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VICK'S ASTER BOOK FOR FLORISTS



MAMMOTH AMERICAN FLAG
OF GROWING ASTERS ON
OUR FARM AT OGDEN, N. Y.

JAMES VICK'S SONS — ROCHESTER — THE FLOWER CITY

Vick's Snowdrift The Earliest White Aster in Existence



All of the varieties on this page are EXTRA EARLY, the first four being under ordinary circumstances the earliest types of good quality in cultivation. Every one a splendid money maker. Should be started early, under glass.

Vick's Snowdrift is without doubt the earliest of all extra early varieties. The plants grow erect, with slender wiry stems, crowned with beautiful, feathery flowers, nearly a week ahead any other variety we have ever seen. The long recurved petals give the flowers an exceedingly graceful effect, heightened, in many cases, by the ragged irregular character of the inner petals. Under favorable conditions a block of Snowdrift is a money making proposition the first few days while prices are high. Our plants this year are the most vigorous we have ever produced.

Prices: $\frac{1}{8}$ oz., 20 cents; $\frac{1}{32}$ oz., 30 cents; $\frac{1}{16}$ oz., 45 cents; $\frac{1}{8}$ oz., 75 cents; $\frac{1}{4}$ oz., \$1.35; $\frac{1}{2}$ oz., \$2.50; 1 oz., \$4.00.

Vick's Earliest Lavender

Identical with Vick's Snowdrift except in color, which is the same desirable shade as Vick's Lavender Gem. Extra fine stock.

Prices: $\frac{1}{8}$ oz., 20 cents; $\frac{1}{32}$ oz., 30 cents; $\frac{1}{16}$ oz., 45 cents; $\frac{1}{8}$ oz., 75 cents; $\frac{1}{4}$ oz., \$1.35; $\frac{1}{2}$ oz., \$2.50; 1 oz., \$4.00.

Vick's Earliest Pink

Just what we have been trying to get for years to go with Snowdrift to which it is similar except in color. One of the best new things we offer this year.

Prices: $\frac{1}{8}$ oz., 20 cents; $\frac{1}{32}$ oz., 30 cents; $\frac{1}{16}$ oz., 45 cents; $\frac{1}{8}$ oz., 75 cents; $\frac{1}{4}$ oz., \$1.35; $\frac{1}{2}$ oz., \$2.50; 1 oz., \$4.00.

Vick's Earliest Purple

New—Only a little seed to offer this year.

Prices: Packet 25 cents; 2 for 40 cents.

Vick's Lavender Gem

A delicate lavender deepening with age; the most desirable shade for all commercial purposes. Feathery, full double, comet flowers, on slender wiry stems. Medium height. In season fully as early as Queen of the Market, with flowers much larger.

Prices: $\frac{1}{32}$ 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.

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 Triumph Comet Asters

Recent Novelties

A magnificent new class of mid-season Asters, with extra long stems and large fluffy, full double flowers of the finest type. In season, Vick's Triumph Comet Asters are between extra early and the Early-Branching varieties, or about the same season as Vick's Royals. Splendid Mikado or Rochester flowers of the best type, on tall, upright plants. A great improvement over any Upright Comet heretofore offered, in size of plant, length of stem, and in size and perfection of flower.

In comparing Vick's Triumph Comet Aster with the so-called Astermums as they were grown on our farms, under as favorable conditions as our Asters ever received, we found that the plants of Vick's Triumph Comet Asters were taller, the stems longer and the flowers much larger and more double than those of the Astermum. We are convinced that in regard to both size and quality, Vick's Triumph Comet Asters are at least four or five years ahead of the so-called Astermum. As a large part of our crop was destroyed by floods we have only a small quantity of seed this year.

White, Shell Pink, Lavender Pink, Lavender, Rose and Purple.

Prices: per packet, each 15 cents; two for 25 cents.



