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1911

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Dinner, Oscar E. Co. Chicago



LUTHER BURBANK'S
BOUNTIES
FROM
NATURE TO MAN



Respectfully presented to

PRESIDENT

No.

Date





orig. Mar. 17, 1911

SB63
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An Appreciation



HE Governor of California has had, and will have many pleasant duties to perform. But none of them has been and none of them will be quite so pleasant as that which he is this evening called upon to perform, viz.: express the high regard in which this

evening's honored guest is held by the people of this state.

"Working quietly and modestly among his trees and vines our friend Burbank has worked what, to our lay minds, appear almost like miracles. He has changed the characters and appearance of fruits and flowers, turned pigmies into giants, sweetened the bitter and the sour, transformed noxious weeds into valuable plants and verily set the seal of his approval upon much that to him and us seems wrong in Nature's handiwork.

"For us he has done much; and to him the whole world is indebted; we marvel at the skill with which he has worked his many miracles.

"Burbank, like Columbus, has shown us the way to new continents, new forms of life, new sources of wealth, and we, following in his footsteps, will profit by and from his genius."

GEORGE C. PARDEE,
Governor of California.

At a banquet given by the California State Board of Trade in honor of Luther Burbank, September 14th, 1905.



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OSCAR E. BINNER CO.

SIXTH FLOOR AMERICAN TRUST BLDG.

CHICAGO

Luther Burbank's Publishers

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Luther Burbank

Introductory



UTHER BURBANK, recognized as the world's greatest originator of valuable plant life of any age, has exerted an unique influence by his discoveries and products, which he has freely given to the world of commerce and beauty. No

inventor, discoverer or scientist of this age has benefited humanity as a whole to the same extent as Luther Burbank; scientific researches serve the purpose of science; electrical and industrial inventions primarily enrich the capitalists, and only indirectly the public; Luther Burbank's discoveries are not patented or exploited for the benefit of capital, but given to the world freely, quietly and unostentatiously, have produced more wealth direct to the public than most of the great inventions, and have directly increased the profits of every individual engaged or interested in the pursuit of land-culture in every form.

Benefits To Humanity

Commercial

It is impossible to even estimate the possibilities and wealth created by Burbank's discoveries. A faint idea may be gathered from the following: one kernel added to each head of corn, wheat, oats, barley, grown in the United States will produce without cost or effort the following number of extra bushels:

Barley	1,500,000	Wheat	15,000,000
Corn	5,200,000	Oats	20,000,000

One tuber added to each potato plant produces 21,000,000 extra bushels for each crop.

According to an official statement of the United States Department of Agriculture at Washington the Burbank potato alone is adding seventeen million



BURBANK'S SHASTA DAISY. Natural Size and Color.

California

“Burbank has enriched the world with thousands of fruits and flowers, which but for him would have existed among the conceivable possibilities of creation. He has helped mankind by increasing enormously the economic value of plant life.”

—David Starr Jordan, President Stanford University.

Commercial Benefits—continued

dollars a year to the agricultural productivity of this country.

Every cent added to the pound value of the Prune crop by improving its quality means an additional revenue of two million dollars a year to the growers of California alone. Every pound of prunes added to each tree means an additional million dollars a year to the one State. The commercial value of Burbank's Thornless Cactus and Royal Black Walnut is so immense and of such voluminous importance to the United States and foreign nations, that mere figures, without analysis, would seem preposterous, and as this space is limited, the information is published in a separate pamphlet entitled "Rejuvenation of Desert and Forest," mailed free on request.

Moral Benefits

The moral value of Luther Burbank's work is even greater than the commercial value: the more nature is beautified, the nearer it is brought to mankind; the greater the reason for closer kinship with nature, the cleaner and healthier human life becomes. Plant life and human life are so closely interwoven, that in training plant life to produce its best for humanity, Luther Burbank directly influences human life to keep pace with plant life.

"His actual, practical gifts to the race are beyond comparison, and can not be estimated in millions of dollars or even in great statements of the advance in man's physical comfort and welfare."

—Benjamin Fay Mills.

Telling His Methods to the Public

Motive

For the last twenty-five years Luther Burbank has been continuously besieged by people in all parts of the world for information bearing upon his discoveries. It is a physical impossibility to satisfy the inquiries, there being no published records of his methods.

Boston

"Luther Burbank sold five leaves of Spineless Cactus for enough to build him a new home. Cactus with the thorns eliminated by intelligent cultivation has great possibilities as a forage crop in arid districts, and the five leaves sold by the great scientist of the plant world went to a foreign government for propagation purposes."

—Boston Herald.



BURBANK'S WALNUT TREE.—Will grow to a height of 80 feet, and a circumference of 6 feet (at the height of a man's head) in 17 years, as against a height of 20 feet and a circumference of 1½ feet of a native walnut tree in 35 years. Mr. Burbank's black walnut, the "Royal," is the lumber tree of the future. Within twelve years from planting its lumber would yield \$3,000 per acre, without care or outlay, save the cost of planting (which does not exceed \$2.00 per tree), taxes and interest.

New York

“The laborer is worthy of his hire, and Mr. Burbank should reap abundantly the rewards of his indefatigable persistence and potent investigations. For one thing it is to be hoped that before his pen drops from his hand, he will put forth a book which will tell us whereof he knows, so as to add to the comfort, the health, and delectation of his fellowmen, who shall profit by the beneficent results of his wonder work when he, too, shall have passed over to the silent majority.”

—The Christian Work and Evangelist.

Motive—continued

These demands come in by the thousands and have of late assumed such proportions, that he has found it necessary to give the public free access to all the facts by publishing a full and detailed account of his experiments and discoveries, covering a period of 35 years.

Publishing Rights

Close and intimate association with Luther Burbank resulted in the exclusive right and privilege of publishing his work in the United States and Foreign Countries having been conferred upon Mr. Oscar E. Binner of the Binner-Wells Co., known to the printing, publishing and advertising world as the "House of Quality." The Oscar E. Binner Co. was then established for the express purpose of carrying out the great task of preparation, publication and popular distribution of the records of Luther Burbank in book form.

