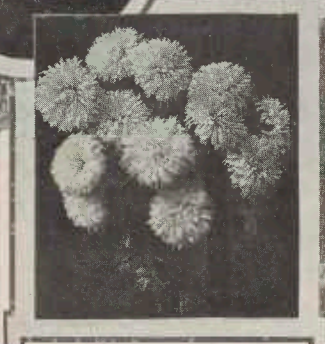


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HERBERT & FLEISHAUER



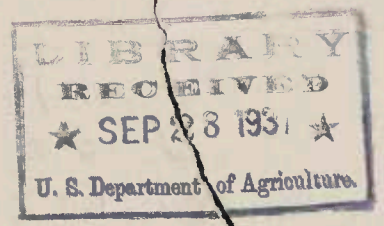
ASTER SPECIALISTS

Phone, White 7611

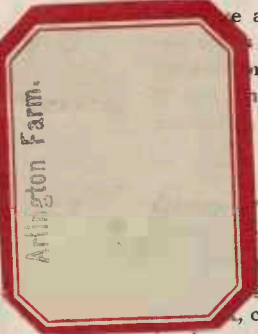
Highest grade seed for the florist and private gardener

McMINNVILLE, OREGON

Improved Crego



Seeds play a very important part in the success of every producer of asters, and we are growing and shipping the best to the leading florists of the Northwest, and seed to every state in the Union, we take great pride in offering the very best stock possible.



++++
Our Seed Strains proves to be superior and few people have the patience necessary to develop unusual products of these lines. Ardent love for the cause, close application and careful attention to the most minute details in the cultivation of our asters, have terminated in the most ideal results; placing our stock ahead of everything on the Pacific Coast.

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Exhaustive Tests of both home grown and imported stocks are made each year in our trials; and since asters are one of the most important summer and autumn flowers, it is our purpose to offer only such seed as can be planted with perfect confidence that nothing better can be procured.

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Quality of Seed Assured. Ideal conditions are found here for the successful development of the aster; and while this is not an arid district, our summers are very dry and all our asters are grown under the Skinner System of Irrigation. This gives us complete control of the moisture during the growing season, whereby the plants are grown strong and healthy with perfect ripening conditions, securing for us seed of excellent quality and of extraordinary germinating power.

THE H. & F. QUALITY
OREGON GROWN ASTER SEED

FOR FLORISTS



ASTERS IN OREGON, THEIR NATURAL HOME

Since 1905 we have made a specialty of asters for the market and during this time we have tested many of the new and old varieties of this flower. It has been our purpose from the beginning to handle only those asters best suited to the needs of the cutflower trade. We find in every instance that our own selection of Oregon Grown Seed produces much better results than any seed we can buy, and every aster we handle improves with the culture we give it in fair, mild, productive Oregon.

TERMS OF GUARANTEE:

It is our purpose to offer absolutely nothing that we do not believe will produce satisfactory results under proper conditions; and while we cannot guarantee a crop from our seed because of the many conditions entering into it, yet we take pride in the fact that all our seed is carefully grown, selected and cleaned and is positively fresh stock and first class in every respect.

We take pleasure in presenting to the trade the following varieties of aster seed which, according to our trials, comprise only the best out of about seventy different kinds we have carefully tested.

Improved Giant Crego Aster

This is one of the largest and best asters now in the market and by our most careful and painstaking selection, it has reached a state of perfection hitherto unknown, which makes it very valuable to the florist. The immense fluffy flowers are most beautifully formed, averaging 5 to 6 inches in diameter, and very full to the center. The form of the flower, together with the length of the stem, places it at the head of asters for cutting. The plants are free blooming and vigorous, producing strong stems 20 to 30 inches in length. The flowers when cut, keep longer in good condition than other asters of this type. In bloom from mid August through September. White, shell pink, rose pink and purple. Ounce, \$4.00; one-half ounce, \$2.00; one-quarter ounce, \$1.10; one-eighth ounce, 60c.

Deer's Superb Late Branching

Plants are of a vigorous growth, 2 to 2½ feet high, bearing large chrysanthemum-like flowers, averaging 5 inches in diameter. The form of the flower along with the length of the stem make this aster very valuable for cutting, coming into bloom late and lasting until frost. We have this in pure white, shell pink, deep rose, azure blue, deep purple and lavender. Quarter ounce, 30c; half ounce, 50c; one ounce, \$1.00.

Hohenzollern

The Hohenzollern asters have large comet flowers borne on long stems. The plants are of a branching habit of growth and very vigorous. The petals are long and so curved as to give the flower a very attractive form. The colors we have to offer this year are white, rosy lilac and azure blue. Price, ounce, \$2.00; one-half ounce, \$1.00; one-fourth ounce, 55c; one-eighth ounce, 30c.

Hercules

This excellent aster is the product of seed shipped direct from Herr Groicke, the German aster specialist. The Hercules is of uniform growth; flowers large and because of their regular development, makes a splendid subject for groupes in the open. It being a true autumn variety, will be found ideal for lifting into pots before frost. The flowers are as large as any aster grown and very full to the center and produces less seed than most asters now on the market. Ounce, \$6.00; one-half ounce, \$3.00; one-quarter ounce, \$1.50; one-eighth ounce, 80c.

