

Historic, Archive Document

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

Seedlings - Transplanted - Potted - Field Grown
and Rerooted Plants as Follows:

AGERATUM

PETUNIA

SALVIA

ZINNIAS

ASTER

GERANIUM

CALENDULA

MARIGOLD

CHRYSANTHEMUM

SNAPDRAGON

F
L
O
W
E
R
S

CABBAGE

CAULIFLOWER

CELERY

LETTUCE

TOMATO

PEPPER

EGG PLANT

BRUSSELS SPROUTS

V
E
G
E
T
A
B
L
E
S

62.57

619575

WHOLESALE PRICE LIST
FROM
Paul F. Rochelle
OF
VEGETABLE and FLOWER
PLANTS
MORRISTOWN, N. J.

(Sec. 435 1/2 P. L. & R.)
U. S. POSTAGE
PAID
MORRISTOWN, N. J.
PERMIT No. 2

LIBRARY
RECEIVED
★ AUG 2 1937 ★
U. S. Department of Agriculture.

SEEDLINGS

READY MARCH 10th TO JUNE 1st

For You to Pot or Transplant in Flats or Cold Frames

I have 500,000 fine strong seedlings ready now.

TOMATOES—Break o' Day, Bonny Best, John Baer, Chalk's Early Jewel, Marglobe, Stone, Dwarf Stone, Dwarf Champion, Ponderosa, Matchless.
\$3.00 per 1000. Prepaid by Parcel Post.

PEPPERS—Ruby King, World-Beater, Ruby Giant, Chinese Giant, Bull Nose, California Wonder and Harris Early Giant.
\$3.00 per 1000. Prepaid by Parcel Post.

EGG PLANT—Black Beauty and New York Improved.
\$5.00 per 1000. Prepaid by Parcel Post.

CABBAGE—Copenhagen Market.
\$3.00 per 1000. Prepaid by Parcel Post.

CELERY—Golden Plume. \$3.00 per 1000.

AGERATUM—Little Blue Star and Blue Perfection. \$5.00 per 1000.

PETUNIA—Rosy Morn, Rose of Heaven, Balcony Blue and White.
\$5.00 per 1000.

CALENDULA—Sensation, Ball's Orange, Orange Kink, Lemon Queen and Radio.
\$4.00 per 1000.

MARIGOLDS—Ball's Gold, Lemon and French \$5.00 per 1,000.

SNAPDRAGON—Canary Bird, Nelrose, Giant Ruby, Giant Orchid, Giant White, Philadelphia Pink and Sunnybrook. \$5.00 per 1000.

CAULIFLOWER—Early Snowball. \$5.00 per 1000.

ASTER—American Beauty and Crego's Giant.
\$5.00 per 1000. Prepaid by Parcel Post.

SALVIA—Splendens, America, Bonfire.
\$5.00 per 1000. Prepaid by Parcel Post.

COSMOS—Early and Late Double. \$4.00 per 1,000.

ZINNIAS—Giant Dahlia Flowered and California Giant, mixed colors.
\$5.00 per 1000.

TRANSPLANTED PLANTS

READY MAY 1st TO JUNE 15th

TOMATOES—All varieties same as seedlings.
\$7.00 per 1000. Prepaid by Parcel Post in first three zones.

PEPPERS—All varieties same as seedlings.
\$7.00 per 1000. Prepaid by Parcel Post in first three zones.

EGG PLANTS—Black Beauty and New York Improved.
\$12.00 per 1000. Prepaid by Parcel Post in first three zones.

ASTER PLANTS—All varieties same as seedlings. \$8.00 per 1000.

CABBAGE PLANTS—(Ready April 1st)—Golden Acre and Copenhagen Market.
\$6.00 per 1000.

CAULIFLOWER PLANTS—Early Snowball. \$8.00 per 1000.

CELERY—Golden Plume. \$7.00 per 1000.

POTTED PLANTS

READY MAY 1st TO JUNE 15th

TOMATOES — PEPPERS — EGG PLANTS. All varieties same as seedlings.
\$3.50 per 100. \$30.00 per 1000.

**AGERATUM, CALENDULAS, MARIGOLD, SNAPDRAGON, SALVIA, ASTERS,
COSMOS, LARKSPUR, ZINNIAS, PETUNIAS.**
2-inch Pots, \$4.00 per 100. \$35.00 per 1000.

GERANIUMS—S. A. Nutt and Poitevine, 2¼ in. \$6.00 per 100.

NOTE—All potted plants are shipped in 2-inch paper pots to you by Express.
Charges collect. Packing free.

FIELD GROWN PLANTS

CABBAGE PLANTS—4,000,000 ready, (May 25th to August 1st). Copenhagen Market, Enkhuizen Glory, Early Summer, Early Flat Dutch, All Head Early, Succession, Late Flat Dutch, Surehead, Summer Danish Ballhead, Short Stem Danish Ballhead, Tall Danish Ballhead, American Drumhead Savoy, Savoy, Red Danish and Dark Red Dutch. \$1.80 per 1000; 5000, \$8.00; 500, \$1.00.