Contents

The first edition will be published in five volumes. Every step of Mr. Burbank's researches and discoveries, presenting 35 years' work in producing new and improved varieties of fruits, flowers, trees, vegetables, grains, grasses, nuts, forage plants, etc., from his first experiments to the present time, will be fully recorded in detail in plain language, so that anyone can follow his methods with successful results.

Illustrations

The books will be practically illustrated from hundreds of photographs and full page paintings in natural colors, made directly from the subjects, under Luther Burbank's supervision. The illustrations in this prospectus are specimens and were reproduced by the Binner-Wells Co. ("The House of Quality").

Washington

"I consider Burbank's work the most important ever done for American horticulture, both as to results obtained and in the educational value of his example."

Walter T. Swingle,
U. S. Dept. of Agriculture.



BURBANK'S PEARS.—A delicious combination of the Bartlett and Le Conte, and fully four times as productive.

Indiana

“He has produced new fruits, he has discovered new flowers, not an orchard but will be enriched as the outcome of his work, not a garden that will not be more beautiful because of his discoveries:—**American Farmer.**”

Value

The value of these books to humanity will be appreciated when it is known on what an enormous scale Luther Burbank conducts his experiments. While a great deal has been published in every part of the world about his work, the general public has but a faint idea of its economic importance to nations, or of the wealth realized by individuals through taking advantage of his discoveries.

Importance

In these books the world will be presented, for all time to come, a text of such vast commercial and social importance as has never been told by man in any age; a text that will teach the owner of an acre or more of ground everywhere to make it yield the greatest and best results; a text that will relieve city congestion through making country and suburban life attractive to everybody; a text that will provide a solution for the problem of ever-increasing demand for the products of the earth. The Almighty made at one time all the earth that He will make, there will be no second crop, but population increases with each generation and the demand for food is just as certain to grow as the quantity of earth is to remain stationary.

“Nature has long waited for this man. All of the discoveries of the world have not equaled those made by Luther Burbank.”

—*Rev. Dr. Newell Dwight Hillis.*

World Wide Field

No effort or expense will be spared to make the books the most complete and instructive ever published, and their price will be placed within the reach of all. They will be translated into a number of foreign languages and will become the Bible of Plant Life to every farmer, every gardener, every fruit grower, and every lumberman. As they will teach how to convert desert into field or garden, and how to make several blades of better grass grow where now there is only one, it is safe to say that at least ten per cent. of the population everywhere will want and consider the books a necessity.

Kansas

“Every one of Burbank’s plants is a monument in his honor.”

Prof. C. C. Georgeson
Kansas State
Agricultural College.

New Jersey

“The world will certainly be vastly richer for what his hands have accomplished, and the consciousness of being instrumental in such work must be a source of untold happiness to him.”

— L. F. Spencer,
Cashier First Nat’l Bank,
Ridgewood, N. J.



Extract from

THE MOTIVE

from
LUTHER BURBANK'S
own manuscript for the first volume of his
forthcoming books.

“The very existence of the human race in its present state of civilization is absolutely and unquestionably dependent upon the improvements that have been made upon our cultivated plants. Take away these improvements produced by the brain and hand of man, and the human race would at once perish, or at best be reduced to grass-, root-, herb-, and bark-eaters.

“Almost every fruit, nut or grain we eat; almost every flower that yields us its fragrance; almost every tree that furnishes us shade, has been improved by cultivation and selection. Sometimes consciously—often unconsciously—have these developments been attained, but a knowledge of the fundamental principles involved in the definite and speedy production of these improved variations has never been very clearly comprehended, or appreciated, until of late. A new creation in grains, fruits, flowers, or even trees does not surprise us now as it did only a decade ago. These new and improved combinations of qualities that have been made inherent in plant-life by intelligent guidance when carried on so as to produce distinct and striking forms, especially those of great value, can be far more properly called new Creations than can new conceptions in art, new figures in statuary, new pro-



The Motive—Luther Burbank—Continued.

ductions of the brain in the form of literature or music, or creations of new types of government; for the very creative forces themselves are guided and controlled in the development and construction of these new forms of life.

“The methods employed in producing these new creations are in general those outlined by Charles Darwin and others, but the actual production of the new forms has been on a much larger scale and broader plan than had ever before been undertaken, numerous combinations having been effected that before had been generally thought impossible. These new creations are living exemplifications of the knowledge that the life-forces of plants may be combined and guided to produce results that could not have been imagined possible by those who had given the matter little thought.

“For the last twenty years or more I have been constantly besieged by people in almost every station in life, and have received thousands of letters each year, and some years of late have been waited upon by nearly as many thousand visitors in person, eager to learn by what means these results in plant-life have been produced.

“These demands for information have lately become so constant and insistent from all parts of the civilized world, that at last I have found it necessary, for the benefit of those interested in the work of plant improvement and as a matter of self-protection, to describe so far as possible the methods, processes, failures, and successes accompanying my experiments. These descriptions are for the benefit of all who desire to know more of the work, and that the general public may have free access to all the facts.

“The forthcoming volumes are for the people, not for the scientific investigator, and I hope to tell the



STILL IMPROVING THE BURBANK POTATO, which according to the U. S. Department of Agriculture is adding \$17,000,000 a year to the wealth of the country.

Kansas

“I wonder if you realize how general is the public interest in your work. I have been interviewed more than a score of times about your work since my visit, and requested to write paper articles. Rev. Mr. Sheldon, to whose church I belong, recently gave a lengthy and very sensible prelude to his sermon on your work. It is very gratifying and clearly indicates that scientific plant breeding can be made general.”—Prof. W. A. Harshberger, Washburn College, Topeka, Kan.

Luther Burbank

Adapted from Encyclopedia Americana.



LUTHER BURBANK, American plant breeder, born in Lancaster, Mass., March 7, 1849. Moved to Santa Rosa, Cal., in 1875 where he has since resided and carried on his work. The many and important creations of fruits, flowers and vegetables have made him the best known plant breeder in the world.

