start with a smaller number of plants than would be advisable. To these customers we advise our regular garden selections described on pages 20 and 21. Those who follow our suggestions in this respect not only will have all the berries their families can consume, but a nice cash profit besides.

We want everyone who reads this book to know that we have a higher aim than merely selling strawberry plants. Our aim is to make each dollar you invest in Kellogg Pedigree Plants produce

## The Fun and the Profit of It

**I**N a letter dated October 16, 1916, Gertrude Ide Wood of New York writes us as follows: "Perhaps a report on the strawberry plants you sold me this spring may be of interest to you. There were fifty everbearers—Progressives—which I particularly wish to mention: These fifty were set in a bed enriched from a compost heap and before I was aware of the fact that fat grubs like such soil, the grubs had eaten the roots from ten of my plants. This left but forty for my experiment. Following your advice, all of the first blossoms were picked off. The second blossoms of thirty plants were permitted to fruit and the remaining ten plants were permitted to bear one runner each to replace the plants killed by the grubs. By August 8 or 10, the thirty plants were providing one box of berries every third day. The ratio increased steadily and during September (up to about the 20th) we had one box of fine berries a day. Then the decrease was gradual. Now we are getting a box of fine large fellows once a week. . . . The berries we had this year have paid the price of the plants five times over. Besides we have the plants left for next year. Then look at all the fun I have had out of it!

Your catalog is the most excellent book of instruction on berries I ever saw.



as many dollars for you as possible, and for every dollar you send to us, we shall see that you get a full dollar's value in plants, and we will also give you the benefit of our thirty-three years of experience in growing strawberries. In short, we will do everything in our power to make your investment a wise and profitable one for you, and whether you send us idle dollars or borrowed dollars, we are confident that each dollar you send us will make you more dollars than they possibly could make if invested in any other safe and legitimate business.

### How To Prevent Weeds

**WEEDS**, like other undesirable things, are easily controlled when taken in time. Like bad habits, when they once get well rooted, they are difficult to overcome. The best time to control a bad habit is before it gets control of you, and the best time to control weeds is before they get control of your strawberry plants. If the grower begins cultivating as soon as plants are set and cultivates every week or ten days when soil conditions will permit, this continued stirring of the soil will disturb the weed seeds while they are germinating and prevent their growth. It is easier to kill weeds or any obnoxious growths before they come up than it is after they become rooted. Repeated cultivations also greatly reduce hand work, which in turn reduces expenses.

By cultivating every week, we have no trouble whatever in keeping our one hundred acres of strawberry plants free from weeds and grass. If you want to see a weedless farm, come and see ours. It has been said by professional and scientific men who have visited our farm that we practice the most thorough cultural methods they ever have known, and visitors often ask how it is that we have such vigorous plants and no weeds. We tell them that we think too much of our strawberry plants to allow them to associate with weeds, and that we cannot afford to buy fertilizer for weeds and grass. If these were allowed to

grow they would rob the plants of the fertilizer which they should have. We try to be liberal in most things, but we are mighty stingy when it comes to feeding weeds and insects, and we find that it is economy to kill them before they begin eating.

Cultivation not only prevents weeds and obnoxious growths, but it also prevents the escape of moisture during a dry spell, and cultivating as soon as possible after a rain prevents the forming of crust. No one thing aids more in the growing of strawberries than cultivation, and while we believe in both fertilizers and cultivation, we believe the grower could better afford to neglect fertilizing than cultivation, because without proper cultivation, plants cannot get full benefit from the fertilizer. To sum up the ultimate results of cultivation from start to finish and in as few words as possible, let us say that it prevents weeds and the forming of crust, retains moisture, makes plant food available, develops large fruitful plants and big crops of big red berries which always sell at the highest prices and give the grower the biggest profit.

### Our Everbearers in New England

**UNDER** date of September 3, 1916, Christian Gronbeck of Maine, writes us: "This spring I bought from you 700 Superb, and 100 plants each of Progressive, Onward and Forward everbearing strawberries. We kept the blossoms picked off until June 20, and about a month later began to pick berries, and they are now bearing heavier all the time. At present they are bearing as heavily as any you picture in your catalogue. They are extra-good plants and are wonderful varieties. Hereafter I shall know where to get my plants. Even if you charged twice as much for plants as you do, it would be a small item in comparison with getting poor plants cheap. Although I never have bought plants because they were cheap, I have bought plants from other concerns which would have been expensive if I had got them for nothing."

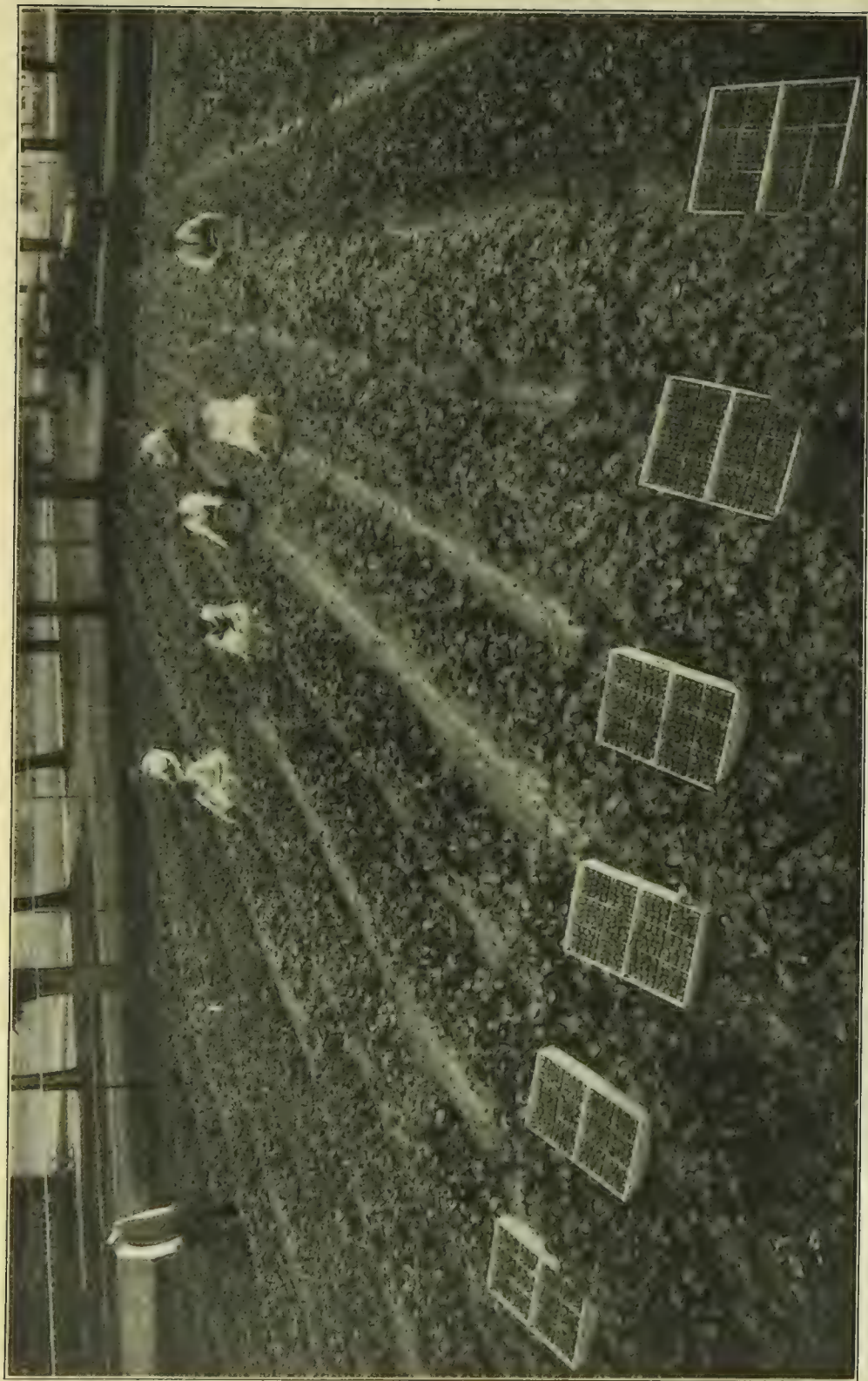
### How to Create a Big Demand For Your Strawberries

