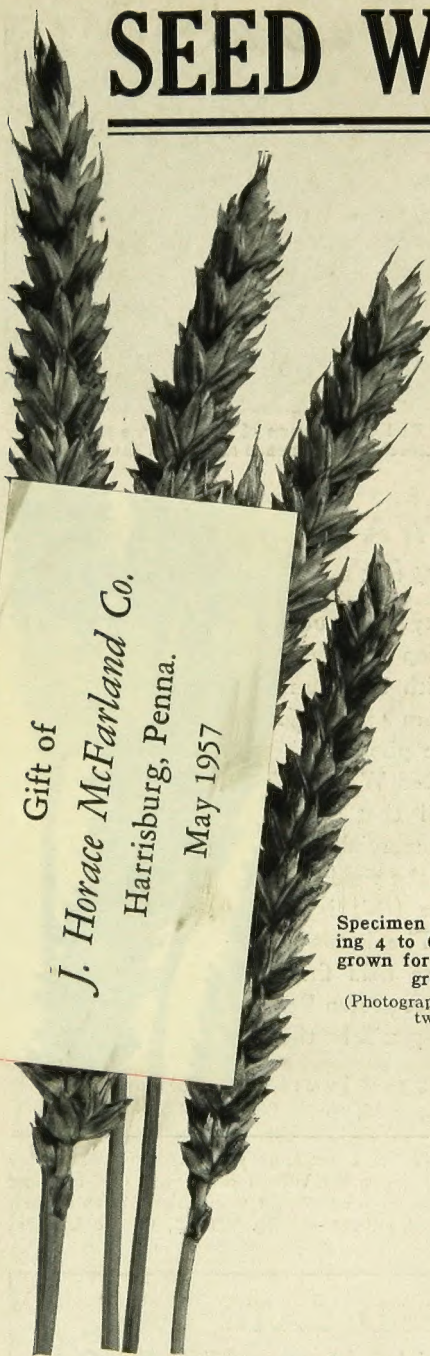


Schell's High-Quality **SEED WHEAT**

1912



Gift of

J. Horace McFarland Co.

Harrisburg, Penna.

May 1957

Change your seed this
year. Get "new blood."

Let two bushels grow
where one grew before

Specimen heads of Red Wave measuring 4 to 6 inches. The entire crop, grown for seed, was just like this—grown from my seed.

(Photograph of heads shows them about two-thirds natural size.)

WALTER S. SCHELL

They Grow Better **Quality Seeds** They Yield Better

1307-1309 Market St., Harrisburg, Pa.



The seed from this field of Red Wave is one of the crops we are offering our customers. Note closely the immense size of all the heads.

RED WAVE (Smooth)

Sow $1\frac{3}{4}$ to 2 bushels per acre

This popular variety continues to uphold its record as a big yielder. The crop this year is very fine. The long heads, filled solidly with big, plump, red grains, were held up firmly on straw from $4\frac{1}{2}$ to $5\frac{1}{2}$ feet high, without any signs of lodging. The photograph above shows a portion of my seed crop of Red Wave. Two bushels were sown to the acre, on soil that was carefully prepared and manured, but no commercial fertilizer was used. Conservative estimates claim the yield will equal between fifty and sixty bushels per acre (this is being printed before the wheat is threshed). The heads average four to six inches long. The berries are held firmly in the thick, brown chaff. If you have never grown Red Wave, and have a good soil, sow it this year—you'll be the richer.

Prices of Red Wave: 2 to 8 bus. at \$1.90 per bus.; 10 to 30 bus. at \$1.85 per bus.; 32 to 50 bus. at \$1.75 per bus.

Dear Sir:—The Seed Wheat I got from you last fall proved very satisfactory. Everybody that saw the Wheat thought it was fine and they all want to buy it from me for seed. It yielded about ten bushels more per acre than my old Wheat—J. H. WHITE, Centre County, Pa., July 31, 1912.

SEED OATS

We make a specialty of two exceedingly fine Oats, one a side Oat and one a tree or spreading. Both have made record yields. Last year, while we had a large stock, yet we could not fill all our orders. If interested in Seed Oats, ask for our special circular.

