



The Home of The Luther Burbank Society

AT THE left is shown a photographic reproduction of the old Luther Burbank Homestead, on the Burbank Experiment Farms at Santa Rosa, Cal., which is now the home of The Luther Burbank Society.

It is particularly fitting that this old homestead, the scene of Mr. Burbank's early California struggles, and located in the very midst of his wonderful plant creations, should now be given over to The Society which has been organized to aid the widespread dissemination and application of his methods.

In spite of Luther Burbank's achievements, his methods until now have been a sealed book. It is as if the secret of the telephone, the incandescent light, the sewing machine, were locked in the brains of their inventors so that the world, unknowing, derived no benefit.

Yet Luther Burbank's discoveries are of greater importance to the world, by far, than any mechanical invention—no matter how great—for they affect the basic industry of the world—the industry upon which all other industries depend—growing things from the soil.

And they make it possible for every man who owns or rents to increase the pleasure and the profit derived from the product of his own particular soil.

How Luther Burbank's Discoveries are to be Given to the World

THE METHODS which Luther Burbank has used are the simplest kind of spade-and-shovel methods.

They are not limited to California, but can be applied wherever plants grow from the soil.

They will produce results for the woman who has but a kitchen garden or a front yard flower plot, or for the man with a thousand-acre tract.

They can be put into practical use by the owner of an eighty-acre farm—to make it yield one hundred and sixty acre crops.

They require neither genius to comprehend, nor investment to carry out.

Once explained, no one of average intelligence could fail to understand, or to apply, or to succeed, or to profit by them.

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In order that Luther Burbank's methods and discoveries may be perpetuated and made available to the whole world, instead of being permitted to die with him, The Luther Burbank Society has been organized.

Chartered by the State of California, The Society has no capital stock, no power to incur debts or earn profits.

Its purpose is solely to assist in the widespread dissemination of his teachings, and to make it possible for this dissemination to take the most practical form, so that the greatest number may profit in the greatest degree.

The Luther Burbank Society has nothing to sell—and makes no charge for any service which it renders. It derives its income from the fees paid in by its members, and its membership rolls include hundreds of the foremost men and women in America—men and women who are recognized leaders in the many varied lines of endeavor which they represent.

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Already the results of Luther Burbank's forty years of experiment have been tabulated, classified, analyzed and placed in clear, understandable language.

Already The Luther Burbank Society has overcome many serious obstacles.

Principal among these was the method of illustrating Mr. Burbank's methods and creations by pictures.

Throughout Mr. Burbank's whole experience he has kept photographic records of his work—black and white photographs—thousands of them—and wonderful photographs they are.

But color plays an important part in Mr. Burbank's every operation—it is, in fact, the very basis of an understanding of plant breeding.

When The Society entered on its work there was no practical, satisfactory means of making and reproducing accurate color pictures.

In order to overcome this difficulty, a series of experiments was begun on Mr. Burbank's home grounds, under the direction of an officer of The Society,

toward the perfection of color photography to a point where it might be used as a medium.

The result was that after the expenditure of many thousands of dollars, and after countless discouragements, a method was perfected which now makes it possible to photograph plants in their actual colors and to reproduce these photographs on paper, every tint and hue absolutely true to nature—at a minimum of expense.

Thus The Luther Burbank Society is now in a position to publish Mr. Burbank's discoveries to the world and to illustrate them with these wonderful new exclusive color photograph prints; so that, in fact, through these vivid color pictures, it is as if the reader were in Mr. Burbank's presence, watching him at his work, and seeing the things which Luther Burbank is seeing and explaining.

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Already a number of monographs on specific subjects, illustrated by these new direct color photograph prints, have been prepared by The Society.

These are intended for free distribution to those who are sufficiently interested in plant improvement or general progress to be helped by them.

They are not for sale at any price.

They are not intended for the idly curious. But they will be gladly sent on application to those who feel a serious interest in the work.

An application form will be found upon page 16.