**NO** matter how good an article may be, it requires more or less advertising in order to create a demand for it. While the strawberry is the best of all fruits and will be in great demand as long as it is grown, what every grower should do is to create as great a demand as possible for your particular berries, and the best possible way to do this is by judicious advertising, and by furnishing quality equally as good as you advertise. There are several different methods of advertising your strawberries. It is good advertising to have better strawberries than are grown by your competitors. Proper picking and packing attracts the attention of the buyer and this is one object in advertising. A nicely printed placard placed in the windows of stores where your berries are sold attracts attention and influences buyers. Labeling the end of your crates is another good form of advertising and is very helpful in creating a demand for your particular brand of berries. Some growers use their local newspapers as a means of advertising their berries, and this is, indeed, a very effective way.



7440 QUARTS FROM 7250 PLANTS

**HARRY FLAMM** of Illinois writes us September 27, 1916, as follows: "I enclose you a photograph of my strawberry patch of 7250 plants. I picked 465 crates of 16 quarts each, totaling 7440 quarts of berries. They sure were fine. At least one-half of my crop was killed by a late frost last spring. Some people estimated my crop before the frost at 1000 crates. My picking season lasted only three weeks instead of five or six weeks. Am looking for another good crop this spring." In spite of the frost and of a very poor season, Mr. Flamm averaged from these Kellogg plants more than one quart per plant.



**PICKING KELLOGG'S SUPERB EVERBEARING STRAWBERRIES IN OCTOBER**

Three months after plants are set you will be picking big red berries, and you may continue to pick until the snow flies.





# R. M. KELLOGG COMPANY. THREE RIVERS, MICH.



Another effective and very inexpensive way is to send a neat little circular to owners of automobiles in your town and nearby towns, and we like this method because it brings the buyer right to your farm and saves the expense of delivering. If you desire to cater to this class of trade, the following is a good form to use in your local papers in connection with the circular:

When you are taking your daily automobile ride, drive out my way and take home a crate of delicious strawberries picked fresh from the vines. Whether you are buying strawberries for immediate use or for preserving and canning, you want the best and that is the only kind I grow.

**JOHN SMITH**

Give your name and the location of your farm and you will be pleasantly surprised at the number of automobile owners who will respond to this form of advertising.

When you once get customers of this kind coming to your farm, they will continue to come as long as the strawberries last, and will also persuade others to come. There is no reason why you cannot in this way dispose of all the strawberries you can grow, and you not only save the expense of delivering but the dealer's profit also. Freshly picked strawberries are something which everyone wants, and the thing for you to do is to grow the kind that will make it to the interest of buyers to come to you instead of you going to them.

## Southern Strawberry Growers

SOME strawberry growers in the South still cling to the idea that strawberry plants must be set only in the fall. But those in the South who have broken away from fall setting, and who have set in the spring in order to set Kellogg Pedigree Plants (as we do not furnish plants for fall-setting), have learned to their entire satisfaction that Kellogg Pedigree Plants set in the spring not only grow more vigorously than Southern grown plants which are set in the fall, but they also produce much larger crops and berries of better quality, and consequently made the grower a much bigger profit. Some of the largest yields that are reported to us come from our Southern customers. The letter which we give here is only one of the many good ones we receive from our customers in the South, and should convince every reasonable person that Kellogg Pedigree Plants are just as profitable for the Southern grower as for the Northern grower, and that they adapt themselves to the soil and climatic conditions of the South as readily as in the North.

Three years ago this spring, I purchased 3,500 Kellogg Pedigree Plants and have closely followed the Kellogg way. I am now gathering the third crop from these plants, and the way they produce is simply astonishing. There has not been a season since these plants were set that I have not gathered two quarts of berries from each plant, and this year I already have picked two quarts from each plant and feel confident that before the season is over, I will get an average of three quarts from each plant. The berries were of such splendid quality

that the fancy grade brought 35 cents per quart and the second grade 25 cents, and I am unable to supply the local trade even at these prices. Large growers who visit my place, ask how I can get such wonderful results. I simply tell them my success is due to Kellogg Pedigree Plants grown the Kellogg way.

The Kellogg Plants and Kellogg Service have made it possible for me to stay at home and be independent instead of being as I formerly was, a common wage earner. You explain every detail of strawberry growing so plainly that anyone who never had seen a strawberry plant, but who has a handful of determination, could not fail to succeed from the beginning. From your plants I have picked as many as thirty big, fancy berries from a single hill at one picking. I grow the plants exclusively in hills and follow your instructions.

B. E. HEATLY, Florida.

## Why You Should Send Us Your Order Early

IN order that you may realize how important it is that you should send us your order early, we give below extracts from a few of the many letters which came to us during the past season from customers whose orders reached us after plants of their choice were sold. Thousands were disappointed last season for the reason that they were unable to get Kellogg Pedigree Plants, simply because they neglected to send their orders early. Are you going to send in your order early and get the plants of the varieties you should have, or will you neglect this important matter from day to day until plants are all sold, and then be disappointed by having your money returned instead of getting plants?

Refund for Superb plants received. Thanks. Sorry I could not get them. I'll send you my order earlier next year.  
N. N. HIEBERT, Minnesota.

