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1912

*Florists' Wholesale Prices
Nineteen Hundred Twelve*

Vick

Quality

*The Standard
of Excellence*

Asters

James Vick's Sons

Seedsman

Rochester, N. Y.

50
LIBRARY
U.S. Department of Agriculture,
Washington, D.C.

JUDGING by the letters we have already received this fall, asking for our Aster Book, it is evident that there is more demand for **Vick Quality Asters** than ever before. There is no doubt that we grow larger quantities of high grade Aster Seed, which we sell to more seedsmen and florists than any other concern in the world. Moreover, our trade keeps growing. Fortunately, we are able to improve our stocks each year, so that more dependence is placed upon our seeds year after year.

Last year was the most successful season we had ever known. It therefore required a strong imagination to feel, or even to hope, that this year's crop would surpass the last; but we have certainly secured that very pleasing result. Not only has the crop been very large, making it possible for us to lower our prices, but the quality is extra fine. Our plants have been healthy, free blooming and large flowered, Not one flower in a thousand showed a yellow center.

While all this is important, we are happiest over our splendid list of new varieties, which marks an important step in the transformation of the old China Aster into the most popular summer blooming flower. It is our pleasure and good fortune to introduce here the largest and best list of new varieties ever offered by any seedsman in a single year.

Vick's Pink Enchantress

Vick's White King

Vick's Lavender Pink King

Vick's Blush Mikado

Vick's Late Branching Deep Pink

Vick's Early Branching Lavender

Vick's Royal Lavender Pink

Vick's Royal Lavender

Vick's Late Upright Pink

Vick's Giant Daybreak

Vick's Giant Purity

Vick's Earliest Lavender

To our ever widening circle of friends, both old and new, we extend our kindest regards and best wishes for a prosperous season.

JAMES VICK'S SONS, SEEDSMEN, ROCHESTER, N. Y.

Vick's Pink Enchantress

A Superlatively Beautiful
New Variety

Our prices this year are generally lower than ever before. But we put most emphasis on the quality. For VICK QUALITY will be remembered when the price has been forgotten.

Although we have a number of novelties this year, we propose to give the most prominent page of our Aster Book to this exquisitely beautiful new variety.

Its color is a soft delicate pink, so popular in the Pink Enchantress Carnation. Notwithstanding its delicate shade the color remains practically fadeless during the life of the flower.

Vick's Pink Enchantress is upright in habit, as distinguished from the branching form. The plant is very vigorous and produces freely long, strong, graceful flowering stems for the support of numerous large marketable blooms. The flower itself is always full double; petals are of medium length and very broad. Those towards the center fold in very regularly, while gradually, towards the outer edge, the petals stand out more and more until those on the outside recede from the center, thus increasing the diameter of the flower, which compares favorably in size with the largest flowering kinds on our farm.

The general effect of the loosely arranged, delicately colored flower is indiscribably soft and pleasing. The rare combination of desirable qualities in this new production attracted the favorable comment of every florist and seedsman who visited our farm last summer. The farm number of this novelty "1050," was copied into many note books belonging to florists who expect to procure some of this seed for next season.

There is no other variety, of the same season, with the possible exception of Vick's Royal Pink, which can compare with Vick's Pink Enchantress in grandeur and beauty.

Blooming period between midseason and late varieties.

Sold this year in packets only;
25 cents each; two for 40 cents.

Sow liberally. Have plenty of plants coming on after your fields are first set. Then you will be prepared to replant at once in case of the destruction of your field by storms or drought.

Vick's Violet King

The Peer of the Grandest Chrysanthemums

Probably **Vick's Violet King** has won more prizes in the last few years than any other variety. In many markets it has frequently been the only dark colored late variety to find any sale; in others, it has frequently furnished good marketable blooms where other varieties have failed. There are few Florists of any prominence who do not grow this handsome Aster.

The habit of the plant is similar to **Vick's Branching**; vigorous in growth with numerous long, stiff flowering stems.

In form the flower is distinct from every other variety; petals somewhat resemble the quilled varieties, but are much larger and broader, those in the center being fantastically twisted, curled and incurved, completely covering the crown. Season, midsummer to frost.

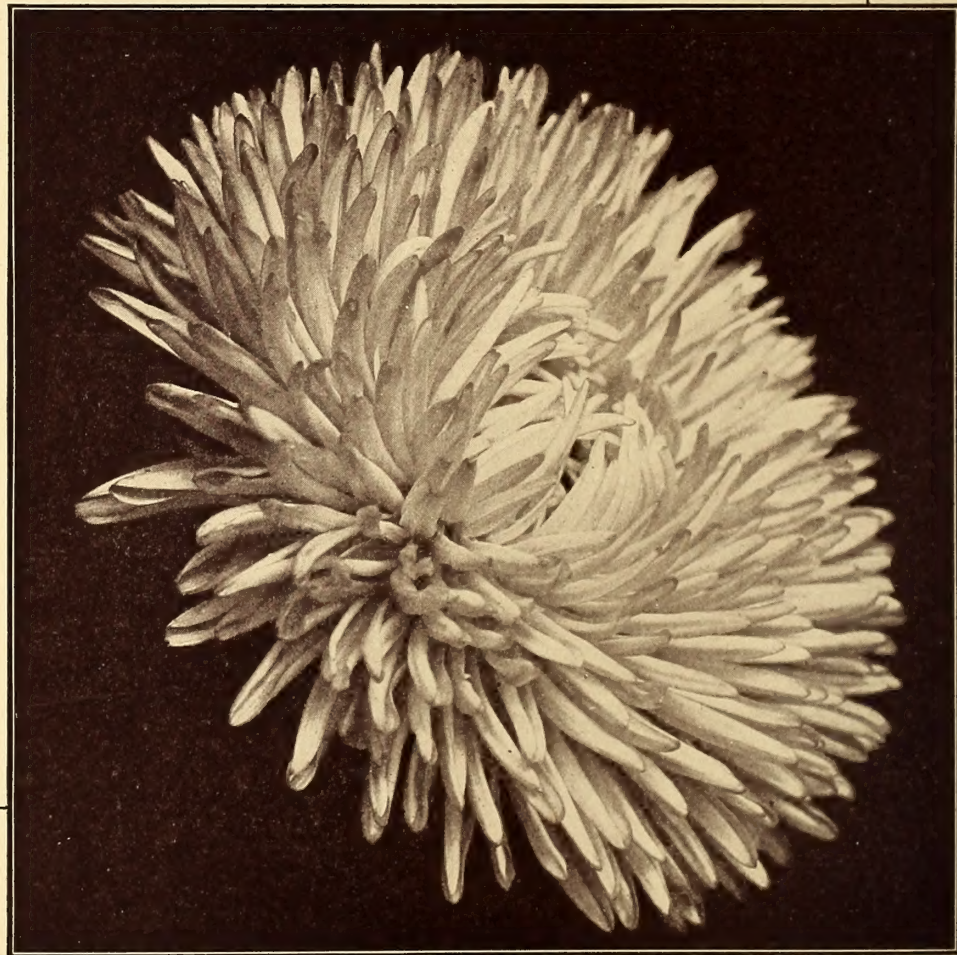
Color, soft violet lilac.