Improved "Rochester"

In size and beauty the Rochester is equal to the Crego Aster. It comes into bloom about ten days earlier. The color is a most exquisite shade of lavender pink. The petals are very long and narrow and so curled as to give the flower a most beautiful appearance. The robust growth of this aster makes possible its long vigorous stems, giving the plant an exceedingly graceful appearance with its immense feathery flowers. This aster is one of our best sellers. Ounce, \$3.00; one-half ounce, \$1.50; one-fourth ounce, 80c; one-eighth ounce, 45c.

Smith's Peerless

This excellent strain of the late branching Aster is of American origin, and is one of our leading specialties for late planting. Extraordinary care has been given in the selection of seed. The plants are of strong sturdy habit of growth bearing their handsome chrysanthemum-like flowers on stiff stems measuring from 2 to 3 feet in length. The blossoms average about 5 inches in diameter and the pretty curving of its petals make it a most artistic and finely finished flower. White and shell pink. Ounce, \$4.00; one-half ounce, \$2.00; one-fourth ounce, \$1.10; one-eighth ounce, 60c.

Purity

A pure white aster of great beauty. The plant is of a most symmetrical habit, usually attaining a height of about 18 to 20 inches, and completely loaded with globe shaped, double flowers, averaging 2 to 3 inches in diameter and very full to the center. Excellent for bedding or for pot plants, and much used by florists for designs. Ounce, \$2.00; one-half ounce, \$1.00; one-quarter ounce, 55c; one-eighth ounce, 30c.

Daybreak

Identical with Purity, being of the same regular habits of growth. The flowers being of an exquisite shade of light pink tint instead of white. Ounce, \$2.00; one-half ounce, \$1.00; one-quarter ounce, 55c; one-eighth ounce, 30c.

Trial Offer

For the benefit of customers who want only a small quantity of seed for trial, we offer seed of any variety herein listed, in packets at 25c each; 5 packets, \$1.00; 12 packets, \$2.00; or a packet each of any 15 varieties and colors for \$2.50.

HERBERT & FLEISHAUER

ASTER SPECIALISTS

McMINNVILLE, - - - - -

- - - - - OREGON

ADDITIONAL LIST OF OREGON GROWN ASTER SEED

Not previously offered to the trade by us. All except Pacific Beauty have been in our hands only a short time. Although we find them good stock for general use, they do not come up to our standard of excellence in quality. Queen of the Market is the best for early crop under glass. White Fleece grown for second early is good for make up work. Lavender Rochester is a beautiful midseason in a rich azure blue, being a little more double than Rochester Pink. Pacific Beauty, first originating with us in a most popular azure blue, has not yet reached its best. We are introducing the seed however in response to the many requests which have come to us for this stock. The work of establishing other colors in this promising strain of aster is also progressing very satisfactorily.

Lavender Rochester (new)

A mid-season aster identical with Improved Rochester except that it is a rich deep lavender. Ounce, \$5.00; one-half ounce, \$2.50; one-fourth ounce, \$1.25; one-eighth ounce, 70c.



Pacific Beauty

White Fleece

Produces very large perfect flowers measuring 5 to 6 inches in diameter and formed into plume globes of glistening white. Comes into flower a little ahead of the mid-season asters. Ounce \$2.00; one-half ounce, \$1.00; one-fourth ounce, 55c; one-eighth ounce, 30c.

Pacific Beauty

A new aster originating with us. This splendid new introduction is the finest late lavender aster now in cultivation. The petals are wide and very long and so gracefully curled as to give the flower an unusually attractive appearance. The plants are of a vigorous growth, bearing a profusion of immense blooms measuring 5 to 6 inches in diameter. At present we can only offer the one color which is the richest shade of deep lavender or azure blue, now to be found in any type of aster. Other colors will be offered soon as sufficient seed can be produced. In flower from mid-season to late. Ounce, \$8.00; one-half ounce, \$4.00; one-fourth ounce, \$2.00; one-eighth ounce, \$1.00.

Queen of the Market

This standard early aster is desirable because it is early, as well as a profuse bloomer. The plants are somewhat compact but of a strong, hardy growth, and of a branching habit. A plant, well grown, will usually furnish from 15 to 20 good double flowers, borne on strong stems 10 to 16 inches long. Used quite extensively for growing under glass. Colors, white, light pink, purple and lavender. Ounce \$1.00; one-half ounce, 50c; one-fourth ounce, 30c.

Lavender Gem

Is always full double and the most beautiful shade of lavender yet to be found among early asters of the comet type. Flowers first present a delicate shade which deepens with age, are borne on strong stems of good length. More popular every year. Ounce \$2.50; one-half ounce, \$1.25; one-fourth ounce, 70c; one-eighth ounce, 40c.

Lavender Crego (new)

Not different from Improved Giant Crego except in color which is a deep lavender or azure blue. Seed same price as other Crego.

IMPORTANT—It will pay you to order your seed early this year as our supply is limited. Last year many varieties were all sold long before the season was over; and since we do not fill orders with seed except of our own growing, we were compelled to return the money. Many of our customers have written to us about the fine quality of asters the past year and Mr. Presby, of Montclair, N. J., even went to the trouble to send a Photo and notes about the asters to the Exchange which they published on page 672 of their issue of September 19, 1914.