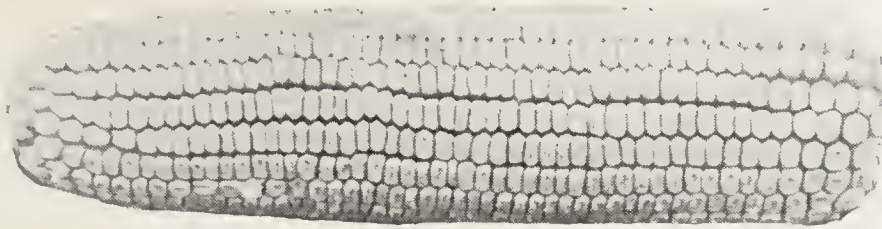


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Do not assume content reflects current scientific knowledge, policies, or practices.

We
Specialize
in
Seed
Corn



QUALITY SEEDS

for FARM and GARDEN

ROCHELLE SEED COMPANY
ROCHELLE *Return Postage Guaranteed* **ILLINOIS**



Sec. 562 P. L. & R.

★ 28 19 1935 ★
U. S. Dep. of Agriculture

U. S. DEPARTMENT OF AGRICULTURE,

WASHINGTON, D. C.

BUREAU OF PLANT INDUSTRY
Fruit and Vegetable Crops and Diseases

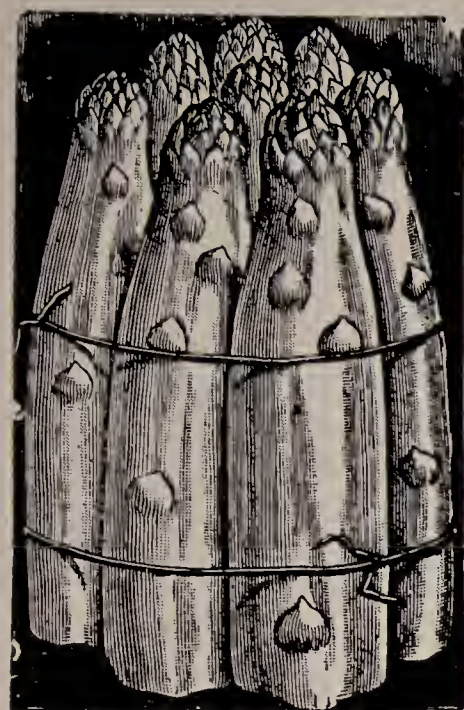
Y R B

o r o 8-3501

From Rochelle Seed Co.
Address Rochelle, Ill.



VEGETABLE SEEDS FOR YOUR GARDEN



Washington Asparagus

ASPARAGUS	Pkt.	Oz.	½ Lb.	1 Lb.	2 Lbs.
Washington	.10	.20
Conover's Colossal	.05	.10
Palmetto	.05	.10

BEANS—Wax or Early Pod'd Bush

	Pkt.	½ Lb.	1 Lb.	2 Lbs.
Davis Kidney Wax	.10	..	.20	.35 .60
Golden Wax	.10	..	.20	.35 .60
Wardwell's Kidney Wax	.10	..	.20	.35 .60
Black Wax	.10	..	.20	.35 .60
Webber Wax	.10	..	.20	.35 .60
Currie's Rust Proof	.10	..	.20	.35 .60

STRINGLESS—(Green Podded Varieties)

	Pkt.	½ Lb.	1 Lb.	2 Lbs.
Green Pod	.10	.20	.35	.60
Longfellow	.10	.20	.35	.60
Red Valentine	.10	.20	.35	.60

POLE BEANS

Ky. Wonder	.10	.20	.35	.60
Speckled Cranberry	.10	.20	.35	.60
Lazy Wife	.10	.20	.35	.60

DWARF LIMA BEANS

Henderson's Bush	.10	.20	.35	.60
Imp. Bush Lima	.10	.20	.35	.60

POLE LIMA BEANS

Siebert's Early Lima	.10	.20	.35	.60
Ideal Pole Lima	.10	.20	.35	.60
King of Garden	.10	.20	.35	.60

