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*Vick & Hill Company's
High-Grade Aster Seed*

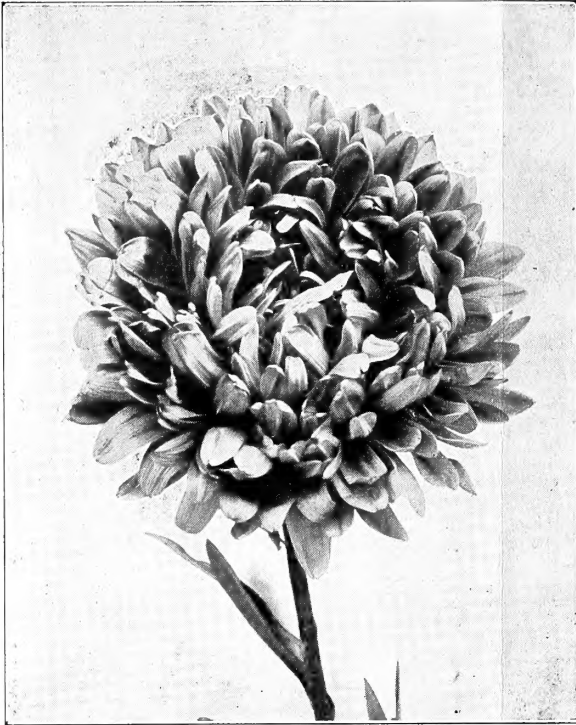


VICK'S WHITE BRANCHING ASTER

**Special List for the Spring of
Nineteen Hundred and Twelve**

ADDRESS ALL ORDERS TO

Vick & Hill Company
Post Office Box 613 Rochester, New York



SCARLET GEM ASTER

Scarlet Gem

This grand Aster originated with us several years ago, and by a careful and judicious selection of stock plants and stock seed we have succeeded in perfecting the very best Scarlet Branching Aster on the market today. This Aster was the admiration of all visitors to our seed farm the past season, and although it was far from a perfect growing season on account of excessive drought, the Scarlet Gem stood the drought the best of any Aster on the farm and produced more good and saleable blooms than almost any other in our collection. The color is a dark scarlet, very rich and showy. The growth is perfection, very free and healthy, with dark green foliage. Height about two feet. Habit branching, and with but few laterals. The flower is perfectly double and about all flowers are saleable. For massing and bedding this Aster is unsurpassed and makes a most brilliant show when in full bloom.

PRICE: Per oz., \$4.00; half oz., \$2.25; quarter oz., \$1.25; eighth oz., 75 cents; sixteenth oz., 40 cents.
Trade packet, 25 cents,

SCARLET GEM

Our Leader
and
Our Latest
Novelty
in
Asters



Vick's Branching Deep Pink

One of the New Asters this Year

This grand new Aster is now offered for the first time, and is a first-class variety in every respect. The color is a beautiful shade of considerable more color than either Vick's Pink or Semple's Pink Branching, but not so deep a color as the Vick's Rose Branching, nor does it have any trace of magenta in its color. A splendid addition to the Late Branching Asters.

PRICE: Per oz., \$2.00; half oz., \$1.20; quarter oz., 65 cents; eighth oz., 35 cents; sixteenth oz., 20 cents.

Dublin Ireland, Feb. 15, 1911.

*Aster seed arrived quite safely this morning.
CHRISTOPHER B. PIKE.*

England, December 18, 1911.

We would say that your Aster seed did as well with us as any other last season, which was a bad one for Asters..

FREESTONE & PERRY.



Vick's Late Branching—The Money Makers

Vick's Branching Asters are the most satisfactory Asters to grow of any on the market today, and are now so well known to the trade that it would be useless for us to say very much in their favor. We can say, however, that our strain of seed is unsurpassed by any other; in fact it is the finest that can be grown. The Branching Asters are without doubt the most profitable for the florist and wholesale grower, as by successive sowings they can be had in bloom from August until late fall, and the grower can always demand the highest price for good flowers of this kind.

Vick's White Branching

The Premier white Aster, and has no equal as a money maker; flowers very large, resembling white Chrysanthemums, and borne on stems from 12 to 18 inches in length. PRICE: Per oz., \$1.25; half oz., 65 cents; quarter oz., 35 cents; eighth oz., 20 cents.

Vick's Rose Branching

Always in good demand; a fine variety for cutting; the stems are extra long, flowers very large and a fine rose color. PRICE: Per oz., \$1.25; half oz., 65 cents; quarter oz., 35 cents; eighth oz., 20 cents.

