



1919



KELLOGG'S

Great Crops of

STRAWBERRIES

*and How to
Grow them*

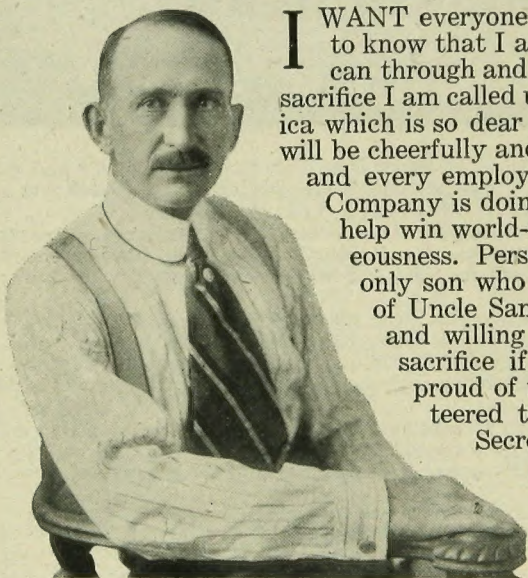
R.M.KELLOGG CO.
THREE RIVERS, MICH.

A Group of "KELLOGG" Gardens



Grown the "KELLOGG WAY"

Helping Uncle Sam



F. E. BEATTY, President

I WANT everyone who receives this book to know that I am a red-blooded American through and through, and that any sacrifice I am called upon to make for America which is so dear to the hearts of us all, will be cheerfully and gladly complied with, and every employe and member of our Company is doing his dead-level best to help win world-wide liberty and righteousness. Personally, I have given my only son who went to France as one of Uncle Sam's fighting men, ready and willing to make the supreme sacrifice if necessary, and I am proud of the fact that he volunteered to go. Mr. Burke, our Secretary and Treasurer, also has given his son who now is in service, and a number of our former employes now are in the ranks of Uncle Sam.

While our age prevents us from entering active service for our country, we are doing our bit here at home by co-operating with the Government in every possible way—giving, producing, and conserving. We are gladly contributing to the Red Cross, Y. M. C. A., and every other worthy cause. We are now working harder than ever before making every square foot of our big farm produce to the extreme limit, and are conserving in the use of every commodity needed by our Government and Allies.

Uncle Sam has told us that he needs an enormous amount of paper for Government use, therefore you will understand why this book contains fewer pages than usual. It would have been an act of disloyalty to have sent out a larger book. I am sure, however, you will appreciate the fact that our book this year is more valuable because it pictures our leading and biggest money-making varieties in colors.

It is your patriotic duty, friends, to make your fields and gardens bloom and produce as never before, and our enormous business last year convinces me that you are doing this. More Kellogg Gardens were planted last year than in any previous year in the history of our Company. Every family that has even a small piece of ground should help our Government by growing their own strawberries and vegetables.

While all true Americans have done nobly in the past, let us put forth a still greater effort in the future, so that our own conscience will assure us that we have played our full part in winning the victory. In peace or in war, let us who have the opportunity produce plenty for ourselves and some to spare for those who have no land at all.

If I can make any suggestions that will help you to increase the productivity of your field or garden, the pleasure will all be mine.

With this thought always in mind, and assuring you that we shall continue as in the past to furnish you the very best plants that can be grown and give you the best possible service, thereby retaining you as a friend as well as a customer, I remain

Sincerely yours,

A handwritten signature in cursive script that reads "F. E. Beatty". The signature is written in dark ink and is positioned to the right of the typed name.

\$500 TO \$1200 PER ACRE THE KELLOGG WAY

THE PROFIT made from strawberries depends entirely upon the quality and quantity of berries produced, which are determined by the quality of the plants you set and the cultural methods followed.

To insure big crops and big profits from strawberries, it is necessary to set plants which will respond readily to proper cultural methods. Kellogg Pedigree plants have proved throughout the country that they are bigger producers and make more money for the grower than any other plants.

You cannot afford to experiment with other plants simply because they are offered to you at a trifle lower price, because the cost of caring for an acre of strawberries is just the same whether that acre produces 3,000 quarts or 12,000 quarts. If you want to make the biggest possible profit from strawberries, remember that the foundation for your profits is laid when you order the plants.

When strawberries sold at 8 to 10 cents per quart, many of our customers made \$500 to \$1200 and often more per acre. Strawberries now sell readily at 15 to 25 cents per quart. This big increase in the price of berries means a greater profit for the grower than ever before.

"From only three-fourths of an acre of Kellogg Pedigree Plants, I sold \$1200 worth of high-quality berries last season. This is at the rate of \$1600 per acre and is the biggest yield ever known in this section."
J. H. EMBLER, North Carolina.

"My spring crop from only 250 Kellogg Everbearers amounted to 300 quarts of extra-fancy berries."
CHARLES L. CRONK, D. C.

"Kellogg Pedigree Plants produce at the rate of more than two quarts per plant for me each season and the berries sell readily at \$5.00 per crate."
A. J. HARTUNG, Michigan.

We have thousands of similar reports. Growers everywhere, many of them beginners, are doing fully as well and some even better. You can make just as big profits as our other customers are making. Kellogg Pedigree plants offer you the same opportunity to make these big and quick profits. The work is easy and simple and we will help you the same as we have helped others.

It's to your own interest to at least make a trial.

Kellogg Thoroughbred Pedigree plants are selected from the very choicest mother plants of the highest fruiting powers. They are grown under irrigation in mellow, loamy soil made rich by plowing under heavy growths of cow-peas and frequent applications of manures and high-grade fertilizers. They are hoed, cultivated, sprayed and irrigated throughout the entire growing season. This intensive method produces plants with heavy fibrous roots and strong, vigorous crowns, and explains why Kellogg Pedigree Plants produce such enormous crops of high quality berries and why Kellogg customers make \$500 to \$1200 and often more per acre.

Kellogg's Scientific Farming

The moderate prices of Kellogg Pedigree Plants quoted in this book and their high quality are explained in just two words—"scientific farming."

The Kellogg farm at Three Rivers has become one of America's wonder spots and is visited each year by thousands from all parts of the country, many of whom travel from distant points for the sole purpose of inspecting the modern methods which we employ in growing Kellogg Pedigree Plants. Visitors are shown over our farm in one of our big automobiles and when the trip is completed, their general expression is—"wonderful!"

With the high cost of labor and all materials necessary in growing Kellogg Pedigree Plants, it would be impossible for us to furnish our customers plants of Kellogg quality were it not for our modern and scientific methods.

We have the largest and most modern irrigation system in the world which furnishes our plants with the required amount of moisture at the proper time. Our three big farm tractors prepare the soil quickly and perfectly, each doing the work of three men and six horses, and when these tractors are not working, there is no expense for feeding as in the case of horses. We use auto trucks for hauling. We have our own side-track right on our farm which enables us to unload manure direct from the car into our four big manure spreaders which distribute it over the fields evenly, quickly and economically. We also have a big spraying machine which covers forty acres a day, also a complete equipment of the very best farm tools and machinery and substantial buildings in which to store our equipment when not in use. Our packing house is the largest of its kind in the world and is used exclusively for counting, pruning, packing and shipping Kellogg Pedigree Plants. With our highly efficient system, we ship more than one thousand orders daily throughout the shipping season. In our office we have every up-to-date method for handling your correspondence and orders, also our office and farm records.

These modern and money-saving methods explain why Kellogg Pedigree Plants have not advanced in price in proportion to all other commodities.

KELLOGG'S FREE SERVICE

"The Key to Strawberry Profits"



KELLOGG'S FREE SERVICE means more to you this year than ever before, because, in addition to answering your personal questions, we also furnish **ABSOLUTELY FREE** with each order, our book, "The Key to Strawberry Profits," which fully explains every detail of strawberry growing from soil preparation to marketing the berries. It also tells how to grow and sell the Hearts of Gold cantaloupes and gives many recipes for preparing strawberry dainties for both summer and winter use.

This is the handiest and most valuable book on strawberry growing ever published. It can be carried in your pocket right out into your strawberry garden or field so you can refer to it

whenever you need information. Every question concerning strawberries and cantaloupes is fully answered in this book in such plain, simple language that even a child can understand it and follow the instructions. It makes strawberry growing easy and highly profitable. It will help you grow bigger crops and get bigger prices.

