

Burpee, W. Atlee, & Company Leaflets

W. Atlee Burpee & Company Leaflets

1899-1915



Title Statement

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Profile Description

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Language Usage: Description is written in: English, Latin script.

Descriptive Summary

Unit ID

Ms.2022.010

Unit Date

1899-1915

Language

The materials in this collection are in English.

Abstract

This collection contains numerous leaflets from the W. Atlee Burpee & Company from 1899-1915. The leaflets discuss planting, seed growing, and other agriculture strategies, and other gardening strategies for American gardeners, farmers, and planters.

Creator

W. Atlee Burpee Company

Extent

0.1 Cubic Feet 1 folder

Repository

Special Collections and University Archives, Virginia Tech

Administrative Information

Conditions Governing Access

The collection is open for research.

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Source of Acquisition

This collection was acquired by Special Collections and University Archives prior to 2012.

Processing Information

The processing, arrangement, and description of the W. Atlee Burpee & Company Leaflets was completed in April 2022.

Preferred Citation

Researchers wishing to cite this collection should include the following information: [identification of item], [box], [folder], W. Atlee Burpee & Company Leaflets, 1899-1915, Ms2022-010, Special Collections and University Archives, Virginia Tech, Blacksburg, Va.

Administrative History

Washington Atlee Burpee (1858-1915) left medical school in 1876 to establish his own company that specializes in seeds. He created the W. Atlee Burpee & Company (also W. Atlee Burpee Company or "Burpee"), which introduced new, improved seeds for different produce, such as a new cabbage, carrot, lima bean, celery, and others. He first marketed "Iceberg" lettuce in 1894 and started a plant catalogue for farmers in need of seeds. Burpee researched and bred different vegetables for America's climate and gardens. He passed away in 1915, leaving the company to his son David Burpee.

David continued his father's legacy and started to breed different hybrids of flowers. He ended up creating one of the first-ever White Marigold in 1975. He still researched and bred different vegetables, creating new variations for tomatoes and cucumbers.

George Ball of George J. Ball, Inc., bought Burpee in 1991, becoming its president, and the company continues to be an innovating force for different types of vegetables, fruits, herbs, and flowers.

Sources:

- Burpee, "Company History", <https://www.burpee.com/company-history>, accessed April 2022.
- Smithsonian National Postal Museum, "W. Atlee Burpee Company", *America's Mailing Industry* virtual exhibit, <https://postalmuseum.si.edu/exhibition/america%E2%80%99s-mailing-industry-industry-segments-catalogs-and-the-mail-order-industry/w-atlee>, accessed April 2022.

Scope and Content

This collection contains over 20 paper leaflets from the W. Atlee Burpee & Company of Philadelphia, Pennsylvania, from 1899 to 1915. Each leaflet discusses a variety of gardening tips, different plants and seeds history, and other planting strategies. Some leaflets include outside help and notes from other gardeners, researchers, and companies about planting.

Related Materials

VT Special Collections and University Archives has several publications from W. Atlee Burpee & Company in the Rare Book Collection, which can be requested online via the library catalog.

Keywords

Agriculture
Culinary pamphlets
History of Food and Drink

Rights Statement for Archival Description

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Description of Subordinate Components

The Best Seeds that Grow Leaflet

Unit Date 1899

folder 1

Roots for Stock and Winter Market Leaflet

Unit Date 1900

folder 1

Salads and Garnishes: Their Use and Cultivation Leaflet

Unit Date 1901

folder 1

Culinary Herbs: Their Uses and Cultivation Leaflet

Unit Date 1902

folder 1

Remedies for Insect Pests in Vegetables and Flower Gardens and Conservatories Leaflet

Unit Date 1911

folder 1

Directions for Preparing and Seeding a Lawn Leaflet

Unit Date 1904

folder 1

How to Make an Asparagus Bed Leaflet

Unit Date 1904

folder 1

New of Little Known Forage Crops Leaflet

Unit Date 1904

folder 1

How to Grow Cucumbers, Squashes, and Pumpkins Leaflet

Unit Date 1908

folder 1

Melons for All Leaflet

Unit Date 1907

folder 1

The "Home Hamper" Leaflet

Unit Date 1907

folder 1

Horse-Radish, Rhubarb, and Spinach Leaflet

Unit Date 1907

folder 1

How to grow Beans Leaflet

Unit Date 1908

folder 1

How to Grow Tomatoes Leaflet

Unit Date 1908

folder 1

How to Grow Nasturtiums Leaflet

Unit Date 1914

folder 1

Onions From Seed Leaflet

Unit Date 1908

folder 1

How to Grow Garden or Culinary Peas Leaflet

Unit Date 1908

folder 1

How to Grow the Finest Asters Leaflet

Unit Date 1908, 1914

folder 1

Early Vegetables Plants for the Garden or Field Leaflet

Unit Date 1909

folder 1

How to Grow Fine Celery in the Home Garden Leaflet

Unit Date 1909

folder 1

How to Grow Flowers in the House Leaflet

Unit Date 1910

folder 1

The Success of Two Missouri Boys Leaflet

Unit Date 1911

folder 1

Manures Leaflet

Unit Date 1910

folder 1

The Spencer Type of Sweet Peas Leaflet

Unit Date 1914

folder 1

How to grow Potatoes Leaflet

Unit Date 1912

folder 1

How to grow Sweet Peas Leaflet

Unit Date 1912

folder 1

Cabbage and Cauliflower Leaflet

Unit Date 1913

folder 1

Suggestions on Seed Sowing Leaflet

Unit Date 1915

folder 1

"The Plain Truth" is our Aim! Leaflet

Unit Date 1915

folder 1

Checker Slip

Unit Date undated

folder 1