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Do not assume content reflects current scientific knowledge, policies, or practices.
100,000 of my customers say KELLOGG'S PEDIGREE PLANTS ARE BETTER
**Kellogg's Plants are Worth More**

**Every Kellogg Plant is just what our name implies. Real "Thorobreds." They are the result of over 40 years of scientific selection and careful restriction and breeding. There is as much difference between Kellogg's Thorobred Plants and ordinary plants as between night and day. You will never realize how much better they are until you have planted them in your own garden, like the folks whose letters appear below.**

**Kellogg's Have No Equal**

"I have grown Strawberries in my home garden for the past 20 years but never have had any to equal the Kellogg Strawberries produced from the plants I bought from you last spring. In flavor, size, and yield, they are exceptional and I intend to order more Kellogg Thorobreds next spring."

Charlie Wells, Massachusetts.

**Kellogg's Yield Double**

"The 100 Kellogg's Big Late and 100 Premier I bought of you last spring are very fine. I have purchased strawberry plants of your company off and on for the last 25 years and they have yielded at least double the quantity of fruit I have raised from plants purchased elsewhere."

L. F. Search, Alabama.

**Kellogg's Worth Three Times More**

"I have received catalogs from about 15 different strawberry companies and Kellogg's is the "cream" of them all.

"As to varieties Kellogg's are the most nearly perfect of any obtainable for quality and size.

"As to quality of plants, Kellogg's are worth three or four times as much as some of the weak plants bought of other companies.

"At first I thought you were a little higher in price than other companies but that is over-balanced many times by your high-quality plants; it is not how cheap, but 'how good' that counts."

A. H., Nevada.

**A Sure Crop with Kellogg's**

"The heavy frosts late this spring killed about all fruit in this vicinity, but my strawberry patch resisted the frost and produced a very satisfactory crop. The patch, which measures only 30 x 45 feet, yielded 172 quarts of which we kept record and besides the children were in the patch frequently and ate all they wanted. Several friends whose berries were ruined by the frost couldn't understand why my patch did so well. I told them where I got the plants and advised them to set Kellogg Pedigree Plants if they wanted to be sure of a berry crop."

J. T. Counts, West Virginia.

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**Kellogg's Plants are Cheapest in the End**

**You can buy a pair of shoes for $5.00. You can buy a better pair for $7.50. At the end of six months the $5.00 pair is worn out and gone, but $7.50 pair is still good for a lot of wear. Which is the cheaper? It is the same way with Strawberry Plants. You can buy ordinary plants for less money. But if you want to grow big crops of big berries, like the folks whose letters are given below, then buy Kellogg's Thorobreds because they are "cheapest in the end."**

**$1200 to $1500 Per Acre**

"I have grown Kellogg strawberries exclusively for the past fifteen years and seldom make less than $1,200 per acre. Last year I made $1,500 per acre from Kellogg's Everbearing Strawberries. I visited your farm last October and was convinced that you do even more than you claim. Your strawberry book has been worth its weight in gold to me."

W. L. Forbes, Vermont.

**Kellogg's Berries Bring Higher Prices**

"I have set your plants and raised bigger berries than went into our markets and received from 5 to 10 cents a quart more for your berries than I could get from any other plants bought from other growers."

Jacob Rodgers, Pennsylvania.

**Kellogg Berries a Sensation**

"My strawberry garden has just about exhausted its large supply of magnificent berries. They were the sensation of our city. Sold some as high as fifty cents per box. The Kentucky varieties were not in competition with your varieties at all. Many people have wanted me to order plants for them next season."

H. C. Wilson, Kentucky.

**Paid for a Small Farm**

"My strawberry plants have just finished fruiting and I certainly had some fine berries.

"Five years ago I bought five acres of land at $200.00 per acre and had only $100.00 to pay down on it. Although I was a novice at strawberry growing when I bought this land, I kept up my payments right along, and this year my strawberries made the last payment. So you see, I have a warm spot in my heart for Kellogg Pedigree plants. I expect to send you another order for plants next spring."