The characteristics which are special factors in the success of his work are: the large extent of his experiments, the keenness of perception of slight variations in plant qualities, and the rapidity with which he develops new qualities. But the final and most important factor in Burbank's success is the inherited personal genius of the man, whose innate sympathy with Nature, aided by the practical education in plant biology, derived from 35 years of constant study and experiment enable him to perceive correlations and outcome of plant growth which seems to have been visible to no other man.

The history of Burbank's life is the history of his work.

Fruit

Burbank has originated and introduced a remarkable series of Plums and Prunes, and some of them notably the Gold, Wickson, Apple, October, Purple, Chalco, American and Climax Plums, and the Splendor and Sugar Prunes are the best known and the most successful kinds now grown. In addition he has produced a stoneless Plum, and has created the Plumcot by crossing the Japanese Plum with the Apricot.

The Bartlett Plum is a cross of the bitter Chinese Simoni and the Delaware, a Burbank product, and has the exact fragrance and flavor of the Bartlett pear. The Climax Plum is a cross of the Simoni and the

California

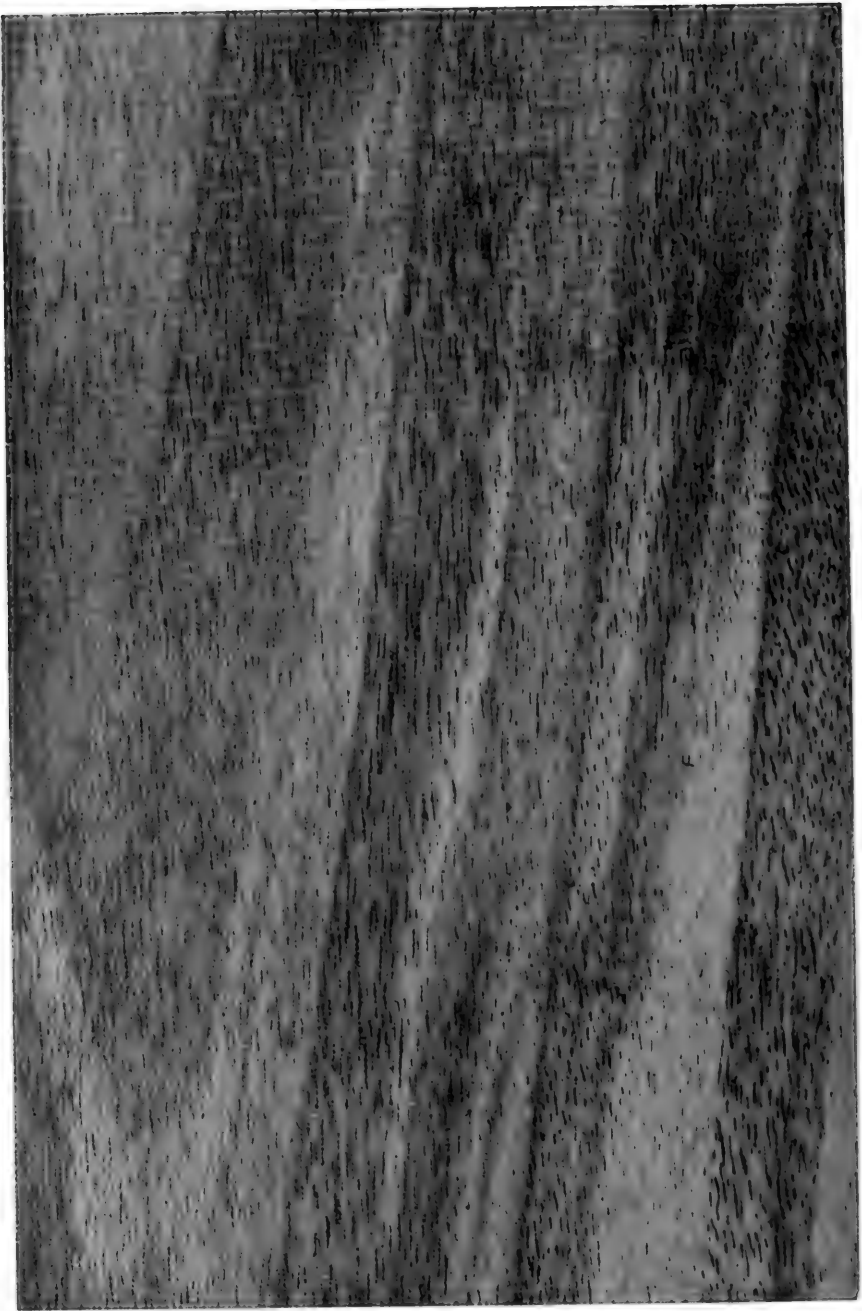
"Every thought of his is charged with philanthropy, the furnishing of greater beauty or richer sustenance at lower cost to the human race."

—E. J. Wickson,
Dean
University of California.

Chicago

"Luther Burbank in his work stands forth in the world alone. He is scientist, inventor, discoverer, the Edison of plant life, a disciple of Darwin in the evolution of plants and a master workman in the learning of his craft."

—Hamilton Wright,
The World Today.



ROYAL BLACK WALNUT.—Specimen finished by Scholle Furniture Co., 222 Wabash Ave., Chicago. It resembles tropical mahogany, and is as hard as the old-fashioned Black Walnut, but has a finer grain and takes a higher finish. Owing to the scarcity of Black Walnut, this wood is worth from \$200 to \$700 per 1,000 feet, board measure. Will grow anywhere and produce about \$3,000 of lumber to the acre within 12 years after planting.

Fruit—continued

Japanese Triflora. The Chinese Simoni produces almost no pollen, but few grains of it ever having been obtained, but these few have enabled Burbank to revolutionize the whole plum shipping industry.

Burbank has originated and introduced the Van Deman, Santa Rosa, Alfa, Pineapple, Number Eighty, Flowering Dazzle and other Quinces; the Opulent Peach and the Winterstein Apple.

