The Finding Aid of the W.K. Kellogg Arabian Horse Library Postcard and Notecard Collection 0015

Kara Catano
California State Polytechnic University, Pomona. Special Collections and Archives
January 2017
3801 West Temple Avenue
Pomona, CA 91768
speccollections@cpp.edu
Title: W.K. Kellogg Arabian Horse Library Postcard and Notecard Collection
Collector: W.K. Kellogg Arabian Horse Library
Identifier/Call Number: 0015
Contributing Institution: California State Polytechnic University, Pomona. Special Collections and Archives
Language of Material: English
Physical Description: 1.25 Linear Feet(126 postcards and 2 notecards)
Date (inclusive): 1920-1970
Abstract: The collection contains both postcards and notecards related to the W.K. Kellogg Ranch. Included in the collection are cards depicting the horses of the W.K. Kellogg Ranch, the Kellogg House, the Kellogg Company, and the W.K. Kellogg Ranch.

Conditions Governing Access
Advanced notice required for access.

Conditions Governing Use
Unpublished manuscripts are protected by copyright. Permission to publish, quote, or reproduce must be secured from the reposatory and the copyright holder.

Preferred Citation
[Box/folder# or item name], W.K. Kellogg Arabian Horse Library Postcard and Notecard Collection, Collection no. 0015, W.K. Kellogg Arabian Horse Libary, Special Collections and Archives, University Libary, California State Polytechnic University, Pomona.

Immediate Source of Acquisition
The W.K. Kellogg Arabian Horse Library actively collects postcards and notecards related to the W.K. Kellogg Ranch, Manor House, and the Kellogg Company. Materials in the collection have been both purchased by and donated to the Library.

Biographical / Historical
In 1925, cereal magnate W.K. Kellogg established an Arabian horse breeding program at his winter ranch home in Pomona, California. The Kellogg Ranch became a popular destination for 1920s Hollywood stars and the horses were showcased for the public at Sunday shows.

W.K. Kellogg donated the ranch to the state of California in 1932 with the stipulation that the Arabian breeding program and Sunday shows continue. During World War II, the ranch was used by the U.S. Army as a remount depot to breed horses for the cavalry.

After the war, the ranch was briefly administered by the Department of Agriculture before being turned over to California State Polytechnic College San Luis Obispo for use as their southern branch in 1949. The campus grew rapidly in the post-war period and Cal Poly Pomona was established as a separate school in 1966. Cal Poly has maintained the Arabian horse breeding program and Sunday shows to the present day according to W.K. Kellogg's wishes.

Scope and Contents
The majority of the collection contains postcards depicting the horses of the W.K. Kellogg Ranch, which are organized alphabetically. The other three series in the collection include postcards depicting the Kellogg Company, the Kellogg House, and the W.K. Kellogg Ranch, which are also organized alphabetically.

Arrangement

Processing Information
The collection was arranged and described by Kara Catano in January 2017.

Subjects and Indexing Terms
W.K. Kellogg Arabian Horse Ranch
W.K. Kellogg Arabian Horse Center
Kellogg House Pomona (Pomona, Calif.)
Arabian horse
Series 1: Horses undated

Scope and Contents
For each postcard in the series, the text or inscription on each postcard has been transcribed when legible and is available under each postcard title.

box 1
Abu Farwa 1960
Physical Description: 1 item
Scope and Contents
Verso [1940-1972 Abu Farwa's name is practically synonymous with combination of Arabian type and performance ability. He became one of the breed's greatest series, one of the few truly top rank, elite stallions. Though Abu Farwa was bred by the Kellogg Ranch, his career was made by his long-time owner H.H. Reese. As an individual, he was outstanding, but his supreme value lay in his ability as a sire to transmit the type and character of his Crabbet heritage, especially his lovely forehead, overall balance and symmetry as well as his great trotting ability. Abu Farwa founded a veritable dynasty of champions. Among his 277 get, are such champion-siring sons as, Ga'zi, Abu Baha, Galan, Farlowa and Antezeyn Skowronek.]

