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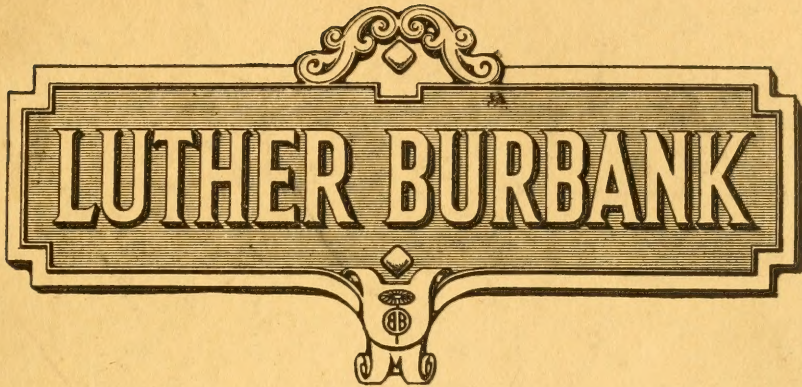


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Binner, Oscar E., co., Chicago.



How his discoveries are to be put into practical use.—How the results of his forty years of experiments are to be placed within the easy reach of the farmers of the world.

By

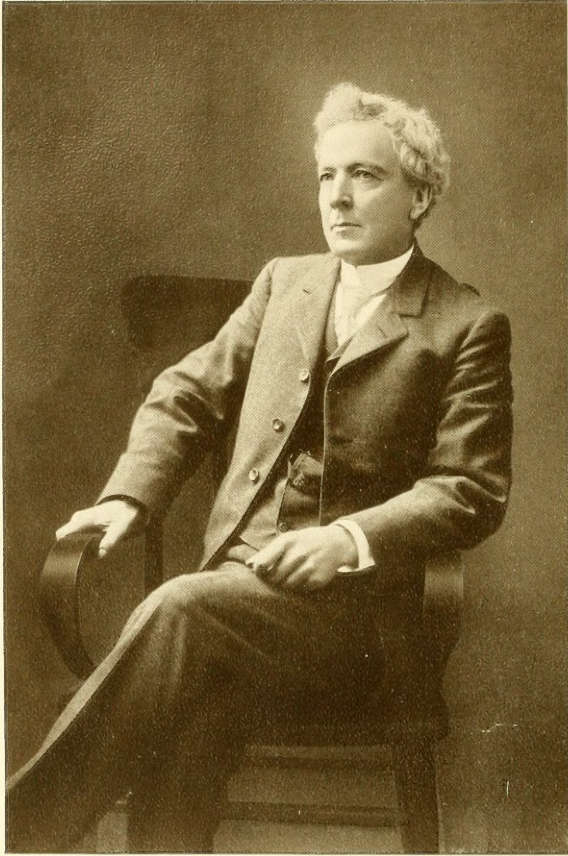
Oscar E. Binner

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Oscar E. Binner Co.
Luther Burbank's Publishers
American Trust Bldg.
Chicago, Ill.



Luther Burbank

LUTHER BURBANK

His Great Work and Its Boundless Value

"I have heard of Burbank, just as I have heard of Edison—but what has he done that is of practical and lasting value?" asked a man with whom I was discussing Luther Burbank's work.

* * * * *

Out of the results of forty years of daily achievement, it is hard to pick a single illustration that will answer the question: "What has he done?"

But take for example the common potato. Thirty-five years ago potatoes were round, red-skinned and small.

The potatoes you have today are long, white-skinned and large.

You would have difficulty now in finding specimens of those little round, red-skinned potatoes of olden days, for the Burbank potato has become practically universal—it no longer pays to raise the other kind.

Luther Burbank did three things to the potato:

He increased its size.

He increased the number that grow in a hill.

And, third, he improved the quality and flavor.

The United States Department of Agriculture at Washington, in one of its bulletins, has said that the Burbank potato is adding seventeen million dollars a year to the agricultural output of the country.

On this basis, and remembering that Burbank products are not limited to America, but are, in fact, better known abroad than at home, it is easy to compute that the Burbank potato in the thirty-five years since its discovery, has added to farm incomes a grand total in the neighborhood of six hundred million dollars.

In other words, Luther Burbank, with this one single plant improvement, has given the farmers of the world an added income equal to the whole estimated earnings of the Standard Oil Company since its inception.

And my friend, who had eaten Burbank potatoes all of his life and who had never seen, tasted or even heard of any other potato, asked me what this man had done that was practical!

* * * * *

Or, to pick at random another example:

America's most precious tree, the Walnut tree, is practically extinct—at least as a source of marketable lumber.



The Walnut tree, as nature planned it, is slow to grow.

In thirty-five years it usually reaches a height of twenty feet and a circumference of eighteen inches.

Burbank has produced a walnut tree—equal, if not superior in the quality of the lumber—which, in only seventeen years, has attained a height of eighty feet (as against twenty feet in twice that long) and a circumference of seventy-two inches (as against eighteen inches in twice that long).

At the cost of \$2. per tree for planting, this new walnut can yield in twelve years a lumber value of three thousand dollars per acre.

Or, to put it another way: in these days when forest conservation is an acute issue, Luther Burbank has given us a short-cut to reforestation—has enabled us to make good a lumber shortage, due to our own wanton recklessness—and to do all of this, not a generation from now, but in the mere span of a dozen years.

Yet I am asked: "What has he done that is practical?"