Prices: $\frac{1}{16}$ oz., 20 cents; $\frac{1}{8}$ oz., 30 cents; $\frac{1}{4}$ oz., 50 cents; $\frac{1}{2}$ oz., 80 cents; 1 oz., \$1.50.

Vick's Rose King

Introduced only two years ago, **Vick's Rose King** has certainly proven a winner in every sense of the word. From the sturdy, vigorous plants to the massive flowers it has proved to be as kingly as its mate. The color is brighter, more brilliant, than **Rose Branching**. **Vick's Violet King** and **Vick's Rose King** will do well wherever late asters are grown. Both of these varieties are especially good for shipping.

Prices: $\frac{1}{16}$ oz., 20 cents; $\frac{1}{8}$ oz., 30 cents; $\frac{1}{4}$ oz., 50 cents; $\frac{1}{2}$ oz., 80 cents; 1 oz., \$1.50.





Vick's White and Lavender Pink King

Sow part of your seed early and make frequent sowings, so that when the soil becomes warm and mellow you will be ready to set out strong, well developed plants, neither too young nor too old.

Two Splendid New Asters

Ever since we introduced Vick's Violet King Aster, we have endeavored to get a full set of colors in this splendid type of flower. The appearance of the brilliant Rose King was encouraging but after all it was the light colors for which we were most eagerly working. At last we have two new light colors; White and Lavender-Pink.

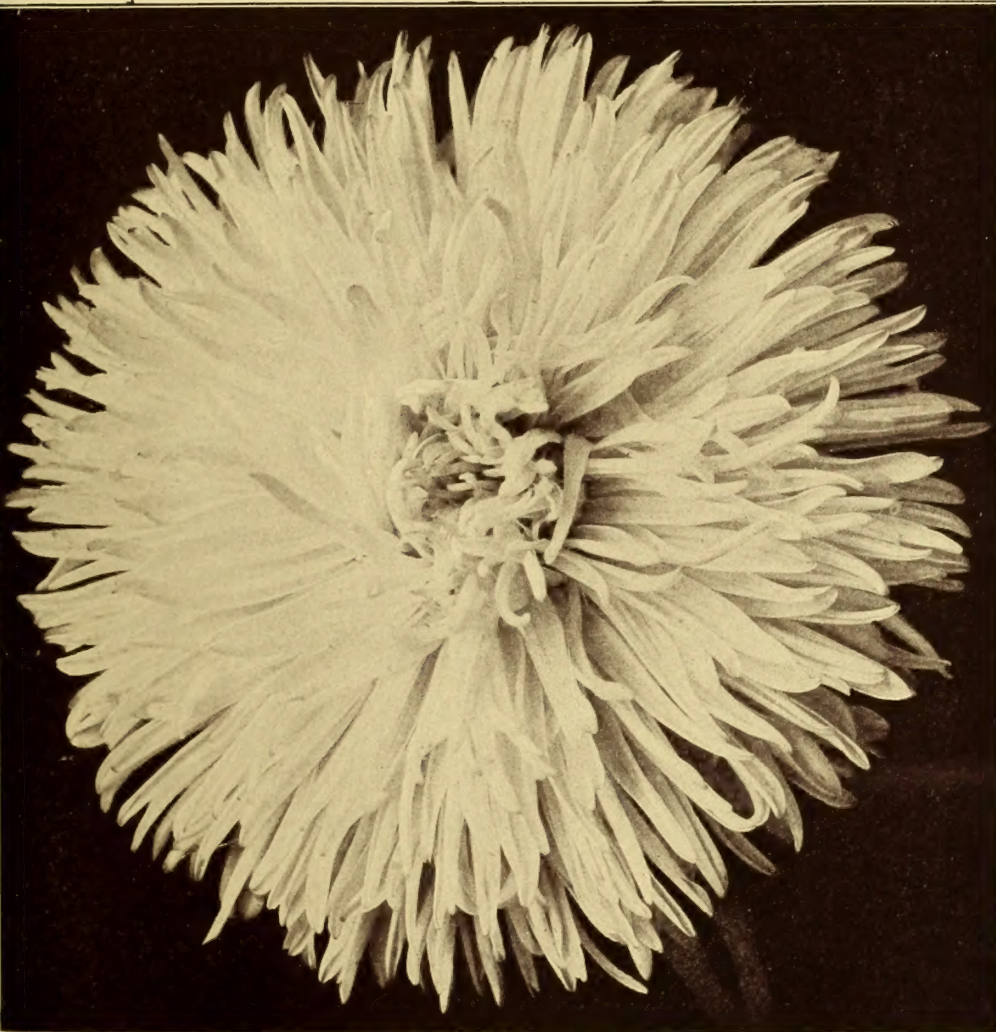
Every person acquainted with Vick's Violet King or Vick's Rose King will appreciate the importance of these new Asters. They have the same narrow petals as the older varieties, although not quite so closely folded. This gives the flower a somewhat softer appearance. The illustration shows perfectly the type of flower of White King: large full centered, pure white.

Vick's Lavender-Pink King is similar to Vick's White King in type of plant and flower, differing only in color which is a beautiful lavender-pink, very much like the now famous Rochester Aster.

In season Vick's White King and Vick's Lavender-Pink King bloom with the Late Branching, and have all the vigor of that famous class of Asters. Plants, however, are upright in growth, differing in this respect from Violet King and Rose King. Stems are long, and very free from side shoots. In the field this summer there were any number of plants with flower stems from 14 to 20 inches long.

The flowers have the splendid lasting qualities characteristic of the King Class of Asters. Because of their extra good shipping qualities they are sure to win high favor among commercial florists.

Sold this year in packets only. Price:
per packet, 25 cents; two for 40 cents.



Frequently growers select seed stocks from flowers grown for market, only to be disappointed in results. The reason is clear: seed from overfed and overdeveloped plants frequently reproduce plants which are weak and sickly, especially if planted on the same soil.