box 1
Alyf undated
Physical Description: 1 item
Scope and Contents
Verso: ["Alyf" foaled in 1938, was the winner in the Fine Harness Class All-Arabian Horse Show. Alyf was a senior stallion at California State Polytechnic College, Kellogg Unit, Pomona, California.]

box 1
Alyf undated
Physical Description: 2 items
Scope and Contents
Verso: [Alyf, foaled 1938. Head study of eighteen-year-old sire and show horse, Alyf. Alyf is still active at Kellogg Unit, Cal Poly, Pomona. Selected horses from the Kellogg Campus Stables are from time to time offered for sale and several of the finest Arabian stallions in the country stand for outside service.] Contains duplicates.

box 1
Antez undated
Physical Description: 1 item
Scope and Contents
Verso: [1921-1944 Antez, a strikingly handsome stallion, was bred by F.E. Lewis. He was a popular early day stallion of pure Davenport breeding. Antez was exported to Poland after he attracted the attention of Polish breeders with his impressive times in a racing trial. Antez stood in Poland for three years, siring ten foals. Of the ten foals, three became successful racers and one, Haschem Bey, won the Polish Derby. Unfortunately, all of his Polish born progeny were lost in WWII. Antez returned to the U.S. and spent his last years at the H.H. Reese Ranch. He sired 53 foals in the American stud book, including some extremely influential sons such as, Latif, Ankar, Gezan and Sartez.]
box 1  Antez undated
Physical Description: 3 items
Scope and Contents
[1921-1944 "Antez" a beautiful chestnut stallion with flaxen mane and tail, is one of a stable of more than 40 full blooded Arabian horses owned by the W.K. Kellogg Arabian Horse Ranch, of Pomona, California. The owner of this ranch is the well known cereal manufacturer of Battle Creek, Michigan. "Antez" was the Champion Arabian Stallion at the Los Angeles County Fair in 1928.]
Contains duplicates.

box 1  Antez undated
Physical Description: 5 items
Scope and Contents
[1921-1944 "Antez" is an Arabian stallion of chestnut color- with a golden mane which is as beautiful as it is unusual. "Antez" is owned by the W.K. Kellogg Arabian Horse Ranch, Pomona, Calif., and is one of a stable of more than forty full blooded Arabian horses. The owner of this ranch is the well known Cereal manufacturer of Battle Creek, Michigan.]
Contains duplicates.

box 1  Arabian Flag Ceremony undated
Physical Description: 1 item
Scope and Contents
Verso: [These exhibitions were started by the late W.K. Kellogg in 1927. The purpose has always been to promote interest in the Arabian breed and to educate the horse-loving public to the versatility, beauty and intelligence of these unusual animals.]

box 1  Arabian Horses Grazing in Pasture undated
Physical Description: 1 item
Scope and Contents
Verso: [Purebred Arabian horses grazing in the pasture at California State Polytechnic College, Kellogg campus, Pomona, California.]

box 1  Arabian Mares and Foals in Pasture undated
Physical Description: 2 items
Scope and Contents
Verso: [A scene of Arabian mares and foals in the pasture at California State Polytechnic College, Kellogg Unit, Pomona, California.]
Contains duplicates.

box 1  Arabian Mare and Foal in Pasture undated
Physical Description: 1 item
Scope and Contents
Recto: [Arabian mare and foal in pasture. Pomona Quartermaster Depot (Remount), Pomona, California.]

box 1  Asam undated
Physical Description: 1 item
Scope and Contents
Recto: [Asam, (foaled in 1950) Liberty Stallion. California State Polytechnic College, Kellogg Unit, Pomona, California.]
Atala undated

Physical Description: 1 item

Scope and Contents

Verso: [Atala foaled August 3, 1972. W.K. Kellogg Arabian Horse Center, California State Polytechnic University, Pomona. Atala (*Tala x Alowa - Farlowa) is one of the Arabian Horse Center's leading brood mares. Her head depicts the ultimate in classic Arabian type. Photo by Polly Knoll.]