* * * * *

There are three billion acres of desert in the world.

Barren, arid desert on which the highest form of vegetable life is the worthless, spiny cactus.

It took the imagination of a Burbank to conceive a way to transform these three billion acres into productivity.

He did it not by finding new plants which would thrive on desert soil and under desert conditions.

He did it by making the common cactus which already grows there produce a rich, juicy fruit—and then by making the cactus thornless, he added a great forage crop (live stock food) after the fruit is picked.

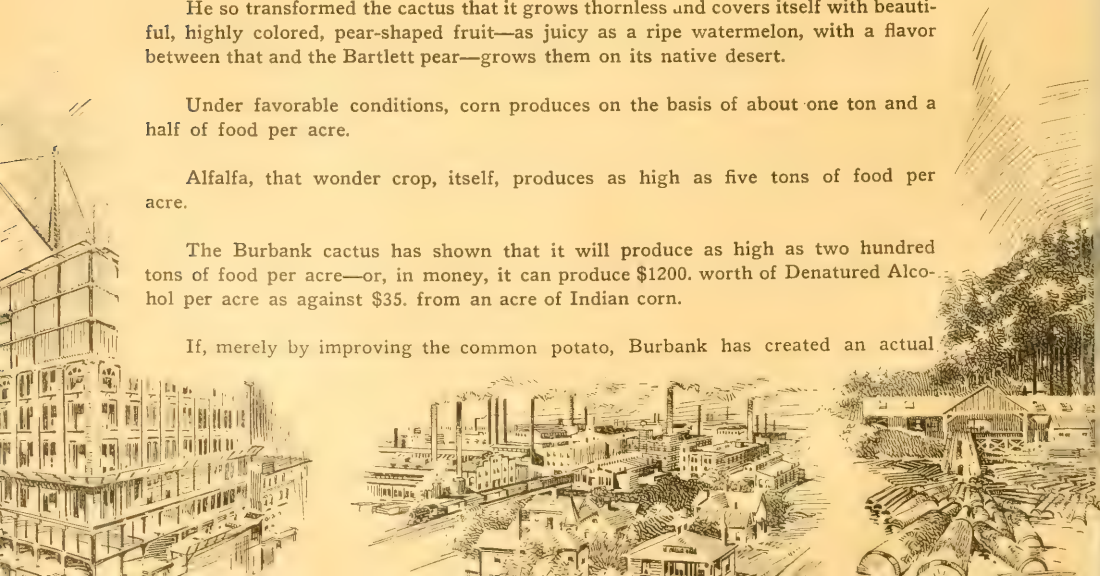
He so transformed the cactus that it grows thornless and covers itself with beautiful, highly colored, pear-shaped fruit—as juicy as a ripe watermelon, with a flavor between that and the Bartlett pear—grows them on its native desert.

Under favorable conditions, corn produces on the basis of about one ton and a half of food per acre.

Alfalfa, that wonder crop, itself, produces as high as five tons of food per acre.

The Burbank cactus has shown that it will produce as high as two hundred tons of food per acre—or, in money, it can produce \$1200. worth of Denatured Alcohol per acre as against \$35. from an acre of Indian corn.

If, merely by improving the common potato, Burbank has created an actual



wealth equal to that of Standard Oil, what estimate can be made of the value of this new Burbank food cactus, with three billion acres of unproductive land to plant it to?

* * * * *

In the size of type in which this article is set, it would take more than ninety-eight pages merely to catalogue the plant experiments and improvements which Luther Burbank has made in the past forty years.

Not to describe them—but merely to give their names in one-line headings.

I could mention the chestnut seedling, bearing a crop of nuts after six months growth from seed—as against ten to fifteen years of an ordinary tree.

Or the evolution of the prune resulting in increasing the crop of one State from sixty-five to two hundred million pounds, and enabling the United States to sell fifty million pounds a year to foreign countries instead of buying thirty-five million pounds from them.

Or the Burbank tomato, asparagus, squash, each as wonderful in its way as the Burbank potato was thirty-five years ago.

Or the crimson winter rhubarb, called the "mortgage lifter" by its growers, ready fully six months earlier than any other rhubarb, and of a flavor and texture that makes it yield a thousand dollars an acre the first year after planting—with an always eager market.

Or the Burbank cherry, or the Burbank white blackberry, or the Burbank cobless corn, or the Burbank thornless blackberry, or the Burbank forage grasses, hays, peas, beans, oats, rye, all of which have just as practical a money-meaning as the Burbank potato or the Burbank cactus have.

* * * * *

"And my ideas of Burbank," said my friend, "have always been associated with such things as his Shasta Daisy—his novelties—beautiful, interesting, and valuable, but from a money standpoint, representing nothing practical."

Compared with the Burbank potato, the beautiful Burbank Rose seems almost a frivolity.

Yet I have the word of one florist on Long Island, New York, who says that he has sold from the new varieties which he has produced according to Burbank's advice on hybridizing, over one hundred thousand dollars worth of plants and flowers. (N. Y. Sun, Sept. 17, 1911.)