J. S. Sisson, Missouri.

**Hoeing Plants on the Kellogg Farms**

**Constable hoeing prevents weed growth, and keeps the plants growing vigorously from start to finish. The hoemen, also layers the runners so that the young plants will take root quickly and develop into strong, fruitful plants. No weeds or grass are allowed to grow in Kellogg fields, thus giving the plants all the fertility and adding vitality to the plants which make the Kellogg Thorobreds bigger producers and cheaper in the end.**

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**Never Saw Anything Like It**

"I sold sixty 16-quart crates from fifteen rows 160 feet long, or a total of 960 quarts. One man takes all of my berries every year. Last year he paid me $4.00 per crate, while 24-quart crates of other berries brought only $3.50 and $3.75."

F. H. Miles, Tennessee.
Kellogg's Plants are Healthier

Probably no other growth in the world takes so much care and pains in the tilling, fertilizing and weeding as it does. Yet when it comes to selection, production and taking one the requires to keep your plants pure we quote: "And the sprouting, watering, and cultivation of Kellogg's Plants, for growing, is no other big expense. It makes it for us an absolute pleasure to produce better plants on a higher plane than any other plant or food that you can get in the market. What's more the Plant? We have the plants that come from pure plants. That's why Kellogg's Plants are better; they are pure, and pure alone. We sell them for a lesser price than do the nurseries whose letters follow:

10 Years—None Better

"We have seen Kellogg Strawberries for the past ten years and always the same fine fruits. We give your butterflies the highest praise. None better."

Too Good to Sell

"Kellogg Strawberries quite bear the same flavor and quality as all the strawberries we have grown in the past. We are won over to the Kellogg method of growing."

20 Years of Satisfaction

"Kellogg Strawberries have proved entirely satisfactory to me and the berries have been fine in color and quality. I have ordered them for all the strawberries we have grown in the past."

From Far East Japan

"We have been advised by the Kellogg Strawberry firm to ship our strawberries on your firm and have 400 plants delivered.

Dry Season No Setbacks

"The everbearing strawberry plants from your last shipment have given more satisfaction. The leaves are large and green, and the fruits are much better. The plants have been in the ground since the 10th of November. We expect to have strawberries by the 20th of December."

Spraying on the Kellogg Farms

"This season the Kellogg Farm has been inoculated with the latest varieties and every precaution taken to assure the production of the best strawberries. Our own experiments with which our own crops have been treated have shown the value of this method.

Our New $50,000.00 Everbearer

This is the Everbearing Strawberry you have been reading about. Every daily newspaper in America and Canada carried the story of this most wonderful everbearer. No other strawberry ever has received so much publicity as Rockhill, America's Greatest Everbearer—and why? Because Rockhill is destined to revolutionize the strawberry industry. It is the only commercial everbearer ever originated. A commercial everbearer has long been sought, but never before achieved. The best of the standard varieties will not produce any more berries in the early spring than Rockhill will produce in the fall. In addition to this heavy fall fruiting, Rockhill produces as many berries in the early summer as the best of the early June varieties. Both early summer and fall berries are large, highly colored, full flavored, and of the very highest quality.

The Rockhill variety of strawberry has become widely known in the strawberry world. The results of planting Rockhill strawberry plants have been most encouraging. At the present time Rockhill is being planted in all parts of the United States and Canada. Since the introduction of Rockhill in 1918 it has been planted in every state of the Union.

Kellogg's Everbearing Garden

IT WOULD be our privilege to supply you with this year's crop of Everbearers. They are the same as we use on our own farm. We have for some time been experimenting with the Everbearing Variety, and have found it to be a great improvement over any other variety of strawberries known.

200 Progressive Everbearing Plants

Propagated from rockhill seed and grown in our Everbearing Garden at our expense. This is a new variety and is the only one of its kind ever introduced. The plants are set at $2.95 per hundred:

Only $2.95

Free Delivery

You don't have to pay for parcel post or charges on your plants when you order from Kellogg. We deliver all our plants gratis to your door. This Free Delivery means a big saving to you. You can have both the express and parcel post charges on strawberry plants at your expense.

Kellogg's Dibble

Kellogg's Dibble is the only true dibble for planting strawberries. It is made of soft, pliable wood and is the perfect size for planting strawberries. The dibble is used to make holes in the ground for planting the strawberries. It is a valuable aid in the planting of strawberries.

Kellogg's Strawberry Plants...