Kellogg Pedigree Plants grown the Kellogg Way are big and quick money-makers everywhere. This book fully explains the Kellogg Way and will enable you to make your garden or field produce to the limit.

The Key to Strawberry Profits gives you more than 40 years of practical strawberry experience condensed into 32 pages of valuable strawberry information, and whether you have only a small strawberry garden or a big strawberry field, it will prove exceedingly valuable because it will help you grow bigger crops of better berries and sell them at higher prices.

Our regular price for this valuable book is only 50 cents, but to everyone sending us an order amounting to \$1.00 or more it will be sent **ABSOLUTELY FREE**.

This book will be mailed to you **FREE and POSTPAID** promptly upon receipt of your order for plants or seed, and it will be greatly to your interest to send us your order early so that you may have an opportunity to become familiar with the work at once.

Remember: This book is sent **FREE** only to those ordering Kellogg Pedigree Plants or Hearts of Gold cantaloupe seed (amounting to \$1.00 or more) this year. To those who do not order plants or seed it will be mailed **POSTPAID** upon receipt of our regular price, 50 cents.

KELLOGG'S BIG FOUR AND KELLOGG'S BIG LATE

Kellogg's Premier, Dr. Burrill, Magic Gem, Kellogg's Prize and Kellogg's Big Late have proved in actual tests throughout the country the biggest money-making standard varieties grown. They are big producers and big money-makers everywhere and are far superior to ordinary varieties. For prices of Kellogg's Big Four and Kellogg's Big Late plants see page 29, column 2.

KELLOGG'S PREMIER

(Male or Bisexual)

(For photo-engraving see page 7)

Kellogg's Premier is the grandest and best extra-early variety ever grown. It is a strong pollinizer, vigorous grower and heavy producer of extra large, bright-red berries of most delicious flavor. We have sold several million plants of this variety and have not received a single complaint. It succeeds in all soils and climates. Everyone who has grown Kellogg's Premier agrees with us that it is unequalled either for home use or market.

An Indiana grower says, "Kellogg's Premier is the grandest of the grand." R. Rucker of Tennessee shipped Premier berries to Chicago and received \$7.00 for each 24-quart crate.

One of our Ohio customers picked 1½ quarts per plant from Kellogg's Premier, and a customer in Illinois picked one quart per plant.

An eastern grower sold his Premier berries for \$8.00 per crate.

A New Jersey customer says, "Kellogg's Premier is a variety that you should be proud of. My Premier berries sold at 20 cents per quart.

Kellogg's Premier will do fully as well for. For prices of Kellogg's Premier plants, see page 29, column 2.

DR. BURRILL

(Male or Bisexual)

(For photo-engraving see page 8)

Dr. Burrill surpasses all other mid-season varieties. It is a tall, vigorous grower, roots deeply and is a great drouth resister. Dr. Burrill is a heavy producer of large, dark-red berries which are both fancy and delicious. They reach market in finest condition and always command the highest prices.

G. W. Myers of Iowa picked 900 quarts from only 400 plants. They were sent to market, a distance of 25 miles, by automobile and sold for \$140.90.

An Ohio customer picked two quarts per plant. Dr. Burrill succeeds everywhere. Reports from all parts of the country tell of big yields and big prices realized from this "million-dollar strawberry." For prices of Dr. Burrill plants, see page 29, column 2.

MAGIC GEM

(Male or Bisexual)

(For photo-engraving see page 9)

Magic Gem produces the same wonderful crop of big, dark-red, fancy berries in all parts of the United States and Canada. The plants are very hardy with large, heavy, dark-green foliage. The berries ripen medium late and practically every berry reaches full maturity. The berries

carry well to distant markets and sell readily at prices which give the grower a big profit.

Magic Gem is choice either for home use or market.

A southern grower says, "Magic Gem berries are so large that they will not go into a common water glass."

Our western customers say Magic Gem is their leading medium-late variety, and we also receive splendid reports from eastern and Canadian growers.

You will like Magic Gem because its productiveness, mammoth size, and fine qualities win admiration everywhere. For prices of Magic Gem plants, see page 29, column 2.

KELLOGG'S PRIZE

(Female or Pistillate)

(For photo-engraving see page 10)

Kellogg's Prize has made a record in productiveness and quality of berries that places it at the head of all late varieties. This wonderful pistillate never fails to produce a big crop of extra-fancy berries. The berries are large and delicious, of a bright glossy red with yellow seeds slightly imbedded, and make a most beautiful appearance when packed for market. Regardless of your soil or climate, Kellogg's Prize will give you a big crop of fancy berries which sell at highest prices.

H. S. Tucker of Missouri says, "Kellogg's Prize is by far the best berry I ever have grown."

Mrs. Saathamp of Illinois congratulates us upon Kellogg's Prize and says, "It is the greatest strawberry under the sun."

Kellogg's Prize is grown in every section of the country, and the good reports we receive from growers everywhere prove it is faultless. Whether you grow strawberries for home-use or market, be sure to set some Kellogg's Prize. For prices of Kellogg's Prize plants, see page 29, column 2.

KELLOGG'S BIG LATE

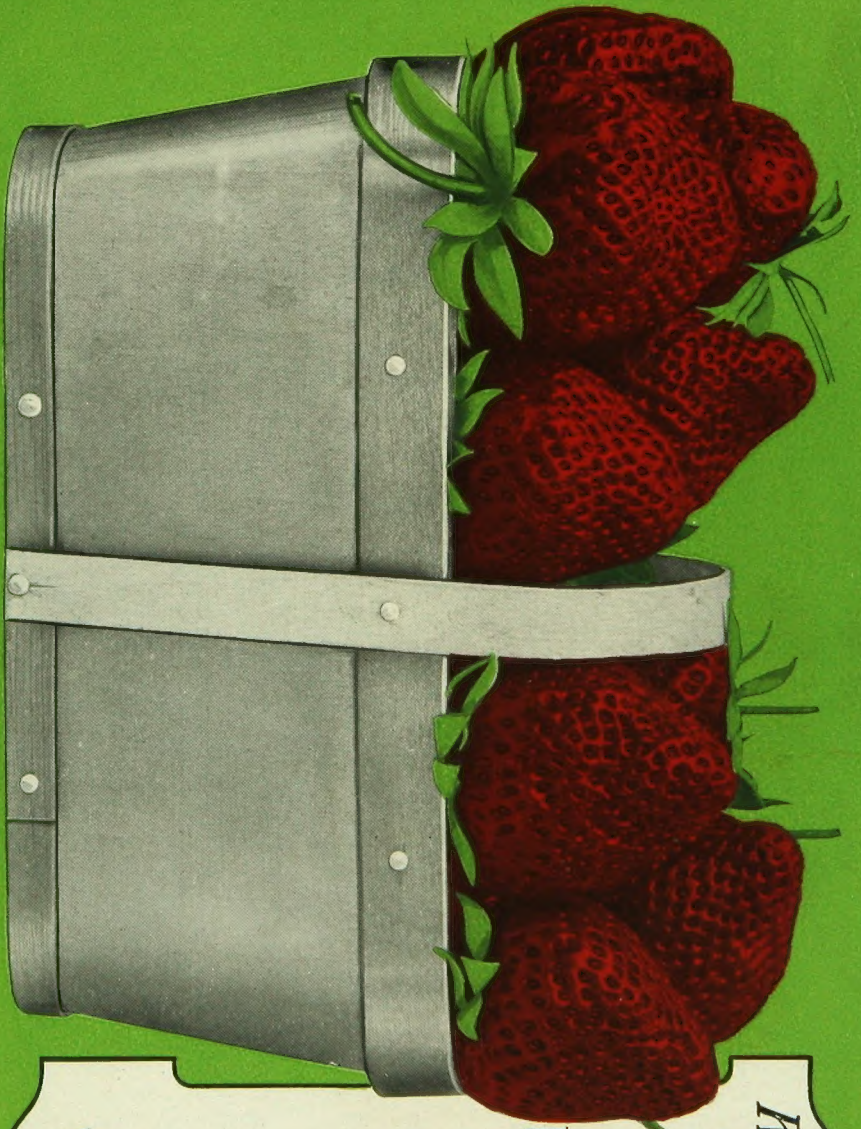
(Female or Pistillate)

(For photo-engraving see page 31)

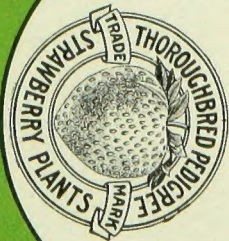
Kellogg's Big Late differs from all other varieties, both in plant and fruit. Its foliage grows tall and spreading and each plant is completely surrounded with large, glossy bright-red berries which have a flavor and aroma that is difficult to describe. Big Late is unequalled for shipping as the berries keep in excellent condition for several days after picking. The fact that we have sold several million plants of this variety and received nothing but the highest praise regarding its big crops and beautiful berries should encourage you to set some Big Late plants this spring.