We have your express money order and are sorry you could not send us the everbearing strawberry plants.  
L. B. HAUER, Pennsylvania.

Plants and money order received yesterday. Thank you. Sorry I could not have the everbearers.  
GEO. F. HEALD, New Hampshire.

I am in receipt of your letter enclosing money order for which I thank you. I am disappointed in not receiving the everbearers, but will order earlier next year. The plants I received are doing well.  
MRS. EDWIN B. RATCLIFF, Indiana.

I wish to thank you for the money order for \$6.00. The courtesy is appreciated and I hope by booking my order early next year, to avoid an experience disappointing to me and annoying to you.  
MRS. CHAS. R. VANDEKARR, New York.

I have received a letter containing the draft, and was very much disappointed as I had much rather had the plants than the money. I hope you will have these varieties next year.  
MRS. G. B. BRICKERT, Montana.

Yours of the 6th with Money Order for \$5.35, received, and everything O. K. I trust we may be able to do business another spring.  
M. E. CHAPIN, Michigan.

Thanks for return of Money Order. We will try to get our order in early enough in 1917 to be in time.  
FRANK M. SLAGLE, Washington.

## Standardize the Strawberry Pack

ONE of the principal elements that make for success in any line of work is the way in which goods are packed, and in no other line is this more necessary than in strawberry marketing. One minute of time spent in the proper arrangement of the top layer will transform the box into a thing of beauty and attractiveness



# GREAT CROPS OF STRAWBERRIES and HOW TO GROW THEM



Kellogg's Premier

Magic Gem

Dr. Burrill

Kellogg's Prize

## KELLOGG'S PEDIGREE PLANTS AS THEY GROW AT OUR TWIN FALLS, IDAHO, FARM

**SUNNY SOUTHERN IDAHO** with her deep, rich soil, bright sunshine, cool nights and abundance of water, insures plants of the very highest quality. These plants, with their extra-large crown and heavy root systems, guarantee the grower perfectly developed plants, a large crop of fancy berries, and a big cash profit. Our big new packing house at Twin Falls provides a cool place for counting and packing the plants, and the damp moss used in packing keeps the plants cool and fresh while in transit. The bunches of plants shown above were photographed October 23, and indicate the high quality of the plants we shall ship from Twin Falls next spring. The Kellogg way of growing, digging, bunching, labeling and packing is practiced at Twin Falls the same as at Three Rivers, Mich.

that will add a generous percentage to the price. The well-established fact that "the package sells the goods" is particularly true in the case of the strawberry.

Our own experience and observation in this regard is emphasized by Prof. E. P. Sandsten of the Colorado Agricultural College, who says on this point:

"Farm and garden produce may be of the highest quality, but if the packing is carelessly done, and in old and dirty retainers, the discriminating buyer will not buy and the producer is forced to accept a lower price. The practice of facing the packages with produce of the highest quality and then filling the remainder with inferior goods, is plain dishonesty and does much to prevent both the honest and dishonest producer from obtaining the market value. The producer's first aim should be to establish a reputation for his products, and when this is accomplished more than half of the selling problem is solved. Each producer should have his packages labeled with his personal label or trade mark. This would indicate that the producer is willing to stand behind his goods."

Simple honesty in dealing with the public is one of the most valuable assets any individual, firm or corporation may possess, and the strawberry grower who wins the confidence of his patrons by invariably delivering the finest fruit and put up

in the most tempting fashion already has won the assurance of permanent success in his work.

## Photographs

**WE** should like to have you send us a clean clear-cut photograph of your strawberry field or patch, no matter how large or how small the area. We should like also some statement of your success with strawberry plants to accompany photograph, and to have the view represent our plants when growing. Our purpose is to make a selection from the very best photographs of our Thoroughbred strawberry plants as grown by patrons for our 1918 book. Photographs should be in our hands not later than July 15, 1917.

R. M. KELLOGG Co.

**WE** received the strawberry plants in fine condition. Planted them as soon as received and they are doing fine. Am well pleased with them and thank you for your kind attention.

JOSEPH FLAGLER, Wisconsin.

**THE** strawberry plants I bought of you in the spring proved to be the wonder of the neighborhood. People came from quite a distance to see them and expressed great admiration for them. Last summer they yielded a bountiful crop of wonderful berries.

J. O. MATTHEWS, N. H.



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

### Extra-Early Varieties

#### Early Ozark (B) Male

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

#### Longfellow (B) Male

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

### Early Varieties

#### Warren (B) Male

EARLY. Bisexual. Warren has during the last three years won high place among the early varieties, and it has become universally popular as a strong bisexual and an especially heavy yielder of large and luscious, uniformly shaped berries. The plants are very vigorous with strong, leathery foliage of very dark green. The calyx is of light green which adds greatly to the beauty and fine appearance of this variety. Warren won the silver medal of the Massachusetts Horticultural Society in 1912—a notable honor, because there is no other society in the United States whose medals are more highly prized. Grown only at our Three Rivers farm.

#### Jessie (B) Male

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

#### Heritage (B) Male

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

#### Crescent (P) Female

MEDIUM EARLY. Pistillate. For more than thirty years we have offered this extraordinary pistillate to our customers, and the fact that its popularity never has

waned is the highest tribute we can pay to its general excellence. In size the berries are medium and the larger proportion of them are broad wedge-shape, tapering to a dull point. In quality the fruit is excellent, the flesh is close-grained and solid, the flavor is deliciously tart and the berry exceedingly juicy. Crescent ranks very high both as a shipper and canner and is a prime favorite for table use. You always may count upon large yields of fine fruit from this variety. Grown only on our Three Rivers farm.

#### Billy Sunday (B) Male

EARLY. Bisexual. All that we said of this new origination in our 1916 book has been more than realized in actual experience. The Billy Sunday is a prolific yielder of high grade fruit, which is produced continuously from early to late, beginning somewhat earlier than the Warfield and closing its season just before Sample ceases to bear. The foliage is tall and large; fruiting stems are long and hold the fruit well above the foliage until the fruit weighs them down. In size, flavor and color it is ideal, and there are few varieties that have a more delicious flavor than this extraordinary origination. All growers should give this variety, which is native to Ohio, a thorough test. Grown only at Three Rivers.

#### Bederwood (B) Male

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

#### Clyde (B) Male

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

#### Helen Davis (B) Male

EARLY. Bisexual. Introduced by us in 1911, Helen Davis has become a leading favorite in almost every section of the Eastern and Middle states and has now attained large popularity in the Inter-Mountain states. It is particularly adapted to the colder regions of the Northwest and is a prime favorite in the irrigated districts. It is a prolific yielder of beautiful fruit of large size. It is famous for its ability to withstand severe drouths. Grown both on Three Rivers and Twin Falls farms.