FIELD BEANS

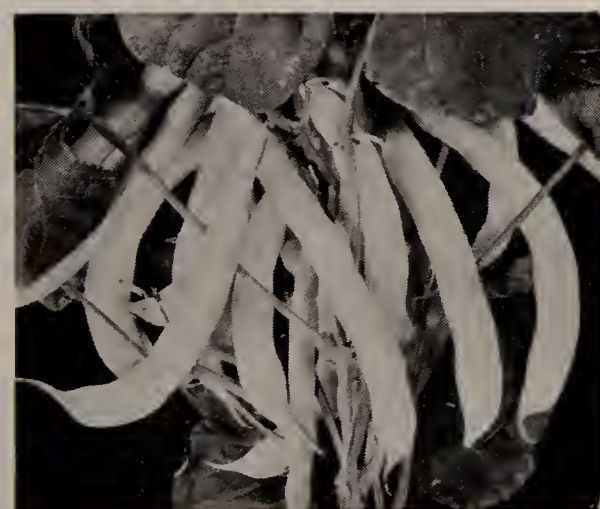
Navy	..	.15	.25	.45
Red Kidney	..	.15	.25	.45

BEETS

	Pkt.	Oz.	½ Lb.	1 Lb.
Crosby Egyptian	.05	.15	.60	1.10
Crimson Globe	.05	.15	.60	1.10
Ex. Early Egypt'n	.05	.10	.55	1.00
Half Long Red	.05	.10	.55	1.00
Detroit Dark Red	.05	.10	.55	1.00



Henderson's Bush Lima Beans



Improved Golden Wax Beans

Guarantee

We do not in any way, express or implied, guarantee the description, quality, productiveness or any other matter of any seeds sold by us, and we will not in any way be responsible for the crop. If the purchaser does not accept these goods on the above terms, no sale is made thereof, and he must return them at once and money will be refunded.

ROCHELLE SEED COMPANY

A WORD ABOUT SOWING SEEDS

Many gardening failures are traceable directly to faulty covering of seeds. A good rule to keep in mind is to cover the seeds to the extent of twice their thickness. On light, sandy soil deeper covering may be practiced than on heavy, clay soils. And last, but not least, without timely and diligent cultivation, a garden will be either a partial or total failure.

ROCHELLE SEED COMPANY

OUR ITEMS ARE STRICTLY CASH WITH ORDER. We do nothing C. O. D.

WE PAY POSTAGE on all vegetable or flower seed quoted by the packet, ounce or pound (except where otherwise noted).

STATE SALES TAX is 2c on the dollar of purchases. Tax to be added to prices of all purchases as follows:

No tax up to 18c
 Add 1c from 19c to 65c
 Add 2c from 66c to \$1.18
 Add 3c from \$1.18 to \$1.65
 Add 4c from \$1.66 to \$2.18

Our office and warehouse is located at Main Street and Dewey Avenue (Just north of C. & N. W. Depot). Come to see us. Phone Number 252. Our facilities to serve you are greatly improved. You'll like our service.

NOTICE!

Our Motto—Prompt Service

Remember when you place your order with the **ROCHELLE SEED CO.** for garden and flower seed, all orders filled and mailed the same day received.

CAULIFLOWER

	Pkt.	¼ Oz.	½ Oz.	1 Oz.
Early Paris	.10	.25	.45	.75
Early Snowball	.10	.50	.95	1.75
Dwarf Erfurt	.10	.50	.95	1.75

SWISS CHARD

	Pkt.	Oz.	½ Lb.	1 Lb.
Silver Leaf	.05	.10	.55	1.00
Lucullus	.05	.10	.55	1.00

CATTLE BEETS or MANGEL WURZELS

Giant Half Sugar40	.70
Long Red40	.70

BRUSSELS SPROUTS

.....	.10	.25		
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CABBAGE

Early Winningstadt	.05	.25	.90	1.75
Wakefield	.05	.25	.90	1.75
Early Summer	.05	.25	.90	1.75
Copenhagen Market	.05	.25	.90	1.75
Sure Header	.05	.25	.90	1.75
Fottler's Brunswick	.05	.25	.90	1.75
Rock Red	.05	.25	.90	1.75
Premium Flat Dutch	.05	.25	.90	1.75
All Seasons	.05	.25	.90	1.75
Hollander or Ball Head	.05	.25	.90	1.75
Celery Cabbage	.05	.25	.90	1.75

COLLARDS

.....	.10	.15	.35	.65
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CARROTS

Oxheart	.05	.15	.60	1.25
Early Scarlet Horn	.05	.15	.60	1.25
Chantenay	.05	.15	.60	1.25
Long Orange	.05	.15	.60	1.25
Danvers	.05	.15	.60	1.25

STOCK CARROTS

Mammoth White				
Belgian	.05	.10	.45	.85
Mammoth Yellow				
Belgian	.05	.10	.45	.85



