

Historic, archived document

Do not assume content reflects current scientific knowledge, policies, or practices.

62.41

523

Here
It Is—



KELLOGG'S
New

\$50,000⁰⁰—

Everbearer



KELLOGG'S



Rockhill



TRADE MARK

**AMERICA'S
GREATEST EVERBEARER**

NONE GENUINE WITHOUT THIS SIGNATURE TRADE MARK



Truly This is the Most Wonderful Everbearing Strawberry I Have Ever Seen in All My 30 Years of Experience

What Experts Say About the Rockhill.

A government agricultural expert who has been testing the Rockhill Everbearer for two years, has sent Mr. Rockhill the following reports on this—America's Greatest Everbearer.

November 25, 1921.
"Your Everbearer has done remarkably well this year. The berries were very large and of finest quality. I have seen nothing that is equal to this Everbearer."

December 29, 1921.
"For size of fruit, quality and productiveness, under adverse conditions, your Everbearer was very fine."

October 4, 1922.
"I believe with you, Mr. Rockhill, that you have a very valuable new Strawberry. It has exceptional dessert qualities; the color is very attractive; the fruit is firm and of good size; the plants are very healthy and, of course, will be exceptionally hardy."

C. N. Flansburgh, of Michigan, who has made strawberry growing his life's work, after testing the Rockhill for two years has this to say about it:

"Rockhill is truly a dependable everbearer. Can be depended upon to fruit heavily in the fall as much as the standard varieties can be depended upon to fruit in the early summer. Rockhill is the most productive variety on my grounds and most of the berries are as large as the berries produced by Kellogg's Premier. The color is bright red with a flavor superior to any other strawberry. Earlier than Premier or any other variety except Progressive, Rockhill is not only the best Everbearer, but as a June fruiter I believe it will prove to be the most valuable variety on the market. Plants are extremely hardy."

Professor H. L. Lantz, assistant chief of pomology of Iowa Agricultural College, wrote Mr. Rockhill on July 29, 1922, as follows: "I am very glad to have the opportunity of sampling your No. 26 (Rockhill) everbearing strawberry. This everbearer is certainly a remarkable yielder, and the flesh of the berry appears to be extremely firm. I believe that you are right in feeling that you have secured a wonderful berry."

Mr. C. P. Newman, of Quebec, Canada, who is recognized both in his own country and ours as being one of the foremost fruit growers and plant breeders, wrote me as follows: "Breeding new varieties is a slow process. If a commercial Everbearing Strawberry is put on the market now,—it will be the biggest thing in strawberries since the introduction of Wilson's Albany, 70 years ago."

I agree with Mr. Newman, and I give this extract from his letter because a statement of this kind from a man of Mr. Newman's reputation, shows how really valuable this Rockhill Everbearer is bound to become.

In the Rockhill we have *The Commercial Everbearer* and I repeat what Mr. Newman wrote, "It is the biggest thing in strawberries since the introduction of Wilson's Albany, 70 years ago."

THIS morning I came blustering into the office, jerked off my coat, and began preparing my desk for action. I guess I must have made more noise than usual because my son, whose office is next to mine, came in and said, "Good morning, dad, why all the excitement?" "I am going to tell the world about the Rockhill, America's Greatest Everbearer," I replied.

"That's fine," he said, "I realize that you're pretty good at pushing the pen, but you've got to go some to make the people understand just how good Rockhill actually is until they have seen the Rockhill plants fairly ablaze with big, red berries as you and I have seen them. But go ahead and tell the people what you have to say and say it right out loud. You may make your statements just as strong as you like without fear of stretching the truth." And so here I am folks all set to tell you what I know about the greatest strawberry under the sun.

Honestly, this new Rockhill Everbearer beats anything in the strawberry line I ever have seen in all my thirty years of experience. *The huge size of the berries* and the mammoth yield from each plant are truly marvelous. Just look over this special folder and see for yourself how wonderful the Rockhill really is. If you want the *greatest variety* that ever has been brought out since strawberries were first discovered, do not fail to order at least a few of these plants for your garden.