RE-ROOTED CABBAGE PLANTS—\$2.00 per 1000; 5000, \$9.00; 500, \$1.25.

CAULIFLOWER PLANTS—(All Re-rooted). 500,000 ready May 25th to August 1st. New beds coming on each week. Snowball and Dwarf Erfurt.
\$4.00 per 1000; 5000 for \$15.00; 500, \$2.00.

TOMATO PLANTS—1,000,000 ready June 15 to July 15. Bonny Best, John Baer, Chalk's Early Jewel, Matchless, and New Stone.
\$3.00 per 1000; 5000, \$13.00; 500, \$1.75.

CELERY PLANTS—2,000,000 ready June 15th to September 1st. (Every plant is hardy and strong, with good roots. No poor plants shipped). Golden Self-Blanching (French seed), White Plume, Winter Queen, Golden Heart, Giant Pascal, Tall Golden Self-Blanching, Emperor, Burpee's Fordhook, Easy Blanching and Golden Plume.
\$3.00 per 1000; Re-rooted, \$3.50 per 1000.

BRUSSELS SPROUTS—500,000 ready June 1st to July 15th. Danish Prize and Long Island Dwarf. \$2.50 per 1000.

BROCCOLI—\$3.50 per 1000.

SMALLER QUANTITIES—All orders for 100 plants or smaller quantities will be \$1.00 per 100 Postpaid, except Potted Plants.

BOOKING ORDERS

Everyone should know by this time of year what they are going to plant this season. Send me your order now and make sure of getting good strong plants when you want them. I will book orders now with 25 per cent. cash with order and balance when shipping instructions are received.

All customers will receive receipt and acknowledgment of order.

IMPORTANT NOTICE

I ship either by Parcel Post or by Express.

CASH FOR PLANTS MUST ACCOMPANY ORDER.

Potted plants shipped by Express as we can not pack them for Parcel Post shipment.

I will be glad to quote special prices for large quantities of any plants.

I have added a new greenhouse, 16x170 feet long, again this year for starting early plants.

RE-ROOTED PLANTS

I set from 15,000 to 50,000 each of celery, tomato, cabbage, egg and pepper plants each year.

I set no other plants but potted and re-rooted ones, and though I set through the dryest and hottest weather, I seldom lose any plants.

After I plow down a good clover or other sod in the Spring, harrow the ground several times until it is time to set the plants, drill in from 1,500 to 2,000 pounds of high grade fertilizer per acre, and harrow four or five times until the entire seed bed is as mellow as it can be made. I cannot afford to set any but the best plants, so that I may have a full stand.

After setting the plants I cultivate six or eight times, hoe two or three times and spray if necessary, and the expense is too great to use any but the best plants.

I have harvested 26 tons of cabbage per acre and sold \$233.80 worth of tomatoes from 1,000 plants. I have sold \$645 worth of celery from three-fourths of an acre.

USE THESE METHODS TO GET LARGEST CROPS

1. Use a good strong soil.
 2. Plow down a good heavy sod, or use plenty of well-rotted manure.
 3. Use plenty of high-grade fertilizer to feed the crop.
 4. Prepare the seed bed perfectly by plowing well and harrowing until very fine.
 5. Use plants from a good strain of seed.
 6. Use re-rooted plants to get a perfect stand of strong plants.
 7. Hoe and cultivate to keep the soil in fine condition.
- Use all these means and harvest a big crop.
Always set good, strong Potted or Re-rooted Plants to make the biggest profits.

BEST SEED USED

If you buy plants grown from good seed you are sure to get a crop.

Every year most reliable seeds are very high in price and I have purchased all the seed to grow our plants from the very best seed growers.

If you buy plants at a cheap price generally they are grown from cheap seed. After all your work on a crop does it pay to try to save a few dollars on plants and get poor crops?

I could print Hundreds of Testimonial Letters but it is not necessary.

I have been growing and shipping nothing but vegetable plants all my life and my business has increased enormously each year, which proves that I grow and ship only good plants and know how to pack them.

Send in your order and instructions and I will do all possible to please you and give you good plants.

Please do not send checks for more than \$10.00 without having them certified, as it only delays your order.

NON-WARRANTY

While I endeavor to have all plants true to name, carefully packed and promptly shipped, I give no warranty, expressed or implied, as to description, quality, productiveness or any other matter, of any of the plants I send out, and will not in any way be responsible for the crop.

All orders accepted subject to plants being sold.

Every order received will be accepted upon these conditions only, and they must be accepted by the customers when ordering.

PAUL F. ROCHELLE MORRISTOWN, NEW JERSEY
PHONE 4-2843 WESTERN UNION TELE.