V. C. Chase of Nebraska says: "I have been growing strawberries for a number of years and Kellogg's Big Late is the finest berry I ever have seen. From only 100 Big Late plants, I picked 128 quarts of extra-large, delicious berries."

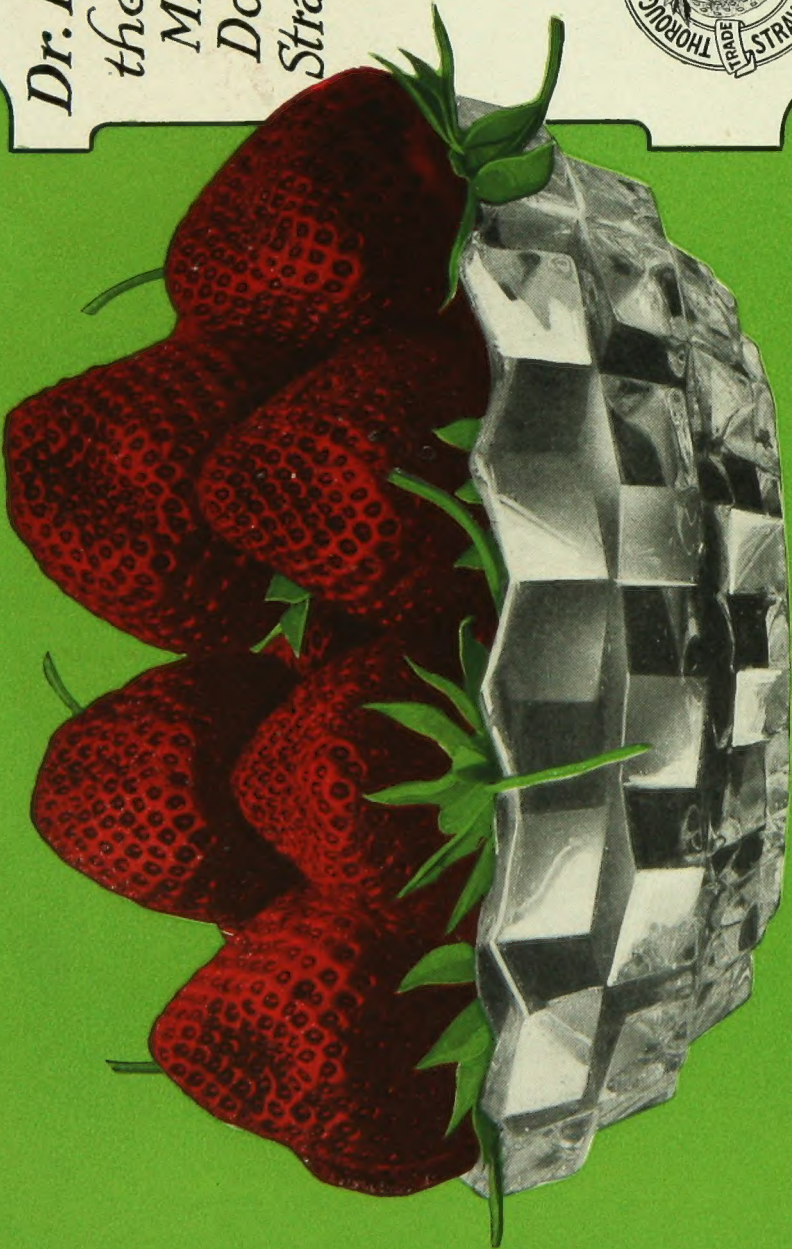
Reports from all other parts of the country are fully as convincing. For prices of Kellogg's Big Late plants, see page 29, column 2.



*Kellogg's
Premier,
the
Prize
Winner
and
Money
Maker.*



*Dr. Burrill,
the
Million
Dollar
Strawberry*

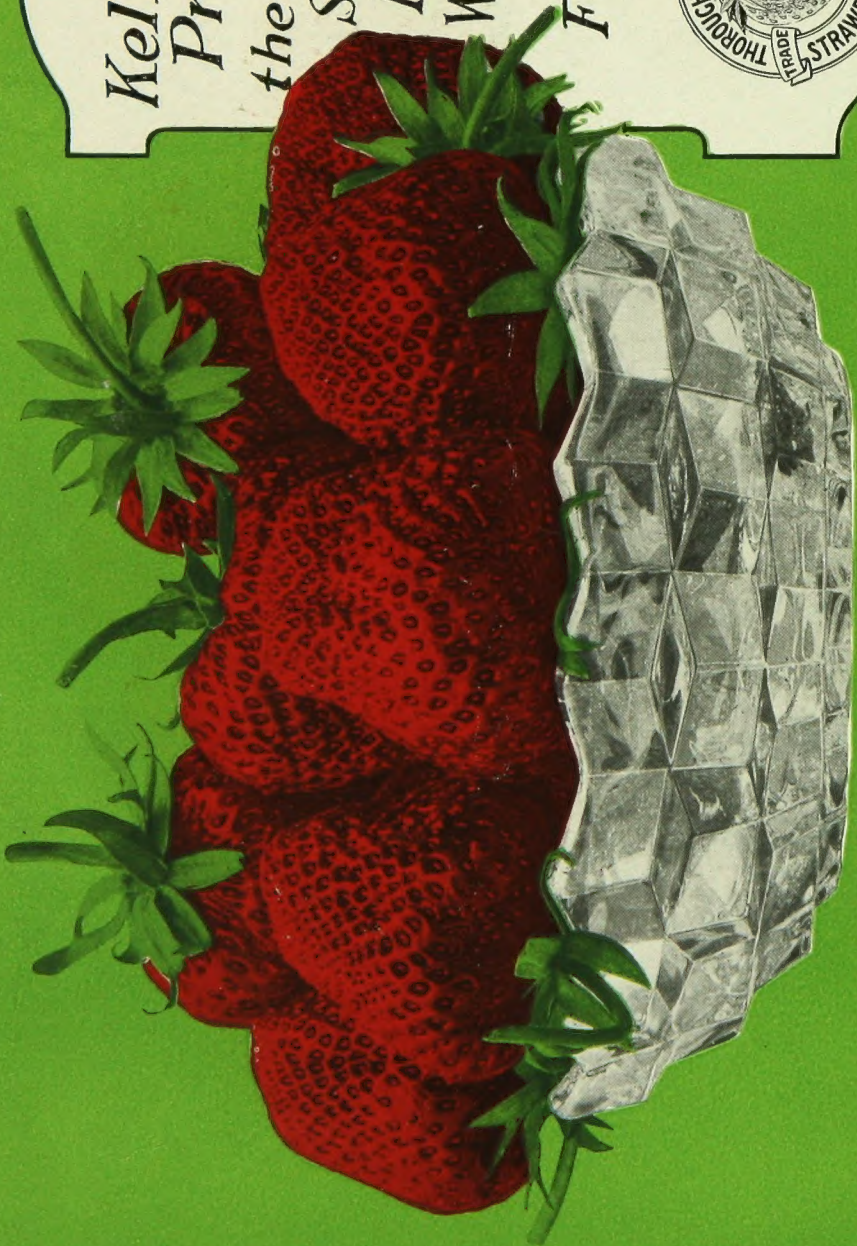




*Magic Gem,
the Gem
of
Per-
fection*



*Kellogg's
Prize,
the Late
Straw-
berry
Without
a
Fault*





KELLOGG'S TRADE-MARKED VARIETIES

WE ARE offering this year, six splendid new standard varieties which differ in foliage and fruit from all other standard varieties. They are: Sionilli, Rumark, Trebla, Bedarena, Euresko and Kellko. We have made application through the U. S. Patent Office for trade-marks on these varieties. By protecting these variety names with trade-marks, we will have the exclusive selling rights which insures everyone who purchases plants of these varieties that the plants will be true to name and kept up to their original high standard of quality and productiveness. Any other firm offering to sell you plants of these varieties are offering what they cannot furnish; however no reliable firm would attempt to do this.