The Original "Rochester" Aster

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



Lavender Pink Rochester Official Flower of the City of Rochester

ILLUSTRATION LAST COVER PAGE

This splendid Aster, of recent introduction, is already better known among seedsmen and commercial Aster growers than many other good varieties that have been on the market for years, and it is steadily increasing in popularity with wholesale florists. 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. It is a Comet Aster with the vigorous growth and long stems of the Branching sorts, and crowned with immense flowers. The flower illustrated on the back cover was over six and one-half inches in diameter. Season a little earlier than Vick's Late Branching.

Price: $\frac{1}{16}$ 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.

Lavender Pink Rochester

NON-LATERAL TYPE

The flowers are borne stiffly erect and are more double than those of the original Rochester, while the color is the same charming shade of lavender pink. The flowers of the Non-lateral Rochester not only have the great size of those on the branching plant, but they have a remarkable thickness and are without any trace of a center. The entire strength of the plant is given to the production of six or eight immense, wonderfully double flowers, which are held erect at all times by the stiff, semi-upright stems. About one week earlier than the original, or branching type of Rochester.

Prices: $\frac{1}{32}$ 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.

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.

Three New Rochester Colors

Vick's Shell Pink Rochester

Vick's White Rochester

Vick's Crimson Rochester

Last year we added two new colors, White and Crimson, to our famous Rochester Class. This year we have another, Vick's Shell Pink Rochester. All are similar in type to the other members of the family. All are selections out of our Mikado class, from which the entire Rochester Class of asters has had its origin. The flowers are larger and fuller than either Mikado or Hohenzollern. The blooming season is about the same as Mikado, and earlier than Hohenzollern or Crego. Of the White and Shell Pink, we have a good supply of seed, but only a small quantity of the Crimson.

Prices: White Rochester and Shell 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.

Crimson in packets only, each 20 cents; two for 35 cents.

Vick's Lavender Rochester

Vick's Purple Rochester

These magnificent flowers are more double and more Chrysanthemum-like than those of the original Lavender Pink Rochester described on the opposite page. The long, narrow petals fall over one another in a charming cascade of color, forming a wonderfully shaggy mass that cannot be equalled for richness of effect. In addition to their great diameter they have a most remarkable thickness making them truly massive. Vick's Lavender Rochester is an exquisite shade of clear light lavender. Vick's Purple Rochester is a rich shade of deep purple.

Prices: Packets, either color, each 25 cents; two for 40 cents.



Vick's Perfection Asters

Our strains of Asters are not allowed to "run out." On the contrary, each one is improved from year to year. We do not keep with the crowd. We keep AHEAD.



Splendid New Types of Mid-Season Uprights

We consider this the finest mid-season erect Aster in cultivation. The flowers are exquisite in form, and the plants are taller than those of the late upright Asters. Grown on our farm, under ordinary field conditions, the flowers average four inches in diameter.

When they are ready for market the entire flower is strongly whorled, producing a charming effect and making the White Perfection quite distinct from any other Aster.

In mature flowers, the outer rows of petals are straight, but the center still retains its characteristic strong whorl. The broad petals are slightly folded lengthwise, making them appear rather narrow.

The plants are extremely vigorous, with unusually broad dark green leaves and stout stems. They carry from six to twelve large flowers on long stems free from side branches.

Prices: White, Blush, Shell Pink, Rose, Lavender, Crimson and Purple, each, per packet, 20 cents; two for 35 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 Pink Enchantress

One of the Best Novelties in Recent Years

After giving it a thorough trial for several seasons, we know that all the good things we have said about this fine Aster has been fully warranted. Among its other good qualities Vick's Pink Enchantress has proved to be a very desirable variety to grow under glass.

Its color is a soft delicate pink, so popular in the Pink Enchantress Carnation. The flower is unusually lasting, both as a cut flower and on the plant, and notwithstanding its delicate shade, the color does not fade.

Vick's Pink Enchantress is upright in habit, as distinguished from the branching form. The plants are very vigorous, making a much stronger growth than any of the older upright varieties. The leaves are large and broad, like those of the branching class. The stems are long, strong and graceful, for the support of the numerous, large, marketable blooms.

In season, the Pink Enchantress is between mid-season and late varieties, coming in ahead of the Early Branching, and as a commercial Pink Aster, it is without a rival in that season.