Our New $50,000.00 Everbearer

R. M. KELLOGG COMPANY
THREE RIVERS, MICHIGAN, U. S. A.
IT MAKES no difference how many strawberry plants you are going to set,—a back-yard garden or a 10-acre field,—Kellogg's Thorobred Plants grown the "Kellogg Way" will produce bigger yields and more profit for you than any other crop you can grow. In any climate,—in any soil, Kellogg's Thorobred Plants never fail to make good. We could show you a bushel basket full of letters like the ones printed below.

564 Quarts at 30c Per Quart

"From 600 Kellogg Thorobred Plants, we sold 564 quarts of berries this year and in addition, used a great many ourselves. Not a quart was sold for less than 30 cents. They certainly were fine berries and everyone who saw the patch remarked on the beauty of the berries and such unusual productiveness."

Mrs. Arthur Smith, New York.

Three Quarts Per Plant

"My greatest strawberry success has come from Kellogg Thorobred Plants. I had plants that produced as many as 125 berries to the plant and 35 to 40 of these berries made a quart. Our small patch gave us all the berries we could eat three times a day during the summer and fall (the last on Thanksgiving Day), all we wanted to can for winter and the surplus berries paid all expenses."

Gaston Smathers, North Carolina.

Anyone Can Make Money

"My Kellogg Thorobred plants have produced an excellent crop of fancy berries this season which I sold at 30 and 35 cents per quart. As this was a new venture, I certainly am well pleased with results. By growing Kellogg Strawberries the Kellogg Way anyone can meet with success."

H. F. Weatherhead, Vermont.

$125 from Only $8 Investment

"I enclose order for Kellogg Thorobred Plants and remittance of $30 in payment. Our last order amounting to only $8, gave us $125 worth of berries besides all we could use. We are VERY WELL SATISFIED."

C. C. Hart, Ohio.

Removing Blossoms on the Kellogg Farms

Kellogg's Dibble is the best plant setting tool ever invented. The blade is wavy, or corrugated, so that it makes a corrugated opening in the soil. This gives the roots a more natural position when placed into the opening. Kellogg's Dibble is made from a single piece of high-grade steel—no rivets to come loose. Order as many as these dillies as you want on a money back guarantee. Kellogg's Dibble will please you, or we will refund your money back. Delivered Price:

<table>
<thead>
<tr>
<th>Dibble</th>
<th>Price</th>
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<tbody>
<tr>
<td>1 Dibble</td>
<td>$0.65</td>
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<tr>
<td>2 Dibles</td>
<td>$1.20</td>
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<tr>
<td>3 Dibles</td>
<td>$1.50</td>
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<tr>
<td>12 Dible</td>
<td>$5.00</td>
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BUYING your strawberry plants by this trade-mark is your guarantee of quality and satisfaction. This trade-mark is registered in the United States Patent Office. It is your protection as well as ours. This trade-mark on the package carrying your plants insures you the genuine Kellogg Thorobreds, which are 100% pure, 100% healthy and 100% productive. That is to say, every plant will be pure and true-to-name, free from insects and plant disease. With reasonable care each plant will produce its full share of big red berries.

Kellogg’s Combination Garden

This is both a summer and fall garden, because it includes both the early summer and fall bearing varieties. In making up this garden we have been very careful in choosing varieties which are universal favorites, and which will thrive and produce on all soils and under all conditions. We have also been careful to select from hardy varieties which will require no special care or petting. Just give this garden half a chance and it will not be necessary for your family to go hungry for strawberries. Kellogg’s Combination Garden consists of 200 plants which will occupy space about 20 feet by 25 feet and is made up of the following:

<table>
<thead>
<tr>
<th>Variety</th>
<th>Regular Price</th>
<th>Special Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>50 Progressive Everbearers</td>
<td>$1.90</td>
<td>$1.80</td>
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<tr>
<td>50 Senator Dunlap</td>
<td>.65</td>
<td>.60</td>
</tr>
<tr>
<td>50 Warfield</td>
<td>.65</td>
<td>.60</td>
</tr>
<tr>
<td>50 Big Wonder</td>
<td>1.05</td>
<td>1.00</td>
</tr>
</tbody>
</table>

Our special bargain price is only $3.45 delivered.

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