We are constantly endeavoring to give our customers the very best in strawberries and have completed arrangements whereby the five leading plant originators of the country are devoting their efforts to help us accomplish this. The six new varieties named here are the results of their efforts and are the beginning of something new in strawberries. They constitute **Kellogg's new race of strawberries** and each of these varieties represents many crosses of different varieties. It has required many years of patient, diligent work to secure the productiveness, size, color, flavor and texture which are combined in the berries produced by these varieties. Their performance on the originators' grounds and our experience with them on our farm, convince us that they are indeed extraordinary varieties and deserving of a thorough trial.

For individual descriptions of **Kellogg's new-race** varieties, see pages 21 and 22. For photo-engravings, see pages 23, 24 and 25. For prices see page 29, column 3.

Varieties Discontinued

It is our policy to discontinue growing varieties which succeed only in a few localities as soon as we can replace them with better ones. This explains why we do not list certain varieties this year which we have grown in the past.

The new varieties which we are constantly adding to our list are far superior to those which we are discarding. We are striving to secure varieties which will produce big crops and give big profits in all soils and climates, and all the varieties we are offering this year possess superior merits, both in the quality and quantity of berries they produce. Our present list of varieties is, without doubt, the choicest ever offered by any plant grower and our customers should find it easy to choose the proper varieties. If, however, you find it difficult to make up your own selection, simply tell us how many plants you want or give us the dimensions of the piece of ground you intend to set to strawberries and our Free Service Department will gladly make the selection for you.



The Difference Between Standard and Everbearing Varieties

THE STANDARD VARIETIES fruit only in the spring and early summer and plants of the standard varieties should not be allowed to fruit the same season they are set. That is to say, plants of the standard varieties which are set this spring should not be permitted to fruit until the following spring.

THE EVERBEARING VARIETIES which are set this spring will fruit heavily during the coming fall, and the second year, will fruit from June to November, with the exception of a short rest period during July.

PEERLESS, PROGRESSIVE and SUPERB are the three choicest everbearers and are the only everbearing varieties we are growing this year. All other varieties listed in this book except Peerless, Progressive and Superb, are standard varieties. We make this explanation so that you will not confuse the standard varieties with the everbearers when making out your order.

You will find prices of Kellogg's Everbearers on page 29, column 4, and prices of standard varieties on page 29, columns 1, 2 and 3.

Kellogg Strawberries Enrich the Blood

Strawberries not only are the most delicious and most profitable fruit that grows, but they also are the most healthful of all fruits. Nothing equals strawberries in cases of impoverished blood and lowered vitality. They contain more organic iron and other elements necessary for blood building than any other fruit, and as these elements are in organic form, they are readily assimilated by the human system. Is it not more desirable to supply these elements through delicious strawberries rather than injurious drugs?

By enriching the blood and increasing vitality, strawberries also strengthen the

Dr. J. H. Kellogg, Supt. of one of the country's leading health sanitariums. Dr. Kellogg is in no way related to us or connected with our Company. We give his report because he is one of America's leading physicians and authorities on food values, and the thousands of cures effected at his sanitarium prove the value of proper foods for the human system.

Strawberry Prices

A few years ago, strawberries sold at only 8 to 10 cents per quart, but of late years, have been in great demand at prices ranging from 15 to 25 cents per quart, and indications are that the prices will be still higher this year. This means a much greater profit for Kellogg customers because the slight increase in the cost of Kellogg Pedigree Plants is not to be compared with the increased prices our customers realize from their berries.

The present high cost of strawberries makes it more important than ever for all who can to grow their own strawberries, and it also should encourage those who grow berries for market to increase their planting.

A few dollars invested in Kellogg Pedigree Plants this year is sure to prove a highly profitable investment.

Mating Varieties

There are two sexes in strawberry varieties; male or bisexual, and female or pistillate, and it is necessary to set male varieties with female varieties in order to fertilize the female blossoms. When making out your order, please bear in mind that Warfield, Haverland, Bedarena, Kellogg's Prize and Kellogg's Big Late are female or pistillate, and if any of these varieties are included in your order, don't fail to order male or bisexual varieties of the same season to fertilize them.

BATTLE CREEK SANITARIUM BATTLE CREEK, MICH.

SUPERINTENDENT'S OFFICE
J. H. KELLOGG, M. D.

July 28, 1918.

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

Gentlemen:

Your farm deserves great credit for the numerous improvements you have made in strawberry production.

I regard the strawberry as one of our most valuable and most excellent fruits. They contain a larger percentage of iron than most fruits and are on this account, excellent in cases in which the blood is impoverished.

Sincerely yours,

J. H. KELLOGG, M. D.

A Kellogg Strawberry Garden will make you well, keep you well and give you a big cash profit besides.

nerves, therefore are a splendid nerve tonic.

To prove the value of strawberries as a healthful food, we present here a letter from

KELLOGG'S EVERBEARERS

KELLOGG'S EVERBEARERS must be seen when they are fruiting to be fully appreciated. We could fill this book with descriptions and reports of big crops and big profits realized from these wonderful varieties and still you could not appreciate their many merits. Words and pictures will not justly describe them. Kellogg's Everbearers are big and quick money-makers, often producing one quart per plant the same season the plants are set.

Here are just a few of the thousands of excellent reports:

Mrs. L. E. McKeen of Maine says: "Kellogg's Everbearers have proved far beyond my expectations."

Cecil Cornwell of Nebraska picked 200 quarts from 200 plants.

Louis Hartley of Oregon picked 250 quarts from 275 plants.

M. Floody of Canada says: "Kellogg's Everbearers are the largest berries I ever have seen. My berries sold readily at 40 cents per quart."

W. K. Braasch of Wisconsin says Kellogg's Everbearers have proved so profitable that he intends to set a large acreage.

W. L. Forbes of Vermont makes from \$1200 to \$1500 per acre each year from Kellogg's Everbearers.

A. W. Denbo of Indiana made at the rate of \$2000 per acre.

All of these records were made the same year the plants were set. You can make these big yields and big profits if you set Kellogg Pedigree Everbearers.

We have thoroughly tested a great many everbearing varieties and have selected Peerless, Progressive and Superb because they have stood the test and measure up to Kellogg ideals. We recommend them with the full assurance that they will prove exceedingly profitable wherever properly grown:

PEERLESS EVERBEARER

(Male or Bisexual)

Peerless, in many respects, resembles Superb. It produces as many berries and its berries are fully as large as Superb, but are a trifle darker in color. The foliage grows taller and more upright than Superb. It not only produces an extra-large crop during the spring and early summer, but a big crop in late summer and fall. The plants are completely surrounded with big, red berries. Like Superb and Progressive, Peerless is ideal either for home use or market and is highly recommended by all who have seen it in fruit. For prices of Peerless plants, see page 29, column 4.

PROGRESSIVE EVERBEARER

(Male or Bisexual)

(For photo-engraving see page 18)

Progressive is a strong, upright grower, deep rooter and great drouth resister. It fruits abundantly about three months after plants are set and continues to fruit until heavy freezing weather. It produces an enormous crop of berries the following spring and early summer and another big crop in the fall. The berries are medium large, rather dark-red in color and of most delicious

flavor. Progressive ripens earlier in the spring than any of the standard varieties, and for this reason, the berries demand the highest prices. The fall crop sells readily at 30 to 50 cents per quart. Progressive is so extremely hardy that neither blossoms nor berries are injured by early fall frosts and it continues fruiting until the ground freezes. Progressive is an ideal variety for both home-use and market. For prices of Progressive plants, see page 29, column 4.

SUPERB EVERBEARER

(Male or Bisexual)

(For photo-engraving see page 15)

Superb grows low and spreading. The berries are produced beneath the foliage which protects them from frost and other weather conditions. Superb does not produce as many berries as Progressive but its berries are larger. Superb begins fruiting about three months after plants are set, producing a big crop the first year, and another big crop the second year extending from early spring until late fall. The berries are dark-red, very large, firm and fancy, and one of the best varieties for shipping to distant markets. Superb also is ideal for the home garden. For prices of Superb plants, see page 29, column 4.