Berries

His experimentation with berries extended through 30 years of constant attention, and has resulted in the introduction of a score of new commercial varieties of dewberries, blackberries, raspberries, strawberries and cherries.

Among these may especially be mentioned the Primus, which ripens its main crop before most of the raspberries or blackberries commence to bloom. The Iceberg, with beautiful snowwhite berries, so nearly transparent that the small seeds may be seen in them. The Japanese Golden Mayberry, Cuthbert, Phenomenal and Himalaya berries and the latest Patagonia strawberry which is essentially a home berry, easy to raise, producing great quantities of large, firm, pineapple-sweet berries, without the usual care necessary to produce good strawberries. It is the first of a new race which has come to make strawberry growers rejoice.

Commercial Value

A glimpse of the commercial value of Burbank productions may be gathered from the fact that the "Burbank," the earliest of large cherries, (see page 30) and unsurpassed by any cherry of any season, brought at wholesale public auction \$7.50 per 10 pound box in car-load lots, and later sold at a fabulous price of \$31.00 per box of 10 pounds.

Lumber

By crossing the native California Black Walnut with an English Walnut and a New England Black

Virginia

"While I have long been impressed with Mr. Burbank's work, I am now overwhelmed with the vast amount of good which he has been able to accomplish. I respect his work above all that has ever been done for horticulture."

Prof. Wm. B. Alwood
Horticulturist and Mycologist
Virginia College
& Experiment Stations.

Indiana

"Burbank's 'Gold' plum is simply the greatest plum ever produced in this country."

—G. A. Grass,
Troy, Perry County, Ind.



THORNLESS BLACKBERRY—Produced by Mr. Burbank. Notice how much sturdier it is than the ordinary thorny branch.

New York

“One need not be a farmer to be interested in farming. The work of a man like Luther Burbank appeals to an immense constituency. . . . You feel his kind and gentle spirit and before you know it you love him. In visiting his place, one feels regret that record is not being made of his rich results. His work makes for progress.”—Prof. L. H. Bailey in “The World’s Work.”

Lumber—continued

Walnut he has produced the Paradox and Royal Walnuts, staunch and most beautiful trees, which in 17 years attained a height of 80 feet, and a circumference of 6 feet at a height of a man's head, as against a height of 20 feet and a circumference of 18 inches of the ordinary Walnut in 35 years. These trees are destined to replenish the lumber supply of the world, and constitute one of the most important contributions Mr. Burbank has made to the specifically commercial life of the world. A Chestnut seedling, bearing a crop of nuts after 6 months growth from seed, as against 10 to 15 years of an ordinary tree, is another Burbank contribution.

Vegetables

Of new vegetables, Burbank has introduced beside the Burbank potato, new tomatoes, squashes, asparagus, rhubarb, etc.

The Burbank potato is grown all over the world, growers and dealers everywhere consider it to be the hardiest, best tasting and most prolific. The Crimson Winter Rhubarb is abundantly ready for the market fully six months earlier than other rhubarb. It has the soft and pleasant taste of berries, increases about ten times as fast as the old coarse kinds, and will yield \$1000 an acre the first year after planting.

Cactus

One of Burbank's most wonderful achievements is the thornless Cactus. In this he has not only provided a vast reservoir of food for man and millions of beasts of the field, but he has made possible the reclamation of nearly three billion acres of desert. The Burbank Cactus Pear is as juicy as the ripest Watermelon and the flavor as delicious as a pineapple or Bartlett pear. The Cactus plant itself is an excellent food for animals, and its enormous yield per acre provides a large quantity of fermentable material for the production of denatured alcohol.

South Dakota

"No one appreciates more than the writer the immense extent of Mr. Burbank's labors in the improvement of fruits."

—Prof. N. E. Hansen,
South Dakota
Agricultural College.



BURBANK ROSE.—The judges at the St. Louis Exposition placed it in a class of its own for beauty and unusual qualities, and awarded Mr. Burbank a Special Gold Medal.

Appreciation

“The honesty of Darwin, his love of nature, his reverence for truth, the modesty of his claims, set him apart as the High Priest of Science. In all the realm of physical research, Darwin seemed to have but one compeer, and that was Aristotle. Now there’s a trinity, for Luther Burbank is one of these. He is a citizen of the Celestial City of Fine Minds. The most beautiful words I heard him utter were these: ‘I do not know.’ He makes no effort to explain things he does not understand. He lives out his life in the light. ‘The land that produces beautiful flowers and luscious fruits will also produce noble men and women,’ said Aristotle. Also in producing beautiful flowers and luscious fruits men and women become noble. The finest product of the life and work of Luther Burbank is Luther Burbank.”

—Elbert Hubbard in the “Philistine.” Dec. 1910.

Flowers

Among the many new flower varieties originated by Burbank, are the Peachblow, Burbank, Coquito and Santa Rosa Roses. The Splendor, Fragrance and Snowflake Callas. The enormous Shasta and Alaska Daisies. The Ostrich Plume, Waverly, Snowdrift and double Clematisses. A dozen new Gladioli, among them one of greatly enhanced beauty, taught to bloom around its entire stem, like a Hyacinth, instead of the old way on one side only. Several Amaryllis, among them one plant bred up from 3 or 4 inches to nearly a foot in diameter. A Dahlia with the fragrance of the Violet. The Scentless Verbena given the intensified odor of the Trailing Arbutus. The Fire, Striped, Cornelian, Silverlined, and Crimson California (Escholtzia) Poppies.