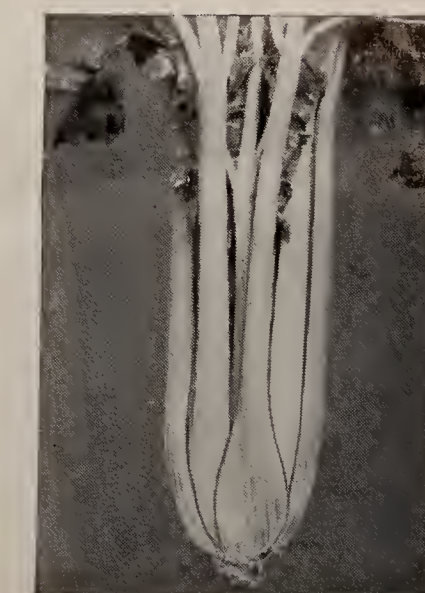
Country Gentleman Sweet Corn



Early Snowball Cauliflower



Chantenay Carrots



Golden Self-Blanching Celery



Flower Seeds



ANNUAL PRICE LIST 1935

ANNUALS are those flowers that bloom and ripen their seed the first year and then die. Among these are the asters, balsams, mignonette, sweet peas, nasturtiums, morning glories, and many other very brilliant and fragrant varieties.

BIENNIALS from seed generally bloom the second year, then die. Some varieties, if planted early, bloom the first year; therefore are treated as annuals.

PERENNIALS are those that endure our long winter with little or no protection and live and bloom several years in succession. A large majority of the perennials will bloom the first year if started early in the spring. Hollyhocks, columbine, larkspur, foxglove, poppies, etc., are in this class.

AGERATUM	Pkt.
Imperial Dwarf Blue	.05
AMARANTHUS (mixed)	.05
ANTIRRHINUM —Snapdragon (mixed)	.05
ALYSSUM	
Little Gem	.05
AQUILEGIA —Columbine	
Single (mixed)	.05
Yellow	.05
Coerulea (Rocky Mountain)	.10
Long Spurred (mixed)	.15
ASTERS	
Hohenzoller (mixed)	.10
American Beauty (mixed)	.10
Improved Crego (mixed)	.10
Royal Early Mixed	.10
Queen of the Market (earliest)	.10
Lavender Gem (lavender)	.10
Snowdrift (white)	.10
Rosy Morn (rose)	.10
Heart of France (red)	.10
Cardinal	.10
Improved Mixed	.10
Violet King (violet)	.10
Giant Comet (mixed)	.10
Improved Victoria (Mixed)	.10
Crimson Giant	.10
BALSAM	
Camelia Flowered (double)	.05
BELLIS PERENNIS	.05
BEANS, SCARLET RUNNER	.05
BALLOON VINE (Annual)	.05
CANNA	.05
CENTAUREA—CYANUS	
(Bachelor Button)	.05
CENTAUREA—Gymnocarpa	
(Dusty—Miller)	.05
CELOSIA—COCKSCOMB	
Thompsoni	.05
Empress	.05
President Thiers	.05
Dwarf Mixed	.05
CHINESE WOLFFLOWER	.05
CALENDULA —(Orange King)	.05
CALLIOPSIS	.05
CANDYTUFT	
Giant Hyacinth Flowered	.05
CLARKIA	
Double Mixed	.05
COBAEA SCANDENS	
(Climber)	.05
CHRYSANTHEMUM (Annual)	.05
CARNATION	
Marguerite	.10
Red Grenadine	.10
White	.10
CARDINAL CLIMBER (Rapid Grower)	.05
CYPRESS VINE (Tender Annual)	.05
CANARY BIRD VINE (Yellow Flowers)	.05
COSMOS —Dwarf	.05
Mammoth	.05
Double Crested	.05
COREOPSIS	
Lanceolata (yellow)	.05
CAMPANULA—CANTERBURY BELL	
Cup and Saucer	.05
Double or Single	.05
DELPHINIUM —Perennial	
Belladonna	.10
CASTOR BEANS	.05
ESCHOLTZIA (California Poppy)	.05
SINGLE DAHLIA	.05
GLADIOLI BULBS , per dozen	.50
DAISY SHASTA (Perennial)	.05
FOUR O'CLOCKS (Mixed)	.05
FORGET-ME-NOT (Perennial)	.05
GAILLARDIA —Blanket Flower	.05