The flower itself is always full double; the petals are of medium length and very broad. Those toward the center fold in very regularly, while gradually, toward 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 indescribably soft and pleasing. The rare combination of desirable qualities in this new production attracted the favorable comment of every florist and seedsman who has visited our farm and has seen it growing under ordinary farm conditions.

This year we have sufficient seed only to give extra large packets.

Prices: Packets, each, 15 cents; two for 25 cents.



Vick's Famous King Asters

That we are the Largest Growers of Asters in America is due almost entirely to our success in growing the Best Asters in the world.



Plants of Branching Type

Habit and season similar to Vick's Branching; vigorous in growth, with long, stiff stems and flowers of the largest size. In form the flower is distinct from every other variety. The petals are folded lengthwise, so that they somewhat resemble the quilled varieties, giving the large flowers a bold and striking appearance.

Vick's Violet King is a rich, soft violet purple, very popular everywhere, not only with commercial growers, but with amateurs as well. **Vick's Rose King** is identical with Violet King except in color, which is a brilliant Rose. **Vick's Lavender King** is a fine color in the King class, a beautiful deep lavender. **Vick's White King**, a recent introduction, is a splendid companion to the other colors. **Vick's Shell Pink King** is a soft pleasing blush pink, just the shade to increase the popularity of the whole King class.

While the whole class of King Asters has responded splendidly to our efforts to secure larger and more double flowers, the seed productiveness has been greatly reduced, so that we have very little seed to offer. We are certain that those who get it will be well pleased with the investment.

Prices: **Vick's Rose King**, $\frac{1}{16}$ oz., 20 cents; $\frac{1}{8}$ oz., 35 cents; $\frac{1}{4}$ oz., 65 cents; $\frac{1}{2}$ oz., \$1.25.

Vick's Lavender King and **Vick's White King**, in packets only, each 20 cents, two for 35 cents.

Vick's Shell Pink King, in packets only, each 25 cents, two for 40 cents.

Vick's Violet King, in packets only, each 15 cents.

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.

Vick's Famous King Asters

Plants of Upright Type

The chief characteristic which differentiates the varieties on this page from those on page six, as the name implies, is the type of plant. Many florists have a decided preference for a plant whose branches grow almost straight upward, there being a decided economy in being able to set plants much closer together than is possible with the branching sorts. The plants are very tall and crowned with massive flowers quite unlike any other type in cultivation. The petals are very long and narrow, nearly straight, and almost flat, being only slightly folded lengthwise. The thick masses of narrow petals give the flowers a beautiful, soft, fluffy appearance, and their immense size and peculiar form make them strikingly handsome and distinct.

Vick's Upright Shell Pink King is a new color which we offered last year for the first time; a soft delicate pink. Although Upright King Aster plants are very generous in yielding large, handsome flowers, they are very sparse seeders, and we have only a small quantity of seed to offer. We anticipate that as soon as we can get sufficient seed of these colors to offer in bulk, they will become very popular with the trade.

Sold this year in packets only.

Prices: Upright White, Lavender Pink and Lavender King, each, per packet, 20 cents; two for 35 cents.

Upright Crimson and Shell Pink King, per packet, 25 cents; two for 40 cents.





The extreme right end of the picture shows the edge of the adjoining farm, purchased by us this year, whose buildings are more than a mile from those in the picture above. Two other farms purchased and four more leased represent our farm expansion this year to keep up with the demand for Vick Quality Seeds.

Queen of the Market

The Best Known Early Variety

Queen of the Market has been for many years the standard Early Aster. The spreading plants are strong and hardy, and the flowers are of good size and well adapted to meet the demands of the florist. The center of the flower is well covered, and the broad petals are loosely arranged, giving the flower a soft and graceful effect.