Vick's Pink Branching

A fine bright pink branching variety, and is not generally known. Petals are flat and the flower is the same shape as White Branching. (See illustration, page 4.) PRICE: Per oz., \$1.25; half oz., 65 cents; quarter oz., 35 cents; eighth oz., 20 cents.

Vick's Crimson Branching

Very prolific and the earliest of the Branching Asters to bloom.

PRICE: Per oz., \$1.25; half oz., 65 cents; quarter oz., 35 cents; eighth oz., 20 cents.

Vick's Lavender Branching

The flowers are large, of good form, borne on long, stiff stems. The color is very pleasing—a fine shade of lavender. We have found this a good variety to grow for the market.

PRICE: Per oz., \$1.25; half oz., 65 cents; quarter oz., 35 cents; eighth oz., 20 cents.

Vick's Purple Branching

A beautiful and most desirable shade of royal purple, a color that is always in great demand, and makes a striking contrast with White and Pink Branching.

PRICE: Per oz., \$1.25; half oz., 65 cents; quarter oz., 35 cents; eighth oz., 20 cents.

Vick's Branching

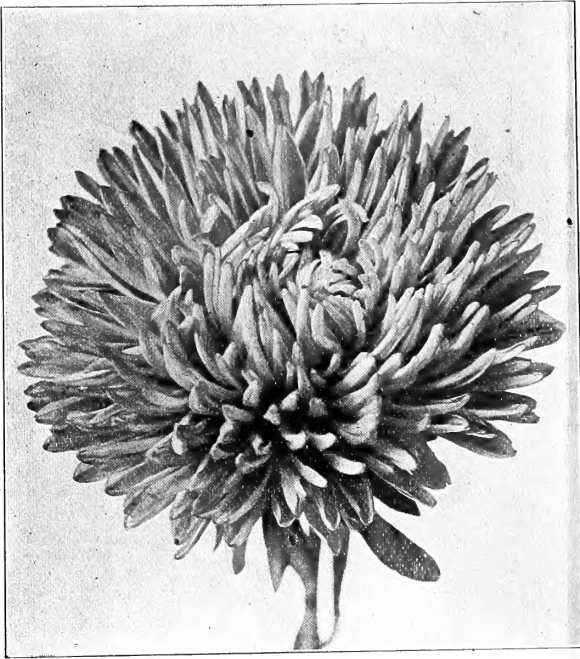
Above colors mixed.

PRICE: Per oz., \$1.00; half oz., 55 cents; quarter oz., 30 cents; eighth oz., 15 cents.

Vick's New Early Branching

A distinct advance in the Branching class. The Early Branching come into bloom about two weeks earlier than the Late Branching. The plants have but few branches and are free from side buds, the whole strength of the plant being given to the development of the very large and perfect flowers which are borne on extra long stems. We offer two colors only, Early Branching White, and Early Branching Rose.

PRICE: Per oz., \$1.25; half oz., 65 cents; quarter oz., 35 cents; eighth oz., 20 cents.



ROSE KING ASTER

Rose King

This fine Aster is identical with the well known Violet King in every way, except in color. It possesses a strong, vigorous habit, with long stout stems, and free, healthy growth. Flowers are double to the center, the color is a brilliant rose pink, an attractive and pleasing shade. This is a good Aster for the retail trade and an extra good sort for shipping purposes.

PRICE: Per oz., \$1.50; half oz., 80 cents; quarter oz., 50 cents; eighth oz., 30 cents; sixteenth oz., 20 cts.

Violet King

The habit is similar to the popular Vick's Branching, vigorous in growth, long stiff stems. In form the flower is entirely new and distinct from any other variety; petals somewhat resemble the quilled varieties, but are much larger and broader, those in the center being curled and incurved, completely covering the crown. In shape and size the bloom is round, full and very large, many of the flowers measuring from four to five inches. The color is a soft violet-lilac. It comes into bloom several days before Vick's Branching.

PRICE: Per oz., \$1.50; half oz., 80 cents; quarter oz., 50 cents; eighth oz., 30 cents; sixteenth oz., 20 cts.

Crimson King

This variety has all the good qualities of the Late Branching type. The flowers are double and of the largest size. In color a rich glowing crimson. Growth upright.

PRICE: Per oz., \$1.50; half oz., 80 cents; quarter oz., 50 cents; eighth oz., 30 cents; sixteenth oz., 20 cents.

