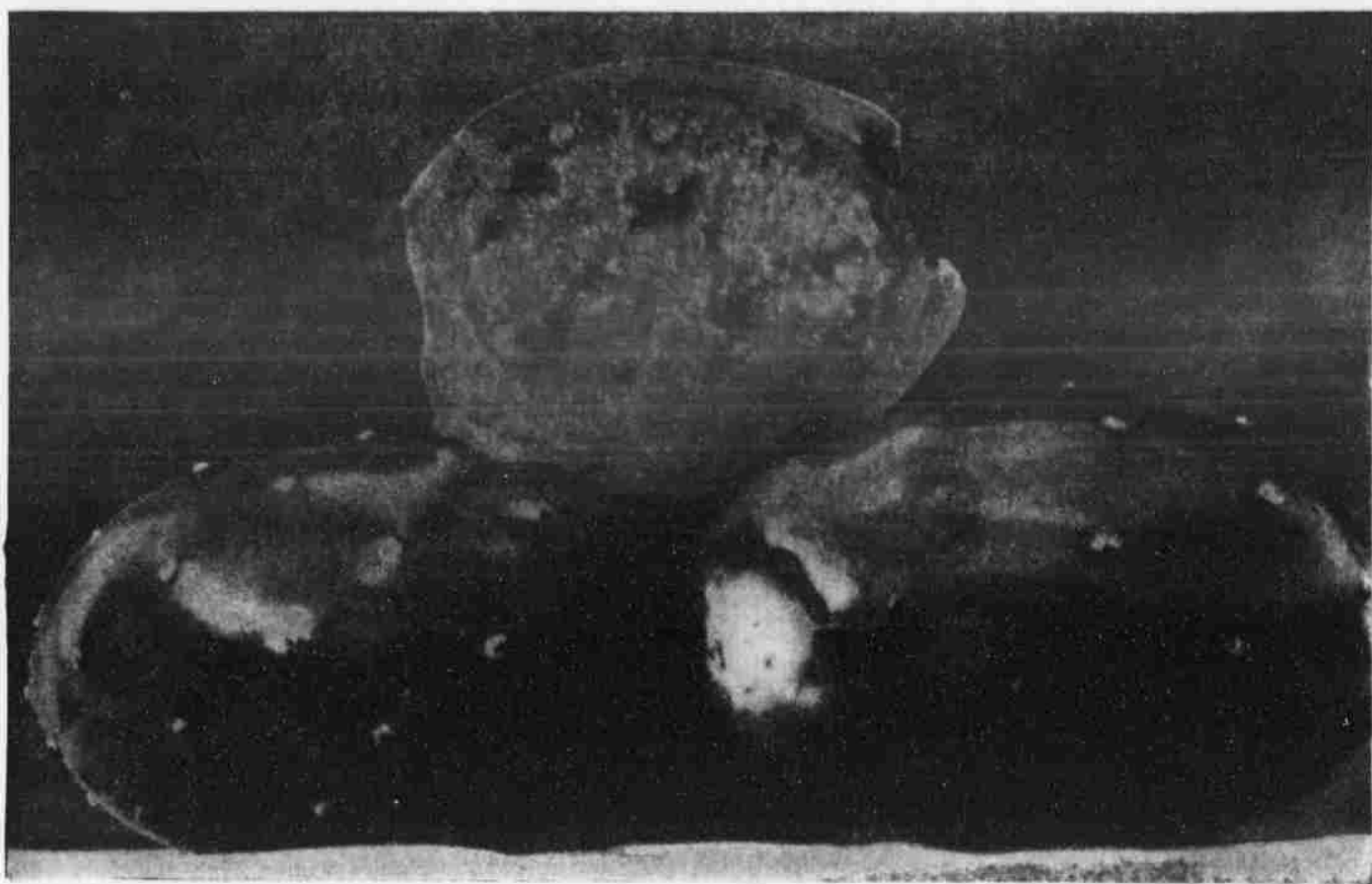


SUPPLEMENT TO
THE OMAHA SUNDAY BEE
LUTHER BURBANK SECTION

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The New Edible Cactus Fruit

Direct Color Photographic Reproduction

This is the first color reproduction ever published of the luscious new fruit which Mr. Burbank has coaxed from the desert cactus. This fruit contains almost as much moisture as watermelon, and has a flavor between that of the pineapple and the raspberry. Even under unfavorable conditions this new form of cactus has produced as much as seventy-five tons of this delicious fruit per acre per year. A color reproduction of the fruit as it grows on the cactus is shown on pages eight and nine of this section.

The editorial matter and illustrations for this interesting Luther Burbank section were supplied by The Luther Burbank Society. This Society, numbering among its members some of the foremost men and women of America, was chartered by the State of California for the purpose of giving the broadest possible dissemination to Luther Burbank's methods and discoveries, so that, instead of being permitted to die with him, the whole world may learn and apply and profit by them. The Society is not organized for profit and is supported by the fees paid by its members. In the work of arousing interest in these newer and better methods of agriculture, horticulture and plant improvement, The Society has prepared a number of specific bulletins or monographs, illustrated with direct color photograph prints, which are intended to give practical aid to the farmer, fruit-grower, gardener and flower lover in his or her daily work—whether this work is undertaken as a means of livelihood, or merely as a source of pleasure.

These bulletins or color monographs will be sent free to those who write. See pages 15 and 16.