KELLOGG'S STRAWBERRY GARDENS

(For photo-engravings see pages 2, 16 and 17)

KELLOGG'S Strawberry Gardens always have been exceedingly profitable for the home and are becoming more profitable from year to year because strawberries are advancing in price the same as all other foodstuffs.

The fact that 100 per cent more Kellogg Gardens were planted last year than any other previous year convinces us that families throughout the country are beginning to realize the necessity of growing their own strawberries. Those who were obliged to buy their strawberries last year paid from 15 to 25 cents per quart for common berries, while those who had their own Kellogg Garden had all the delicious berries they could use both summer and winter and many made from \$50.00 to \$150.00 cash profit besides.

Dr. Wilcox of Texas picked 160 quarts from his small Kellogg Garden measuring only 20 x 40 feet. Mrs. F. D. Beyer of Ohio supplied her family with strawberries, gave some to her friends, and made \$70.00 cash profit from a small Kellogg Garden which cost her only \$5.00.

Mrs. W. M. Hunter of Arkansas made \$140.00 cash profit from her Kellogg Strawberry Garden after fully supplying her family with the most delicious strawberries grown.

Mrs. G. E. Waring of Michigan picked 219 quarts of delicious berries which fully supplied two families. Guy J. Stone of Massachusetts picked 364 quarts of high quality berries from only 175 Kellogg Pedigree Plants, an average of more than two quarts per plant. At only 20 cents per quart, these berries would have cost \$72.80.

B. L. Harford of New York picked 950 quarts from his Kellogg Garden and says they were the largest and finest berries he ever saw. After supplying his family, his profit was \$133.00.

These are but a few of the many thousands of excellent reports which come to us right along. A Kellogg Strawberry Garden will do fully as well for you.

Kellogg's Everbearing Garden

Special price only \$7.50

Consists of 250 choice everbearing plants selected from everbearers pictured and described in this book. This Garden should give you big, red, delicious berries about three months after plants are set, and next year it should fruit from early summer until late fall. Our special delivered price for this complete Garden is only \$7.50.

Kellogg's Big Four Garden

Special price only \$6.50

Consists of 400 plants of Kellogg's famous Big Four varieties—100 Kellogg's Premier, 100 Dr. Burrill, 100 Magic Gem and 100 Kellogg's Prize. This is a most wonderful Garden because it gives you a selection of the heaviest producing standard varieties grown, and the berries are large and of a quality that leaves nothing to be desired. Our special delivered price to you is only \$6.50.

We prepay all transportation charges on Kellogg Gardens to any town in the United States or Canada, but reserve the right to ship either by express or parcel post as we consider best.

Kellogg's Combination Garden

Special price only \$8.00

Consists of Hearts of Gold Cantaloupe seed for 100 hills and 250 Kellogg Pedigree Plants of our own selection as follows: 50 early, 50 mid-season, 50 late, 50 Bedarena (the New Race variety), and 50 of one of our choice everbearers. This Garden gives you a big selection of choice strawberries and the most delicious cantaloupes grown, and should prove exceedingly profitable. The regular price for this complete Garden is \$9.00, but our special delivered price to you is only \$8.00.

Kellogg's Junior Garden

Special price only \$4.50

Consists of 200 Kellogg Pedigree Plants of our own selection as follows: 50 each of three choice standard varieties (including 50 plants of one of Kellogg's Big Four), also 50 choice everbearers. This is our small family Garden. The regular price is \$5.20 but our special delivered price to you is only \$4.50.

Free

Upon receipt of your order for a Kellogg Garden, we will send you our valuable book on strawberry growing, "The Key to Strawberry Profits."

Free



*Superb,
the Big
Everbearing
Wonder*



FREE STRAWBERRIES and BIG PROFITS from KELLOGG GARDENS

Just a small plot of ground, a few Kellogg Pedigree Plants and a little of your spare time will fully supply your family the year 'round with the sweetest and most delicious strawberries you ever have tasted.

In addition to this, your Kellogg Garden will produce enough surplus berries over and above what your family uses to pay all expenses and give you a big cash profit besides. Your own berries will not cost you a single penny—they will be ABSOLUTELY FREE. Just think what a Kellogg Garden means to you—

Free Strawberries and Big Profits

Every dollar which you invest in a Kellogg Garden should earn you from ten to fifteen dollars. We make this statement as a result of the numerous reports which we are constantly receiving from proud and enthusiastic owners of Kellogg Strawberry Gardens. Here are a few of them:

"I made \$64.60 clear profit from only 200 Kellogg Pedigree Plants on three square rods of ground."—Addie Olinger, Idaho—(These plants cost her only \$4.00 and her yield is at the rate of \$3,445.33 per acre. Pretty good for a little girl's first attempt at strawberry growing, isn't it?)

"The 200 Kellogg Everbearers which I purchased from you last spring produced more than 200 quarts of fancy strawberries that same summer and fall."—Cecil Cornwell, Nebraska. (Fall strawberries sell readily at 30 to 50 cents per quart. Figure his profit yourself.)

"From my small Kellogg Strawberry Garden I sold \$130.00 worth of berries this season and besides had all the berries I could use at home and gave a great many to my friends. Kellogg's Everbearers are truly wonderful. The berries sold readily at 30 cents per quart."—Mrs. Dora Snow, Nebraska. (In some of the most beautiful and most profitable strawberry gardens the work is done entirely by women.)

"From my first \$5.00 worth of Kellogg Pedigree Plants, I sold \$65.00 worth of berries the first season. Not so bad for a beginner, is it?"—Sol Peiffer, Idaho. (Beginners as well as experienced growers realize big crops and big profits from Kellogg Strawberries.)

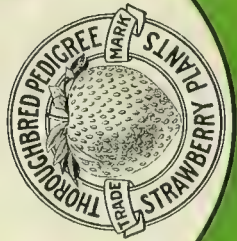
You cannot realize how much beauty, pleasure and profit a Kellogg Strawberry Garden will contribute to your home until you have your own Kellogg Garden. The present high cost of living makes a Kellogg Strawberry Garden an actual necessity for every home, and on account of the increased demand for Kellogg Gardens this year, it is very important that you

ORDER YOUR KELLOGG GARDEN TODAY

(For descriptions and prices of Kellogg Gardens see page 14.)



*Progressive,
the
Universal
Everbearer*



KELLOGG'S BIG CASH PRIZE GARDEN

KELLOGG'S BIG CASH PRIZE GARDEN CLUB is the outgrowth of Kellogg's Strawberry Club which was organized in 1916 for boys only. This Club proved so profitable for the boys that many of their sisters urged us to admit girls also into the Club, which we did in 1917. During 1918, parents also became interested and in order to keep peace in the big, world-wide Kellogg family, it has become necessary to make this contest a free-for-all race. We now admit boys and girls up to one hundred years of age and will extend the age-limit if requested.

In order to become a member of this Club and to make this contest fair to all, each contestant must set the same number of plants and the same varieties. We have selected varieties which are adapted to all soils and climates and which have proved to be universal favorites. The varieties and number of plants we have selected are:

	VALUE
50 Kellogg's Premier, (the prize winner and money-maker)	\$1.05
50 Dr. Burrill, (the million-dollar strawberry)	1.05
50 Magic Gem, (the gem of perfection)	1.05
50 Kellogg's Prize, (the late strawberry without a fault)	1.05
50 Kellogg's Progressive, (the universal everbearer)	2.15
Total value	\$6.35



DONALD B. GRINDELL

Winner of First Cash Prize of \$10.00 in 1918

"Despite the dry weather, I picked 371 quarts of high grade berries this year from my Kellogg's Strawberry Club Garden, which made me a cash profit of \$101.70. My berries were of such high quality that they sold readily at 21 to 50 cents per quart."

DONALD B. GRINDELL,
Monson, Mass.

Our special Club price to all who wish to enter Kellogg's Big Cash Prize Garden Club is only \$5.50, delivered, all transportation charges prepaid to any town in the United States or Canada.

The following Cash Prizes will be awarded to the winners in this Contest:

FIRST PRIZE—\$25.00 in cash to the member realizing the most quarts and dollars from this garden during 1920.