Vick's Mikado, White and Rose

The Leading Mid-Season Comet Asters

There is a rapidly growing demand for good Comet Asters of large size and long stem in the Cut Flower Trade: without the slightest doubt this class of Asters will continue to grow in popularity wherever displayed. The main difficulty has been to find Comet Asters of sufficient substance to stand shipping. While we do not claim that Vick's Mikado Asters will stand more abuse in shipping than any other classes, they are in our estimation superior to any other strain of mid-season Comet type.

The flowers of this variety are large and full and of good substance; the curved and twisted petals resemble high Chrysanthemums and are borne aloft on long stiff stems, from eighteen inches to two feet in length.

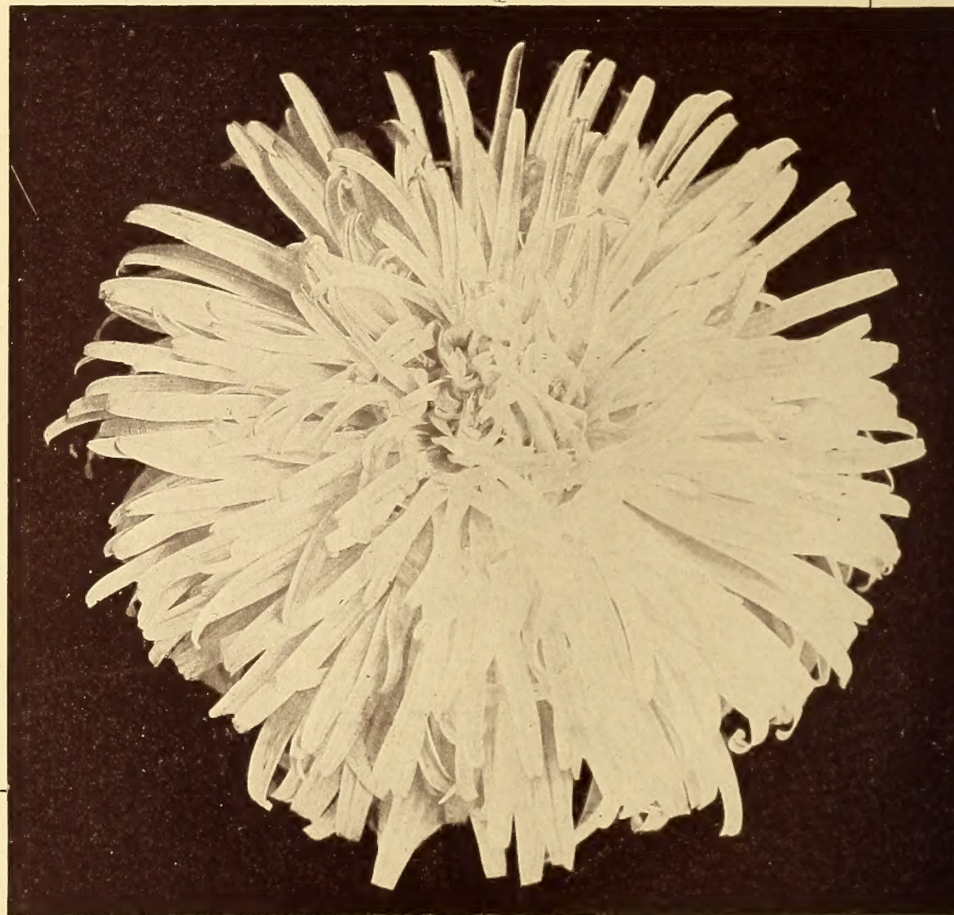
The blooming season is most opportune, coming between the extra early and late sorts, thus enabling growers to have Asters of the Comet type from early summer until cold weather.

The rapidly growing demand for these varieties has made necessary an increased acreage on our farm each season. This year we have doubled our crop over a year ago and are therefore ready for a large trade. We do not advise growers to use Mikado Asters exclusively, but we do urge every fancier of good Asters to put in a reasonable acreage; we are sure they will prove satisfactory.

Three colors, White, Rose and Pink.*

Prices: $\frac{1}{16}$ oz., 20 cents; $\frac{1}{8}$ oz., 35 cents; $\frac{1}{4}$ oz., 65 cents; $\frac{1}{2}$ oz., \$1.00; 1 oz., \$2.00.

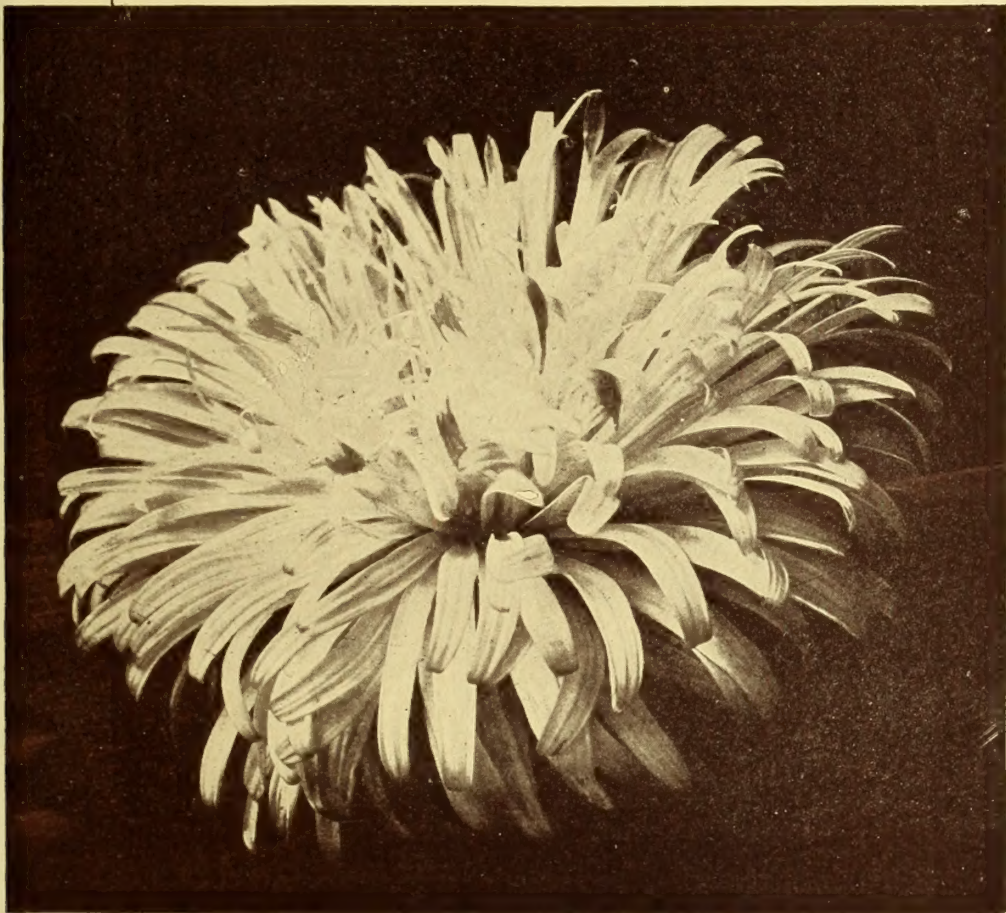
*For descriptive matter concerning Vick's Mikado Pink, Rochester, see next page



Vick's Mikado Pink, Rochester

Official Flower of the City of Rochester

This splendid Aster, introduced only three years ago, is a ready better known among seedsmen and commercial Aster growers than many other good varieties that have been on the market for years. Several of the wholesale florists have told us that it was the most popular and satisfactory variety in their markets the past Summer.