Bataan undated

Physical Description: 1 item

Scope and Contents

Foaled in 1942. Recto: [Arabian stallion Bataan. Pomona Quartermaster Depot (Remount), Pomona, California.]

Beaufair undated

Physical Description: 1 item

Scope and Contents

Verso: [Beaufair]

Bircouri undated

Physical Description: 1 item

Scope and Contents

Bircouri, foaled January 24, 1964.

Verso: [Performance Champion and Legion of merit recipient Bircouri + (Courier x Biretta - Birins) is shown as a bridleless jumper in the Sunday Arabian shows. Shows are held every Sunday in October, November and January thru May at 2 P.M. Allison Elwell, the rider. Photo by Polly Knoll.]

Birlanty undated

Physical Description: 1 item

Scope and Contents

Brilanty, foaled in 1945.

Recto: [California State Polytechnic College, Kellogg Unit, Pomona, California.]

Calamyra undated

Physical Description: 1 item

Scope and Contents

Recto: [Calamyra, twin, foaled in 1945, Trick Mare. California State Polytechnic College, Kellogg Unit, Pomona, California.]
Calamyr and Calamyra undated

Physical Description: 1 item
Scope and Contents
Recto: [Twins "Calamyr" and "Calamyra" (foaled in 1945), three days old, with "Bakura" two days old. California State Polytechnic College, Kellog Unit, Pomona, California.]

Dando 1948

Physical Description: 1 item
Scope and Contents
Recto: [Arabian mare, Dando, Pomona Quartermaster Depot (Remount), Pomona, California.]

Eight Horse Percheron Team undated

Physical Description: 1 item
Scope and Contents
Recto: [Eight Horse Percheron Team as shown in the Sunday Show at California State Polytechnic College, Kellogg Unit, Pomona, California.]

Farana undated

Physical Description: 1 item
Scope and Contents
Recto: [Farana, foaled June 5, 1929. Arab Stallion owned by the W.K. Kellogg Arabian Horse Ranch, Pomona, California.]
Recto: [Farana, foaled June 5, 1929. Arabian Stallion owned by the University of California's W.K. Kellogg Arabian Horse Ranch, Pomona, California.]
Farlowa undated

Scope and Contents
Farlowa, foaled January 9, 1953.

Verso: [Head stallion at Kellogg's Arabian Horse Ranch. The Arabian is the oldest breed of horse in existence. Its origin has been traced back some 3,500 years. Nearly all other light breeds are founded on Arabian blood, either directly or indirectly. California State Polytechnic College, Pomona, California. Color Photo by: Louis and Virginia Kay.]

Ferseyen undated

Scope and Contents
Ferseyen, foaled January 9, 1953.

Verso: [Ferseyen, 1937-1962. Ferseyen was bred by the Kellogg Ranch and was 100% Crabbet. Both his sire and dam were imported from that stud. For over a decade, Ferseyen was the leading sire of champions in the U.S. Through such outstanding grandget as Ferny, Khemosabi ++ and the Real Mccoy, the Ferseyen line continues to enjoy great popularity today. Ferseyen's sire, Raseyn was one of the two most influential sons of Skowronek in America, the other being *Raffles. Ferseyen's dam, *Ferda was a most influential mare as well, founding an enduring female line. Ferseyen was owned most of his life by H.H. Reese, former manager of the Kellogg Ranch. In his last years, Ferseyen was owned and cherished by the Frisco Mari family, who bred from him Regis and Amerigo.]

Hanad undated

Scope and Contents
Hanad, foaled March 13, 1959.

Verso: [Hanad (1922-1949), a handsome liver chestnut, was bred by the Hindham Stock Farm. He was one of the best known of the early straight Davenport stallions. A featured attraction at the then world famous Sunday afternoon exhibitions at the Kellogg Arabian Ranch in California, Hanad performed a popular “high school” routine. Hanad was also a successful sire, getting a total of 57 purebread Arabs, including several which were important breeding animals in their day.]

Hytan undated

Scope and Contents
Hytan, foaled March 13, 1959.