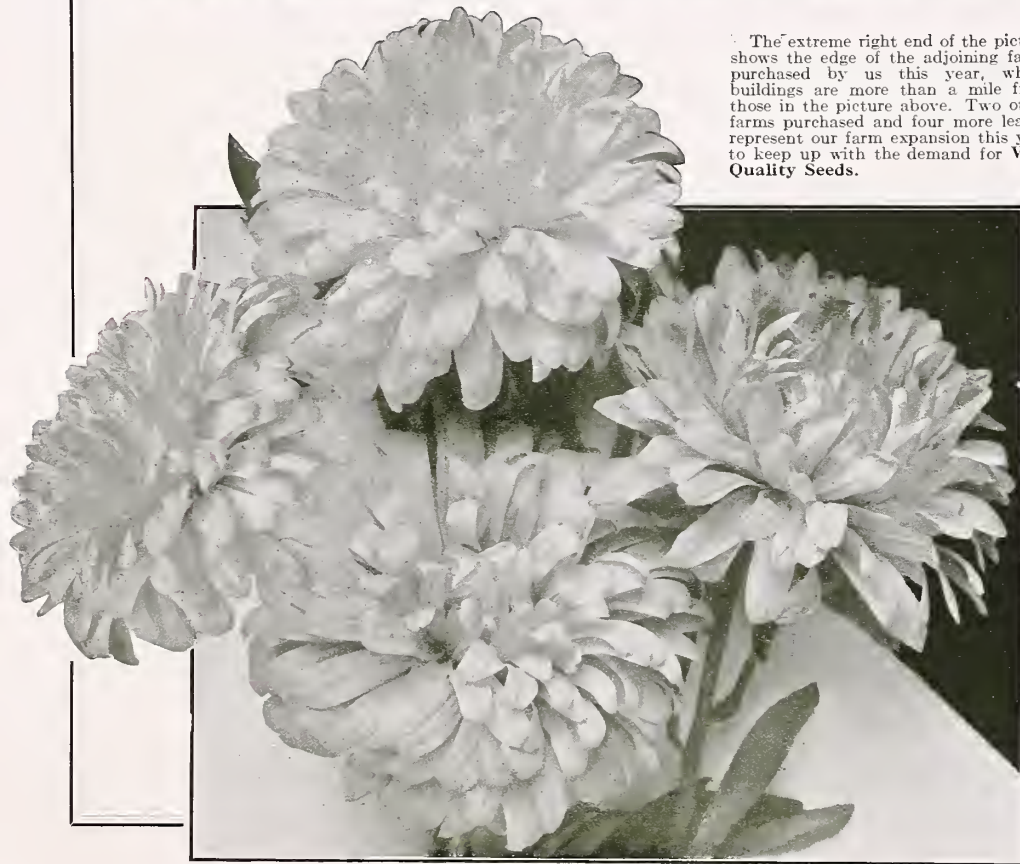
For a number of years we have been growing limited quantities of various colors of Queen of the Market and constantly improving the stock. We now have a strain that is thoroughly acclimated and very much superior to that imported from Europe. The plants are much stronger and the flowers are larger and more double.

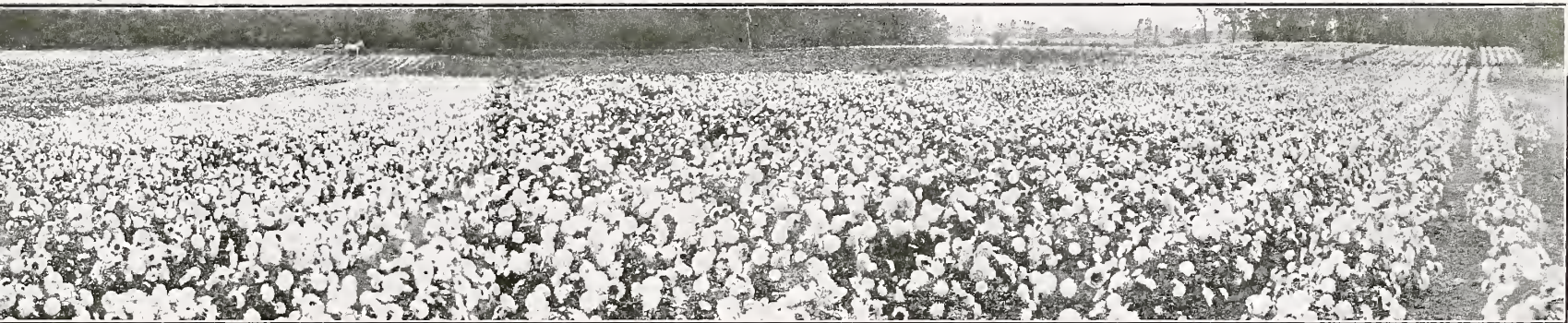
Owing to unfavorable weather and excessive rainfall at critical times the crop of Queen of the Market is very, very short.