### Medium Varieties

#### Nick Ohmer (B) Male

MEDIUM TO LATE. Bisexual. For many years a favorite throughout the Northern and Atlantic-Seaboard states, Nick Ohmer has during the last three years won almost universal popularity among the extensive strawberry growers of the Pacific Coast. More than that, it now ranks among the first selections in the Gulf regions of the country. In a word, Nick Ohmer has become practically a universal favorite. Especially noted for



# GREAT CROPS OF STRAWBERRIES and HOW TO GROW THEM



its fine rich flavor, for its large, well-shaped berries and rich crimson color of its fruit, it isn't strange that this variety becomes immediately popular once it becomes known in a given locality. The foliage is quite as beautiful as is the fruit. Grown on both our Three Rivers and Twin Falls farms.

## Bubach (P) Female

**MEDIUM.** Pistillate. This variety is a wonderful yielder when mated with such varieties as Senator Dunlap, Parsons' Beauty or Magic Gem, and over a very wide range of territory it is one of the most popular varieties known and has been for more than a quarter of a century. Bubach is successful in practically all soils, and we can recommend it without hesitation to all sections of the country, but especially to the growers of the Southwest. Grown only at our Three Rivers farm.

## Haverland (P) Female

**MEDIUM.** Pistillate. This is the twenty-seventh year we have grown this wonderful and popular variety and every season adds to its popularity. Haverland yields a round, large berry, bright crimson on the sun side, shading to a light red on the under side. It is full and round at the stem end and gradually tapers to an obtuse point. It is not only a delicious berry, but it is a most attractive berry when placed in proper form upon the market. Any of the mid-season bisexuals will perfectly mate with Haverland, with the single exception of Glen Mary, which is deficient in pollen. Grown at both Three Rivers and Twin Falls.

## Enhance (B) Male

**MEDIUM TO LATE.** Bisexual. This variety steadily increases in popularity as the people come into acquaintance with its fine qualities. All along the Pacific Coast it is very popular and in Southern California this variety enjoys great pre-eminence among the most extensive growers there. It is one of the varieties which may be said to be universal in its habitat. Grown at both Three Rivers and Twin Falls.

## Clark's Seedling (B) Male

**MEDIUM.** Bisexual. This variety is identical with the "Hood River." Its popularity is based primarily upon its extraordinary shipping qualities. Hundreds of carloads of this variety are shipped from the Pacific Coast to as far east as Chicago and arrive there in excellent condition. It is a heavy yielder of fruit and is a fine canner as well as shipper. The fruit is large, of perfect strawberry form for the most part, and where given ample sunshine and air always wins high favor. The foliage is medium large, dark-green with spreading habit. Grown only on our Twin Falls farm.

## Parsons' Beauty (B) Male

**MEDIUM.** Bisexual. This great variety is especially adapted to the higher altitudes and colder sections of the United States and Canada. One Northern Michigan grower has for many years grown this variety in carload lots and finds it ideal in every way. The berries of this variety are bright red and are of mild and delicious flavor. This is the thirteenth season we have offered this variety to our customers. Grown on both our Three Rivers and Twin Falls farms.

## Klondike (B) Male

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

## Buster (P) Female

**MEDIUM.** Pistillate. This variety is of Canadian origin, and throughout the Northern states is approving itself as a variety of unusual value. Wherever it has

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

## Late Varieties

### Brandywine (B) Male

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

### Fendall (P) Female

**LATE.** Pistillate. Fendall is a seedling of the popular Wm. Belt, and during the last eight years has distinguished itself over a very large section of our country. This variety won the distinction of producing 16,800 quarts of strawberries to a single acre—the record performance for any variety ever known. When properly mated with any of the midseason or late bisexuals, Fendall will yield immense crops of fruit. Grown at Three Rivers and Twin Falls farms.

### Pride of Michigan (B) Male

**VERY LATE.** Bisexual. This variety was originated on our farms in 1905. In many sections of the country it is recognized as one of the greatest of the late varieties and is famous for the large size of its berries and the very fine quality of their flavor. The plant is very large, the foliage very dense, and it is one of the handsomest plants when fruiting ever seen, as the berries lie in windrows, making a most charming and attractive scene. The fruit is firm, exceedingly large and smooth, and the flavor of the fruit is delicious. Grown at both our Three Rivers and Twin Falls farms.

### Oregon Improved (B) Male

**LATE.** Bisexual. This variety is grown only at our Twin Falls farm as it is a variety, as its name indicates, particularly adapted to the Pacific Coast and Inter-Mountain state conditions. One customer writes that it is the greatest shipper he ever has seen and that the berries stand up well when shipped a long distance, "even when they are dead ripe." This is a very important quality, indeed, and it is developing a very large demand for this extraordinary variety. All Inter-Mountain and Pacific Coast customers should give this variety a thorough trial.

### Magoon (B) Male

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

### Dornan (B) Male

**LATE.** Bisexual. For fifteen years we have bred this great variety, which is especially appreciated for its sub-acid quality that renders it possible for the confirmed dyspeptic to freely partake of its fruit with impunity. In color the berries are dark-red on the upper side, shading to bright-red on the under side. The meat is for the most part deep pink, becoming almost white at the cen-



ter. It grows generous crops, and never have we known anyone who did not enjoy its rich and delicious flavor. The berries are very large and belong distinctly in the fancy class. Grown only on our Three Rivers farm.

**Gandy (B) Male**

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

**Marshall (B) Male**

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

**Americus (B) Male**

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

**The Progressive in California**

ONE of our California customers, Mr. Harry Spear, writes us under date of August 7, 1916, concerning his experience with that wonderful everbearing variety, Progressive. Mr. Spear says:

"I feel it my duty to let you know how I like the Progressive strawberry that I purchased from you last spring. I kept the blossoms and runners off till June, and up to this date have picked more than seventy quarts from the 100 plants, and they are now just a solid mass of blossoms and berries. I never saw anything like it. And I am doing something that I never before believed possible—I am gathering fruit from the runner plants that were produced by the mother plants set this spring! In one word, I cannot find language with which to express my admiration for this wonderful everbearing variety."

That Mr. Spear's experience is like that of thousands of others our letter-files amply testify. That Progressive is the great home berry and home-market berry of the everbearing varieties there is no question, and experiences like Mr. Spear's only confirm what we have always claimed for this variety.