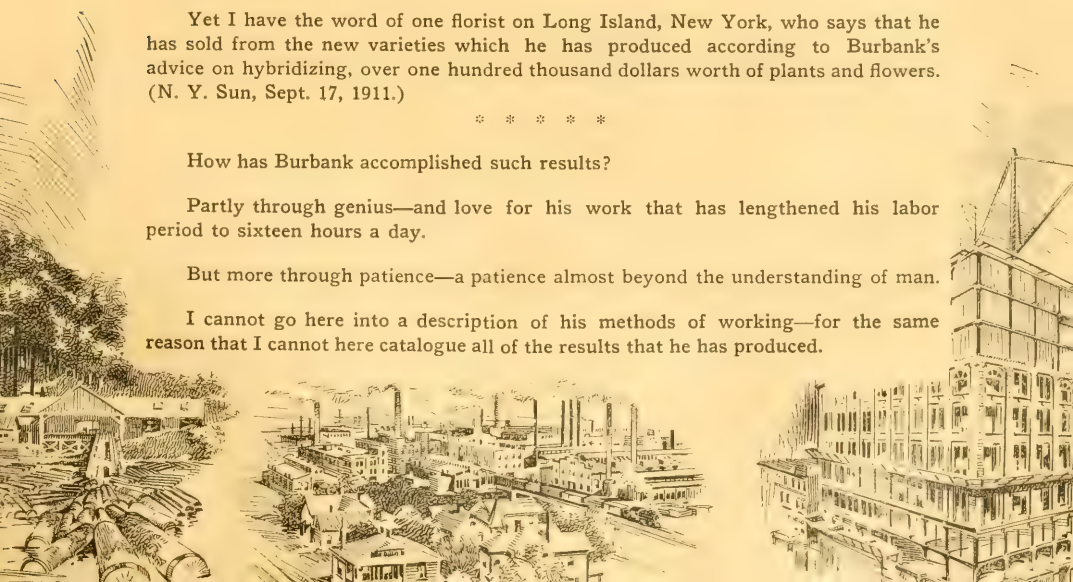
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How has Burbank accomplished such results?

Partly through genius—and love for his work that has lengthened his labor period to sixteen hours a day.

But more through patience—a patience almost beyond the understanding of man.

I cannot go here into a description of his methods of working—for the same reason that I cannot here catalogue all of the results that he has produced.



For Burbank is not a man of one method—his methods have been as many, almost, as his results.

But a single example may give an idea:

Grafting one tree to another to produce a new variety of fruit, is old.

The disadvantage being, however, that in spite of pains and care to have all conditions alike, the results of different graftings are never alike.

The theory is, in grafting, that every possible combination of the two parents will eventually appear.

Where others had grafted one or two plants, Burbank works with ten thousand—twenty thousand plants.

From the results of the twenty thousand he selects perhaps five or six and from five or six, in ten years or twenty years, he brings forth another Burbank product.

And the public, not knowing the process or the patience or the wonderful imagination of the man, says “wonderful”—“a wizard.”

If that public could see Luther Burbank burning up ten thousand discarded plants—if it could see his ten thousand-dollar wood-pile that represented the failures necessary to produce success, it would understand more of his method.

* * * * *

Mr. Burbank took a fancy to increasing the size of a certain flower.

He made it bigger and bigger and bigger till finally its stem could not support it—and then he brought it down to a size which the stem would hold.

This is a bald statement of fact, though it sounds like a miracle.

Yet, if you knew the work involved, the skill, the time, the never-ending patience—it would seem no more a miracle than the results of the grafting process described above.

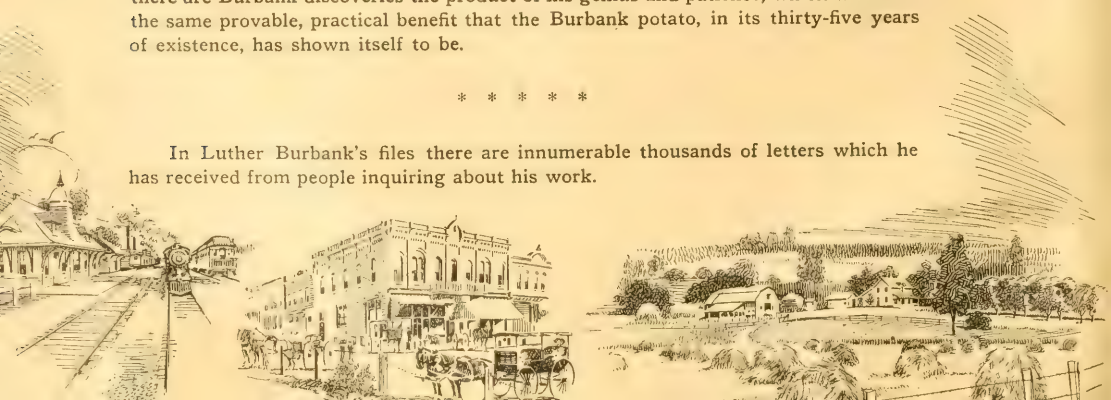
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And so on, through all of his work, will be found the same brilliant imagination, the same scientific thoroughness, the same years of experiment, the same Burbank patience—but a different method—a different way of accomplishing results.

In every department of farming, fruit growing, flower raising and forestry, there are Burbank discoveries the product of his genius and patience, which will be of the same provable, practical benefit that the Burbank potato, in its thirty-five years of existence, has shown itself to be.

* * * * *

In Luther Burbank's files there are innumerable thousands of letters which he has received from people inquiring about his work.





The Gem Seedling Apple.