Prices: White, Lavender, Light Blue and Peach Blossom:
 $\frac{1}{16}$ oz., 25 cents; $\frac{1}{8}$ oz., 40 cents; $\frac{1}{4}$ oz., 75 cents; $\frac{1}{2}$ oz., \$1.35;
1 oz., \$2.50.

Rose, Crimson, Scarlet and Dark Blue, in packets only, each, 10 cents.

Shell Pink (Upright type), packet, 15 cents.





Vick's Imperial Asters

The Most Popular Medium Early Variety

This popular mid-summer class of Asters may now be had in a variety of beautiful colors. The upright plants bear large, compact flowers, which are so double as to be ball-shaped. In typical varieties the petals are rather narrow and practically straight; **Imperial Sunrise**, however, has long needle-shaped petals of beautiful, shell-pink.

Prices: **Imperial Rose, Sunset, Yellow, Lavender, Bluebird, Dark Violet** and mixed: $\frac{1}{16}$ 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.

Salmon, Sunrise and Lilac: Each per packet, 15 cents; two for 25 cents.

Vick's Giant Purity. Larger and better in every way than the original Imperial Purity, which we no longer catalogue.

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.

Vick's Giant Daybreak. Like the Giant Purity, Vick's Giant Daybreak is larger in plant and flower than the Imperial Daybreak. The color is a little deeper; the petals are more loosely arranged.

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.



Vick's Royal



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 seedsmen in America. That is why more Florists buy Aster Seed of us than of any other concern.

An Excellent 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. Sown early, inside, and planted out with Queen of the Market, it follows that variety very closely.

Vick's Royal sown with the late varieties possesses all of the characteristics of Vick's Late Branching, but comes into bloom ahead of the Early 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 the first in this class introduced in 1907 is one of our best selling varieties. Vick's Royal White and Royal Shell Pink are larger and a little later than the other colors. Royal Lavender and Royal Lavender Pink are the earliest, and are especially well adapted to growing under glass.

Prices: White, Shell Pink, Lavender Pink, Lavender, Rose 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.

"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.

Vick's Mikado Aster

The Leading Mid-Season Comet Aster

There is a rapidly growing demand for good Comet Asters of larger size and long stems 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. In this respect Vick's Mikado Asters are a very superior strain of the mid-season Comet type.

The flowers of this variety are large and full and of good substance; the curved and twisted petals make them resemble huge Chrysanthemums, and they are borne on long stiff stems. Our stock, the past season, as usual, was of the highest quality, with full rounded centers of curled and twisted petals.

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.

Vick's Mikado Dark Violet is a new color in this class, a deep, rich, purple violet. Five colors, White, Shell-Pink, Lavender-Pink, Rose and Dark Violet.

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.



Vick's Late Branching

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.

The Peerless Queen of Asters

The popularity of **Vick's Branching Asters** continues to grow. Today more seed of these Asters are 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. With the exception of our Non-lateral, our Late Branching are still the very best late Asters, and remain unsurpassed in those qualities which are demanded of a 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 frost. The flowers are of extraordinary size, and stand erect on long graceful stems.

Prices: White, Shell Pink (Mary Semple), Lavender Pink, Lavender, Rose (Lady Roosevelt), Rosy Carmine, Claret, Scarlet Gem, Crimson, Purple, Dark Violet and Mixed: $\frac{1}{8}$ oz., 20 cents; $\frac{1}{4}$ oz., 35 cents; $\frac{1}{2}$ oz., 65 cents; 1 oz., \$1.25.