Referring to his new Lilies Mr. Burbank says: *"Can my thoughts be imagined after so many years of patient care and labor (he had been working over 16 years on the lilies), as walking among them on a dewy morning, I see these new forms of beauty on which other eyes have never gazed. Here a plant 6 feet high with yellow flowers. Beside it one of only 6 inches high with dark red flowers. Further on one of pale straw, or snowy white, and others with various dots and shadings. Some deliciously fragrant, others faintly so. Some with upright, others with nodding flowers. Some with dark green, woolly leaves in whirls, others with polished light green lance-like scattered leaves."*

Value of Records

Burbank has been primarily intent on the production of new and improved fruits, flowers, vegetables and trees for the immediate benefit of mankind. But where experimentation is being carried on so extensively, it is obvious that there must be a large accumulation of data of much scientific and commercial value in its relations to the great problems of economy,

Pittsburg

"As Edison has revolutionized the world through his electrical inventions, even so Burbank is revolutionizing the world through plant transformation. This man has become famous the whole world around, and is to become known to the world's history as one of the very greatest benefactors."

—Rev. Marion G. Rambo,
Presbyterian Banner

Philadelphia

"He stands easily at the head of the world's greatest experimentalists in plant life."

—W. Atlee Burpee,
Seedsman.

Value of Records—continued

heredity, variation and species forming. Burbank's experimental gardens may be looked upon as a great laboratory in which at present masses of valuable data are, for lack of time, being let go unrecorded, so that the present generation and posterity are deprived of the great benefits resultant from his researches. *This will be remedied through the publication of his records by the Oscar E. Binner Co.*

Magnitude of Work

The magnitude of Luther Burbank's work can be imagined from the fact that he has produced some fifty million hybrid and cross-bred seedlings. At one time he had 900,000 Olive trees growing, of which over 125,000 were purchased and planted by forty different people. The care with which he carries on his work is best apparent from his practice of frequently selecting only one out of some 50,000 seedlings and burning up all of the others.

Honors

Luther Burbank is a Fellow of the American Association for the Advancement of Science; California Vice President of the American Pomological Society; Honorary Member California State Floral Society; Honorary Member California State Board of Trade. He was selected the first Honorary Member of a possible ten of the Plant and Animal Breeder's Association of the United States and Canada. The California Academy of Science in 1903 awarded him its Semi-Centennial Gold Medal, *an honor possible to but one man, once in 50 years*. Arbor or Burbank Day is legalized in California to be celebrated on March 7, Burbank's birthday.

For more detailed accounts of Burbank and his work, see list of pamphlets on the following page, any of which will be sent free on application to Oscar E. Binner Co., American Trust Bldg., Chicago, Ill.

List of Pamphlets

In process of publication for free distribution. Requests should be addressed to Oscar E. Binner Co., American Trust Building, Chicago, Illinois.

Luther Burbank. The High Priest of Horticulture in transforming and improving plant life and products.—GEORGE A. CLARK. —*Success Magazine.*

A Maker of New Fruits and Flowers.—PROF. L. H. BAILEY, Cornell University. —*World's Work.*

Some Experiments of Luther Burbank.—DAVID STARR JORDAN, Stanford University. —*Popular Science Monthly.*

Luther Burbank. The Man, His Methods and Achievements.—PROF. EDWARD J. WICKSON, Dean University of California. Republished by the Southern Pacific Co., under the title, "Luther Burbank—An Appreciation." —*Sunset.*

The Miracle Maker of Gardens.—EMMA BURBANK BEESON. —*The Independent.*

The Scientific Aspects of Luther Burbank's Work.—VERNON L. KELLOGG, Professor of Entomology, Stanford University. —*Popular Science Monthly.*

Transforming the World of Plants.—GARRETT P. SERVISS. —*Cosmopolitan.*

Luther Burbank. A Sermon delivered at Lenox Avenue Church, New York City. — *Rev. Dr. M. St. C. Wright.*

The Training of the Human Plant.—LUTHER BURBANK. —*Century Magazine.*

How to Produce New Trees, Fruits and Flowers. Read at a meeting of the American Pomological Society. —*Luther Burbank.*

Luther Burbank.—DAVID STARR JORDAN, President Stanford University. —*Western Tours.*

Luther Burbank's Wonderful Work in Horticulture. — CHAS. J. WOODBURY. —*Scientific American.*

A Maker of New Plants and Fruits.—W. S. HARWOOD. —*Scribner's Magazine.*

The Commercial Value of Luther Burbank's Work. —*Oscar E. Binner.*

A Visit to Luther Burbank.—PROF. HUGO DE VRIES, University of Amsterdam, Holland. —*Popular Science Monthly.*

Luther Burbank.—Character Building. —*California Schools Text.*

Rejuvenation of Desert and Forest. —*Oscar E. Binner.*

Luther Burbank. An Address.—*Governor Pardee of California.*

San Jose.

"His yearly additions to improved varieties of vegetables, fruits and flowers mark him as one of the most wonderful and beneficent men of the century."
—*San Jose Mercury.*

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Jan. 16th, 1911.

Mr. Oscar E. Binner,
Publisher, American Trust Building,
Chicago.

My dear Mr. Binner:--

My thanks are due you for your kindness and courtesy in showing to Dr. Frank and myself the interesting exhibit of material which will later become a part of Luther Burbank's Works. Unquestionably the proposed publication will be awaited with eagerness by the general public and will be welcomed to the shelves of the public libraries of the country. Judging from what you have shown me the publication will be a real contribution to knowledge.

Yours truly,



THE N. K. FAIRBANK COMPANY,

ESTABLISHED 1867 INCORPORATED 1885

CHICAGO, ST. LOUIS, NEW ORLEANS, NEW YORK, MONTREAL.

R. F. MUNRO, President
L. C. DOGGETT, Vice President
F. H. BRENNAN, Secy and Treasr
W. J. McMILLAN, Asst Secy and Asst Treasr

G. H. E. HAWKINS,
Advertising Manager

GENERAL CABLE ADDRESS
"Cottolene"

TRIBUNE BUILDING
143 Dearborn St. Chicago, January 5, 1911.

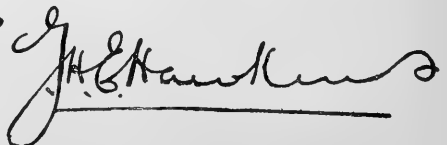
Mr. Oscar E. Binner,
President, Oscar E. Binner Company,
American Trust Building, Chicago.