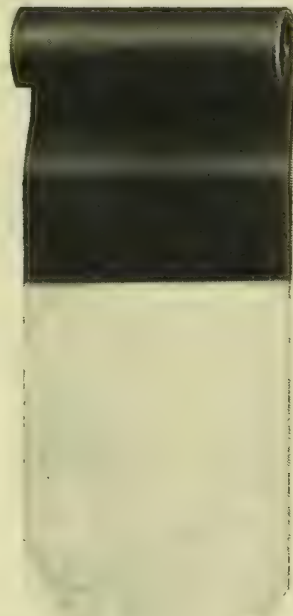
**Strawberry Plants Do Not Mix**

WE frequently are asked if everbearing plants and standard varieties may be set in the same plot of ground. Let us say in answer to this inquiry that strawberry plants do not mix. In one word, you may set out one hundred different varieties in one hundred square feet and there will never be any mixing of the plants themselves. The only mixing that will occur will be the mixing of pollen in the seed which does not affect either the fruit or the plant. Therefore strawberry growers

may arrange their different varieties as they may wish without any regard to the question of mixing of varieties.

IN a note received from J. W. Birch of Pennsylvania, he says: "I am pleased with the Pearlstrawberries that I bought of you. They are hard to beat for size, quantity of yield, and quality of flavor. They are simply immense. I note that your price was \$5.00 per thousand while the catalogs of other growers list them at from \$25.00 to \$30.00 per thousand." Pearl is one of the best late bisexuals ever originated.

J. R. WALLACE of Michigan June 26, 1916 writes us as follows: "We sent to you for strawberry plants in the spring of 1915—Superb, Glen Mary, Wm. Belt, Warfield and Heritage, making five rows between fifty and sixty feet long. The Superb had berries on them all through the autumn and now (June 26, 1916) are a sight to behold. The others are the finest we ever raised."



**Kellogg's All-Metal One-Piece Dibble**

THIS is our one-piece Dibble—no rivets to come loose or handle to break off. It is made from the very best grade of steel, with polished blade and Japanned handle, which is simply a curve in the same piece from which the blade is made. It does not tire the hand and is in every way superior to any other dibble ever put upon the market. The price of this dibble is 35c for one or \$1.00 for three Dibles. For setting strawberry plants and vegetables it has no equal. Carried at both our Three Rivers, Mich. and Twin Falls, Idaho, farms. Dibles are now carried by parcel post at the following rates: Zones 1 and 2: 1 Dibble, .06; 2 Dibles, .08; 3 Dibles, .10; Zone 3: 1 Dibble, .08; 2 Dibles, .12; 3 Dibles, .16; Zone 4: 1 Dibble, .11; 2 Dibles, .19; 3 Dibles, .27; Zone 5: 1 Dibble, .14; 2 Dibles, .26; 3 Dibles, .38; Zone 6: 1 Dibble, .17; 2 Dibles, .33; 3 Dibles, .49.



# GREAT CROPS OF STRAWBERRIES and HOW TO GROW THEM



## Read Carefully Every Paragraph Appearing on These Pages

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

### Our Terms

**C**ASH should accompany each order. No reservation of plants will be made unless the order is accompanied by remittance. If the amount of the order is \$5.00 or over, you may remit not less than one-third of the amount when ordering. The balance due on your order should be paid on or before April 15. Orders sent in after March 15 should be accompanied by full payment to insure prompt delivery.

No order will be accepted for less than \$1.00, as the cost of handling is too great when the amount falls below that sum.

We send no plants to anybody, no matter what his financial standing, until plants are paid for. We do not ship plants to anybody C. O. D. Do not ask us to do so.

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 are in better form to transport and transplant early in the season.

We would advise customers in northern latitudes to have plants shipped early and heel them in for a week or two, if necessary, rather than have them shipped after the season becomes too far advanced.

Unless a specific date is named for shipping, plants will be forwarded at the proper time for setting out in your locality as nearly as we can judge.

When sending an additional order, do not fail to refer to your former order.

When asking to have any change made in an order already booked ample time for making such change on our records should be allowed, as during our shipping season it sometimes requires several days to have such change made.

Do not ask us to ship your order with that of another party unless you advise us distinctly that it is satisfactory to all concerned. The balance due for both orders must be in our hands before shipping time, otherwise the shipments would be held up and possibly neither customer would be able to secure the varieties desired.

It is our purpose to acknowledge all orders promptly, but frequently letters are lost in the mails. Should you have occasion to write us concerning lost orders be sure to give the date on which you mailed your order, amount and form of remittance enclosed, name of party to whom plants are to be shipped, and their destination. With this information in hand it will enable us to make a prompt investigation.

Reports for any shortages in plants should be made promptly upon receipt of plants. Do not wait until plants are set before counting them. Your count should be made as soon as consignment is delivered—keeping a strict account of the

number of each variety; also count the number of boxes or packages received.

### How to Remit

**A**LL remittances should be made by postoffice or express money order, or by bank draft or registered letter. No other way by mail is safe, and we shall not be responsible for any currency or coin sent in a letter. The clearing house associations all the country over have adopted a minimum rate of 10 cents for exchange on all personal checks, and we shall be pleased to have you comply with above request and thus save this expense.

No order will be accepted that is accompanied by a check dated in advance.

Be very sure to note that remittance is correctly made out before mailing.

### Our Guaranty

**W**ITH our careful methods of labeling plants it would seem quite impossible that a mistake should occur in the matter of varieties, but we guarantee our plants to be true to label with the express understanding that, if a mistake occurs, we are to be held responsible for no damages beyond the amount paid us for the plants. We cannot, and will not be, in any way responsible for the crop.

All orders accepted by R. M. Kellogg Co. are subject to the crop yield of plants, which is beyond our control.

### Dates for Shipping

**O**UR shipping season at Three Rivers opens between March 25 and April 1, depending upon weather conditions, and closes May 25.

Our shipping season at Twin Falls begins somewhat earlier, usually from March 10 to 15, and closes May 20.

We cannot urge too strongly the importance of filing your order and having your plants come forward at the earliest possible moment that your weather and soil conditions permit. Ninety per cent of all losses occur as a result of late planting. All orders to be shipped from either Three Rivers or Twin Falls should be sent to our Three Rivers office. We do not make summer or fall shipments from either of our farms.

### Plants by Parcel Post

**I**N order to save our customers the annoyance and trouble of determining the amount of postage required for their order, we have decided to make a flat rate on each hundred plants or fraction thereof to the various zones as follows:

- Zones 1 and 2, 5 cents per hundred plants;
- Zone 3, 10 cents per hundred plants;
- Zone 4, 15 cents per hundred plants;
- Zone 5, 20 cents per hundred plants;
- Zone 6, 25 cents per hundred plants;
- Zone 7, 30 cents per hundred plants;
- Zone 8, 36 cents per hundred plants.

We calculate the cost of postage on the basis of three pounds for each hundred plants, but as the



# R.M. KELLOGG COMPANY. THREE RIVERS, MICH.



weight of the different varieties varies, the above rate may not be the exact amount of postage paid in all cases, but will represent a fair average. Therefore we ask that all customers in the United States when sending orders to be shipped by parcel post include in their remittance a sufficient sum to pay for postage on same at the rates given above. Your local postmaster will give you the zone in which you are located. Packages by parcel post for the United States may be insured for 3 cents if the value does not exceed \$5.00, or for 5 cents if over that amount.