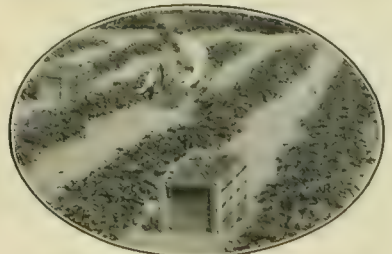
S E C O N D
PRIZE — \$15.00
in cash to the member realizing the second greatest yield and profit.

THIRD PRIZE
— \$10.00 in cash

to the member realizing the third greatest yield and profit.

All berries which are picked from this Garden for your own use should be included in your report, at regular market price.

Should two or more tie, each tying contestant will receive the full amount of the particular prize indicated.



LETTER FROM MISS HELEN G. ROWE
Winner of Second Cash Prize of \$5.00 in 1918

"On account of being very busy at other work, I was unable to give my plants the care they should have had, yet I have made a cash profit of \$95.00 this year from the Kellogg's Strawberry Club Garden I set in 1917.

I enjoy strawberry growing very much."

HELEN G. ROWE,
East Holden, Maine.



Description of Varieties Not Illustrated

THE varieties described on this page are old favorite standard varieties and are so widely known that it is unnecessary to picture them or give them more than a brief description. We have selected these varieties from the old standards because they have stood the test of time. They succeed in all soils and climates and are ideal for either home-use or market.

Aroma (B) Male or Bisexual

LATE. Grows low and spreading. Heavy producer of large, rather round, dark-red berries. Extra-good shipper and splendid keeper. One of the best late varieties. For prices see page 29, column 1.

Glen Mary (B) Male or Bisexual

MID-SEASON. Medium tall and heavy grower. Very productive of extra large, bright-red berries, which shade to a lighter color at the tip. Its productiveness, shipping and other good qualities have made it a favorite in many localities. For prices see page 29, column 1.

Haverland (P) Female or Pistillate

EARLY. Plants grow rather tall and spreading. Exceedingly productive of rather long, medium-size, bright-red berries. One of the oldest and best of the old-time standard varieties. For prices see page 29, column 1.

Kellogg's Hercules (B) Male or Bisexual

EXTRA-EARLY. Dense, heavy foliage. Produces large crops of big, red, delicious berries of the smooth, round type. Begins ripening with Kellogg's Premier. One of the newest of the old standard varieties. For prices see page 29, column 2.

Minnesota No. 3 (B) Male or Bisexual

EARLY. Very tall grower with large, round leaves. Senator Dunlap is the male parent of this variety. Berries are smooth, dark-red and top-shaped. A very good shipper and great favorite in Minnesota, where it was originated. For prices see page 29, column 1.

Senator Dunlap (B) Male or Bisexual

EARLY. A tall, dense and very hardy grower. Grown successfully throughout the world. It is exceedingly productive. Berries are large, very dark-red, of perfect form and splendid for shipping, canning, or immediate table use. One of the most profitable and most widely known of the standard varieties. For prices see page 29, column 1.

Warfield (P) Female or Pistillate

EARLY. Tall and extra-strong grower. Very hardy and succeeds everywhere. One of the most productive varieties in existence. Berries are medium large, smooth, very dark-red and attractive. One of the very best shippers and canners. Warfield will be found wherever strawberries are grown. A choice variety for the home garden or field. For prices see page 29, column 1.

Wm. Belt (B) Male or Bisexual

MID-SEASON. Medium tall grower with very heavy foliage. Produces big, bright-red berries in great abundance. Berries are slightly irregular in form but of the highest quality. A very popular and most splendid variety. For prices see page 29, column 1.

Kellogg's All-Metal One-Piece Dibble

This plant setting tool will last a life time, cannot possibly break and has no rivets to come loose as the handle and blade are made in one piece from the best sheet steel. It does not tire the hand, and is in every way superior to any other dibble ever put upon the market. With this tool, one person can set from 2,500 to 3,000 plants a day.

Ideal for setting plants of any kind, and every grower should have one or more of them.

Price, while they last, only 80 cents each, delivered, all transportation charges prepaid to any town in the United States or Canada.

The present high cost of steel makes it impossible for us to sell these dibles any cheaper, and whether you order one or more, the price is 80 cents each, prepaid.

Dibles will be shipped either by Express or Parcel Post, as we consider best.

KELLOGG'S NEW RACE OF STRAWBERRIES

KELLOGG'S New Race of trade-marked varieties which are described here and which we are offering to our customers for the first time, differ from any other varieties ever originated and promise to become universal favorites as soon as the public learns of their many excellent qualities. The color, flavor and texture of these berries are so entirely different and original that they are sure to be in great demand by the consumer. To give a complete report of the breeding and pedigree of these varieties would require a large volume.

It has required years of time and considerable expense to secure this new race of strawberries, and at the low prices quoted for these plants, you can well afford to give them a liberal trial.

As this is the first year we have offered these varieties to our customers, we have only a small stock of these plants, and those who wish plants of these varieties should send us their order at once.

For prices of plants of Kellogg's New Race varieties, see page 29, column 3.

BEDARENA
DARK RED BEAUTY

(Female or Pistillate)

(For photo-engraving see page 24)

Bedarena is a composite type of berry preserving certain characteristics of the Beach strawberry combined with the most desirable of the ordinary type of strawberry. It is a cross between Bederwood and Point Arena Beach varieties, and the name, Bedarena, is a coined word made up of letters taken from the names of its parents. Bedarena ripens in mid-season and is very productive of medium-large, round berries which are red as a ruby and finished like a jewel. It has a flavor that is distinctly its own and differs from all other strawberries. It is strictly a high-class berry, firm enough for shipment and so beautiful and delicious that it commands its own price on any market. Bedarena can be mated with any mid-season bisexual, and when properly fertilized, every blossom develops a perfect berry. As the berries ripen, they gradually fill with sugar and when allowed to remain on the vines until perfectly ripe, are

converted into a delicious, sugary confection. The foliage is glossy and leathery, plant is a deep-rooter, resists heat and thrives on poor sandy soil where ordinary strawberries fail. For prices see page 29, column 3.

Rumark
A REMARKABLE BERRY

(Male or Bisexual)

(For photo-engraving see page 24)

Rumark is such a grand variety that we have coined its name from Russell Marion Kellogg, the founder of R. M. Kellogg Company. It is a late bisexual, grows tall and compact, and fruits with Chesapeake but is several times more productive and the berries are almost as large and of better flavor and higher quality. The plants are extremely hardy which cannot be said of Chesapeake. This explains why we have substituted this new race variety for Chesapeake. Rumark berries are dark-red, firm and good shippers, and the many other good qualities combined in this variety make it one of the very best. We feel confident that it will prove a big



GREAT CROPS of STRAWBERRIES and HOW TO GROW THEM



money-maker for growers everywhere. For prices see page 29, column 3.



(Male or Bisexual)

(For photo-engraving see page 24)

Trebla is the wonderful variety which in an actual try-out, produced at the rate of three quarts of berries per plant, which is a most remarkable yield. In order to secure Trebla, it was necessary to use in the breeding: Peruvian Beach, Cape Mendocino Beach, Californica or wood strawberry, Alpine, also Sharpless, Parry and Michel's Early of the common varieties. Made up of these many species, it possesses a prepotency that is remarkable. The blossoms are so hardy and so well protected by the foliage that they are not easily affected by frost. It is a very heavy producer. The berries are medium-large, of perfect shape, very solid and a decided dark-red color. They do not become soft or fade even in canning. Trebla has a delicious flavor, entirely its own, and when growing, does not resemble any other strawberry. In every sense of the word, Trebla is a marvel. For prices see page 29, column 3.



(Male or Bisexual)

(For photo-engraving see page 23 also Back Cover)

Sionilli was originated by Mr. R. M. Sears of Illinois, who also originated our world-famed Kellogg's Prize. It is a strong late bisexual, an ideal mate for such late pistillates as Kellogg's Prize and Kellogg's Big Late. The plants are strong, upright growers and the roots extend as deeply into the soil as the foliage grows above the surface, which makes it an excellent drouth resister. Sionilli has been thoroughly tested by its originator in his heavy black Illinois soil, and we also have thoroughly tested it in our sandy loam soil, and under these two entirely different conditions, it has proved an exceptionally heavy producer of berries of the

highest quality. The berries are extra-large, and of real dark-red color, the darkest red we ever have seen in strawberries, and this beautiful color extends to the very center. Sionilli berries are of a supremely delicious flavor, unlike any other strawberry. We never have seen a variety produce more berries or berries of higher quality than Sionilli. The highest endorsement we can give this variety will not do it justice, as we consider Sionilli the most remarkable strawberry ever grown. We paid Mr. Sears \$500.00 for this variety and its name "Sionilli" is Illinois spelled backward. This wonderful variety offers a great opportunity for both the commercial berry grower and the home garden. For prices see page 29, column 3.