Rockhill is the greatest strawberry that ever came into existence because all points considered it is absolutely the King of Everbearers and at the same time there is no standard variety that can equal it as an early June producer. If I were a novelist I would probably make this a sensational story because our new "Rockhill Berry" really is a sensational strawberry.

The first I ever heard of this wonderful everbearer was through a letter written by Mr. Harlow Rockhill, one of America's greatest plant breeders and I quote from this letter as follows: "We have a new Everbearing strawberry and we have concluded that it is the most valuable everbearing variety in America today. It will also probably prove to be the most valuable variety for a spring crop, as it comes in right after Progressive and just before Kellogg's Premier, or any other of the good extra early spring varieties. As a fall fruiter, it produces abundantly. Berries are of a very large size, with quality better than the best of spring varieties. For size, health, and vigor of plant there is not a plant in the whole list equal to this one. I prefer to have the R. M. Kellogg Company introduce it and I will sell you the exclusive control of this new everbearer for \$50,000.00. Come and see it." I replied in a manner that convinced Mr. Rockhill that I was interested and in answer I received the following telegram, "Will pay railroad fare to Conrad, Iowa, and return. Come at once. Rockhill strawberry is the wonder of America." (Signed) Harlow Rockhill. I wired back as follows. "Will see you Monday or Tuesday. Not possible before then." The following week I arrived at Mr. Rockhill's home and saw their beauty and felt their firmness and tasted their deliciousness until I was compelled to say what every other visitor said, "it is the greatest Everbearing strawberry I ever saw."

The plants were fairly ablaze with big red berries,—the largest, most beautiful and the most delicious berries I ever saw or tasted. Mr. Rockhill said "Don't let me forget to give you a check to pay your expenses as I agreed to do in my telegram." I replied with emphasis on the "don't," "Mr. Rockhill you don't owe me a cent. The sight I have seen here is worth all and more than the entire trip has cost me and besides I am going right back to Three Rivers and tell the rest of the members of my company that I have seen the strawberry that is the elephant of them all."

\$50,000 is a lot of money to pay for the control of a single variety. But this is not all. In addition to the \$50,000 we are buying at an additional cost the few plants Mr. Rockhill has developed up to this time.

So the R. M. Kellogg Company is now prepared to offer you plants of this incomparable, trade-marked, Rockhill Everbearer at a price less than has often been paid for the more common varieties when first introduced.

R. M. Kellogg
President.

SHOWING
ROCKHILL BERRIES
ACTUAL
SIZE

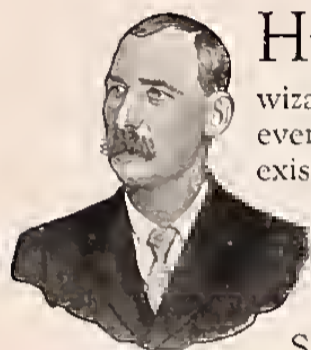




NONE GENUINE WITHOUT THIS SIGNATURE TRADE MARK

The \$50,000.00 Everbearing Strawberry

WHERE IT CAME FROM—WHO BROUGHT IT
 HOW LONG IT TOOK TO GET IT—WHY IT COST \$50,000
 WHY IT IS WORTH THE PRICE



Mr. Harlow Rockhill

HARLOW ROCKHILL, the originator of this new \$50,000 Everbearer is without question America's wizard when it comes to breeding and originating new everbearing varieties. He is the man who brought into existence the majority of all the profitable everbearers such as Progressive, Americus, Francis, Iowa, and Standpat,—all of which have made good and up to the present time the Progressive has been the most profitable everbearer throughout the United States and Canada.

Mr. Rockhill spent fourteen years of untiring effort to bring this wonderful new Rockhill Everbearer into existence. It took all this time in cross-breeding the everbearing and standard varieties, before he finally developed what he started out to get—America's Greatest Everbearer.