Dear Mr. Binner:

It was a great stroke of business acumen on your part to secure the exclusive rights of publishing Luther Burbank's records. The world is anxious to learn and follow Burbank's methods, and you have the ability, energy and organization to satisfy the demand through giving the books the greatest possible sale.

Wishing you a full measure of success, believe me

Very truly yours,





Oscar E. Binner

President
Oscar E. Binner Co.
Luther Burbank's Publishers.



Binner Engraving Co.

In 1893 a Chicago office was opened and within a year his business had grown to such proportions, that the headquarters were transferred to Chicago, and a branch retained in Milwaukee.

OSCAR E. BINNER was born in Milwaukee in 1863. In 1880 he was apprenticed as an engraver and in 1888 was taken into the oldest engraving house in Milwaukee as its Secretary. In 1889 he went into the business for himself, under the name of the

Wisconsin

"Years of acquaintance — business and personal—lead me to express unlimited confidence in the success of any undertaking with which you may be identified. Your many successful years in the engraving, printing and publishing business fit you better for the proper publication of Luther Burbank's great work than any man I know of."

—C. R. Carpenter,
Cashier Com'l & Savings
Bank, Racine, Wis.

New York

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Oscar E. Binner—continued

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Soon after the firm acquired a national reputation for good work done for some of the largest business houses in the land. Natural growth made it necessary to open a New York office, and during the five years of Mr. Binner's residence in New York he formed a lasting personal friendship with the leading advertisers, printers and publishers.

In 1904 Capt. W. J. Wells joined the firm, and the name was changed to the Binner-Wells Co. It soon became known as “The House of Quality” to the publishing and allied trades throughout the United States. Mr. Binner remained President of the Company until he was called upon to take up what he considered his life's work, i. e., the publication of the works of Luther Burbank.

Mr. Binner first met Luther Burbank on January 12th, 1908, over three years ago, and ever since then has been in close touch with him. During these three years considerable material and illustrations were prepared and assembled for publication, and for the greater part of one year Mr. Binner resided in Santa Rosa, the home of Mr. Burbank, and came into daily contact with him. In this way Mr. Binner has thoroughly saturated himself with Luther Burbank's great work, and perhaps no other man living has enjoyed this great privilege as Mr. Binner has.

Much has been said and written about Luther Burbank and his remarkable researches in Plant Life, but in Mr. Binner's close investigations he has found that no one has yet touched upon the man's real greatness and achievements. The records of Luther Burbank's work will be compiled for presentation by himself, and the sole right to publish these records is owned by the Oscar E. Binner Co.

Mr. Binner's early training in the business of illustrating, engraving, printing and publishing, enables him now to employ his many years of practical knowledge and experience in doing justice to the assembly and publication of the works of Luther Burbank.

Racine

“Having known Mr. Binner for a number of years, I feel that he is fully capable of performing his part of the work, and fully entitled to confidence as regards integrity and reliability.”

—F. L. Mitchell,
Treasurer
Mitchell-Lewis Motor Co.
Racine, Wis.

When shown some of the material already prepared, those familiar with this class of work were free to confess that no set of books ever published in this country contained such wealth of information, or quality of illustration.

Mr. Binner's dominating purpose is to publish Luther Burbank's works in a manner befitting the subject, and creditable to the author, as well as to the United States, as the books will be demanded in every part of the globe, wherever a blade of grass or a shrub can be made to grow.

Mr. Binner realizes that this set of books will live for many generations to teach the young and old a wonderful lesson of Plant Breeding. The same minute care with which Mr. Burbank conducts his horticultural experiments Mr. Binner will endeavor to give to the publication and distribution of the books.

Chicago

"The handling of the coming editions of Burbank's Works should give Mr. Binner a splendid opportunity for the exercise of his great big, broad-gauged executive ability."

—James J. Stokes,
Advertising Manager
Marshall Field & Co.,
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"I feel assured that the publication of Luther Burbank's Works would attract attention in all directions. Under your energetic management it should prove a great success."

Geo. Merryweather,
President
Railway Exchange Bank,
Chicago

January 19, 1911.

Dear Mr. Binner:

It must be a great privilege to be instrumental in giving to the world the Works of such a man as Luther Burbank; and as a fellow publisher I congratulate you that you are to be that instrument. Most certainly the Works of Burbank will be received with great interest by the country, even by those who differ with Burbank's conclusions; indeed, I am not sure but that these people will welcome the Works quite as keenly as those who agree with Burbank's conclusions. You are engaged in a tremendously important publishing enterprise and be sure that you have our best wishes for large financial returns, which I believe you will get because I believe you will deserve them.

Yours very sincerely,

Doubleday, Page & Co.

Henderson J. Houston
Vice-President.



Fort Dearborn National Bank

CAPITAL \$15,000,000
SURPLUS AND PROFITS \$400,000
UNITED STATES DEPOSITORY

Chicago, January 17, 1911.

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Dear Mr. Binner:-

I am glad to learn that Luther Burbank has entrusted you with the exclusive publication of his great discoveries, and fully endorse his choice.

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I have known you in a business and personal way for a number of years. You have my confidence and are entitled not only to public esteem, but to general recognition of the service which you are rendering humanity in perpetuating Luther Burbank's great work.

Wishing you every possible success, I remain

Yours very sincerely,

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“The sun never sets upon the Burbank creations: in far away Australia they find a welcome; from the Cecil Rhodes orchards in South Africa, Burbank plums are shipped to San Francisco for the winter market, arriving there in good condition, after a journey half around the globe; in the garden of the King of England grows Burbank’s famous Crimson Winter Rhubarb, also enjoyed by the Mikado of Japan. The prosperous town of Vacaville, in California, owes its growth and prosperity to the Burbank fruits, and claims him as its patron saint.”—*The Independent*.