Lavender Gem

When the flower first opens it is a delicate lavender, deepening with age. The flower is always full double, showing no tendency to produce single or semi-double blooms. The feathery effect of the Ostrich feathered type, to which it belongs, is enhanced by the fact that it bears a large proportion of long, partly tubular, florets, irregularly cut and slashed, so that the flower looks like a ragged Chrysanthemum.

The plant is erect and of medium height, branching close to the ground: The flowers are borne in profusion on long, slender, wiry stems.

PRICE: Per oz., \$4.00; half oz., \$2.25; quarter oz., \$1.25; eighth oz., 75 cents; sixteenth oz., 45 cents; Trade packet, 25 cents.

Connecticut, March 6, 1911.

I have had your Aster seed now for a number of years and it has always given perfect satisfaction. H. H. APPLDORN.

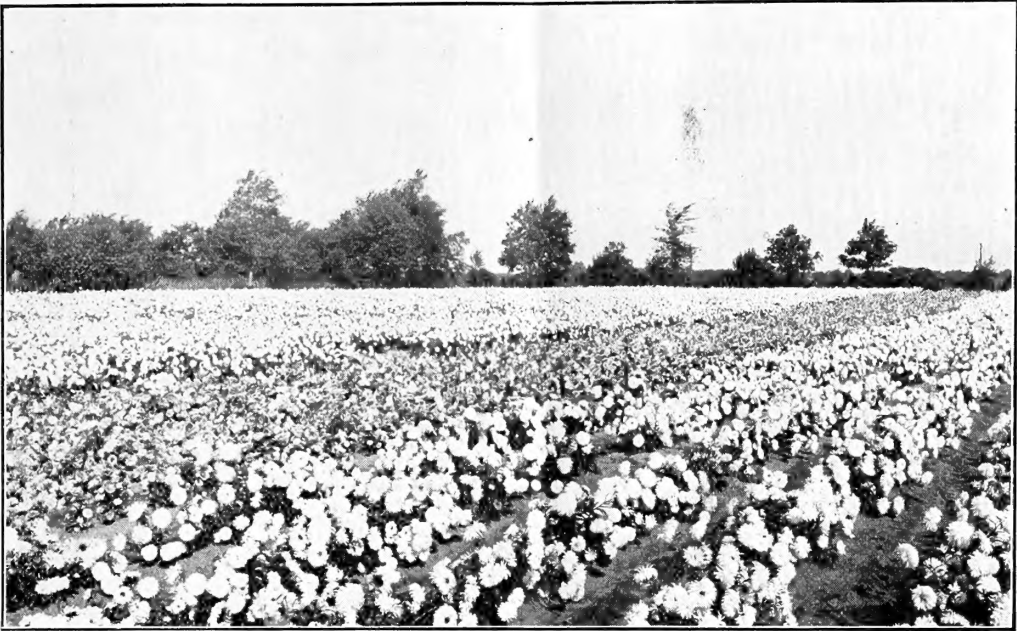
Ohio, May 5, 1911.

We have never bought of you until this season, and we can assure you that if the Asters will flower as well as the seed germinates, they will be fine. We never had Aster seed before that we have been able to start as many as from your seed, and you can rely on us for next years order.

ADGATE & SON.



VICK'S LATE BRANCHING PINK (See page 3)



CREGO PINK IN THE FOREGROUND. MIKADO PINK IN THE CENTER. MARY SEMPLE IN THE DISTANCE

Crego Asters

The Crego Aster has become very popular. They are a Giant Comet of a much improved type. Our stock is of the very best and carefully selected. The flowers are of the largest size, with long stems, and stand shipping well.

Crego White. This is one of the best Late White Asters.

PRICE: Per oz., \$2.00; half oz., \$1.20; quarter oz., 65 cents; eighth oz., 35 cents; sixteenth oz., 20 cts.

Crego Shell Pink. A beautiful shade of light pin. (see illustration).

PRICE: Per oz., \$1.50; half oz., 80 cents; quarter oz., 50 cents; eighth oz., 35 cents; sixteenth oz., 30 cts.

Mikado White

A Comet Aster of great beauty. The flowers are pure white and of immense size. The petals are curled and twisted in the center of the flower.

PRICE: Per oz., \$2.00; half oz., \$1.00; quarter oz., 65 cents; eighth oz., 35 cents; sixteenth oz., 20 cts.

Mikado Pink or "Rochester"

The color is an exquisite shade of lavender pink. The petals are narrow, very long and gracefully reflexed. The outer petals show to their full extent, while gradually toward the center they bend and curl across each other in magnificent disorder. This is a Comet Aster of strong growth, long stems, and fine form.