Mr. Rockhill's Experimental and Breeding farm is located in Grundy County, Iowa. To visit his farm and see what delicate and painstaking work it is to breed, cross, and develop many thousands of seedlings in order to produce just one new variety like we are offering here,—and when that variety turns out to be the finest the world ever has seen,—is it any wonder that he puts his price at \$50,000 for the result of his labor.

Strawberry growers everywhere have been longing and waiting for a commercial everbearing strawberry that would stand shipping and handling on the market the same as the early summer varieties. And I always have said that if such an everbearing variety ever was developed the R. M. Kellogg Company would pay the price to get it.

In this new Rockhill Everbearer, Mr. Rockhill has at last produced the commercial everbearer for which we have been waiting all these years, and my promise to pay the price was made good when I bought for the R. M. Kellogg Company exclusive control to grow and sell the plants of this most profitable commercial everbearer.

Pedigree of Rockhill

Bred by
 Harlow Rockhill, Conant,
 Iowa, in 1918.

ROCKHILL is a direct cross of Progressive Everbearer & Early Jersey Giant. Progressive came from Pan American-Bismark & Dunlap. Early Jersey Giant is a cross of Chesapeake and Allonso Hill (European origin). Pan American-Bismark is a cross of Van Demon and Bubsch. Dunlap is a descendant of Cumberland and Crescent (Chance Seedling). Van Demon came from Capt. Jack (Seedling of Wilson) and Crescent. Green Prolific and Jocunda (European origin) produced the Cumberland. There are other crosses connected with this pedigree but we have no space to give complete records in the proper form, but when you study the different famous varieties and important crosses included in this pedigree you will better understand why Rockhill is the greatest of all strawberries.



Mr. Harlow Rockhill, plant breeder, to the left; Mr. C. N. Flansburgh, noted strawberry specialist to the right, admiring the "Rockhill", America's Greatest Everbearer.

"Rockhill" \$50,000.00 Everbearer

The Strawberry You've Read About

GREAT NEWS! Said the papers. They said it big—they said it on the front page—they clamored for more—they wired for photos—it was the greatest piece of news ever published in the history of the horticultural industry. Every worth-while paper in the United States and Canada carried the story. The New York World, The Times, Philadelphia Public Ledger, Chicago Tribune, The San Francisco Chronicle, the Denver Post, Detroit and Grand Rapids leading dailies, all these and thousands of others carried it on their front pages, and they continued to talk about it in their editorials.

No doubt you read some of these news reports and are now wondering

Will It Pay

To invest in Kellogg's Rockhill everbearing plants this year? Let us do a little figuring and see. Supposing you buy 100 Rockhill plants which would cost you \$25. During this coming fall these plants should produce not less than 75 quarts of Rockhill quality berries which should sell for at least 40c per quart or a total of \$30.

These 100 plants should also produce not less than 1500 young plants for next year's planting. These, together with the original 100 plants, should yield at least 1500 quarts of berries worth 40c per quart, which means \$600 or a total of \$630 income from a \$25 investment in less than two years. To be exact, about 19 months. Cut the yield one-half and still you would have bigger returns than you could get from any other investment you could possibly make with \$25. The more dollars you invest in Rockhill everbearers, the greater your profits will be.

Mr. C. N. Flansburgh, a large strawberry grower of Jackson, Michigan, is taking 5,000 Rockhill plants, just an even \$1,000 worth. Mr. Flansburgh has seen the Rockhill plants fruiting, both summer and fall, and he knows these plants are worth the price.

Another large grower, away up in Massachusetts, heard of the Rockhill and just as soon as he learned that the price was only \$200 per thousand, delivered, he came right back with an order for 2,000 plants, \$400 worth. When orders like these come to us before our catalog is mailed out it means that the limited crop of Rockhill plants will be gobbled up early in the season.

After seeing "Rockhill" fruiting under different conditions I am willing to risk my reputation as a strawberry expert by predicting that the "Rockhill" will add more to the wealth of the fruit industry than any other of the small fruits, barring none.