At best, there are so many conditions which Florists cannot control, it never pays to increase the risk of failure by using seed of unknown origin and doubtful quality.

The petals are narrow, very long, and gracefully reflexed. The outer petals show to their full extent, while gradually towards the center they bend and curl across each other in magnificent disorder.

Color is an exquisite shade of lavender pink.

While strictly a Comet Aster, the strongly growing, freely branching, long stemmed plants quite resemble the branching sorts. In growth it is unusually vigorous, the average plant having a dozen long, strong, graceful stems, each crowned with flowers from 4 to 6 inches in diameter. The flower illustrated on back cover was over 6½ inches.

Season a little earlier than Vick's Late Branching.

Prices: 1/16 oz., 20 cents; 1/8 oz., 35 cents;
1/4 oz., 65 cents 1/2 oz., \$1.20; 1 oz., \$2.00.

Vick's Blush Mikado

A new strain out of Vick's Mikado Pink, to which we have given the above name to distinguish it from its parent. Type of plant much more upright; stems longer; season earlier; flowers of same size, shape, and color as Vick's Mikado Pink. New this year.

Prices: 1/64 oz., 20 cents; 1/32 oz., 30 cents; 1/16 oz., 45 cents; 1/8 oz., 75 cents; 1/4 oz., \$1.25; 1/2 oz., \$2.25.
1 oz., \$4.00.



This is the age of the specialist. For many varieties of seed we contract with men who grow them better than we could. In Asters we have specialized longer, introduced more varieties and grown more seed than any other seedsman in America. That is why more Florists buy Aster Seed of us than of any other concern.

Vick's Late Branching *The Peerless Queen of Asters*

The popularity of Vick's Branching Asters continues to grow. Today more seed of it is

sold than of all other American grown strains. While many other varieties are needed in any well proportioned crop of Asters, few Florists could afford to be without a large planting of this exceptionally fine strain. Vick's Branching Asters are catalogued by many reliable seedsmen, from whom it would be perfectly safe for Florists to order. There are imitators, however, against whose worthless substitutes we caution our customers and friends.

Bear in mind that Vick's Branching has steadily improved so that it surpasses the type sold only a few years ago. In short, with the exception of our new Non-lateral, our Late Branching are still the very best late Asters, and remain unsurpassed in those qualities which are demanded of high class, quick selling, commercial variety.

Plants are extra large, of strong and vigorous growth, yielding a profusion of flowers from the middle of August until heavy frosts. The flowers are of extraordinary size, and stand erect on long graceful stems.

Eight colors: White, Lavender Pink, Lavender, Rose, Rosy Carmine, Crimson, Purple, Dark Violet, and Mixed.

Prices: 1/8 oz., 20 cents; 1/4 oz., 35 cents;
1/2 oz., 65 cents; 1 oz., \$1.25.

Mary Semple Pink

Similar in every respect to Vick's Branching except in color which is a deep shell pink. The seed we offer was grown from selected stock on our own farm.

Prices: 1/8 oz., 20 cents; 1/4 oz., 35 cents;
1/2 oz., 65 cents; 1 oz., \$1.25.

Vick's Branching Deep Pink

One of our new Asters this year

A beautiful shade of considerably more color than either Lavender Pink or Mary Semple Pink, but not as deep a color as Vick's Rose Branching.

Prices: 1/16 oz., 20 cents; 1/8 oz., 35 cents;
1/4 oz., 65 cents; 1/2 oz., \$1.20; 1 oz., \$2.00.





Vick's Early Non-Lateral Branching

"Two things are certain" runs an old saying, "death and taxes." In this connection, we might add that failure to grow good Asters is certain if one starts with poor seed, but if one uses good seed and reasonable care success is as certain as it can be with most things in this world.

This strain combines all the good qualities offered heretofore in Vick's Early Branching and Vick's Non-lateral Branching.

This excellent Aster is similar in character of plant and flower to the Late Branching, but comes into bloom about a week or ten days earlier. As we are gradually working all of our Late Branching over into the non-lateral class, the chief value of this new Aster lies in the fact that it enables the grower to market his Asters in advance of the main crop of Late Branching, at a time when there is a scarcity of good Asters, with prices correspondingly high.

Every Experienced Aster Grower will appreciate the value of this new strain whose flower stems are entirely free from side shoots and buds, enabling the entire vitality of the plant to go into the development of long, strong, graceful stems, crowned by immense double flowers.

The plants do not yield so large a number of flowers, but they more than make up in quality what they lack in quantity, because practically every bloom is exhibition flower. What is needed to-day is not more, but larger and better Asters.

This year we have a new color, Lavender. The other colors are White and Rose.

Prices: White and Rose $\frac{1}{16}$ oz. 20 cents; $\frac{1}{8}$ oz. 35 cents; $\frac{1}{4}$ oz. 65 cents; $\frac{1}{2}$ oz., \$1.20; 1 oz., \$2.00.

Prices: Lavender (New) $\frac{1}{32}$ oz., 25 cents; $\frac{1}{16}$ oz. 40 cents; $\frac{1}{8}$ oz., 60 cents; $\frac{1}{4}$ oz., \$1.00; $\frac{1}{2}$ oz., \$1.75; 1 oz., \$3.00.