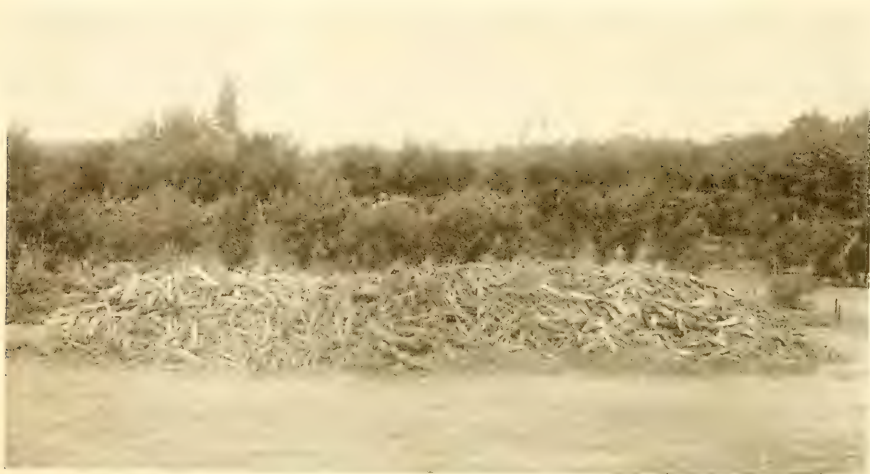


Mr. Burbank's Famous Old Apple Tree. Has carried over a thousand distinct varieties.

White Blackberry.



**A Ten Thousand Dollar
Wood Pile.**



Most of them have never been answered.

At his home he has received as high as six thousand visitors in a single season, his grounds being overrun with crowds from daylight to ten o'clock at night, till finally he was forced to exclude worthy and unworthy alike.

For Luther Burbank has not been in business—his farm has been an experiment farm—no more a nursery than Edison's laboratory has been a factory.

Only, unlike Edison, Burbank has been so engrossed in his experiments that so long as the money has come in to continue them, he has never cared to take up the practical matter of duplicating them for the market.

That is why my friend, and others who have heard of Burbank, have been led to wonder what he has done that is practical.

And the result is that, because he has not stopped to realize the profits, he has been enabled to do a work infinitely more practical, infinitely more far-reaching.

* * * * *

It was Elbert Hubbard who said "the finest product of the life and work of Luther Burbank is Luther Burbank himself."

Some day I hope to be able to forget the achievements of Luther Burbank and write the simple story of his life.

But it is the practical side of his work that claims attention now.

The value of farm lands has increased from \$15.57 per acre to \$32.49 per acre—not in the last generation—but in the last ten years.

The facts of the present census show it—an actual doubling of values between 1900 and 1910.

In other words, the average farm which, ten years ago, would have cost you \$10,000.00 today will require an investment of \$20,000.00.

In some way or other the interest on this added \$10,000.00 of cost must be paid.

So far, it has been paid by the public in higher prices for food—thus, the increased cost of living.

But the cost of living cannot continue to increase indefinitely—it cannot permanently stay even at its present high level.

If it goes up, the wage earner is headed toward bankruptcy. If it goes down, with farm values as they now are, the farmer is headed toward bankruptcy.

The solution lies in intelligent farming—in these discoveries of Luther Burbank to enable the man with an eighty-acre farm to raise 160-acre crops—which so



increases production that the farmer can hold and increase his profits at prices which will, at the same time, decrease the cost of living.

* * * * *

Here is Luther Burbank—his work and methods practically a secret.

Here is a world impatiently waiting to be informed.

Here is the work of forty years ready for widespread dissemination.

And here is the acute issue of the increased cost of living and the increased capital necessary to buy a farm.

How shall these Burbank discoveries be put into actual money-making use?

* * * * *

The Carnegie Institution at Washington, recognizing the universal value of Luther Burbank's records, made an appropriation of one hundred thousand dollars in 1905 for the purpose of compiling them for scientific purposes exclusively.

But the scientific part of Mr. Burbank's work, important and interesting as it is, is not what the farmer needs.

What the farmer needs is the practical results—and definite instructions on how to apply them.

It is the difference between mathematics and accounting—between the patent office drawings of an invention and working blue-prints for manufacturing—between theory and practice.

What the Carnegie Institution wanted would have delayed the more practical achievement of getting farmers everywhere using the Burbank methods.

So Luther Burbank independent of the Carnegie Institution decided to tabulate, analyze and classify and explain the copious notes which he has always taken of all his experiments in the forty years of his work.

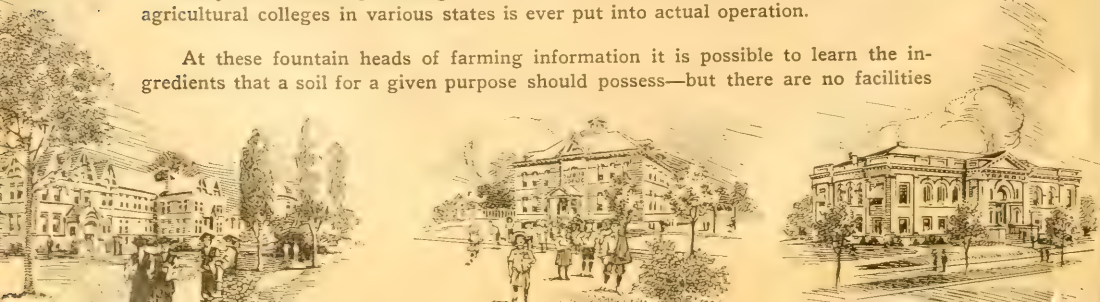
To do this, not in a way to interest the scientists, for the Shasta Daisy is of as much interest to the scientists as the Burbank potato—but to do it in a way that would make the Burbank methods clearly understandable by any average farmer who can read simple English.