Verso: [Jumping horse performing during Sunday exhibition at world famous Kellogg ranch. Whether in exhibition or as family riding horses and pets, they give superb performances. California State Polytechnic College, Pomona, California.]

Contains duplicates.

Jadaan with Rudolph Valentino undated

Scope and Contents
Jadaan, foaled April 13, 1916.

Verso: [Rudolph Valentino posing with Jadaan, one of his favorite horses in 1926. California State Polytechnic University, Pomona.]
box 1  

**Jadaan with Rudolph Valentino undated**

Physical Description: 2 items
Scope and Contents
Jadaan, foaled April 13, 1916.
Recto: [Rudolph Valentino]
Contains duplicates.

box 1  

**Jadaan with Rudolph Valentino undated**

Physical Description: 1 item
Scope and Contents
Recto: [Rudolph Valentino]

box 1  

**Jadaan with Rudolph Valentino undated**

Physical Description: 1 item
Scope and Contents
Foaled April 13, 1916.
Recto: [Arabian Stallion Jadaan, W.K. Kellogg Institute of Animal Husbandry, Pomona, Calif.]

box 1  

**Jadaan with Rudolph Valentino 1939**

Physical Description: 1 item
Scope and Contents
Foaled April 13, 1916.
Recto: [The Late Rudolph Valentino Mounted on Jadaan.]
Verso: [Jadaan is a gray stallion, foaled in 1916 and sired by Abbeian, a desert bred stallion. Jadaan was the last horse ridden by Rudolph Valentino in his picture, "The Son of the Sheik," through the courtesy of the W.K. Kellogg Institute of Animal Husbandry. The Institute has in its possession the bridle, saddle and costume used by Valentino in this motion picture.]
Inscription on verso reads: ["April 15, 1939"]

box 1  

**Jadaan with Rudolph Valentino undated**

Physical Description: 5 items
Scope and Contents
Recto: [The Late Rudolph Valentino Mounted on Jadaan]
Verso: [This picture was taken at the time of filming the famous photoplay "The Son of the Sheik" in which the late Rudolph Valentino, with Jadaan as his mount, achieved notable success. Jadaan was the last horse ridden by Valentino. Jadaan, a beautiful Arabian stallion, was used in the picture through the courtesy of W.K. Kellogg owner of the W.K. Kellogg Arabian Horse Ranch, Pomona, Calif. Mr. Kellogg is the well known Cereal Manufacturer of Battle Creek, Michigan.]
Contains duplicates.

box 1  

**Jezaya undated**

Physical Description: 1 item
Scope and Contents
Recto: [Jezaya, foaled in 1946, outfitted in traditional Arabian equipment, at California State Polytechnic College, Kellogg Unit, Pomona, California.]
Kello-Gwalor undated
Physical Description: 1 item
Scope and Contents
Verso: [Kello-Gwalor, foaled February 29, 1968, (*Gwalior x Sanibel - Sands) is a performance and halter champion. He is shown as an Arabian Costume and English pleasure horse in the Sunday Arabian shows held at 2 P.M., every Sunday in October, November and January thru May. Carol Brennan, the rider. Photo by Polly Knoll.]

King John undated
Physical Description: 2 items
Scope and Contents
King John, foaled 1922.
Recto: ["King John" with rider in costume used in photo play "The Scarlet Empress"]
Contains duplicates.

King John undated
Physical Description: 1 item
Scope and Contents
King John, foaled 1922.
Recto: [Arabian Stallion King John as he appeared in "Scarlet Empress", W.K. Kellogg Institute of Animal Husbandry, Pomona, Calif.]

Lertaz undated
Physical Description: 1 item
Scope and Contents
Verso: [Lertaz, foaled January 28, 1955. Comedy horse delights crowds during Sunday afternoon show at world famous Kellogg Ranch. California State Polytechnic College, Pomona, California.]

Maazal undated
Physical Description: 1 item
Scope and Contents
Verso: [Maazal, Kellogg Mare, foaled April 25, 1953. Beauty, gentleness and versatility are the qualities which commend Arabians to today's horse lovers. Colors are bay, chestnut, grey, and occasionally black or brown. California State Polytechnic College, Pomona, California.]