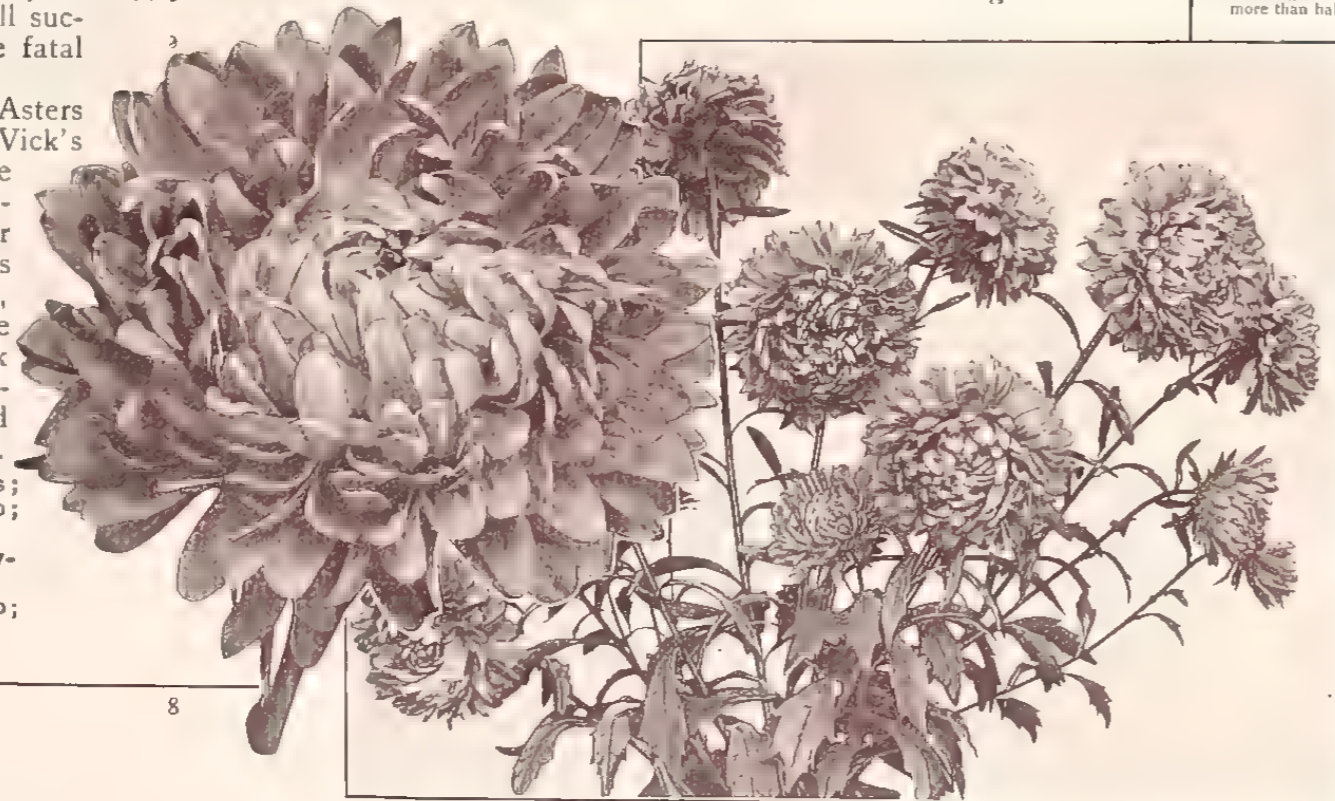
Vick's Royal An Excellent Early Strain Developed from Vick's Branching

Without doubt, one of the best, by many considered the very best, general purpose, early Aster ever introduced. The flower stems start from the plant close to the ground, are free from laterals and consequently give their full strength to the production of numerous large handsomely proportioned flowers.

Vick's Royal, though a medium early variety, possesses all the characteristics of Vick's Late Branching. Because of its vigor and productiveness it will succeed under conditions which would be fatal to most other varieties.

In our belief no other strain of Asters will give more general satisfaction than Vick's Royal. Royal Purple introduced five years ago is one of our best selling varieties. Vick's Royal Shell Pink is as near perfection in a shell pink Aster as has ever been attained. The other colors, White, Lavender-pink, and Lavender are of equally good quality. Lavender-pink and Lavender are among our best novelties this year. Take our advise and plant a liberal quantity of Vick's Royal.

Prices: White, and Purple, $\frac{1}{16}$ oz., 20 cents; $\frac{1}{8}$ oz., 35 cents; $\frac{1}{4}$ oz., 65 cents; $\frac{1}{2}$ oz., \$1.20; 1 oz., \$2.00.
Shell Pink, Lavender Pink (New), and Lavender (New): $\frac{1}{32}$ oz., 25 cents; $\frac{1}{16}$ oz., 40 cents; $\frac{1}{8}$ oz., 60 cents; $\frac{1}{4}$ oz., \$1.00; $\frac{1}{2}$ oz., \$1.75; 1 oz., \$3.00.



"A Mile of Asters"

View taken on our farm last year.

As a rotation of crops is necessary, some of the fields this year were planted to Gladioli, Dahlias or other seed crops. Behind the woods to the right we had several acres of *Helix Drummondii Grandiflora* which we believe surpassed anything else of the kind in the country. The famous Erie Canal, shown in the left hand corner, skirts the entire length of the farm, of which not much more than half appears in the picture.

Vick's Cardinal In a Class by Itself

In our estimation, this is the best bedding Aster we have ever seen. It is especially attractive where a summer hedge is desired. In color, which is a bright, rich cardinal, it makes as brilliant a showing as Scarlet Salvia. The plants are strong and vigorous, and yield flower stems most profusely. We offer a new strain this year vastly superior to the parent stock, which is unique in that the centers of the flowers are filled with partly tubular petals which prevent the

appearance of yellow centers, even when the flowers are old. This Aster will show a good color longer than any other variety. The blooms are round and full, and grow in such abundance that the plant resembles a huge bouquet. The plant photographed contained over thirty blooms. Although we recommend this Aster especially for bedding purposes, it will give good satisfaction for cut flowers wherever there is a sale for dark colors. Blooming period from the middle of August until late in the fall. Without doubt, this is one of the most attractive Asters ever offered.

Prices: $\frac{1}{16}$ oz., 20 cents; $\frac{1}{8}$ oz., 35 cents; $\frac{1}{4}$ oz., 65 cents; $\frac{1}{2}$ oz., \$1.20; 1 oz., \$2.00.



The man who gets good seed but neglects his plants stands little show of success; but the man who gets poor seed stands no show at all.

Vick's Early Upright

A recent introduction of more than ordinary value

A good many Aster growers prefer the general type of Upright Asters to the Branching form. During the last few years there has been a growing demand for seed of the upright type in all classes, early, medium and late, whether of the Comet or Branching type of flower. Therefore, Vick's Early Upright fills part of the demand for this class. The plants of Vick's Early Upright grow compactly, with long, erect flower stems, quite free from side shoots, and yield eight to twelve marketable flowers. The blooms of this variety are considerably above the average in size, and have a solid, compact, ball-shaped appearance, so desirable in good shipping Asters. The crowns, or centers, are completely covered. Petals are of medium length, quite broad and of good substance.