* * * * *

There is already too much of the theory of farming—too little of the practice.

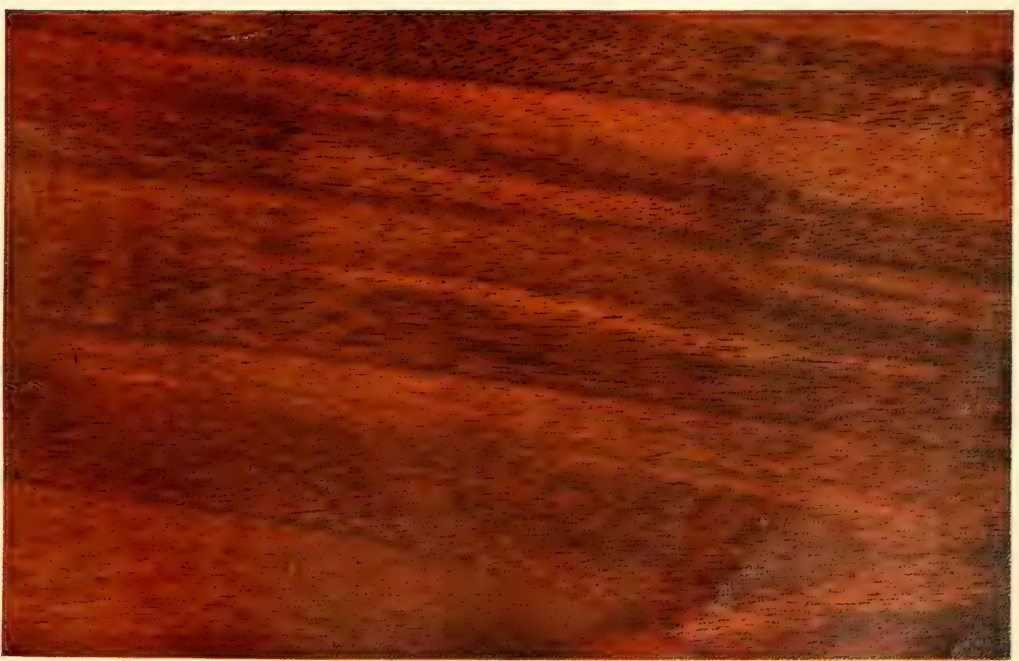
Only the smallest percentage of the work of the Department of Agriculture and agricultural colleges in various states is ever put into actual operation.

At these fountain heads of farming information it is possible to learn the ingredients that a soil for a given purpose should possess—but there are no facilities





Royal Walnut. Will grow wherever the hardy New England Walnut thrives, eight times as fast as the native tree. Within twelve years from planting, its lumber can yield \$3,000. per acre without care or outlay save the cost of planting (not to exceed \$2. per tree).



Specimen of the Royal Walnut finished by the Scholle Furniture Company at Chicago. It resembles tropical mahogany, is as hard as the old-fashioned black walnut, but has a finer grain and takes a higher finish. This wood is worth from \$200. to \$700. per thousand feet board measure.



Shasta Daisy at the left, its parents at the right.



Grafting Crew at work on Mr. Burbank's Gold Ridge Farm at Sebastopol, California.

for actually examining the soils that are sent in by farmers nor are farmers told how their soils may be analyzed or definitely improved.

There is value in this scientific work, unquestionably—but it reaches only the small number of attending students, not the millions of farmers.

And the farm problem today is an acute problem calling for an immediate answer.

It needs not theory, but working plans—not lectures or essays or histories to improve the mind of the farmer, but specific, detailed instructions for making an immediate increase in the output of the farm.

And this detailed specific help is in part exactly what Luther Burbank has been preparing during these years.

* * * * *

For nearly four years I have been putting all of my time and my personal resources into the vast work of getting these Burbank books ready for the printer.

If the work had not been so engrossing in its interest, and if I had not had the kindly presence of Luther Burbank to help me, and if I had not had daily manifestations of that beautiful Burbank patience, it would have overwhelmed me.

For the ceaseless activities of forty years cannot be compressed into a few pages of type—the subject has been so big that instead of simplifying itself into the elements as time went on, it has grown vaster and vaster as the work has progressed.

I have spent months with Luther Burbank, sometimes six months at a stretch—right there on his experiment farm, entering into his daily life.

I have discussed methods for making the books with the best known agricultural scientists and with the best known book publishers, the country over.

I have studied basketful after basketful of the letters in Mr. Burbank's files to see what those who had written him had wanted.

I have requested the opinions of more than a thousand of the heaviest authorities in the agricultural and educational world, and as a result have been flooded with more than a thousand commendations and evidences of deep, widespread interest, without precedent in the book or any other business.

