



SALUTE THE MARIGOLD!

For the National Floral Emblem of the
United States of America.

The Marigold is a native of The American
Continent and of No where else in the world.

The American Marigold is not the National
Flower of any other country.

Front and back side of card.

Smithsonian Institution, Archives of American Gardens, W. Atlee Burpee & Company Records – Accretion 2, Salute the Rose/Salute the Marigold card, 1961, “National Floral Emblem, Publicity, Washington, D.C.,” Box 348, Folder 11.

Santa Paula Farms
July 15, 1961

Earle Palmer Brown & Associates
1523 L Street, N.W.
Washington, D.C.

Dear Gil:

As I could not get you or Ken Stedman on the phone late yesterday, I phoned Bill Burpee close to midnight and gave him copy for a card, or slip of paper, that I think you should distribute Monday.

It seems to me that you should employ some girls and have them distribute this to the people as they enter the room in which the Rose Party is given. However, let a few people get in first, so that the hosts will be busy receiving them and will not be so apt to stop distribution of our propaganda.

I think also, at about the same time, you should have a girl at every entrance of the hotel distributing the cards, or slips of paper, to everyone who enters the hotel.

Of course, you will try to get this piece of propaganda out to the newspapers, columnists, Associated Press, United Press, etc. If you think well of it, you might also have a copy distributed to the office of each Senator and Representative. The project of course is in your hands.

With best wishes,

Sincerely,

Copy of David Burpee's letter to Gilbert Violante, 15 July 1961. Violante worked for Earle Palmer Brown and Associates, a public relations and advertising firm hired by David Burpee.

Smithsonian Institution, Archives of American Gardens, W. Atlee Burpee & Company Records – Accretion 2. David Burpee to Gil Violante, July 15, 1961, "National Floral Emblem, Publicity, Washington, D.C.," Box 348, Folder 11.