PRICE: Per oz., \$2.00; half oz., \$1.20; quarter oz., 65 cents; eighth oz., 35 cents; sixteenth oz., 20 cts.

Simple's Pink Branching Mary Semple

A beautiful and popular variety of the Branching Aster. The flowers are very large and the color is an exquisite shade of bright pink, very much the color of Enchantress Carnation. Stems long and stiff. A grand Aster for cutting purposes, and for shipping has no equal. (See illustration.)

PRICE: Per oz., \$1.25; half oz., 65 cents; quarter oz., 35 cents; eighth oz., 20 cents.

Simple's Lavender Branching

Identical in every way with Mary Semple except in color. The color is a fine shade of light lavender, much lighter in color than Vick's Lavender Branching. A remarkably good Aster and an easy grower.

PRICE: Per oz., \$1.25; half oz., 65 cents; quarter oz., 35 cents; eighth oz., 20 cents.

Cardinal

The color is, as its name implies, a beautiful shade of cardinal. The growth is similar to the Branching Asters, but some dwarfed. The flowering season begins about the middle of August and the flowers retain their brilliant coloring for many weeks.

PRICE: Per oz., \$2.00; half oz., \$1.20; quarter oz., 65 cents; eighth oz., 35 cents; sixteenth oz., 20 cts.



A FIELD OF VICK & HILL CO.'S QUEEN OF THE MARKET WHITE

Queen of the Market Earliest of All

Decidedly the best early Aster, producing flowers in profusion on long stems, and being several weeks earlier than any other Aster. The flowers are very double, rendering them of exceptional value for cutting purposes. Most of the Queen of the Market Aster Seed sold in this country is grown in Germany, but we prefer to grow our own seed, for we must have the best that can be produced for our florist trade. (See illustration of a portion of a field of Queen of the Market White as grown by us.) Start your seed of this variety as early as possible to get best results. We offer six distinct colors:

Crimson	Light Blue
Dark Blue	Rose
Lavender	White
	All colors mixed

PRICES of the above colors: Per oz., 80 cents; half oz., 45 cents; quarter oz., 25 cents; eighth oz., 15 cents.

Royal Purple

The flowers are large with full centers well covered, petals flat and incurved. Color is a rich shade of Royal Purple. This variety is distinct in growth from the Branching Asters. The side stems start from the main stem close to the ground, instead of branching out from the main stem at various heights as in the branching varieties. Season, early.

PRICE: Per oz., \$2.00; half oz., \$1.20; quarter oz., 65 cents; eighth oz., 35 cents; sixteenth oz., 20 cts.

Hohenzollern Asters

These magnificent Asters may justly be called the Ostrich Plume. The habit of the plant is branching, bearing flowers of mammoth size on long stems. The flowers are double with curled petals, resembling giant Chrysanthemums. An interesting class, and always admired.

Late Hohenzollern White

The plant grows tall and branching, bearing flowers of mammoth size on long stems. We have cut many flowers on stems measuring from eighteen to twenty-four inches in length. The flowers are of the purest white, measuring from six to eight inches across; are double, with curled petals, resembling a Japanese Chrysanthemum. A great improvement both in size and form of flower.

Late Hohenzollern Purple

A beautiful dark color in this valuable class of Asters, producing very large double flowers of good Comet form. The color is a fine shade of purple, very attractive and a new color in this class.

Hohenzollern Purplish Lilac

A very free growing and free flowering Aster. The flowers are of a pleasing shade of purplish lilac and are produced in great quantities.

PRICES of above colors: Per oz., \$2.00; half oz., \$1.20; quarter oz., 65 cents; eighth oz., 35 cents; sixteenth oz., 20 cents.

Blue Bird

Another one of our new ones now offered for the first time. The color is a fine shade of light blue, plant of very symmetrical habit and of the same general style of growth as Daybreak and Purity. Exceedingly free flowering. An ideal variety for lifting and potting.

PRICE: Per oz., \$2.00; half oz., \$1.30; quarter oz., 70 cents; eighth oz., 40 cents; sixteenth oz., 25 cts

Rosy Morn

This is a very beautiful variety. The flowers are of a handsome shade of rose, large well formed, full and double to the center, and produced in the same profusion as other Asters of this class. We consider it one of the best of the Daybreak type.

PRICE: Per oz., \$2.00; half oz., \$1.20; quarter oz., 65 cents; eighth oz., 35 cents; sixteenth oz., 20 cts.