Maazal undated
Physical Description: 1 item
Scope and Contents
Maazal, foaled April 25, 1953.
Verso: [Three Year Old Chestnut Filly.]

Maazal undated
Physical Description: 1 item
Scope and Contents
Verso: [Maazal, foaled April 25, 1953. Three-year-old chestnut filly. Exhibition show horse. Kellogg Unit, Cal Poly, Pomona.]
Maazal undated
Physical Description: 1 item
Scope and Contents
Foaled April 25, 1953.
Verso: [Maazal, Three Gaited Arabian Mare. Exhibitions are held every Sunday afternoon during the school year. Training and handling are accomplished entirely by the college's students and staff, of world famous Kellogg Ranch. California State Polytechnic College, Pomona, California.]

Nasik undated
Physical Description: 1 item
Scope and Contents
Verso: [Nasik, an imported stallion owned by W.K. Kellogg Arabian Horse Ranch. Nasik is an imported Arab stallion, foaled in 1908, and is one of the foundation sires of the W.K. Kellogg Institute of Animal Husbandry. The W.K. Kellogg Institute is the largest breeder of Arabian horses in America and is located near Pomona, California. The 750 acre ranch, together with its Arabian horses and equipment was presented to the University of California in 1932 and is now being operated by the University.]

Nasik undated
Physical Description: 7 items
Scope and Contents
Verso: [Nasik (foaled 1908) is an imported Arabian stallion-and while 19 years of age has a beautiful bay coat-and the carriage of a three year old. He has sired many famous horses. Nasik is one of over forty full blooded Arabian horses in the stable of W.K. Kellogg Arabian Horse Ranch, Pomona, Calif. This ranch is owned and operated by the well known Cereal Manufacturer of Battle Creek, Michigan, for the preservation of this strain of horses which has become practically extinct. Contains duplicates.]

Nasik undated
Physical Description: 1 item
Scope and Contents
Verso: [Nasik, foaled 1908, was bred by the Crabbet Arabian Stud in England and imported to the U.S. at the age of 18 by W.K. Kellogg. This large (15-1 hands), stylish horse, with his airy trot, absolutely radiated brilliance. His reputation as a sire in England and in the U.S. was outstanding. Six of his English get have influenced American Arabian breeding, and he got 32 more purebred Arabs in California. Time has proven the exceptional value of his blood, and today, long after his death at the age of 29, there is a growing appreciation, both in the U.S. and England, for Nasik heritage.]

Pep undated
Physical Description: 2 items
Scope and Contents
Verso: [Pep, the Official Greeter and Show Horse, is a three year old Arabian stallion. He has come to be known as the official greeter at the W.K. Kellogg Arabian Horse Ranch, where he entertains the visitors with his many tricks. Pep is one of over 50 full blooded Arabian horses in the stable of W.K. Kellogg Arabian Horse Ranch, Pomona, Calif. This ranch is owned and operated by the well known Cereal Manufacturer of Battle Creek, Michigan, for the preservation of this strain of horses which has become practically extinct. Contains duplicates.
Poly Royal undated

Scope and Contents
Poly Royal, foaled February 2, 1962.
Varso: [Rearing Liberty Movie Horse as seen on Sunday exhibitions at world famous Kellogg Ranch. California State Polytechnic College, Pomona, California.]

Raseyn undated

Scope and Contents
Verso: [Raseyn (1923-1952) was bred by the Crabbet Park Stud and imported to the U.S. by W.K. Kellogg. A 3 year old when he arrived at the Kellogg Ranch, *Raseyn was first trained and ridden as a jumper. Later he was five-gaited and for some years demonstrated his talents in that capacity (unusual for an Arab) in the Kellogg exhibitions. A very classic horse, *Raseyn was unusually prepotent in stamping his get with his own type. He became one of the most important sires in America. He got a total of 135 pure Arabs, many of which became well known in their own rights. Raseyn died of a stroke at age 29.]