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Plans, Records, Labels.	New Varieties of Peas.
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Creation of the Shasta Daisy.	Origin of the Burbank Potato.
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The Economic Value of Milkweeds.	New and Promising Forage Grasses.
The Motive prompting the production of this work.	Production of New and Definite Colors in Flowers.
Introduction, by President David Starr Jordan of Stanford University.	Production of any Fragrance, Elimination of a Disagreeable Odor and Substitution of a Pleasant One.

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New Plumcots.	The Wickson Plum.
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U. of C.

"I am glad to know that you are to bring out a complete account of the work of Luther Burbank . . . it should mark the beginning of a new epoch in agriculture."
Prof. R. D. Salisbury,
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"We wish to have a permanent bound record of the origin of these wonderful new fruits and flowers, the creation of which is building up a monument to Mr. Burbank which will remain for generations."
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Rights

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Purpose

The immediate purpose is to publish Luther Burbank's Works in popular form and later on to follow it up by publication in text book form. Considerable of the material—gathered during three years at a great cost—is on hand, and the remainder will be prepared and assembled ready for publication during the next few months. For popular distribution the books will be published in five volumes ranging in price from \$25 to \$50 for the unlimited editions, and \$100 to \$1,000 for the limited editions. The unlimited editions will be sold on easy payments, extending over a long period of months, so as to place them within the reach of everybody.

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Field

In his manuscript introduction to these books, Luther Burbank says: "*These volumes are for the*

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"I wish you could know how much I owe to the genius and spirit of your friend Mr. Burbank. He has helped me through many a sermon, and given me a gate-way into many a fine avenue to nature."

Dr. F. W. Gunsaulus,
Pres. Armour Institute
of Technology, Chicago

Introduction

"In the pages of this volume and those which are to follow, Luther Burbank has given a . . . noble record, with far-reaching results and many-sided interests."

—From the Introduction
to Luther Burbank's
Works by
David Starr Jordan,
Pres. Stanford University



COBLESS CORN.—At the right, husk around each kernel. At the left, husk around each kernel and growing on tassel, illustrating the first few steps back in the evolution to its original form.

California

“I have heard expressions from the German agriculturists who visited Mr. Burbank to the effect that of all the wonders they have seen in California, to them the meeting of Mr. Burbank was of more interest than anything else.”

—Rufus P. Jennings, Chairman California Promotion Committee.

The Field—continued

people, not for the scientific investigators, and I hope to tell the facts in a plain, matter-of-fact way, which will be understood by everybody.” This statement insures the popular character of the books.

The field for Luther Burbank's books is unlimited—as great as man's desire to improve his circumstances and environment. It is astounding how the man who owns a garden, farm or orchard is hungry for information on Burbank's methods. Mr. Burbank has on file tens of thousands of letters from nearly every civilized country in the world, including numerous letters from their rulers, requesting information upon his work and his methods.

Popular Edition

This will appeal to the masses. In the United States alone there are seven million farmers, exclusive of gardeners, horticulturists and lumbermen. Adding Canada, Mexico and South America we find sixteen million people interested in some branch of Luther Burbank's work. Every individual of these sixteen millions is a prospective purchaser of Luther Burbank's books. Great Britain with its Colonies will furnish as large a demand. Translations into French, German, Italian, Spanish, Russian and Japanese will create as many more prospective purchasers, as, owing to density of population making intensified land culture a necessity, foreign countries have evidenced even more interest in Burbank's work, than our own: the Mikado of Japan expressed a keen desire to make Luther Burbank's methods popular among his people, and the King of Italy has, at his own expense, gathered, translated and published for distribution every article he could find bearing upon Luther Burbank.

The popular edition will therefore have a field of about fifty million prospective purchasers to draw upon.

Africa

“Mr. Burbank is to be congratulated upon the splendid reputation his products enjoy here in Natal, especially the fine Burbank plum.”

—Baldwin Reiner,
Trappists-Nursery,
Dronkvei, Natal, Africa.

Europe

“Luther Burbank is the greatest breeder of plants the world has ever known. The magnitude of his work excels anything that was ever done before even by large firms in the course of generations.”

—Dr. Hugo DeVries,
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CACTUS PEARS.—As juicy as a ripe watermelon, with the flavor of a pineapple or Bartlett pear. Thirty-two full-sized cactus pears will grow on a single leaf one foot in length. Burbank's *Opuntia*, or thornless cactus, will materially aid in reclaiming and populating some three billion acres of desert. The plant will produce as high as 500 tons of food per acre, as against 5 tons of alfalfa or a ton and a half of corn (43 bushels). An acre of cactus will produce \$500 worth of denatured alcohol, as against about \$35 worth from an acre of Indian corn.

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The text book edition presents fully as great possibilities as the popular edition, as every year there are at least a million children entering schools and colleges in the United States alone.

The following is quoted from a letter received from Mr. T. J. Foster, President of the International Text Book Co.: "*Our Executive Committee is unanimous in the opinion that there exists an excellent field for the exploitation of Mr. Burbank's writings. We are fully alive to the financial possibilities in the publication of Mr. Burbank's works, because we quite agree that you have a magnificent proposition from a publisher's standpoint.*"

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"We are thoroughly alive . . . to the tremendous importance of Burbank's work, and can foresee the keen interest with which an account of it . . . will be received by the public."

Houghton, Mifflin & Co.,
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"There are many who know this great man's (Burbank) name and work, and wish to get his wonderful books in Japan."

—J. Ikeda & Co.,
Seed Growers and Nurserymen, Tokio, Japan



The Motive—Luther Burbank—Continued.