Purity—The White Daybreak

A pure white Aster of great beauty, which originated with us several years ago. The plant is of most symmetrical habit, usually growing about 18 inches high. The plants are literally one mass of snow white flowers of large size, resembling great balls of snow. As a cut flower variety Purity is first-class, the stems being long and strong, and the plant of free and branching habit. This variety is thought very highly of by all florists who have seen it growing at our seed farm.

PRICE: Per oz., \$4.00, half oz., \$2.25; quarter oz., \$1.25; eighth oz., 75 cents; sixteenth oz., 40 cents; Trade packet, 25 cents.

Lemon Drop

A yellow one at last! It is a yellow, decidedly so; and as good a grower as any in our now large and varied class of the Daybreak type. The flower is not quite as large as those of the Daybreak, its parent, but are very perfect and symmetrical in form. In fact the petals are laid so perfectly that the flowers have a wax like appearance.

PRICE: Per oz., \$6.00; half oz., \$3.25; quarter oz., \$1.75; eighth oz., \$1.00; sixteenth oz., 60 cents.

Salmon King

In this variety we have a splendid addition to the Daybreak class. The color is not only novel, but of a very pleasing shade, bright enough to make it always conspicuous, although modest and unassuming in appearance. The habit of growth, form of plant and flower are identical with its parent the popular Daybreak.

PRICE: Per oz., \$6.00; half oz., \$3.25; quarter oz., \$1.75; eighth oz., \$1.00; sixteenth oz., 60 cents.

Lavender Daybreak

Of the many Asters introduced of late years, this is the peer of them all. It may truly be called perfection. The habit of growth is similar to Daybreak, but the flowers are larger, always full to the center and of a most beautiful shade of lavender.

PRICE: Per oz., \$4.00; half oz., \$2.25; quarter oz., \$1.25; eighth oz., 75 cents; sixteenth oz., 40 cents.



SEMPLER'S PINK BRANCHING ASTER MARY SEMPLE
(See page 5)

Truffaut's Pæony Flowered Perfection

A popular Aster and very fine for lifting and potting when in bloom. Grow about one foot high. We have a good strain of mixed colors.

PRICE: Per oz., \$1.35; half oz., 70 cents; quarter oz., 40 cents; eighth oz., 25 cents; sixteenth oz., 15 cts.

Victoria

Our mixture of this Aster covers a wide range of colors. Good for pot plants in August and September.

PRICE: Per oz., \$2.00; half oz., \$1.20; quarter oz., 65 cents; eighth oz., 35 cents; sixteenth oz., 20 cts.

Upright White

Another season's trial of this great Aster confirms the opinion we had already formed, that the Upright White Branching Aster is bound to be one of the leading Asters for shipping purposes, as the flowers are very large, double and firm; stems long and straight, two feet or more in length; color a pure white.

A first class variety and one that every shipper should grow in quantity. Earlier than Vick's White Branching.
PRICE: Per oz., \$1.50; half oz., 80 cents; quarter oz., 50 cents; eighth oz., 30 cents; sixteenth oz., 20 cts.



VICK'S EARLY BRANCHING WHITE IN THE FOREGROUND

Sunset

The habit of this plant is the same as the well known varieties Daybreak and Purity. The color of the flowers is a delicate shade of light pink, shading to a deep rich pink in center, making a beautiful combination of colors in one flower. The flowers are globe shaped.

PRICE: Per oz., \$2.00; half oz., \$1.20; quarter oz., 65 cents; eighth oz., 35 cents; sixteenth oz., 20 cts.

To Our Customers

We take this opportunity to thank our many florist friends for their continued patronage, and trust that this year our Aster seed will prove as satisfactory as in years past.

We wish you all a happy and prosperous New Year.

VICK & HILL Co.,
Rochester, N. Y.

Mixture of Tall Varieties

A very fine selection of good tall Asters, which are in every way desirable, and in good demand where separate varieties are not required.

Tall White Mixture.

Tall Pink and Rose Mixture.

Tall Mixture, all Colors.

PRICE: Per oz., \$1.00; half oz., 60 cents; quarter oz., 35 cents; eighth oz., 20 cents.

Florist's Special Mixture

This mixture is made up principally of White, Pink, Red, Rose, Purple and Violet, and includes the early, mid-season and late classes.

The mixture gives the purchaser a great range of varieties and color.

PRICE: Per oz., \$1.00; half oz., 60 cents; quarter oz., 35 cents; eighth oz., 20 cents.

ADDRESS ALL ORDERS TO

VICK & HILL COMPANY

P. O. Box 613

ROCHESTER, N. Y.