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Burbank
1916

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JULY 1 1916

ANNOUNCEMENT

SANTA ROSA, CAL., U. S. A.,
July 1st, 1916.

THE VALUE and importance of improved nuts, fruits, forest and shade trees, grains, grasses, and flowers to the World perhaps needs no proof, yet is fully proven by the thousands of Californian, Australian, New Zealand, South African, South American, and other homes, whose owners will be glad to tell you that they owe much of their value and beauty to the Burbank productions. Millions of bushels of Burbank vegetables and train loads of fruits annually transported by rail and sea also attest to their value.

Mr. Burbank has devoted the past forty-five years to the production of these new varieties, but found the great and exacting care and attention required in their *production*, left him too little time for their *distribution*. He therefore welcomed the opportunity which was presented to him four years ago by the formation of the Luther Burbank Company, through which he believed it would be possible for him to devote all his efforts and attention to the *creative work and not be burdened by the commercial part of the business*.

While Mr. Burbank during this period has continued his experimental work and creative development with marked success, yet, through the inexperience of the

manager, the commercial and distributive plans of the Company were not successful.

Mr. Burbank therefore terminated his contract with the Company, which is no longer in existence. *AND NO PERSON OR CORPORATION IS AUTHORIZED TO USE HIS NAME.*

It has been established that the personal and direct supervision of Mr. Burbank is essential, not only because of his knowledge of the products themselves, but because of his familiarity and acquaintance with the history and adaptability of these products to different soils and climates.

Therefore, thousands of his old customers will be pleased to know that he has decided to resume his former custom of distributing his products direct to the public from Santa Rosa, and that customers will again be served with the same old-time promptness, accuracy, and generosity which have always characterized his dealings. Nearly a year must elapse, however, before a sufficient stock can be produced to supply the inevitable demands.

IMPORTANT

Our mailing lists are being revised. The names of those who do not order from this season's catalogues, or at least send in their *names* for future catalogues and lists, must be dropped from our mailing list.

BURBANK'S EXPERIMENT FARMS,

Santa Rosa, Cal., U. S. A.