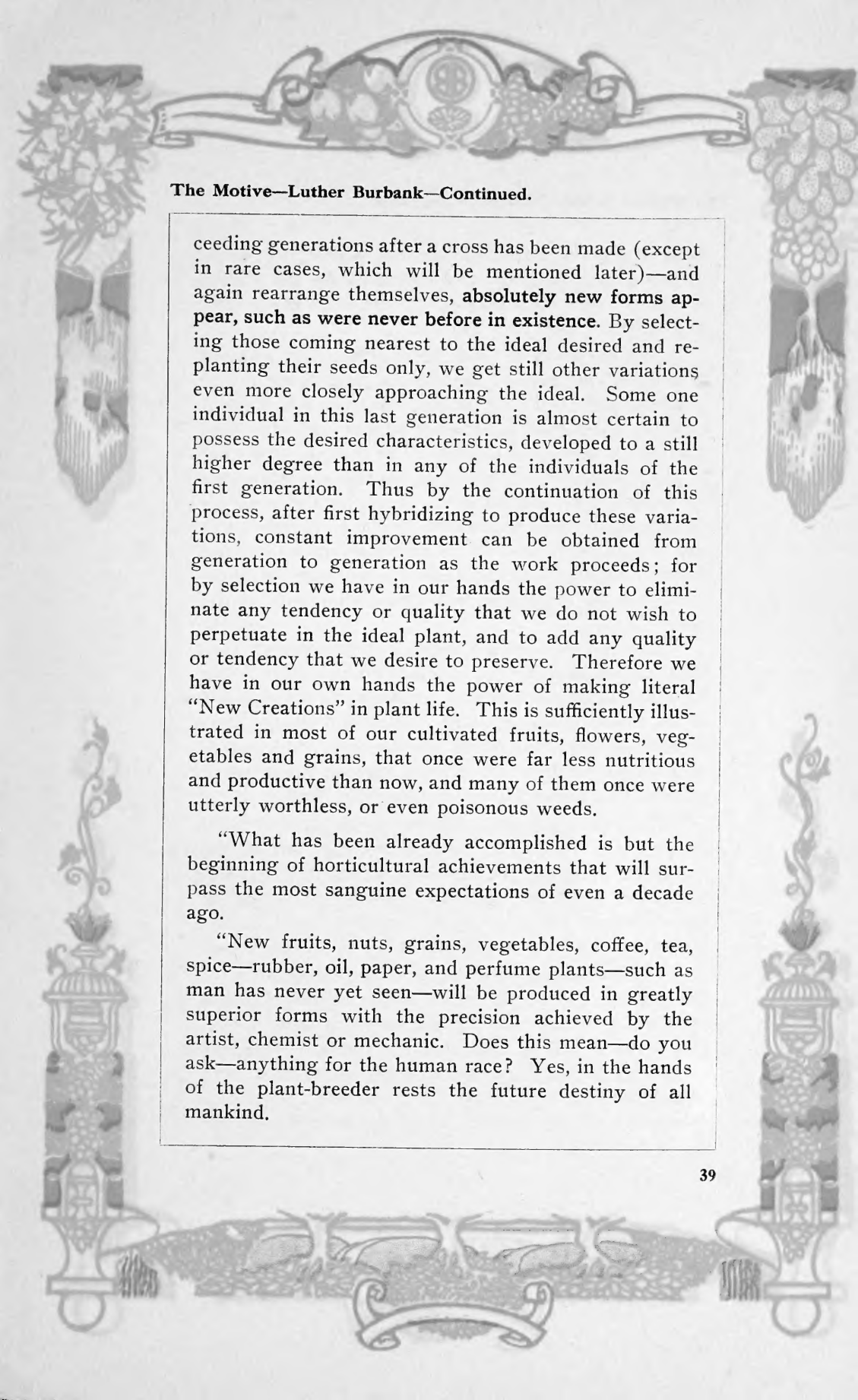
facts in a plain, matter-of-fact way which will be understood by everybody, and especially by the young, in whom I now see a greater interest in nature studies and farm-life than ever before.

“New creations in plant-life will not only produce a renewed interest in agricultural and horticultural matters, and in all outdoor life, but they will make it possible to produce far greater results with the same amount of labor and capital. The cost of producing a good fruit, nut, or grain, is usually the difference between failure and success. A life in the open air among plants, near to Nature’s heart, gives one health and self-respect, as well as physical endurance and mental integrity—for the highest intellectual advancement can be combined with the occupations of the soil.

“Men and women past middle age can convert labor into pastime or recreation, and add a new zest to living by devoting themselves in a small way to experiments in the improvement of plants. Here one always finds something new, something unexpected, and changes of extreme interest are always sure to occur when experiments are conducted in the right way.

“Many have supposed that the results desired could be produced by the mere act of crossing; but all the good that crossing accomplishes in the first generation is to blend the desirable qualities possessed by two different plants so as to combine them in one plant—and even this result can rarely be accomplished.

“The real object of crossing is the combination of the qualities of two plants, for in the individual plants produced from their seeds in the following generations, their several habits, character and qualities reappear in varying proportions; and as every plant has almost infinite tendencies in every direction, when these tendencies segregate—as they do in the second and suc-



The Motive—Luther Burbank—Continued.

ceeding generations after a cross has been made (except in rare cases, which will be mentioned later)—and again rearrange themselves, **absolutely new forms appear, such as were never before in existence.** By selecting those coming nearest to the ideal desired and replanting their seeds only, we get still other variations even more closely approaching the ideal. Some one individual in this last generation is almost certain to possess the desired characteristics, developed to a still higher degree than in any of the individuals of the first generation. Thus by the continuation of this process, after first hybridizing to produce these variations, constant improvement can be obtained from generation to generation as the work proceeds; for by selection we have in our hands the power to eliminate any tendency or quality that we do not wish to perpetuate in the ideal plant, and to add any quality or tendency that we desire to preserve. Therefore we have in our own hands the power of making literal “New Creations” in plant life. This is sufficiently illustrated in most of our cultivated fruits, flowers, vegetables and grains, that once were far less nutritious and productive than now, and many of them once were utterly worthless, or even poisonous weeds.

“What has been already accomplished is but the beginning of horticultural achievements that will surpass the most sanguine expectations of even a decade ago.

“New fruits, nuts, grains, vegetables, coffee, tea, spice—rubber, oil, paper, and perfume plants—such as man has never yet seen—will be produced in greatly superior forms with the precision achieved by the artist, chemist or mechanic. Does this mean—do you ask—anything for the human race? Yes, in the hands of the plant-breeder rests the future destiny of all mankind.

MAR 3 1911

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