Many florists find that they get more flowers, larger blooms and longer stems of Vick's Early Upright than they can grow, in their soil, of other early kinds because it grows as vigorously and yields as abundantly as any of the late varieties. Although we have catalogued this variety for three years, we have yet to hear from a grower who has been dissatisfied.

There are two colors, White, and Lavender Pink. The latter is a beautiful shade, very similar to Vick's Early Branching Pink. When the flower first opens it is almost white, but in full bloom the prevailing color is pink, shading to a decided lavender pink tint on the outer petals. Both are excellent colors for any wholesale market.

Vick's Early Upright are midseason Asters, blooming about the same time as Daybreak and Purity.

Prices: $\frac{1}{8}$ oz., 20 cents; $\frac{1}{4}$ oz., 35 cents; $\frac{1}{2}$ oz., 65 cents; 1 oz., \$1.25.





Vick's Late Upright

Especially Fine for Cutting
and Shipping

Do not confine your knowledge of Asters to the two or three kinds you have grown heretofore. Order our Gold Medal Collection, and get acquainted with all the leading varieties.



As Stated on the opposite page, the Upright Aster is a comparatively new, but exceedingly important, form of growth in the Aster family. Vick's Late Upright possesses all of the good points of this class. The plant grows very compactly, sending the flower stems directly upwards, on long, firm, strong stems, sometimes two feet or more in length.

The plants cover less ground than any of the Branching varieties, and affords better opportunity for cultivation and other work in rows without damage to the flower stems. The stems show less tendency to droop than almost any other variety, and consequently the flowers are less liable to be spoiled by storms or other causes.

The flowers in both form and size resemble Vick's Branching Asters, being large, symmetrical, double and full to the centers. The flowers always command high prices in the wholesale markets. They bloom about the last of August. The demand for this seed is rapidly growing.

This strain of Asters is getting better every year. Flowers are larger and more numerous; stems are longer; plants more vigorous.

This year we have a new color: Vick's Late Upright Lavender Pink. The bloom closely resembles Vick's Lavender Pink Branching but shows more color in the opening flower. The plants are strong and leafy, showing great vigor. In season it is about the latest of all our Asters.

The other colors are White, Rose, and Crimson.

Be sure to include in your order at least a small quantity of each of these varieties.

Prices: White, Rose, and Crimson; $\frac{1}{16}$ oz., 20 cents; $\frac{1}{8}$ oz., 30 cents; $\frac{1}{4}$ oz., 50 cents; $\frac{1}{2}$ oz., 80 cents; 1 oz., \$1.50.

Price: Lavender Pink; $\frac{1}{32}$ oz., 25 cents; $\frac{1}{16}$ oz., 40 cents; $\frac{1}{8}$ oz., 60 cents; $\frac{1}{4}$ oz., \$1.00; $\frac{1}{2}$ oz., \$1.75; 1 oz., \$3.00.



We can't guarantee success, but we can furnish good seed, and good seed is an absolute necessity in order to obtain success. Better not start at all than start wrong by getting seed of doubtful quality.

Vick's Imperial Asters The Most Popular and Best Known Medium Early Asters Ever Grown

Among the many popular varieties of Asters introduced by us, none are better known than Vick's Daybreak, a sea-shell pink, and Vick's Purity, a spotless white, which have captivated the hearts of Aster growers the world over. There are few seedsmen of any importance, nowadays, either on this continent or in Europe, who do not catalogue these varieties. During the last few years we have brought out several other colors all of which are similar to Daybreak and Purity in type of plant, and most of them, Rose, Lavender, Yellow, and Salmon, have the same form of flower, differing only in color.

Vick's Imperial Sunset, while having the same type of plant as the others, differs considerably in shape of flower, as it borders upon the old-fashioned Victoria type. The color is a soft light pink shading to a deeper pink in the center.

Vick's Imperial Sunrise also resembles the other Imperials in plant, but is very distinct in form of flower, in that each petal is perfectly quilled, and also that the flowers are more round or ball shaped. The color is a soft sea-shell pink. A very sparse seeding variety. Our illustration shows the top view of Imperial Daybreak* and the side view of Imperial Sunrise.

The round, full solid blooms of any one or more colors of Vick's Imperial Class are appropriate for all occasions and purposes.

Prices: Purity, Rose, Lavender, Yellow, Salmon, $\frac{1}{16}$ oz., 20 cents; $\frac{1}{8}$ oz., 35 cents; $\frac{1}{4}$ oz., 65 cents; $\frac{1}{2}$ oz., \$1.20; 1 oz., \$2.00.

Prices: Sunset, $\frac{1}{16}$ oz., 20 cents; $\frac{1}{8}$ oz., 30 cents; $\frac{1}{4}$ oz., 50 cents; $\frac{1}{2}$ oz., 80 cents; 1 oz., \$1.50.

Prices: Sunrise, $\frac{1}{32}$ oz., 25 cents; $\frac{1}{16}$ oz., 40 cents; $\frac{1}{8}$ oz., 60 cts.; $\frac{1}{4}$ oz., \$1.00; $\frac{1}{2}$ oz., \$1.75; 1 oz., \$3.00.

*Our crop of Imperial Daybreak was very short, so that after filling our contract orders we have no seed to sell.





Vick's Giant Daybreak and Vick's Giant Purity

Two Splendid New Varieties Superior to Imperials Daybreak and Purity

Everybody is so well acquainted with Vick's Imperials Daybreak and Purity that when we explain that Vick's Giant Daybreak, a beautiful sea-shell pink, and Vick's Giant Purity, pure white, possess all of the good qualities of the original Daybreak and Purity, but are much superior in every respect; the plants being more vigorous, the stems of greater length, and the flowers considerable larger,—when we explain all this, we are pretty sure it is all we need to say about these excellent new Asters.

It is our constant endeavor to produce varieties suitable for all seasons, circumstances of locality and trade, and every individual taste. That is the reason for the rapidly growing demand for our Asters.



Of Giant Daybreak we have only a little seed, for which reason we shall have to limit the sale this year to packets only. Of the other new variety, Giant Purity, we have a fairly large supply, and shall without doubt, be able to fill all orders.

Do not neglect to order at least a small quantity of each of these surpassingly fine new Asters.