ST. LOUIS GRAND PRIZE (Smooth)

A Recent Introduction of A. N. Jones

Produces a very vigorous, stocky growth. The straw is medium, the heads are very compact and filled full of dark red berries of the richest milling qualities. This new Wheat produced over forty-six bushels to the acre last year. It is an early variety, and, because of its vigorous growth does well on a variety of soils. This variety is interesting all progressive farmers, and the demand for it last season took all the seed we had to offer, before seed-time. It will prove a money-maker for you.

Prices of St. Louis Grand Prize: 2 to 8 bus. at \$1.95 per bus.; 10 to 30 bus. at \$1.90 per bus.; 32 to 50 bus. at \$1.80 per bus.

FULCASTER (Bearded)

A dark red, heavy Wheat, producing long heads and long, stiff straw. It stools well, and yields abundantly on thin, poor soils, where other varieties will not. The seed we offer was grown especially for seed, is clean and pure, and must not be compared with ordinary "run out" wheat. If you have been growing Fulcaster and want "new blood," full of vigor and productive qualities, get the seed we are offering.

Prices of Fulcaster: 2 to 8 bus. at \$1.75 per bus.; 10 to 30 bus. at \$1.70 per bus.; 32 to 50 bus. at \$1.65 per bus.



St. Louis Grand Prize. The heads are so large that they can be seen in the above photograph almost to the extreme end of the field. Our seed will produce just such crops for you—two bushels where one grew before.

FULTZO-MEDITERRANEAN (Smooth)

A very hardy white-chaff Wheat, the result of a cross of the Fultz and the old Mediterranean. The heads are very compact, of medium length, and well filled with short, plump, red berries. It stools well, and ripens extra early. The straw is of medium length and so very stiff it will not lodge. It is an old favorite. Get new stock of it this year and increase your yield.

Prices of Fultz-Mediterranean: 2 to 8 bus. at \$1.75 per bus.; 10 to 30 bus. at \$1.70 per bus.; 32 to 50 bus. at \$1.65 per bus.



Magnificent crop of St. Louis Grand Prize Wheat growing for seed, 1912. This shows the wonderful yielding possibilities of this grand Wheat. Get your order in early for it.

HARVEST KING (Smooth)

After numerous tests made in many different sections and on different soils, this Wheat has proven itself a remarkable yielder, averaging from forty to fifty bushels—never less than thirty when good seed is used. Harvest King is a very hardy Wheat. The berries are long, red and of finest milling qualities. It stands well and does not lodge in the richest soil. Red chaff.

Prices of Harvest King: 2 to 8 bus. at \$1.75 per bus.; 10 to 30 bus. at \$1.65 per bus.; 32 to 50 bus. at \$1.60 per bus.

If by investing from one to two dollars per acre more for good Seed Wheat, that acre produces from 10 to 20 bushels more Wheat, then why should anybody say it is expensive? Is it not more expensive to use the old Wheat? Saving one to two dollars and losing ten to twenty is bad business. Get good seed.

RUDY (Bearded)

The Rudy Wheat is well known, and a very great favorite with many farmers. The heads are medium, but thickly filled with very large, long, red grains which give it the yield. The straw is long and strong, and it is a very vigorous grower. Our stock of this is a clean, pure strain, and will give results that will please you. The better the seed the better the crop, every time.

Prices of Rudy: 2 to 8 bus. at \$1.75 per bus.; 10 to 30 bus. at \$1.70 per bus.; 32 to 50 bus. at \$1.65 per bus.

FOUR-ROWED FULTZ (Smooth)

Four-rowed Fultz is unsurpassed for hardiness, coming through the most severe winters without injury. The straw grows to a medium length, is very strong and does not lodge. Four-rowed Fultz produces from thirty-five to forty bushels per acre on limestone, or gravel, clay or slate, highland or lowland, when good seed is sown. A few dollars spent for new Seed-Wheat may mean several hundred made on your crop. The heads of Four-rowed Fultz are not long but very compact, and contain as many grains as some of the larger-heading varieties. The berry is medium in size, red and hard; the chaff is white. We have very fine seed of this variety, bred to yield.