(Male or Bisexual)

(For photo-engraving see page 25)

Kelko was obtained from many crosses of the Beach and Wood types of strawberries. To give a complete report and pedigree of the breeding of this variety would require more space than we can devote in this book. Kelko is a late variety. The berries are very dark-red and highly flavored. The foliage is large, glossy dark-green and of a tough leathery texture. Kelko makes large plants, large blossoms and large berries. It has been tested in several different soils and in each test has proved a winner. Its coined name, "Kelko," is derived from Kellogg Company. For prices see page 29, column 3.



(Male or Bisexual)

(For photo-engraving see page 25)

Euresko is an unusually strong grower with large foliage of a tough, leathery texture. It is an unusually deep rooter and well adapted to any soil or climate. Euresko is very productive. The berries are large, deep-red, with golden seeds and of extra-high flavor. When the plants are in full blossom, they make one of the showiest spots in the garden. It is a grand variety and we urge you to try it. For prices see page 29, column 3.



Stonewill's

Big in
Size
Yield







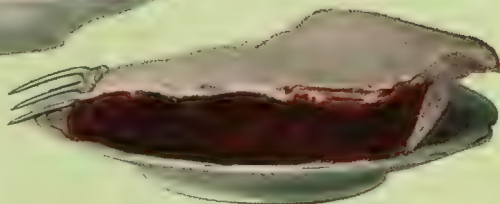
KELCO
SWEET CLEAR THRU



EURESCO
SWEET CLEAR THRU



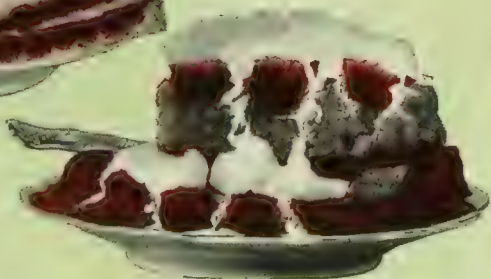
Strawberries
and Ice Cream



Strawberry Pie



Strawberries
and Cake



Strawberry Shortcake
and Whipped Cream





For the Women Folks

Dear Friends:

The past year has indeed been a strenuous one for us women folks. I have spent all the time I possibly could working in the Red Cross rooms besides knitting at home for my own boy and the other soldier boys "over there," and writing to them in order to help keep them cheered up and in fighting trim. But in spite of this additional work, I have found opportunity to spend an hour or so each day in my garden which gave me plenty of outdoor exercise and made my other

work much less strenuous. Fortunately, I did not have to put up as many strawberries this past year as usual because I had almost enough berries left over from last year to supply our family another season. This is one of the splendid features of strawberries. When properly put up, they will keep almost indefinitely.

I am showing on the opposite page, my own strawberry garden, also some of my strawberry dainties. Don't they look tempting? In all my experience in housekeeping, I never have found anything that quite takes the place of strawberries. We serve them in some way practically every day throughout the year. Before the everbearers came, the season for fresh strawberries was altogether too short, but we now have fresh strawberries from June to November with the exception of a short period in July.

I have my own strawberry garden because it gives me strawberries just when I want them. For shortcake or strawberries and cream, I prefer the berries extra-ripe, but for preserves and canning, they are better if picked before they become over-ripe.

My strawberry garden not only gives me better berries than I can buy, but it also saves me at least \$150.00 a year, and during these times when the cost of living is so extremely high, this is a big saving.

The strawberry not only is the most delicious and most profitable of all fruits, but leading dietitians say it is the most healthful because it contains the very elements which are necessary for blood building.

I also raise my own chickens and vegetables, and have a most beautiful flower garden, and I become more enthusiastic over the work each year because of the recreation, also the big saving on the grocery bill it affords; but best of all, because I know that everything we have on our table is strictly fresh.

Strawberries, vegetables and flowers add cheer to the home, delight the children, and keep the older members of the family young.

We should produce all the vegetables and fruit we possibly can so as to save the wheat and meat for our soldier boys. In this way we women folks can become a most important help to our nation.

In all sincerity, I urge you to try growing your own strawberries just one year and compare the quality of the berries you pick fresh from your own vines with those you buy at the stores. This difference, together with the big saving in dollars, will make you just as enthusiastic over your strawberry garden as I am over mine.

Hoping that every woman who reads this may have the same success with her garden that I have had with mine, and thereby help in bringing our boys back to us, safe and victorious, I am,
Sincerely yours,

Mrs. J. E. Beatty



OUR TERMS

WE DO not accept orders amounting to less than \$1.00. Full payment should be sent with orders amounting to less than \$5.00, but if your order amounts to \$5.00 or more, and you cannot send full payment with order, you may send a payment of one-third the amount with the order, but the balance must be sent not later than April 1st. We will not ship plants until they are paid for in full, except to public institutions. Full payment should be sent with all orders sent to us after March 15. We never ship plants C. O. D. to anyone, nor do we book orders and reserve plants until at least part payment is made.

All orders are booked in the rotation in which they are received. The earlier your order is received, the more certain you will be to get the varieties of your choice.

It is advisable to have your plants shipped just as early as possible. We begin digging and shipping plants in the spring just as soon as weather conditions will permit, which is usually about April 1st, and continue until May 25th. Unless you instruct us to ship your plants on a certain date, we shall use our own judgment as to date of shipment.

We endeavor to acknowledge receipt of all orders promptly, but during March and April, we receive so many orders daily, that it is impossible to acknowledge receipt of all orders the same day they are received. However, should you fail to receive acknowledgment within a reasonable length of time, write us, giving the date and description of your remittance.

If you wish to increase or make any change in your order after it has been booked, don't fail to refer to the order number.

Our plants are accurately counted and tied into bunches of twenty-five plants each, and each bunch bears a label giving the name and sex of the variety.

All claims for mistakes or adjustments must be made immediately upon receipt of plants, advising us the number of plants of each variety you have received, also the number of crates or packages containing the plants. This will enable us to investigate the claim promptly.

HOW TO SEND MONEY

All payments for plants should be made by post office or express money order or by bank draft or registered letter. Currency or coin not registered is sent at your own risk. If you send a personal check, add 10 cents extra for exchange, as this is the amount our bank charges us on each personal check.

OUR GUARANTY

With our careful methods of growing, labeling and packing plants, mistakes are practically impossible. Therefore we guarantee Kellogg Pedigree plants to be true to name and free from all insects or fungous diseases, but we accept all orders with the express understanding that, should a mistake occur, we are not to be held responsible for more than the amount paid us for the plants. We cannot, and will not be in any way responsible for the crop. All orders are accepted subject to crop and weather conditions and with the mutual understanding that R. M. Kellogg Co. will not be held responsible for loss or delay in shipment after plants are turned over to the Transportation Company, or for inability to fill any order through conditions resulting from an act of nature, labor situation, or any other cause beyond our control.

SUBSTITUTION

We seldom find it necessary to substitute, but should we be unable to furnish plants of varieties you have ordered, may we substitute with other varieties equally as good or better? It is very important that you answer this by writing "yes" or "no" on the order sheet. If you do not express your desire, we shall assume that you wish us to use our judgment in the matter. You may rest assured that we shall not substitute in any case, unless it is absolutely necessary.

KELLOGG'S FREE DELIVERY

Kellogg customers will have no exorbitant express or parcel post charges to pay this year. We prepay all transportation charges on Kellogg Pedigree Plants to any town in the United States or Canada. This means a big cash saving to our customers and also relieves them of the difficult task of determining the amount to include for postage. As this represents a very great expense to us, we reserve the right to ship either by parcel post or express, as we may consider best. We cannot, however, prepay the duty on plants to Canada. This must be paid by the customer when the plants arrive at the Customs House.