The rate on Canadian and foreign Parcel Post shipments is *uniformly 12 cents per pound or 36 cents per hundred plants.*

## Plants by Express

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

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

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

## Substitution

**W**HEN we come to ship your order, is it your wish, should we be sold out of any varieties that you have selected, that we substitute some other varieties of equal merit in their place? In making out your order be very explicit on this point. Note that two lines are provided on the order sheet for this purpose. If you give us permission to choose substitute varieties, simply say "Yes." If you prefer to select substitutes, please name them on these lines. If you positively say "No," we shall return your money for any varieties we are unable to supply. In case you write neither "Yes" or "No," we shall understand it is your desire that we use our judgment in the matter.

## We Employ No Agents

**C**OMPLAINTS 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.

## How To Set Plants

**B**EFORE setting the plants, the soil should be pulverized and pressed firmly and made as smooth on the surface as possible. It is unnes-

sary to make ridges where the rows of plants are to be set. The roots should be pruned before the plants are set. This is best done before the bunches are opened by simply cutting off the tip ends. Whether you use a spade or dibble, make the opening in the soil large enough so the roots may be spread out and placed straight down without doubling them up. Be sure that the crown of the plant is well above the surface of the ground, and press the soil firmly against the roots. In short, a strawberry plant should be set the same as any other plant. We have tried dibles, spades, and plant-setting machines, but we find the dibble the most satisfactory. This, like all other work connected with strawberry growing, is very easily and quickly done. One man can easily set from two to three thousand plants each day.

## Beginners Succeed from the Start

**T**HE fact that you have had no experience in growing strawberries should not prevent you from growing them successfully. Some of the biggest yields and profits that are reported to us come from beginners, who, like yourself, had no experience whatever. In order to convince you that beginners who use Kellogg's Pedigree Plants and follow the Kellogg Way grow big crops and make big profits right from the start, we give here extracts from two of many thousand similar letters which come to us from our customers who started with absolutely no experience:

In April, 1914, I bought 5,400 Kellogg Pedigree Plants and planted them in a cloud of dust. One man followed the planters watering the plants as they were set, and that was about all the water the plants received for over thirteen weeks and, although an amateur, by closely following the Kellogg Way, I did not lose 100 plants. When these plants began to fruit in 1915, I capped the market. The first nine days, I sold the berries for \$3.60 per crate, and sold none for less than \$3.00 per crate. The quality of the berries this year was so extra fancy that one grocer took my entire crop.

JOHN T. O'BRIEN, Illinois.

**T**HIS is the man who told you one year ago this spring that he was afraid he could not grow strawberries on account of being green at it. I don't know whether you have forgotten me or not, being only a small purchaser. You are going to get your comings now.

Let me say in starting that you need not be afraid to say things about your plants in your catalog. You have not told one-half. In a few words, your plants are wonderful beyond belief. You have made another friend and satisfied customer. Words fail to explain all the great things we have enjoyed from our patch. It has been the wonder of the neighborhood. One of my neighbors had a small patch which he allowed to make runners, and he told me that I would hurt my plants by keeping off the runners, and growing in hills. The results this summer, however, have shown him who was wrong. From only 140 hills of Kellogg Pedigree Plants, grown the Kellogg Way, I picked 175 quarts of the finest berries ever grown in this section. All we had to do was to get one quart in a home and the rest was easy enough. I can see where there is a big profit in strawberries. It is easy to care for them and you get big money for your work. I am going to prune off all runners again this summer, and next summer I expect to get 250 quarts of berries.

W. H. OTTO, New York.

**L.** M. KELLY of New Hampshire writes us as follows concerning a shipment we made him of Parson's Beauty, Senator Dunlap and Dornan plants: "The plants I bought of you in the spring of 1915 are handsome, large plants, and fruit beyond expectation or imagination. My bed of these varieties is the talk of my neighbors, who say they never saw anything to compare with them."

# Price List of Strawberry Plants for 1917

Read Carefully This Page and Pages 60-61 of This Book Before Making Out Your Order

**I**N MAKING UP YOUR ORDER for plants, do not vary from the scale of prices as given on this page. No customer is allowed to combine two or more varieties in order to secure the rate of the combined number. For example, should you order 500 Senator Dunlap plants, the price would be \$3.00; but if you order 250 Dunlap plants and 250 plants of Warfield the price of the 500 plants would be \$3.70, as you will note that the price of 250 Dunlap is \$1.85 and the price of 250 Warfield also is \$1.85.

Always follow the price list exactly as given. *Because you order 500 plants or more of a given variety and thus secure the 1000 rate on that variety, does not entitle you to take the 1000 rate on a smaller number of any other varieties ordered.* Thousand rates are allowed only in cases where 500 or more plants each of a variety are ordered. On all plants purchased above 500 of a single variety the thousand rate is allowed. For instance, 600 plants of a \$6.00 variety cost \$3.60.

One hundred plants of a \$6-per-thousand variety always cost 95 cents, no matter if you order ten thousand plants of other varieties, and 100 plants of a \$7-per-thousand variety cost \$1.20 — and so on throughout the price-list table. The price table is so arranged that anyone can tell at a glance the price of the number of plants desired.