Prices: Vick's Giant Purity, $\frac{1}{32}$ oz., 25 cents;
 $\frac{1}{16}$ oz., 40 cents; $\frac{1}{8}$ oz., 60 cents; $\frac{1}{4}$ oz., \$1.00; $\frac{1}{2}$ oz., \$1.75;
 1 oz., \$3.00.

Giant Comet

An old standard strain. Well and favorably known everywhere. In some markets the Giant Comet has a heavy sale and brings good prices. We grow several colors of Giant Comet on our farm, and are gradually improving upon the old strains, but some of the seed of the colors offered below comes from one of the most reliable growers in Germany.

Azure Blue, Light Blue, Light Blue and White, Crimson, Dark Violet, Light Yellow, Lilac and White, Rose, Rose and White, White, White passing to Light Blue, White passing to Rose (The Bride).

Prices: $\frac{1}{16}$ oz., 25 cents; $\frac{1}{8}$ oz., 40 cents;
 $\frac{1}{4}$ oz., 60 cents; $\frac{1}{2}$ oz., 90 cents; 1 oz., \$1.65.

Queen of the Earlies or Earliest Paris

A very fine White Aster. Vies with Vick's Snowdrift for earliness.

Prices: $\frac{1}{4}$ oz., 30 cents; $\frac{1}{2}$ oz., 50 cents; 1 oz., 90 cents.



The difference in cost between Vick Quality Seeds and the common kind may be only a trifle, but trifles frequently make all the difference between success and failure.

Improved Hohenzollern and Crego

Magnificent Large Flowered Branching Cornet Type

We believe that the Hohenzollern and Mikado Asters are the best and most highly developed strains worked up from the old-fashioned Comet Asters. The Mikado strain originated with us; the original Hohenzollern Aster in Germany. We have worked up two strains of Hohenzollerns of our own which are unsurpassed; one is early and the other later than our Mikado Asters.

Our illustration shows perfectly the type of flower. Plants are vigorous and productive. Flower stems are large and full, and crowns are well covered.

In the early class we are bringing out a fine new color this year: Lavender. The other colors are White, and Rose. In the Late Hohenzollern there are only two colors: White and Rose.

For Comet Asters to come before and after Vick's Mikado we recommend early and late Hohenzollern very highly.

Prices: Early, White, Rose, Lavender, $\frac{1}{32}$ oz., 25 cents; $\frac{1}{16}$ oz., 40 cents; $\frac{1}{8}$ oz., 60 cents; $\frac{1}{4}$ oz., \$1.00; $\frac{1}{2}$ oz., \$1.75; 1 oz., \$3.00.

Prices: Late, White, Rose, $\frac{1}{16}$ oz., 20 cents; $\frac{1}{8}$ oz., 30 cents; $\frac{1}{4}$ oz., 50 cents; $\frac{1}{2}$ oz., 80 cents; 1 oz., \$1.50.

Improved Crego Pink

The really distinctive feature of this Aster, which alone distinguishes it from other varieties, and gives it the right to a new name, is its color. It is a pure shell pink, so popular everywhere. This is the only color in the so-called "Crego" class to which we take a fancy. We tested thoroughly other colors of the so-called "Crego" Aster but our field comparisons show that our Improved Late Hohenzollern is much superior. In fact, Crego Pink and our Late Hohenzollern White are practically alike except in color.

The petals are of medium width but very long, and curl across each other so fluffily as to enhance the beauty and attractiveness of the flower, and increase its value as a long keeping, good shipping variety.

The stock we offer is, we believe, the best grade it is possible to obtain anywhere. We have rogued it thoroughly and have saved the seed only from those plants which deserve a place in our Vick Quality Collection.

As we have raised a large crop of Crego Pink we are able to offer it at very attractive prices.

Prices: $\frac{1}{16}$ oz., 20 cents; $\frac{1}{8}$ oz., 35 cents; $\frac{1}{4}$ oz., 50 cents; $\frac{1}{2}$ oz., 80 cents; 1 oz., \$1.50.





Vick's Lavender Gem The Finest Early Lavender

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 that are irregularly cut and slashed, so that the flowers resemble a ragged Chrysanthemum. More popular every year.

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

In season it comes between Queen of the Market and Vick's Daybreak. A large crop again this year.

Prices: $\frac{1}{32}$ oz., 30 cents; $\frac{1}{16}$ oz., 45 cents; $\frac{1}{8}$ oz., 75 cents; $\frac{1}{4}$ oz., \$1.25; $\frac{1}{2}$ oz., \$2.25; 1 oz., \$4.00.

Queen of the Market

Probably the Best Known Early Variety

Description of this variety is not necessary because every Aster grower has known it for years. Likewise most florists know that our Rochester grown strain is best of all. By making selections of stock seed each year it has been possible to improve upon the parent stock to a marked extent, and still retain those qualities which have justly made this variety so popular.

For the third successive season, weather conditions conspired to prevent a good crop of seed. Consequently there is a serious shortage in some colors again this year. As all orders will be filled by number consecutively, early orders will be filled first, without exception.

Colors, White, Pink, Rose, Crimson, Lavender, Light Blue, Dark Blue, and Mixed.

Prices: $\frac{1}{4}$ oz., 25 cents; $\frac{1}{2}$ oz., 45 cents; 1 oz., 80 cents.

Do not plant your entire fields to one variety, thus risking everything on one crop. It is too much like putting all the eggs in one basket. A grower is more likely to succeed with a number of varieties than with one.





Finally, do not get the impression that Asters are our only specialties. We handle about as complete a line of Flower and Vegetable seeds, and certainly handle as high-grade stocks as any other seedsman in America. Tell us whether you are a florist or dealer and ask for our wholesale catalogue.

Vick's Snowdrift *The Earliest White Aster in Existence*

Although we have tested out all of the extra early varieties of which we have ever heard, we have never found any other as early as Vick's Snowdrift. If the seed is sown early and the fields are set just as soon as the ground is warm and mellow, the plants will grow quickly and send out from eight to twelve long, slender stems, crowned with immense feathery flowers, ready for market a week ahead of any other variety.

The type is well established, flowers coming perfectly double as shown in accompanying engraving. The long recurved petals give the flowers an exceedingly graceful effect, heightened, in many cases, by the ragged irregular character of the petals in the center of the flower.