Delphinium

DIGITALIS —Fox Glove (Biennial)	.05
GODETIA (Satin Flower)	.05
GOMPHRENA —Everlasting	.05
GOURDS	
Dish Cloth	.05
Sugar Trough	.05
Bottle	.05
Apple Shaped	.05
Dipper	.05
Hercules Club	.05
Nest Egg	.05
Pipe	.05
Pear	.05
GYPSOPHILA —Baby Breath	
White	.05
Pink	.05
HELIOTROPE (Mixed Varieties)	.05
HELICHRYSUM —Straw Flower	.05
HUMULUS JAPONICUS —Japanese Hops	.05
HOLLYHOCKS —Double (Mixed)	.05
Single (Mixed)	.05
IPOMOEA	
Moonvine Grandiflora	.05
Setosia—Brazilian Moon Flower	.05
Rubro Coerulea or Heavenly Blue	.05
JAPANESE MORNING GLORY	.05
JOB'S TEARS	.05
LOBELIA	.05
KUDZU VINE (Perennial)	.10
LUNARIA (Annual)	.10
LANTANA	.05
LATHYRUS LATIFOLIUS —	
Hardy Sweet Pea	.10
MARIGOLD	
Tall African	.05
Dwarf French	.05
Tagetes Signata Pumila, Dwarf Yellow	.05

LAVANDULA —English Lavender	Pkt.	.10
LARKSPUR (Annual)		
Dark Blue	.10	
Branching Pink	.10	
White	.10	
Carmine	.10	
Rocket	.10	
Hyacinth Flowered, Mixed	.05	
LUPINUS	.05	
MIGNONETTE	.05	
NASTURTIUM	Pkt. Oz.	
Dwarf	.05	.10
Tall	.05	.10
NICOTINA	Pkt.	.05
PANSIES		
Ideal Mixture	.10	
Prize Giant	.10	
Trimardeau	.10	
Masterpiece	.10	
PENNISSETUM	.05	
PORTULACA —Moss Rose		
Double	.10	
Single	.05	
PETUNIAS		
Rosy Morn (Pink)	.05	
Balcony Blue (Indigo)	.10	
Single (Mixed)	.05	
PHLOX		
Drummondii	.05	
Star	.05	
Carmine	.05	
Rose	.05	
Mixed	.05	
PINKS		
Chimensis	.05	
Plumarius	.10	
Heddewigi	.05	
Mixed	.05	
POPPIES		
Shirley	.05	
Iceland (Perennial)	.05	
Oriental (Perennial)	.05	
Double Mixed	.05	
Double Carnation	.05	
PYRETHRUM (Perennial)	.05	
SCHIZANTHUS —Butterfly Flower	.05	
SALVIA		
Splendens	.10	
Bonfire	.10	
SWEET WILLIAM		
Single	.05	
Double	.05	
SUMMER CYPRESS —Fire Bush	.05	
SALPIGLOSSIS	.05	
SWEET PEA	Pkt. Oz.	
Royal Mixed	.05	.10
Spencer Mixed	.10	.15
SUNFLOWER —Double	.05	.10
SWEET SCABIOSA —Pin Cushion	Pkt.	.05
STOCKS (Double Mixed)	.10	
VINCA	.05	
VERBENA		
Purple	.05	
Pink	.05	
Scarlet	.05	
White	.05	
Mixed	.05	
XERANTHEMUM —Everlasting	.05	
ZINNIA —Dahlia Flowered		
Exquisite (Rose)	.15	
Golden State (Yellow)	.15	
Crimson Monarch (Red)	.15	
Oriole (Orange)	.15	
Dahlia Flowered (Mixed)	.15	
Red Riding Hood (Dwarf)	.10	



Giant Zinnia



Sweet Peas



American Aster

FARM SEEDS

Important! The prices named herein on Farm Seeds are those prevailing at the time this Catalog goes to press and are subject to marked fluctuations. As values usually advance on many items during the season, it will be to your advantage to order early. While we reserve the right to change these prices when the market warrants a change we shall maintain these prices as long as possible.

BARLEY—Wisconsin Barbless Pedigreed No. 38 Barley, \$1.75 bu.
Oderbrucker Type Barley, \$1.60 bu.

CANE SEED or SORGHUM—10 lbs. or less, 15c per lb. postpaid. Containers at value. Write for prices on larger quantities.

KAFFIR CORN—10c per lb. postpaid. Write for prices on large quantities. Containers at value.

