

Contents



List of Illustrations	vii
Foreword	xi
Acknowledgments	xv
Introduction	1
<i>Chapter 1:</i> Vick the Writer	6
<i>Chapter 2:</i> Flowers in the Garden: Flora, Goddess of Flowers	14
<i>Chapter 3:</i> The Garden Industry in the Nineteenth Century	25
<i>Chapter 4:</i> Women and Flowers	43
<i>Chapter 5:</i> Flower Garden Fashion	52
<i>Chapter 6:</i> The Vick Seed Company: Founded on Flowers	58
<i>Chapter 7:</i> The Garden Catalog: Means of Business	71
<i>Chapter 8:</i> Promoting the Seed Business	80
<i>Chapter 9:</i> Building His Business	90
<i>Chapter 10:</i> Vick Lays Out the Flower Garden	98

<i>Chapter 11:</i>	Vick Sells the Same Flowers Year after Year	112
<i>Chapter 12:</i>	Victorian Flowers That Vick Loved	123
<i>Chapter 13:</i>	Vick's Success: We Still Love His Victorian Flowers	133
	Conclusion	142
	Postscript	147
	Notes	149
	Bibliography	159
	Index	165

Illustrations



1.1 James Vick	11
1.2 Phlox and pansy	13
2.1 Chromo E. <i>Flora's Jewels</i>	16
2.2 Dahlias	21
2.3 Roses	23
3.1 Thomas Handasyd Perkins	27
3.2 Boston Athenaeum, 1855	29
3.3 Pinetum of Horatio Hollis Hunnewell	31
3.4 A new home with flower beds on the lawn	35
3.5 A vegetable garden	39
3.6 Vick's home with fields of tulips on the south side of East Avenue	41
3.7 Carpet bed	42
4.1 Humphry Repton's painting of the rosarium, <i>The Rosary at Ashridge</i> (1816)	44
4.2 Jane Loudon's <i>The Ladies' Companion to the Flower Garden</i> (1841)	45

4.3	Nineteenth-century indoor gardening	50
5.1	Flower bed on the lawn	55
5.2	Geranium	57
6.1	Chromo D. Vase containing thirty-six winter flowering bulbs	60
6.2	Vick's house on East Avenue	62
6.3	Vick seed house, downtown Rochester, 1873	63
6.4	Storefront of the Vick Seed Company, 1873	64
6.5	Ornamental climbers	66
6.6	<i>Amaranthus</i> 'Sunrise'	67
6.7	Conservatory	68
6.8	Annual phlox	70
7.1	Seed, bulb, and plant offerings in <i>Vick's Floral Guide</i> , 1880	72
7.2	Flowery front cover of Vick's seed catalog, 1874	75
7.3	Abutilon	79
8.1	"Annual" section in the seed catalog	81
8.2	The first-floor interior of Vick's seed store	83
8.3	Ad for <i>Vick's Floral Guide</i> in <i>American Agriculturist</i> , December, 1881	85
8.4	Carnations	88
9.1	Order room	91
9.2	Packing room	91
9.3	Bindery	92
9.4	New Vick seed house in 1880	94
9.5	Verbena	96
10.1	The Butts residence in Rochester	99

10.2	Landscape plan with flower beds on the lawn	100
10.3	Home lawn with flower bed	102
10.4	Flower bed with ricinus, canna, and caladium	104
10.5	Perennial garden	106
10.6	School house before flowers	107
10.7	School house after planting flowers	107
10.8	A vase on the lawn	109
11.1	Sweet pea	114
11.2	Petunia	116
11.3	Hybridizing petunias at Vick's flower farm	117
11.4	Crossing single petunias with pollen from double flowers at Vick's flower farm	118
11.5	Asters	121
11.6	Annuals	122
12.1	Begonias	124
12.2	Morning glory	127
12.3	Gaillardia	129
12.4	Tulips	132
13.1	Bedding plants	137
13.2	Coleus	139
13.3	Pansies	141