Price List of Kellogg Pedigree Plants

Delivered, All Charges Prepaid, to Any Town in the United States or Canada

(NOTE: This 1919 Price List cancels all previous prices)

INSTRUCTIONS FOR DETERMINING THE COST OF PLANTS

BENEATH the varieties in each column below is a complete scale of prices which applies separately to each individual variety listed in that column.

If you want plants of more than one variety, figure the cost of each variety separately, the same as though you were ordering only that one variety, as the price which appears opposite any given quantity of plants represents the cost of each variety in that column, and not a combination of varieties. For example: 200 plants of any one variety listed in Column 2 cost \$2.70, but should you order 100 plants each of more than one variety listed in that column, each 100 plants will cost you \$1.70; that is, 100 Kellogg's Premier will cost \$1.70 and 100 Dr. Burrill also will cost \$1.70. 500 or more plants are sold at the 1000 rate.

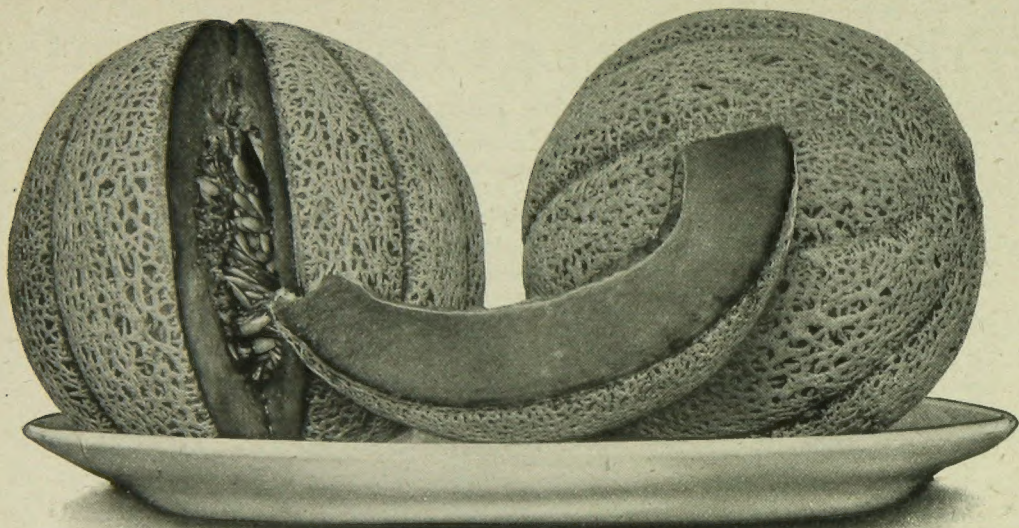
Important: Please write very plainly and be sure your order is correctly made out.

COLUMN 1 STANDARD VARIETIES	COLUMN 2 STANDARD VARIETIES	COLUMN 3 STANDARD VARIETIES (NEW RACE)	COLUMN 4 EVERBEARERS
AROMA (B)	KELLOGG'S		PEERLESS (B)
GLEN MARY (B)	PREMIER (B)	BEDARENA (P)	PROGRESSIVE (B)
HAVERLAND (P)	DR. BURRILL (B)	EURESKO (B)	SUPERB (B)
MINNESOTA	MAGIC GEM (B)	KELLKO (B)	
NO. 3 (B)	KELLOGG'S	RUMARK (B)	
SENATOR	PRIZE (P)	SIONILLI (B)	
DUNLAP (B)	KELLOGG'S	TREBLA (B)	
WARFIELD (P)	BIG LATE (P)		
WM. BELT (B)	KELLOGG'S		
	HERCULES (B)		
25 plants...\$0.60	25 plants...\$0.70	25 plants...\$1.75	25 plants...\$1.40
50 plants... 1.00	50 plants... 1.05	50 plants... 2.60	50 plants... 2.15
75 plants... 1.25	75 plants... 1.40	75 plants... 3.40	75 plants... 2.70
100 plants... 1.50	100 plants... 1.70	100 plants... 4.15	100 plants... 3.35
125 plants... 1.65	125 plants... 1.95	125 plants... 4.75	125 plants... 3.85
150 plants... 1.80	150 plants... 2.20	150 plants... 5.40	150 plants... 4.35
175 plants... 1.95	175 plants... 2.45	175 plants... 6.00	175 plants... 4.85
200 plants... 2.10	200 plants... 2.70	200 plants... 6.65	200 plants... 5.35
225 plants... 2.30	225 plants... 2.95	225 plants... 7.25	225 plants... 5.85
250 plants... 2.50	250 plants... 3.20	250 plants... 7.90	250 plants... 6.35
275 plants... 2.65	275 plants... 3.45	275 plants... 8.50	275 plants... 6.85
300 plants... 2.85	300 plants... 3.70	300 plants... 9.15	300 plants... 7.35
325 plants... 3.00	325 plants... 3.90	325 plants... 9.65	325 plants... 7.75
350 plants... 3.20	350 plants... 4.10	350 plants... 10.15	350 plants... 8.15
375 plants... 3.35	375 plants... 4.30	375 plants... 10.65	375 plants... 8.55
400 plants... 3.50	400 plants... 4.50	400 plants... 11.15	400 plants... 8.95
425 plants... 3.65	425 plants... 4.65	425 plants... 11.50	425 plants... 9.20
450 plants... 3.75	450 plants... 4.75	450 plants... 11.85	450 plants... 9.45
475 plants... 3.90	475 plants... 4.90	475 plants... 12.20	475 plants... 9.75
500 plants... 4.00	500 plants... 5.00	500 plants... 12.50	500 plants... 10.00
1000 plants... 8.00	1000 plants... 10.00	1000 plants... 25.00	1000 plants... 20.00

KELLOGG'S FREE DELIVERY

The prices quoted on this page represent exactly what your plants will cost delivered right to your town, as we prepay all Express or Parcel Post charges on Kellogg Pedigree Plants this year to any town in the United States or Canada. We cannot, however, prepay the duty on plants shipped into Canada. This must be paid by the customer when the plants arrive at the Customs House. Plants will be shipped either by Express or Parcel Post, as we consider best.

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



Hearts of Gold Cantaloupes

IF YOU are looking for the richest, sweetest, most delicious and most attractive cantaloupe ever produced, the Hearts of Gold will fully satisfy your highest ideals. Everyone who tastes the Hearts of Gold declares that it is cantaloupe perfection. It is difficult to justly describe its many excellent qualities because it is ideal in size, shape, appearance, flavor and quality. One must see it in fruit to fully appreciate its great productiveness or taste it to appreciate its delicious flavor and quality. The Hearts of Gold always sell in preference to all other cantaloupes and bring the very highest price on all markets. Single carloads often net the grower from \$700.00 to \$900.00 and one grower reports \$1,340.00 net from a small car of less than 500 crates. Many growers are making from \$300.00 to \$500.00 per acre from Hearts of Gold. One grower in South Dakota reports \$18.00 profit from only \$1.00 worth of Hearts of Gold seed, while another grower, whose photograph and letter are reproduced below, made

\$64.00 FROM AN INVESTMENT OF ONLY \$1.00

Gentlemen:—The \$1.00 I sent you for Hearts of Gold cantaloupe seed proved a most profitable investment. I sold \$64.00 worth of cantaloupes to one restaurant, and in addition to this, supplied three families with all they could use and we had all we could use in our family. The restaurant keeper had no fault to find except that after once serving his patrons with Hearts of Gold they were not satisfied with common melons.

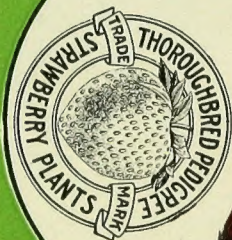
Dr. F. I. Bartlett, Washington, D. C.



You can make these same big profits if you have genuine Hearts of Gold seed which can be secured only from R. M. Kellogg Co., Three Rivers, Mich., at the following prices: Seed for one acre \$6.00; seed for one-half acre \$3.50; seed for one-fourth acre \$2.00; seed for family garden \$1.25; sample package 50 cents.

**Hearts of Gold Cantaloupes and Kellogg Strawberries
Make a "Winning Combination" for the Home Garden**

Kellogg's
Big Late,
the
Queen
of
Quality
and
Quantity



PICKING
Sion-illi
STRAWBERRIES