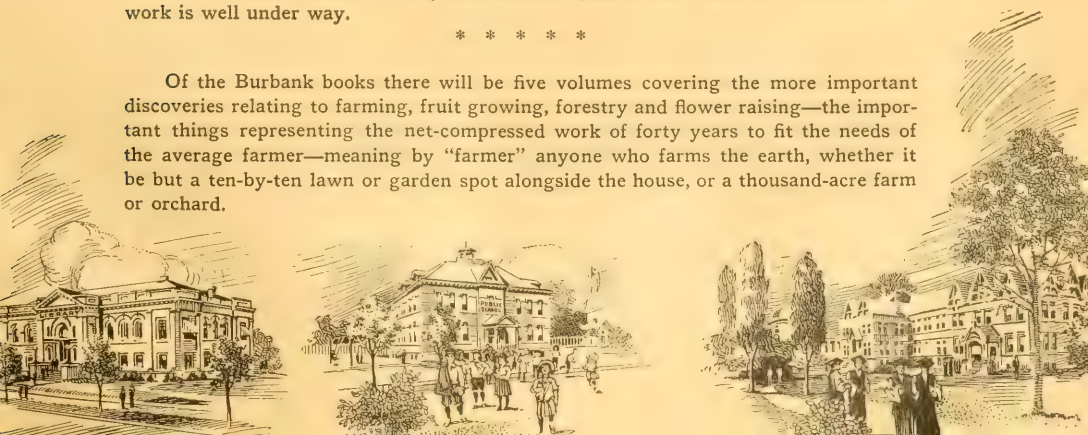
I sent men to call on a thousand farmers and others interested in land; they wanted the books immediately, and there was not one exception.

I have put every minute of these four years into the study of this, my problem.

With the result that, not only have definite plans been matured, but the actual work is well under way.

* * * * *

Of the Burbank books there will be five volumes covering the more important discoveries relating to farming, fruit growing, forestry and flower raising—the important things representing the net-compressed work of forty years to fit the needs of the average farmer—meaning by "farmer" anyone who farms the earth, whether it be but a ten-by-ten lawn or garden spot alongside the house, or a thousand-acre farm or orchard.



For the demand for these books will not be from farmers alone, but from dwellers in small towns, country gentlemen, suburbanites, gardeners, lumbermen, orchardists, florists, and everyone, in fact, who raises things from the soil, either for profit or for pleasure—about 60 per cent of all humanity.

The letters in Mr. Burbank's files prove this—and out of so many the percentage is reliable.

And the fact that during the four years I have been engaged in this work, I have without advertisement of any kind received numerous orders from bankers, insurance men, big business men, railroad men, clerks, mechanics—all ravenous to learn how Luther Burbank could help them with their potato patches, their hedges, their flower beds, their shade trees, their truck gardens.

* * * * *

Based on all this evidence, the decision was reached—a general set of five books—general in the range of its subjects, but concrete and specific in its treatment of them—a Burbank Library crammed full of practical, working data of the broadest interest to the greatest number.

The thought is that in these books the soil-tiller, large and small, in every corner of the world, numbering hundreds of millions, can find the solution to most pressing problems and much other valuable matter beside—enough at least to become an incentive to following up the study of other Burbank discoveries.

That the owner of a home in a small town may find what he wants to know about the care of his house garden.

That the landlord of a country estate may be able to learn what he requires about his flowers, his fruits, his forest trees, his lawns, his fields, his gardens.

That the city man who owns no place, may satisfy his desire to understand Luther Burbank's methods as a matter of general knowledge and interest in the world's progress.

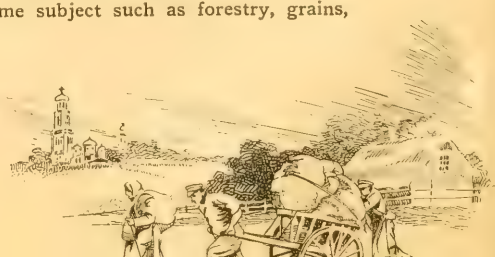
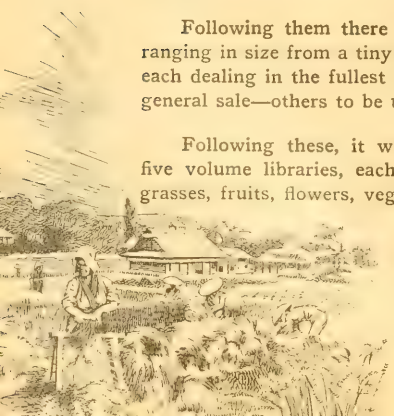
In other words, the range of these five popular priced books is so broad that their interest is all-embracing—yet the plant improvements they describe are so specific that none can fail to follow and profit by them.

* * * * *

Yet these five books which will be required by many millions of people are but the beginning of the dissemination of agricultural instruction by the Oscar E. Binner Company.

Following them there must be prepared several thousand separate handbooks, ranging in size from a tiny bulletin-pamphlet to two-to-three-hundred-page volumes, each dealing in the fullest possible measure with some one specific subject—some for general sale—others to be used as school-texts.

Following these, it will probably be necessary to make up a series of four or five volume libraries, each specializing on some subject such as forestry, grains, grasses, fruits, flowers, vegetables, etc.





Early Cherry—natural size. Brought at wholesale 75c per pound in carload lots. Sold at retail at from \$1.50 to \$3.10 per pound in ten pound boxes.



Cherry Tree bearing over two hundred varieties.

Western Land Products Exposition Omaha, January 18-28, 1911

Courtesy "Omaha Bee"



The traveling lectures and exhibits of the Oscar E. Binner Co.—Luther Burbank's Publishers—will graphically bring the actual products of Luther Burbank's work direct to the most concerned people, furnishing both example and incentive to improve and intensify in the treatment of the soil. They will aid materially in selling the books which will tell the people what to do and how to do it.

The steps in the publication and promulgation of these various works are clear and logical.

First, the whole effort must be to disseminate the initial five-volume work as widely as possible, not only here at home, but in all nations abroad, for Luther Burbank's work is one that knows neither language, nor race, nor high civilization.