Raseyn undated

Scope and Contents

Contains duplicates.

Rifdah and Twins undated

Scope and Contents
Recto: [Arabian mare "Rifdah" and twins owned by the University of Calif. W.K. Kellogg Arabian Horse Ranch.]
Inscription on verso reads: ["Rifdah 1133, chestnut mare born in 1935 (*Rahal 950 x * Rifda * Raseyn. The foals were named Calsabi (11667) 'son of California' (colt) and Calsabiyat (1666) 'daughter of California' (filly) Kellogg had 6000 postcards printed of the twins with their dam in the show ring. They were kept from birth (Feb. 3, 1939) and used in Sunday shows until they were retired in 1950. Calsabi dies in Nov. 50, Calsabiyat was sold."]

Rifdah and Twins undated

Scope and Contents
Recto: [Arabian mare "Rifdah" (foaled 1935) and twins owned by the University of Calif. W.K. Kellogg Arabian Horse Ranch.]
Inscription on verso of one card reads: ["Dear Audrey, Here is another card for your collection. There was a very nice horse show here. Cute ponies, too. What are you doing this summer? I'm loafing. Love, Louise"
["Miss Audry Maloom, 2, Mayflower Street, Plymouth, Mass."]
Contains duplicates.
**Rifnas undated**

Physical Description: 2 items

Scope and Contents

Recto: ["Rifnas" Arabian stallion, owned by the W.K. Kellogg Institute of Animal Husbandry, Pomona, Calif.]

Inscription on verso reads: ["Rifnas 924 chestnut stallion * Nasik 604 x *Rifla 601 foaled 1932. Stood at stud-during 1937 five of his foals were born. The Maharajah of Bjaughagar, India, contacted in 1938 for several foals to be sired by Rifnas. At least one foal sired by Rifnas was born at the ranch in 1943. No further information is given in the Kellogg book. Stud book lists 63. As a 2-year-old, he led the Liberty team. He was trained for both riding and driving and was featured in the Spanish Walk."]

Contains duplicates.

**Rossika undated**

Physical Description: 1 item

Scope and Contents

Recto: [Arabian mare Rossika, Pomona Quartermaster Depot (Remount) Pomona, California.]

**Sikin undated**

Physical Description: 1 item

Scope and Contents

Recto: [Sikin, foaled 1933. W.K. Kellogg's Institute of Animal Husbandry.]

**Six-Horse Percheron Hitch undated**

Physical Description: 2 items

Scope and Contents

Verso: [California State Polytechnic College, Kellogg Campus, Pomona, California. Six-horse Percheron hitch shown in the hour-long Arabian horse show each Sunday afternoon at the Kellogg campus. Selected horses from the Kellogg Campus Stables are from time to time offered for sale and several of the finest Arabian stallions in the country stand for outside service.]

Contains duplicates.

**Tafar undated**

Physical Description: 2 items

Scope and Contents

Verso: [Tafar, (foaled January 26, 1955) performing the Spanish March at the Sunday afternoon exhibition held at the world famous Kellogg Ranch. California State Polytechnic College, Pomona, California.]

Contains duplicates.

**Tezadi undated**

Physical Description: 1 item

Scope and Contents

Verso: [Tezadi (foaled March 13, 1958), sitting up and smiling at the crowd at world famous Kellogg Ranch during Sunday afternoon show. Beauty, gentleness and versatility are the qualities which commend Arabians to today's horse-lovers. Training and handling are accomplished entirely by the college's students and staff. California State Polytechnic College, Pomona, California.]
Three-Gaited Exhibition Mare

Box 1

Physical Description: 3 items
Scope and Contents
Verso: [Three-gaited exhibition mare. Kellogg Unit, Cal Poly, Pomona.]
Contains duplicates.