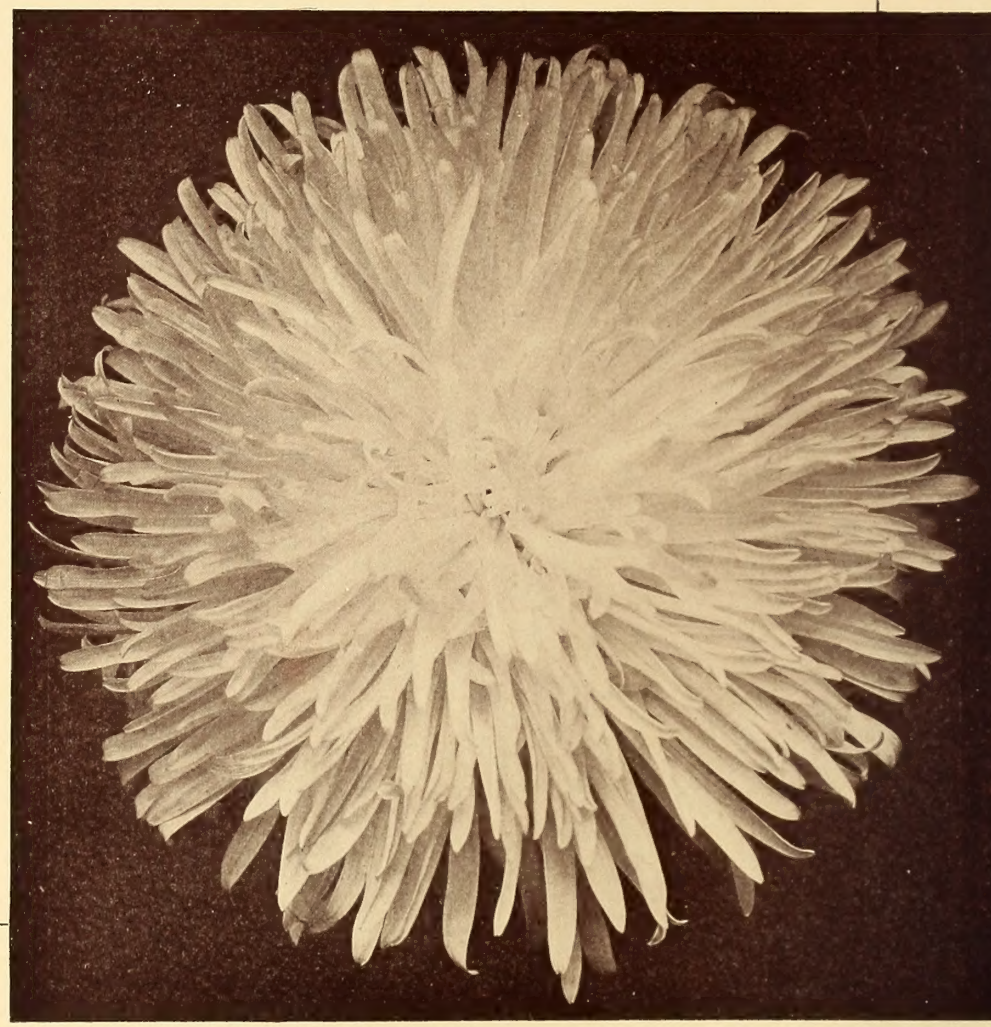
Genuine Vick's Snowdrift is a very sparse seeding variety. Although we grew all the plants we could from our stock seed, we shall have very little seed to offer.

Prices: 1/64 oz., 20 cents; 1/32 oz. 35 cents; 1/16 oz., 50 cents; 1/8 oz., 85 cents; 1/4 oz., \$1.50; 1/2 oz., \$2.75.

Vick's Earliest Lavender *Another 1912 Novelty*

We used to advertise Lavender Gem as the earliest lavender Aster, but this splendid new variety will bloom a week or ten days ahead of Lavender Gem. Plants are upright. Flowers are of Comet type. It has the same desirable shade of color as Lavender Gem.

In packets only. Prices: 25 cents each; two for 40 cents.



Twelve New Asters for 1912

Not One of These Varieties Ever Catalogued Before

This is, we believe, not only the largest, but positively the best list of novelties in Asters ever introduced in a single year. Here is the list, a new variety on nearly every page:

Vick's Pink Enchantress.....	Page 1
Vick's White King.....	3
Vick's Lavender Pink King.....	3
Vick's Blush Mikado.....	5
Vick's Late Branching Deep Pink.....	6
Vick's Early Branching Lavender.....	7
Vick's Royal Lavender Pink.....	8
Vick's Royal Lavender.....	8
Vick's Late Upright Pink.....	11
Vick's Giant Daybreak.....	13
Vick's Giant Purity.....	13
Vick's Earliest Lavender.....	16

Florists' Novelty Offer, No. 1

For the benefit of florists who want only a small quantity of each variety for trial purposes, we offer one packet each of any five of our new varieties, including our booklet How to Grow Asters, regular price 10 cents, for 90 cents. The regular retail price of packets of nearly all of these varieties is 25 cents each.

Florists' Display Offer, No. 2

One packet each of our entire list of novelties, twelve packets in all, including our booklet How to Grow Asters, \$2.00.

Florists' Exhibition Offer, No. 3

Twenty-five packets, your choice of any color or variety offered in this book, not more than one packet of each kind, including our booklet How to Grow Asters, \$3.00.

Florists' Prize Offer, No. 4

Sixty packets, your choice one each of any sixty kinds mentioned in this book, including all of our novelties and How to Grow Asters, \$5.00.

Florists' Gold Medal Offer, No. 5

For florists who desire to make the largest possible display in varieties and colors of high grade Asters, we offer one packet each of all the varieties of Asters making in all more than eighty packets, \$6.00

How to Grow Asters

Newly Revised, Enlarged and Illustrated

A booklet of practical experience in Aster growing, from the sowing of the seed to maturity including a chapter on Aster insects and diseases and their remedies. Our revised edition contains much new information as the result of recent investigation and experiments. Every Aster grower, whether an amateur or florist, will find this booklet worth its weight in gold. Copyrighted. Price 10 cents, or free with an order for Aster Seed of not less than 25 cents.

SPECIAL NOTICE

To insure your orders and letters reaching the Wholesale Department promptly and thus avoiding delay, please write the word FLORIST, or DEALER, as case may be, in large letters on each communication.

Vick's Wholesale Catalogue

Lists all the best varieties of Flower and Vegetable Seeds for Florists and Market Gardeners; best strains of Sweet Peas for forcing and outdoor growing; high-class Dahlias, Gladioli, Cannas, Caladiums, and other bulbous stocks; all kinds of Greenhouse Plants and Florists' Supplies. Ask for it and tell us what you grow.

**Vick's
Mikado
Pink
Rochester**

**The
Official Flower
of the City of
Rochester**

See page five

**James Vick's Sons
Seedsman
Rochester, N. Y.**