Just as food is and always will be the prime requisite for human life, just so must Luther Burbank's work be as universal as human life itself.

Wherever these five books find their way, there will spring an immediate demand for more of the knowledge necessary to enable soil-tillers to lift mortgages and double incomes without investing more money.

To fill this demand within a year or so, the work of publishing the monographs and text books will proceed.

And following these, the specialized libraries will come as a matter of natural course.

But the first work—and the only work to be considered right now—is the publication and dissemination of the initial five books.

* * * * *

I have said that these five books will be offered at a popular price.

They will be big, handsome, substantial books filled throughout with costly colored printing.

Substantial because they are not merely books to be read—they are books to be thumbed over and learned by heart.

Filled with color printing because color plays a big part in the scheme of Luther Burbank's experiments.

Complete, delivered, they will be sold as low as \$25. for the set, on terms as low as 50 cents a week, whenever necessary.

Think of the farmers who invest thousands of dollars in farm machinery in order to add ten per cent to their crops.

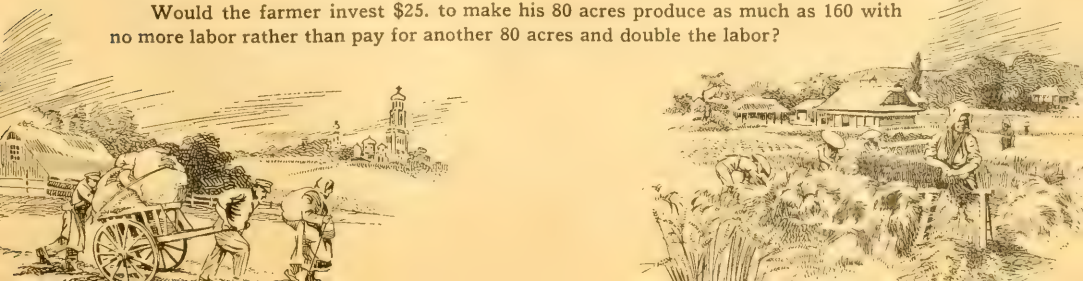
While these books, without other investment, will enable them to increase their crops in the same ratio that the Burbank potato increased the potato crop.

Think of the farmers who spend hundreds of dollars for pianos and organs, phonographs and other musical instruments merely to while their evenings away.

While these books for \$25. will enable them to solve the real problems that embarrass them now and threaten them in the future.

In fact, farmers even now everywhere spend more than this small amount in their search for reading matter that will help them—farm papers and other reading matter which, for the lack of a Burbank, must limit itself to commonplaces.

Would the farmer invest \$25. to make his 80 acres produce as much as 160 with no more labor rather than pay for another 80 acres and double the labor?



And that, in a measure applies to anyone interested in the cultivation of the soil—from the truckgardener and his profit point of view to the country magnate with an eye for landscape beauty, the scope of Burbank's researches is universal.

Aside from the set of five books, the numerous monograph books, each dealing with a specific subject of interest to the farmer, will range in price from 25 cents up—within everybody's reach.

* * * * *

To quote from Mr. Burbank's own manuscript:

"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. 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.

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





Editorial Department Oscar E. Binner Company—Luther Burbank's Publishers—Santa Rosa, Cal.



Luther Burbank School, Santa Rosa, Cal.



Half sweet, half sour apple.



Pineapple Quince Trees—
two years old bearing marketable fruit.



Chestnut Seedling, six months old bearing nuts.
It takes the ordinary tree about fifteen years to reach this stage.



State of Nebraska
EXECUTIVE OFFICE

Lincoln, Nebr., Apr. 27, 1911.

Mr. Oscar E. Binner,
Chicago, Ill.

Dear Sir:--

I notice that your Company is undertaking the publication of Luther Burbank's experiences and results in intensified farming.

Thomas Carlyle once said, "The history of a nation is the biography of its great men".

And it can with equal truth be said that the history of agriculture in this country for the past forty years is the biography of Luther Burbank.

Agriculture is the basis of civilization and to no man does agriculture owe so much as it does to Luther Burbank.

A man of the highest order of constructive genius, he has devoted his talents to the betterment of his fellow-man unselfishly.

And Mr. Binner, it is to be hoped that through you, as a publisher, the world will be able to learn Burbank's invaluable lessons. I should prize this book as among the choicest books in my library and will be delighted to get it.

Wishing you the deserved success in your undertaking,
I am,

Yours truly,

Carter M. Hedrick
Governor.

EXECUTIVE DEPARTMENT
State of South Dakota
PIERRE

April 28, 1911.

Mr. Oscar E. Binner.
Sixth Floor American Trust Bldg.,
Chicago, Illinois.

Mr dear Mr. Binner:--

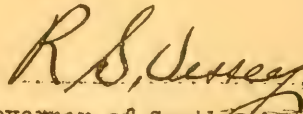
In response to your favor of the 25th inst., I have to say, in brief, that the value of the work which Luther Burbank has done for humanity and the world is beyond estimate.

A wide dissemination throughout the various lands of the universe of the knowledge which he has gained through his marvelous experiments would indeed add much to the lives of many and it is to be hoped that this may be accomplished.

As long as the world is peopled, as long as there is soil to till and flowers to bloom, so long will the work of Burbank continue to live.