The Three Graces

Box 1

Physical Description: 7 items
Scope and Contents
Recto: [The Three Graces, Arabian mares and colt, Deyrak (foaled 1925), Arak (foaled March 8, 1917), and Fasal (foaled March 7, 1918). W.K. Kellogg Arabian Horse Ranch.]
[These Arab horses gallop with all the beauty and gracefulness of their forefathers. They are free to roam the expanse of the W.K. Kellogg Arabian Horse Ranch, Pomona, Calif. Over fifty full blooded Arabian horses are owned by this ranch which is operated by W.K. Kellogg, the well known Cereal Manufacturer of Battle Creek, Michigan. Arabian horses are fast becoming extinct and this ranch is operated for the preservation of these beautiful creatures.]
Contains duplicates.

The Three Graces

Box 1

Physical Description: 2 items
Scope and Contents
Verso: ["The Three Graces", Arabian mares and colt, Deyrak (foaled 1925), Arak (foaled March 8, 1917), and Fasal (foaled March 7, 1918). Deyrak 3967, Arak 269, and Fasal 330. California State Polytechnic College, Pomona, California.]
Contains duplicates.

Unidentified

Box 1

Physical Description: 1 item
Scope and Contents
Verso: [Senior sire and exhibition bridle or reined horse. Kellogg Unit, Cal Poly, Pomona.]

Zadal

Box 1

Physical Description: 1 item
Scope and Contents
Verso: [Zadal, (foaled 1957, shown cutting cattle at Sunday afternoon exhibition at world famous Kellogg Ranch. California State Polytechnic College, Pomona, California.]

Zadir

Box 1

Physical Description: 1 item
Scope and Contents
Verso: [Four-year-old chestnut stallion, foaled 1952, Zadir. Member of the stallion battery and exhibition show horse. Kellogg Unit, Cal Poly, Pomona.]

Series 2: Kellogg Company

Scope and Contents
For each postcard in the series, the text of the postcard has been transcribed and is available under each postcard title.
The Largest Manufacturers of Ready-To-Eat Cereal Foods in the World

Physical Description: 1 item
Scope and Contents
Recto: [London, Canada, Sydney, Australia. Home of Kellogg Company, Battle Creek, Michigan.]
Verso: [The Kellogg Company plant at Battle Creek covers over 35 acres of floor space. The production is well over one and one-half million packages of ready-to-eat cereals per day. Other plants are operated at London, Canada, and Sydney, Australia.]

Packing Room, Kellogg Company, Battle Creek, Michigan

Physical Description: 2 items
Scope and Contents
Verso: [The packing rooms are as clean as a snow white kitchen, with Kellogg's Cereals at no time during the process of manufacture being touched by human hands.]
Contains duplicates.

Macatawa Yacht Harbor, Holland, Mich.

Physical Description: 1 item
Scope and Contents
Recto: [Macatwa Yacht Harbor, Holland, Mich.]

Recreation Hall, Kellogg Company, Battle Creek, Michigan

Physical Description: 1 item
Scope and Contents
Verso: [Kellogg's Recreation Hall furnishes a beautiful auditorium for the social and athletic activities of employees and their families. It is also used extensively by the public for various Civic meetings.]

Wading Pool, Kellogg Company, Battle Creek, Michigan

Physical Description: 1 item
Scope and Contents
Verso: [This wading pool and playground is a source of pleasure for large groups of children. All play is supervised by the Company's Athletic Director.]

Series 3: Kellogg House

Scope and Contents
For each postcard in the series, the text of the postcard has been transcribed and is available under each postcard title.

A View from the Terraces

Physical Description: 1 item
Scope and Contents
Recto: [A view from the Terraces]
Verso: [Kellogg House Pomona, was the winter home of cereal magnate and philanthropist, W.K. Kellogg. Located on his famous Kellogg Arabian Horse Ranch, the House served as Mr. Kellogg's winter residence until 1942. The first landscape architect was Charles Gibbs Adams. Later, Florence Yoch and Lucille Council were hired to complete the grounds and gardens. Through the generosity of the W.K. Kellogg foundation, the former Ranch is now the campus of the California State Polytechnic University, Pomona.]
Series 3: Kellogg House undated

box 1  
A View through the Front Gates undated

Physical Description: 1 item

Scope and Contents

Verso: [Kellogg House Pomona was the home of cereal magnate and philanthropist, W.K. Kellogg. Located on his famous Kellogg Arabian Horse Ranch, the House is an 8,700 square foot, single-story Spanish colonial. Designed by Myron Hunt and completed in 1926. The House served as Mr. Kellogg's winter residence until 1942. Through the generosity of the W.K. Kellogg Foundation, the former Ranch is now the campus of the California State Polytechnic University, Pomona.]