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

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

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

FOR PRICES PER THOUSAND SEE OPPOSITE PAGE

Varieties of Plants Priced at \$6.00 per 1000 will be sold in lesser quantities at the following prices:	Varieties of Plants Priced at \$7.00 per 1000 will be sold in lesser quantities at the following prices:	Varieties of Plants Priced at \$8.00 per 1000 will be sold in lesser quantities at the following prices:	Varieties of Plants Priced at \$10.00 per 1000 will be sold in lesser quantities at the following prices:	Varieties of Plants Priced at \$15.00 per 1000 will be sold in lesser quantities at the following prices:
Price	Price	Price	Price	Price
25 plants \$ .40	25 plants \$ .50	25 plants \$ .60	25 plants \$ .70	25 plants \$1.00
50 plants .60	50 plants .75	50 plants 1.00	50 plants 1.05	50 plants 1.55
75 plants .80	75 plants 1.00	75 plants 1.25	75 plants 1.40	75 plants 2.00
100 plants .95	100 plants 1.20	100 plants 1.50	100 plants 1.70	100 plants 2.50
125 plants 1.10	125 plants 1.40	125 plants 1.65	125 plants 1.95	125 plants 2.85
150 plants 1.25	150 plants 1.55	150 plants 1.80	150 plants 2.20	150 plants 3.25
175 plants 1.40	175 plants 1.75	175 plants 1.95	175 plants 2.45	175 plants 3.60
200 plants 1.55	200 plants 1.90	200 plants 2.10	200 plants 2.70	200 plants 4.00
225 plants 1.70	225 plants 2.10	225 plants 2.30	225 plants 2.95	225 plants 4.35
250 plants 1.85	250 plants 2.25	250 plants 2.50	250 plants 3.20	250 plants 4.75
275 plants 2.00	275 plants 2.45	275 plants 2.65	275 plants 3.45	275 plants 5.10
300 plants 2.15	300 plants 2.60	300 plants 2.85	300 plants 3.70	300 plants 5.50
325 plants 2.30	325 plants 2.75	325 plants 3.00	325 plants 3.90	325 plants 5.80
350 plants 2.40	350 plants 2.90	350 plants 3.20	350 plants 4.10	350 plants 6.10
375 plants 2.55	375 plants 3.05	375 plants 3.35	375 plants 4.30	375 plants 6.40
400 plants 2.65	400 plants 3.20	400 plants 3.50	400 plants 4.50	400 plants 6.70
425 plants 2.75	425 plants 3.30	425 plants 3.65	425 plants 4.65	425 plants 6.90
450 plants 2.85	450 plants 3.35	450 plants 3.75	450 plants 4.75	450 plants 7.10
475 plants 2.95	475 plants 3.45	475 plants 3.90	475 plants 4.90	475 plants 7.30
500 plants 3.00	500 plants 3.50	500 plants 4.00	500 plants 5.00	500 plants 7.50
1000 plants 6.00	1000 plants 7.00	1000 plants 8.00	1000 plants 10.00	1000 plants 15.00



## 1917 Price List of Varieties of Strawberry Plants Grown by R. M. Kellogg Company at Three Rivers, Michigan

EXTRA EARLY	Per 1000	MEDIUM—Continued	Per 1000
<i>Kellogg's Premier</i> (B) -----	\$10.00	Haverland (P) -----	\$6.00
Early Ozark (B) -----	7.00	Enhance (B) -----	6.00
Longfellow (B) -----	6.00		
<b>EARLY</b>		<b>LATE</b>	
<i>Dr. Burrill</i> (B) -----	8.00	<i>Kellogg's Prize</i> (P) -----	8.00
Warren (B) -----	7.00	Fendall (P) -----	6.00
Billy Sunday (B) -----	7.00	Aroma (B) -----	6.00
Heritage (B) -----	7.00	Pride of Michigan (B) -----	7.00
Bederwood (B) -----	6.00	Brandywine (B) -----	6.00
Clyde (B) -----	7.00	Gandy (B) -----	6.00
Crescent (P) -----	6.00	Dornan (B) -----	7.00
Warfield (P) -----	6.00	Marshall (B) -----	7.00
Helen Davis (B) -----	6.00	Sample (P) -----	6.00
Jessie (B) -----	7.00	Chesapeake (B) -----	7.00
		Joe Johnson (B) -----	7.00
<b>MEDIUM</b>		Pearl (B) -----	8.00
<i>Magic Gem</i> (B) -----	8.00	<i>Kellogg's Big Late</i> (P) -----	15.00
Glen Mary (B) -----	7.00		
Wm. Belt (B) -----	7.00	<b>EVERBEARERS</b>	
Parsons' Beauty (B) -----	6.00	Superb (B) -----	15.00
Klondike (B) -----	6.00	Progressive (B) -----	15.00
Nick Ohmer (B) -----	6.00	Peerless (B) -----	15.00
Buster (P) -----	7.00	Forward (B) -----	15.00
Senator Dunlap (B) -----	6.00	Onward (B) -----	15.00
Bubach (P) -----	7.00	Advance (B) -----	15.00
		Americus (B) -----	15.00

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

EXTRA EARLY	Per 1000	MEDIUM—Continued	Per 1000
<i>Kellogg's Premier</i> (B) -----	\$10.00	Clark's Seedling (B) -----	\$6.00
Early Ozark (B) -----	7.00	Nick Ohmer (B) -----	6.00
Longfellow (B) -----	6.00	Enhance (B) -----	6.00
<b>EARLY</b>		<b>LATE</b>	
<i>Dr. Burrill</i> (B) -----	8.00	<i>Kellogg's Prize</i> (P) -----	8.00
Clyde (B) -----	7.00	Magoon (B) -----	6.00
Warfield (P) -----	6.00	Aroma (B) -----	6.00
Helen Davis (B) -----	6.00	Fendall (P) -----	6.00
Jessie (B) -----	7.00	Pride of Michigan (B) -----	7.00
		Brandywine (B) -----	6.00
<b>MEDIUM</b>		Oregon Improved (B) -----	6.00
<i>Magic Gem</i> (B) -----	8.00	Marshall (B) -----	7.00
Klondike (B) -----	6.00	Chesapeake (B) -----	7.00
Glen Mary (B) -----	7.00	Goodell (B) -----	6.00
Wm. Belt (B) -----	7.00	Pearl (B) -----	8.00
Parsons' Beauty (B) -----	6.00	Patagonia (B) -----	6.00
Jocunda (B) -----	6.00		
Senator Dunlap (B) -----	6.00	<b>EVERBEARERS</b>	
Jerome (B) -----	6.00	Americus (B) -----	15.00
Haverland (P) -----	6.00	Superb (B) -----	15.00
		Progressive (B) -----	15.00

# Kellogg's Big Late

(See Photo-engraving of Big Late Berries on opposite page)

**\$500.00** is the price we paid the originator for the privilege of introducing this wonderfully productive late variety, and when you see Kellogg's Big Late in fruit, you will agree with us that even at this price, we paid no more than it is actually worth. We named it Kellogg's Big Late because it produces the biggest and latest berries of any standard variety, and because it produces them in such great quantities. It is truly the queen of quality and quantity.

We never connect our name with a new variety until we are reasonably certain that it is in every way superior to other varieties of its season. When we saw this variety fruiting where it was originated, we can assure you that we did not hesitate to pay the originator \$500.00, which was the price he fixed for the exclusive right to introduce this new origination. This variety has been thoroughly tested for three years and each year it has outyielded all of the old standard late varieties. During this time it has been tested side by side with Chesapeake and not only has proved later but three times as productive as Chesapeake. And when it comes to quality and flavor, its berries are in every way superior to the berries of any other variety with which we are acquainted. The more Kellogg's Big Late berries you eat, the more you want, and each berry tastes better than the last. The originator says that the berries are so firm that they carry to remotely distant points and arrive in prime condition. Some of these berries were placed in a restaurant window at Brazil, Indiana on Friday and remained there until the following Tuesday, but still were in practically the same perfect condition as when picked.

