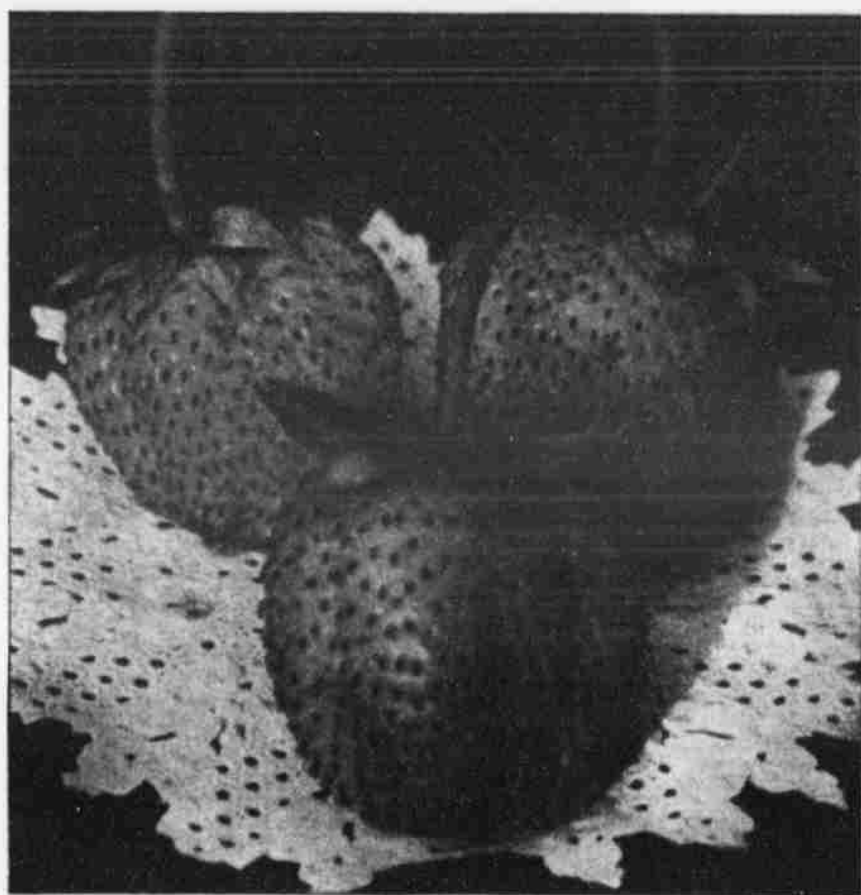


A New Burbank Strawberry



Reproduced
From a Direct Color Photograph
Exact Size

LUTHER BURBANK says that the strawberry of today is no further advanced than the potato was forty years ago.

Many varieties are imperfect in blossom.

Others are adapted only to certain soils and special conditions of culture.

Many are subject to various foliage diseases.

Some produce only one crop and then disappear.

Others produce too many "nubbins" or imperfect berries.

Others are "home" berries—good for only a few hours after picking—lacking the firmness and durability for shipping.

And so on, through a thousand faults,

from producing too much fruit and insufficient runners, to producing too many runners and insufficient fruit.

For more than twenty-five years Mr. Burbank has been working to breed the strawberry into a staple plant which will thrive in almost any soil, and which will bear luscious fruit practically from frost to frost.

To do this he has imported strawberries from every climate and from every condition of soil, his aim having been to cross-breed these and to match the tendencies of one parent against those of another in order to produce a large, delicious, firm fruit—on a vine which is hardy, long-bearing and easily cared for.

Thus he has crossed berries from cold

climates with those from warm—striving to preserve the hardiness of the one and the size and flavor of the other.

More than a thousand of such crosses have been made and among the results have been many wonderful berries—some almost, but not quite, accomplishing his ideal.

As a result of last season's work, however (which produced the berries shown in the direct color photographic reproduction above), Mr. Burbank expects to be able to announce soon the production of a perfect strawberry as well as to tell the world the methods employed, and the strawberry facts discovered throughout the years during which he has made this research.