box 1  
University House undated

Physical Description: 1 item

Scope and Contents

Verso: [University House, "The Mansion" was originally built by W.K. Kellogg in 1927.]

box 1  
W.K. Kellogg Historicals undated

Physical Description: 1 item

Scope and Contents

Verso: [W.K. Kellogg and Gawald, view from Kellogg mansion, late 1920's with daughter Beth and grandchildren: 1923.]

Series 4: Kellogg Ranch undated

Scope and Contents

For each postcard in the series, the text or inscription of the postcard has been transcribed and is available under each postcard title.

box 1  
Cal Poly Pomona undated

Physical Description: 1 item

Scope and Contents

Recto: [Cal Poly Pomona]

box 1  
Hilltop View of Stables undated

Physical Description: 2 items

Scope and Contents

Recto: [Hilltop view of stables, paddocks and grain fields. California State Polytechnic College, Kellogg Unit, Pomona, California.]

Contains duplicates.

box 1  
Kellogg's Highway undated

Physical Description: 1 item

Scope and Contents

Recto: [View from Kellogg's Highway, Pomona, California.]

box 1  
Stables on W.K. Kellogg Arabian Horse Ranch, Pomona, Calif. 1939

Physical Description: 1 item

Scope and Contents

Verso: [The W.K. Kellogg Institute of Animal Husbandry is located about four miles West of Pomona, California. This 750 acre ranch is devoted to the breeding of registered Arabian horses of the best individuality and choicest blood lines for the preservation of these beautiful creatures, which have become practically extinct. The W.K. Kellogg Institute was founded in the Spring of 1925 by W.K. Kellogg, cereal manufacturer of Battle Creek, Michigan, and presented to the University of California, in 1932.] Inscription on verso reads: [April 15, 1939]
Stables on W.K. Kellogg Arabian Horse Ranch, Pomona, Calif. undated

Physical Description: 6 items

Scope and Contents

Verso: [The W.K. Kellogg Arabian Horse Ranch, located 3 miles west of Pomona, California, contains approximately 400 acres of fertile land which is well improved with modern buildings and equipment. This ranch is devoted to the breeding of registered Arabian horses of the best individuality and choicest blood lines, for the preservation of these beautiful creatures which have become practically extinct. The owner of this ranch is the well known Cereal Manufacturer of Battle Creek, Michigan.] Inscription on verso reads: [Been so long since I heard from you, would love to hear how you are, both fine we are. Love Alice and Henry, April 29, 30'.]

[Addressed to: [Mrs. . Mr. H. Juneland. 1144 Grand Ave. Topeka. Kanses.]]

Contains duplicates.

Union Plaza undated

Physical Description: 1 item

Scope and Contents

Verso: [Union Plaza, the original stables on the W.K. Kellogg Ranch, now the site of a variety of student service offices.]

Visitors Being Entertained at stables on W.K. Kellogg Arabian Horse Ranch, Pomona, Calif. undated

Physical Description: 1 item

Scope and Contents

Verso: [The W.K. Kellogg Arabian Horse Ranch, located 3 miles west of Pomona, California, contains over 800 acres of fertile land which is well improved with modern buildings and equipment.] [This ranch is devoted to the breeding of registered Arabian horses of the best individuality and choicest blood lines, for the preservation of these beautiful creatures which have become practically extinct.] [The owner of this ranch is the well known Cereal Manufacturer of Battle Creek, Michigan.]

W.K. Kellogg's Institute of Animal Husbandry undated

Physical Description: 1 item

Scope and Contents

Recto: [W.K. Kellogg's Institute of Animal Husbandry, Pomona, Calif.]