

STRAWBERRY GROWING FOR MARKET.



R. R. M. KELLOGG is a successful strawberry grower, living near Ionia, Michigan. He read a paper on the subject before a recent meeting of the Michigan Horticultural Society, a few extracts from which we give our readers in view of the near approach of the season for this fruit.

The first question treated is, *Will it pay?* Mr. Kellogg's reply is: "If you are willing to play second to everybody else and comply with all the conditions of failure, you will not get very rich. If you are willing to spend your time cultivating for thirty to fifty bushels per acre of small, second-class berries, with which you will always find the market glutted, I tell you most emphatically, no, it will not pay. If you are one of those energetic, pushing, investigating, painstaking fellows, who comply with the conditions of success, you will do as hundreds of others have done, have a good fat living and even get rich at it."

An important point which he emphasizes is, the development of a *good home market*. Our city markets are frequently glutted, and if the near markets of our smaller towns were better developed, there would be more room for the business. He says: "The great secret of developing a home market lies in getting every family in town to eat several quarts of fruit daily instead of one. It is utterly astonishing how much fruit people will use in the course of the season if you manage them rightly. If they get tired of one variety, have another of different color, flavor and appearance for them to try. Don't allow them to think they can go without for a single meal, and you will be surprised to see how quick it will cease to be regarded as a luxury but an absolute necessity. Teach them that a fruit diet means clearer heads, cooler blood and better equipoise of brain and muscle, and will save, in many cases, its cost in doctor's bills. Bear in mind, it's keeping people everlastingly eating that makes a home market. You have a right to make your fruit look as neat and attractive as you please. The corners of the box should be filled up even and the points of the berries turned up, making them even and as full as they can be crated. Small berries look decidedly neat fixed in this way, and the big berries can be put in the bottom to surprise your customers when the beauties roll out of the box. They will appreciate the joke. Never offer a customer berries in an old, broken, or dirty box. If berries once mold in a box the spores remain in it, and they will ever afterwards mold very quickly. This is especially true of raspberries.

Personal appearance goes a great way when calling on customers. The fruit should be delivered direct to the family, and it must not be mussed by rough handling. I had a fruit wagon built with side springs nearly seven feet long. It rides as easy as a boat. No matter how fast I drive my fruit is never 'jumped'