Prices of Four-rowed Fultz: 2 to 8 bus. at \$1.75 per bus.; 10 to 30 bus. at \$1.65 per bus.; 32 to 50 bus. at \$1.60 per bus.

*Dear Sir:—*Replying to your letter would say I have cut and threshed my Wheat. I sowed three acres of your Red Wave Wheat, $1\frac{3}{4}$ bushels to the acre. It yielded 38 BUSHELS to the acre. It was sown on slate soil; the straw was six inches longer than the old variety. It would have paid me big if I would have gotten all new seed for my whole field.
—DAVID SMITH, Penbrook, Pa., July 31, 1912.

SILVER SHEAF LONGBERRY

(Bearded)

This bearded Wheat deserves your attention. The red grain is one of the longest of all varieties and is produced in extremely long heads. These heads are not compact, but contain sufficient berries to have produced thirty to forty bushels per acre. It has wonderful vitality, standing very late sowing. It stools well and produces an abundance of long, stiff straw. Seeding one and one-half bushels to the acre, October 8, brought a yield of forty bushels per acre. Get good seed Wheat and harvest more dollars.

Prices of Silver Sheaf Longberry: 2 to 8 bus. at \$1.90 per bus.; 10 to 30 bus. at \$1.85 per bus.; 32 to 50 bus. at \$1.75 per bus.

BLUE STEM (Smooth)

An old variety still very popular with those who know it. It derives its name from the fact that the straw for a distance of eighteen inches just below the head has a distinctive blue cast. Blue Stem is a wonderful stoler. The straw is very long and stiff, standing well on rich soils. The chaff is red, the berries medium size and rich, dark red. It ripens early. Our seed of Blue Stem is the genuine, bred up pure and clean.

Prices of Blue Stem: 2 to 8 bus. at \$1.75 per bus.; 10 to 30 bus. at \$1.65 per bus.; 32 to 50 bus. at \$1.60 per bus.

Cahoon Broadcast Seeders, \$3.50

Little Giant Seeders, \$1.75

Either sows all kinds of clover, grasses and grains.



Silver Sheaf Longberry Red. It produces the longest heads of all Wheat and very long straw. A bearded Wheat of greatest value.

SCHELL'S

High Quality Farm Seeds

There's no question about it—

THEY GROW BETTER
THEY YIELD BETTER

We never even consider offering any except the *Very Highest Quality Seed* of any kind, and then we offer that high quality at just as close price as possible.

Our reputation for selling the

Best Quality Seeds

has made our business grow remarkably. *Our customers are our best advertisers.*

Timothy Seed. Best quality.

Alfalfa. Seed that germinates 100 per cent. (Ask for special circular.)

Crimson or Scarlet Clover. The great soil improver. (Ask for special circular.)

Red Clover. Fancy quality.

Alsike.

Cowpeas.

Vetch.

The market prices change on all the above—ask for best prices when you are ready to buy. Our prices are always at “rock bottom”—no one can sell the same quality at less price. You will find it will pay you to deal with us.

TERMS:

All Wheat orders must be accompanied with cash. The seed is guaranteed to be just as represented, and if any purchaser is not pleased with the seed after its receipt, it may be returned and the price paid will be refunded.

Prices are F. O. B., Harrisburg, you pay freight.

Bags are twenty-two cents each, which is cost to me.

Quick Service—Orders go out on first freight or express after receipt—quickest route.

Our High Quality Seed Wheat Has Made Good

J. H. Miller, Dauphin County, says :

“This is the largest and grandest crop of Wheat I ever grew. I wish I had bought all my seed from you. Everybody is praising it. The heads are wonderful. I believe it will give fifty bushels to the acre.”



Heads of St. Louis Grand Prize. Get your share of the extra dollars by putting out your entire seeding of this big yielder (About one-third natural size)

WALTER S. SCHELL
Quality Seeds

They Grow Better

They Yield Better

1307-1309 MARKET STREET
HARRISBURG, PA.