Kellogg's Big Late is a strong, vigorous-growing pistillate with large healthy leaves, and it roots very deeply. Its berries are produced in clusters on long fruiting stalks. The color of the berries is a deep scarlet, seeds are bright yellow, calyx bright green, and fruit stems are large, making a combination which attracts the attention of the buyer, no matter how many other berries are offered in competition. The flavor is mild and sweet and leaves a lasting desire for more.

Mr. W. E. Carpenter, the Brazil, Indiana, banker, who has the unusual distinction of being the Superintendent of the largest and most famous Sunday School in the world, is a neighbor to the originator of our Big Late variety. Mr. Carpenter's Sunday School has a membership of more than 4000, and people come from great distances to attend its sessions. Mr. Carpenter is a great admirer of Big Late and was very glad to pay the originator very high prices for the wonderful berries that variety produced in 1916, and continued to order Big Late berries by the crate until the close of the season.

We have no desire to overestimate the value of any variety and do not purpose to make any statements which the variety will not justify, and in fact verify, when it fruits on the grounds of our customers, and we are confident that Kellogg's Big Late is well worthy of a higher endorsement than can be given in words. Our photographer succeeded in getting a beautiful photograph of the berries of this variety, which we show on the last inside cover page of this book. This picture shows their size and shape very accurately, but of course, does not show their beautiful color, nor does it give you any idea of their delicious flavor.

We want every customer to try Kellogg's Big Late and thereby give it an opportunity to prove that it is all we claim for it and that it possesses many valuable qualities not mentioned here. Plants of Kellogg's Big Late variety can be obtained only from the R. M. Kellogg Company, and in view of the fact that the originator could furnish us with only a comparatively small number of plants, our crop of plants of this variety is very light, and in order to save yourself from disappointment, it will be necessary for your order to reach us as early as possible. The price of these plants is certainly extremely low considering the many wonderful qualities of this variety. While we could dispose of our entire crop of plants of this variety at a much higher price, we prefer to make the price just as low as we possibly can, thereby making it possible for each customer to have an opportunity to learn from an actual test that Kellogg's Big Late is the biggest and latest as well as the queen of quality and quantity.

Note—We are not yet growing Kellogg's Big Late at our Idaho farm, but will supply Western customers with plants of this variety from our Michigan farm.

PRICES FOR KELLOGG'S BIG LATE—25 plants, \$1.00; 50 plants, \$1.55; 100 plants, \$2.50; 200 plants, \$4.00; 300 plants, \$5.50; 400 plants, \$6.70; 500 plants, \$7.50; 1,000 plants, \$15.00. For complete prices see Page 62.

Our No. \_\_\_\_\_

Verified by \_\_\_\_\_

Booked \_\_\_\_\_

# R. M. Kellogg Company

## Three Rivers, Mich.

Name \_\_\_\_\_  
*(Very Plain in Ink)*

P. O. \_\_\_\_\_  
Rural Route No. or Street and No. \_\_\_\_\_

State \_\_\_\_\_

AMOUNT ENCLOSED

\$ \_\_\_\_\_

Do Not Write in This Space

Town for Express \_\_\_\_\_

Send by \_\_\_\_\_  
*(Say whether to send by express or mail. If by mail include postage with order)*

Ship on or about \_\_\_\_\_

If we are sold out of any variety ordered, may we substitute? Please say "Yes" or "No"

\_\_\_\_\_

In case you do not indicate your wish in proper space, we shall assume that you intend us to make second choice when necessary

NO. PLANTS	NAME OF VARIETY	PRICE	
		Dollars	Cents
	Use this space for making out your order only		

**READ OTHER SIDE**

# Kellogg's Big Late Plants Free For Testing

**I**N order that we may learn how Kellogg's Big Late will produce in all soils and under all climatic conditions, we have decided to furnish our customers with plants of this variety free for testing. However, owing to the large sum which we were compelled to pay for this variety, and on account of the expense of producing the plants, we cannot afford to furnish plants of Kellogg's Big Late free for testing to anyone except those who purchase plants of other varieties and who will agree to give Kellogg's Big Late a fair test.

If your order amounts to \$2.50 or more, we will include with your regular order 25 plants of Kellogg's Big Late absolutely FREE. The value of these 25 plants is \$1.00, therefore you will appreciate that this is a very profitable and unusual offer. Under no conditions will we furnish more than 25 plants *free for testing* to any one customer. Should you wish more than 25 plants of Kellogg's Big Late, we will be glad to supply you at the regular prices quoted in the last pages of our book. We have only a limited stock of Kellogg's Big Late plants and customers desiring to take advantage of this free test offer should send us their order at the very earliest date possible. Please bear in mind that we are not giving these plants as a premium, but simply in order to get this variety introduced into all sections of the United States and Canada, and tested by as many different growers and under as many different conditions as possible. All we ask is that you give this variety a fair and honest trial, and we would greatly appreciate a report from you after the plants have fruited.

## Strawberry Profits

**O**UR customers in every nook and corner of the United States and Canada, have proved, as a result of their own experience, that strawberries give them a bigger profit per square rod and quicker returns than any other crop. Practically every day throughout the year, we receive reports of big yields and big profits. Those who never have grown strawberries the Kellogg Way cannot realize the profits that can be made from a small piece of ground set to strawberry plants.

E. A. Jeanson of Wisconsin says that he set a small city lot to Kellogg Pedigree Plants and grew them the Kellogg Way. Mr. Jeanson, being a traveling man, was unable to care for the plants himself, which made it necessary for him to hire this work done. The man employed to do this work also cared for his vegetable garden and lawn, devoting only a portion of his time to the strawberries. When the first crop was harvested, the proceeds from the strawberries alone paid all the hired man's wages, also taxes on the lot and interest on the full amount invested in the lot, and left him a net cash profit of \$60.00 to put in the bank. Besides this profit, Mr. Jeanson's family was fully supplied with delicious strawberries which saved him at least \$25.00, and in addition to this, the proceeds from the strawberries also paid for the expense of growing his vegetable garden, which meant another saving of not less than \$25. The strawberries also paid for mowing the lawn and other expenses of caring for the home grounds. This little city lot set to strawberries gave Mr. Jeanson a bigger income than he could have realized from it in any other manner.

Kellogg Pedigree Plants and Kellogg Free Service make it possible for you to do fully as well.

SEE OTHER SIDE FOR ORDER BLANK

THIS LETTER IS FROM

Name .....

P. O. ....

Street .....

State ..... R. R. No. ....

Please write your name and address on  
above lines

PUT  
STAMP  
HERE

**R. M. KELLOGG CO.**

Breeders of Thoroughbred Pedigree Strawberry Plants

**THREE RIVERS,**

**MICH.**



KELLOGG'S BIG LATE  
THE BIGGEST AND LATEST  
THE QUEEN OF QUALITY AND QUANTITY





KELLOGG'S  
PREMIER