Cardinal: in packets only, each, 20 cents; two for 35 cents.

Plum Color: $\frac{1}{16}$ oz., 20 cents; $\frac{1}{8}$ oz., 35 cents.
See other colors on opposite page.



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.

Vick's Non-Lateral Branching

Vick's Early Branching

This excellent Aster is similar in character of plant and flower to the Late Branching, but blooms about a week or ten days earlier, enabling 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.

The flower stems are entirely free from side shoots, enabling the entire vitality of the plant to go into the development of the few long, graceful stems, crowned by immense double flowers. Practically every bloom is an exhibition flower. What is needed today is not more, but larger and better, Asters.

Prices: White, Lavender Pink, Rose, Lavender, Purple, and Dark Violet, $\frac{1}{16}$ 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 and Crimson, each, $\frac{1}{16}$ oz., 25 cents; $\frac{1}{8}$ oz., 40 cents.

Vick's Late Branching

Peach Blossom. A deeper shade of color than Vick's Lavender Pink Branching. Very double; plants non-lateral.

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.

Peerless Pink Branching. Beautiful shell pink. Resembles Mary Semple, except that it is more double, the center being filled with a thick whorl.

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.

Rosy Pink or Deep Pink. A beautiful shade of considerably more color than Lavender Pink or Semple Pink, but lighter than Branching Rose, very popular.

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.



Improved Late Hohenzollern and Crego

We can't guarantee success, but we do 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.

Improved Late Hohenzollern

The Hohenzollern and Mikado Asters have extra large Comet flowers on branching plants, which are vigorous and productive. The Mikado strain originated with us; the original Hohenzollern Aster in Germany. We have worked up a strain of Hohenzollern which is unsurpassed. For Comet Asters to come immediately after Vick's Mikado we recommend Late Hohenzollern very highly.

Our strain has magnificent large, double flowers of the ragged Comet type. The plants resemble the Branching Asters in size and habit and in season of bloom. Late Lavender and Late Purple are exceptionally large and decorative. The Lavender is a beautiful clear shade of light lavender; the Purple is a fine rich shade and a splendid flower.

Prices: White, Rose, Lavender and Purple: $\frac{1}{16}$ 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

The Crego is an Aster of the Hohenzollern Comet type. The only color which is distinctive is a pure shell pink, a trifle lighter shade than the Shell Pink Branching (Mark Semple). The other colors are simply good strains of a class long in cultivation.

The stock we offer is, we believe, the best grade it is possible to obtain anywhere, showing a marked improvement since it came into our hands.

Prices: White, Shell Pink, Lavender, Rose and Purple: $\frac{1}{16}$ 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.



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.

Vick's Late Upright

Especially Fine for Cutting and Shipping

Vick's Late Upright Asters possess all the good points of the important upright class. The plants grow very compactly, sending the flower stems directly upward, on long, firm, strong stems, sometimes two feet or more in length.

The Plants cover less ground than any of the Branching varieties, and afford 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.

There are now seven colors: White, Rose, Lavender Pink, Crimson, Amethyst, Purple and Peachblossom.

The Flowers of Vick's Late Upright White, Lavender Pink, and also the Rose closely resemble those of the Late Branching. The Late Upright Crimson has very large flowers of a deeper and more glowing color than those of the Branching Crimson.

Prices: White, Rose, Lavender Pink, Crimson, Purple, Amethyst and Peachblossom; $\frac{1}{16}$ 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.



Vick's Autumn Glory



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

An Extraordinarily Beautiful, New, Very Late Branch- ing Aster

Pure sea-shell pink. While similar in color to Semple's Pink, with which all growers are familiar, it has a better and more substantial flower, a deeper and longer-keeping color, larger and stronger type of plant. Its most distinctive characteristic and chief claim for recognition, however, is the fact that it is later in season than any of the other varieties.