"Rockhill" Has a Worth Heretofore Undeveloped



This photo-engraving tells the "Rockhill" story more forcibly than words. Most of the foliage has been clipped to show the large crop of mammoth berries. Imagine the original hills almost as large as a bushel basket and you will get an idea of the actual size of the berries.

R. M. KELLOGG CO. — Three Rivers, Mich.

Order

Your Rockhill Plants Early

WE HAVE just bought a new 200-acre farm with the express purpose of being able to supply the demand for Rockhill plants in *future* years, BUT—that will not help you *this* year.

This year there is only a *limited* number of Rockhill plants, and you must protect yourself by ordering early. Remember, Rockhill is not only an everbearer, but a **COMMERCIAL EVERBEARER** and also a *wonderful early summer variety*, something that has been universally sought after but never before achieved, and we know that the demand for Rockhill will be enormous just as surely as we know that the demand for our other introductions such as Kellogg's Premier, Dr. Burrill, Kellogg's Prize, and Kellogg's Big Late will be enormous. We will receive many more orders than we can fill, and it's "first come, first served." *Be one of the first.*

Sold Only by Kellogg

NOT only this year, but in all years to come, the genuine Rockhill can be secured only from the R. M. Kellogg Company. We have bought, and control, the exclusive right to grow and sell these plants. In order to protect your interests, as well as ours, we are having this variety trade-marked through the firm of Chappel & Earl, leading patent attorneys. You may propagate all the plants you wish for your own use, but it must be understood that you are not to sell or dispose of in any way any of the plants which you propagate from the Rockhill variety.

None Genuine Without Our Signature Trade-Mark.

PRICES

12 Plants . . . \$4.00	50 Plants . \$14.00	500 Plants \$100.00
25 Plants . . . 7.50	100 Plants . 25.00	1000 Plants 200.00

R. M. Kellogg Company

Three Rivers, Michigan, U. S. A.





R.M. Kellogg Co.

Breeders of

Thoroughbred Pedigree Strawberry Plants

Our Plants make it easy to grow
big crops of big red berries, get
big prices and make quick sales

Three Rivers, Mich.

Dear Friend:

I have so many good things to tell you about Kellogg's Thoroughbred Strawberry Plants this year that I hardly know where to begin. You will find my new, beautiful strawberry book, also "Rockhill" folder, enclosed and I am sure you will enjoy reading them.

Our New \$50,000.00 Rockhill Everbearer is probably the most important, so I'll start with that. Honestly, this new Rockhill Everbearer beats anything in the strawberry line I ever have seen in all my 30 years of experience. The huge size of the berries and the mammoth yield from each plant is truly marvelous. Just look over the special folder which I am enclosing and see for yourself how wonderful it really is. If you want the greatest variety that ever has been brought out since strawberries were first discovered do not fail to order at least a few of these plants for your garden.

Next, I want to call your special attention to the Six Fine Strawberry Gardens illustrated in the center of the book and which we are offering this season at Big Reductions from regular prices.

If it is Everbearing Strawberries you are looking for, turn to pages 4, 5 and 6 of this book and you will find all varieties of Kellogg's Thoroughbred Everbearers pictured in colors and completely described.

Our friends in the west and southwest states who always have shown a preference for Aroma, will be especially interested in Kellogg's Improved strain of Aromas shown on page 24.

Last, but not least, I want to emphasize this point in your mind. Every strawberry plant grown on the Kellogg Farms is a "Thoroughbred," - and there is as much difference between Kellogg's Thoroughbreds and ordinary plants as between night and day. So if you want big crops of big red berries, order none but the genuine Kellogg Thoroughbred Plants, - grow them the "Kellogg Way" and you will not be disappointed.

Remember too, with our two big farms, we can ship your plants this year as early as February if you wish, and all prices quoted in this book include "Free Delivery" right to your town.

You will find an order blank enclosed with this letter for your convenience. Fill it out, address your letter to me and I will see that your order receives prompt and careful attention.

Sincerely yours,