SEED WHEAT—SPRING—Marquis, \$1.40 bu.
SEED WHEAT—SPRING—New Progress, \$1.40 bu.
WINTER RYE—Write for prices.
WINTER WHEAT—Kanred, \$1.40 bu.
OATS—Iowa 103, 80c bu., Russian Yellow, 75c bu.

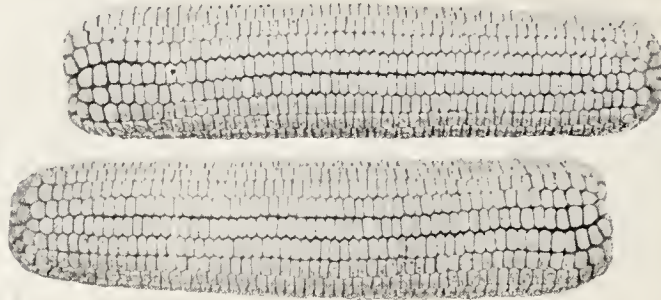
FIELD SEEDS

PRICES

All Seed Corn Shelled and Graded per bushel \$4.00
F. O. B. Rochelle, Ill., no charge for bags.

OUR GUARANTEE

Is as strong as any firm can make it. We give ten days in which to test our corn, and if you are not satisfied with it, return it at our expense.



Will County Favorite Seed Corn

TERMS—Cash to accompany all Seed Corn Orders.

Carmichael Number 10 Yellow Variety—Matures in 90 days.

Silver King or No. 7, White Variety—Matures in 90 days.

Keck's White—Matures in 105 days.

Krug's Utility Type, Yellow Variety—Matures in about 110-120 days.

Will County Favorite Yellow Variety—Will mature in about 110 days.

Be sure and treat your corn with Semesan Jr.

All of our Seed Corn is grown within a radius of six miles of Rochelle. We handle no other corn.

DWARF ESSEX RAPE—1lb. 15c, 5 lbs. 65c, 10 lbs. \$1.25 postpaid. Write for prices on larger quantities.

SOY BEANS—

Manchu, \$1.75 bu.
Illini, \$1.75 bu.

Owing to the conditions of markets it is impossible to price clover seeds 60 days in advance. We have a large stock of choice clover seeds. Come in and look over our seeds.

CLOVER SEEDS—

Alfalfa—Northwestern Grown, \$17.50 bu.
Montana Affidavit Grimm, \$21.00 bu.
Grundy County Sweet Clover, \$9.00 bu.
Tall White Blossom Sweet Clover, Home grown, \$7.00 bu.
Tall White Blossom, Sweet Clover, Minn. grown, \$8.00 bu.
Yellow Blossom Biennial Sweet Clover, \$9.00 bu.
Hubam Sweet Clover, Annual, \$14.00 bu.
Alsike Clover, \$20.00 bu.
Medium Red Clover, northern grown, \$17.00 bu.
Medium Red Clover, Idaho Grown, \$18.00 bu.
Mammoth Red Clover, \$18.00 bu.
Timothy, \$12.00 bu.
Millet, \$8.00 per Cwt.
Sudan Grass, \$14.00 per Cwt.

LAWN GRASS

IDEAL LAWN GRASS—1 lb. 50c, 5 lbs. \$2.25, postpaid. Ask for prices on larger quantities.

WHITE DUTCH CLOVER—½ lb. 35c, 1 lb. 60c, postpaid. Ask for prices on larger quantities.

KENTUCKY BLUE GRASS—60c per lb., 5 lbs. \$2.75, postpaid. Ask for prices on larger quantities.

RED TOP GRASS—35c per lb. postpaid. Ask for prices on larger quantities.

Cyclone Seed Sower, \$3.00 Each Nodogen

JELLY AND HUMUS DRY FORM

Inoculation for all Clovers ½ bu. . . . \$.35
Inoculation for all Clovers, per bu.50
Inoculation for Soy Beans, per bu.35
Inoculation for Soy Beans, five bu. . . . 1.25

25c COUPON

25c COUPON

Profit Sharing Coupon

Worth 25 Cents on All Orders of \$2.00 or Over

IF YOUR ORDER FOR
Vegetable and Flower Seeds

Amounts to \$2.00 or Over Deduct 25c for this Coupon

For this Coupon and \$1.75 you may select Vegetable or Flower Seeds to value of \$2.00. Be sure to enclose this profit-sharing coupon with your order if you deduct the 25 cents. This Coupon is Also Good if Presented at Our Store.

ROCHELLE SEED COMPANY

ROCHELLE, ILLINOIS

25c COUPON

25c COUPON