While it cannot take the place of Semple's Pink, or Peerless Pink Branching and others of like color, all of which are earlier, it supplements them by blooming after the other Late Asters are past their prime, and before the early Chrysanthemums are ready, thus prolonging the Aster season two weeks, and coming at a time when good flowers are extremely scarce. Vick's Autumn Glory will be a money-maker for the commercial grower, and a delight to the amateur. It comes uniformly true to color and type. The flowers are very double and are borne on stems of unusual length.

Because it flowers so late it is a very sparse seeding variety.

☞ Prices: Packets, each, 20 cents; two for 35 cents.

Make Aster Growing a Business

There is this difference between an Aster grower business man and an Aster grower gambler: The business man makes Aster growing a regular business proposition; plans to put in a reasonable acreage every year. The gambler in Asters guesses whether the market next year will be high or low and makes his planting accordingly. If Asters are plentiful one year, he keeps out of the business the next year. On the other hand, if he sees other growers make a substantial profit one year, he puts in an enormous crop the next year. At least three times in five the Aster gambler loses. At least four times in five the Aster grower business man makes a substantial profit. Instead of putting in a large acreage one year and very few plants, if any, the next year, he plans to have a reasonable acreage every year. It almost surely pays:

Make Liberal Seed Sowings

Don't risk your entire success on one variety or on one planting of a number of varieties. With a little experience you will soon find out what kinds do well on your land and in your market. Put in frequent sowings of these kinds every few days so that when soil conditions are right you will have plants ready to set out, neither too young nor too old. The cost of the seed of the plants not reaped is a mere trifle compared with the success at which you aim. If you skimp on the seed needed in the first place and put in one planting only, possibly soil conditions may be unfavorable when your plants are ready to set. We always try to raise more plants than we shall need. This year planning for one hundred forty acres of Asters, we put in enough seed in the first place to set out almost three hundred acres. As a result, although it was the most unfavorable spring ever known, we succeeded in getting in almost as large an acreage as we originally planned. If our Aster growers last spring had followed this plan, there would not have been such a scarcity of Asters this fall. This advice is offered in the hope and the confidence that it will increase the prosperity of our Aster growers who are engaged in a rapidly growing and an increasingly profitable industry.

Our Last Testimonial

Here are a few extracts from a letter of a wise grower received today, January 5th, 1917. The letter shows what can be done in an "off year."

"I herewith enclose an order of seeds which I need for my next year crop of Asters and wish you would quote me your lowest price, as I do not care to wait for your catalogue, as I wish to be sure of my seed. I expect them to grow and bloom in order named for a continuous bloom from latter part of August to some time in October. Have you any suggestions to make of improvement in the choice of varieties? I tried out most all of your varieties two years ago."

My great success this year of \$910.00 clear above commission and express charges from less than one acre has made a number of growers anxious to try them.

This land had no manure or fertilizer whatever, is a sandy loam, but was clean and cultivated and hoed often. The enclosed picture was taken after two thirds of the season was gone."

Florists' Offer, No. 1

For the benefit of florists who want only a small quantity of each variety for trial purposes, we offer one retail packet each of any six of our newer varieties, your choice, including our booklet "How to Grow Asters," regular price 10 cents, for 90 cents.

Florists' Display, No. 2

One packet each of any twelve varieties, twelve packets in all, including "How to Grow Asters," \$1.75.

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

Fifty packets, your choice, one each of any fifty kinds mentioned in this book, including all of our novelties, our booklet, "How to Grow Asters," and a handsome lithographed picture of Asters with no wording or advertising of any sort, \$5.00.

Florists' Gold Medal Offer, No. 5

For florists who desire to make the largest possible displays in varieties and colors of high grade Asters, we offer one packet each of seventy-five varieties of Asters, including all that are offered in this book and additional varieties from our retail catalogue, seventy-five packets in all, amounting to nearly \$12.00 at regular retail prices, our booklet, "How to Grow Asters," and the Aster picture described above, \$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 disease 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.

Vick's
Lavender - Pink
"Rochester"
Aster



THE OFFICIAL FLOWER
of the CITY OF ROCHESTER

See Page three



James Vick's Sons
Rochester, N. Y.
THE FLOWER CITY

*Largest Growers of High Grade Asters
in the World*