Thanking you for the courtesy of your letter, I am, with kind personal regards,

Very truly yours,


Governor of South Dakota



Cobless Corn

The elimination of the cob
increases the
quantity of kernels.





Santa Rosa Rose
awarded special Gold Medal at the
St. Louis Exposition.



36 Seedlings of "Williams Favorite" Apple
showing the usual variations among the fruit of
the same tree.

STATE OF WASHINGTON
EXECUTIVE DEPARTMENT
OLYMPIA

May 10, 1911.

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

Dear Sir:-

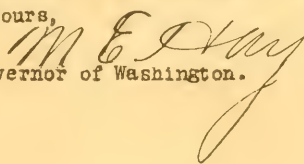
Your letter of April 25, requesting an opinion from me concerning the publication of Luther Burbank's methods and discoveries, was received during my absence from the capital, and I now hasten to reply thereto upon my return.

The value of Luther Burbank's work to humanity is beyond estimate, and the publication of his methods and discoveries in popular form should prove an enduring blessing to mankind.

The conservation of our natural resources is an idea that has captured the imagination and enlisted the sympathy of the people of this country. The movement has developed so far into a program for the preservation from monopoly and waste of timber, coal and water, the chief sources from which are secured for man the comforts and luxuries of life. Heretofore, too little heed has been paid to the conservation of our food supply, upon which civilization itself depends. Luther Burbank has gone to the root of this problem in his great work and has accomplished more of practical, immediate and lasting good than all the zealous theorists of the land combined. He has discovered methods of making land, formerly considered desert and worthless, produce nutritious and profitable crops. He has demonstrated how the soil can be made to yield in greater abundance than ever before under less scientific cultivation. In this way he has helped to solve the problem of providing for the ever increasing population without lowering the standard of living and retarding the progress of civilization. Once people realize that health, happiness and profit can be obtained through the cultivation of small farms in thickly settled communities where all the gregarious tendencies of mankind are provided for as completely as in the urban centers, the problem of how to get men back to the soil will be solved, and Luther Burbank has discovered the methods that will bring about that condition.

Trusting this will meet the purpose of your request, I am

Very truly yours,


Governor of Washington.

M

HOKE SMITH
J. J. HASTINGS
MARION SMITH
RONALD RANSOM

WALTER O. MARSHBURN

LAW OFFICES
SMITH, HASTINGS & RANSOM.
707-714 PETERS BUILDING
ATLANTA, GA.

April 29th, 1911.

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

Dear Sir:

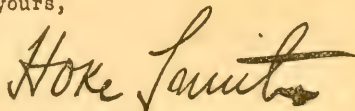
I learn with great pleasure that Mr. Luther Burbank has decided to publish his methods and discoveries in popular form so that they can be used with profit by the ordinary farmer.

I cannot express myself too strongly in commendation of the great service that Mr. Burbank has already rendered. If he is able to carry knowledge of his methods to those engaged in agricultural pursuits so that even in part they may be generally used, it will be a benediction to the human race.

Upon the soil tiller we depend not only for food and the raw material necessary for raiment, but for nearly all that goes to build a people and a nation. Service to them is service to every one.

Again assuring you how much I appreciate the proposed publication, I remain,

Very respectfully yours,



Governor of Georgia.



OFFICE OF THE PRESIDENT.

February 23rd, 1911.

Dear Sir:

I have received your letter of the 15th instant in regard to the proposed publication of the methods and discoveries of Luther Burbank and desire to say in reply that I believe that such a publication as you are about to initiate would prove of immense national benefit.

I am, dear Sir,

Faithfully yours,

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

President.

P. SHAWKEY
STATE SUPERINTENDENT

STATE OF WEST VIRGINIA
DEPARTMENT OF FREE SCHOOLS
CHARLESTON

February 18, 1911.

Mr. Oscar E. Binner.

6th Floor American Trust Building.

Chicago, Ill.

Dear Sir:-

I have before me your letter of February 15th in regard to the work of Luther Burbank. I will say that I believe no man in America has the public ear and public confidence to a greater extent that does Luther Burbank. The story of his accomplishments would not only appeal to the strictly scientific mind, but especially to those who work with their hands. Therefore I believe you will be doing the country a great service by putting the results of his labors in the reach of the public.

Very truly yours,

W.H. UNDERWOOD, PRES.

JAS. VILES, VICE PRES

E.M. MOORE, SECRETARY.

THE UNDERWOOD & VILES COLD STORAGE CO.

WHOLESALE FRUITS, VEGETABLES, EGGS.
GENERAL COLD STORAGE, APPLE GROWERS.



— OPERATING —
UNDERWOOD ORCHARD, VILES ORCHARD
THE HOT HOUSE VEGETABLE CO.
MEDORA CATALPA PLANTATION

CODES:
REVISED
ECONOMY
BAKERS
NEW CITRUS
MODERN ECONOMY

HUTCHINSON, KANSAS.

Feb 22 1941

*Oscar E Buiner
Chicago Ill.*

Dear Sir:

As a practical fruit grower I am interested in Luther Burbank and his work. His works should by all means be given to the public. The knowledge of his methods, are as important to the progressive horticulturist, as substantial food is to a growing boy.

It shall be my aim to secure a set, as soon as they are available.

*Yours very truly
J. L. Pelham*

*Supt Underwood & Viles
Apple Orchard*



The Wonderful Hybrid Plum at the right and its tiny parent at the left. Both natural size.



Improved Everlasting Flower.



Thorny Cactus—a useless growth on nearly three billion acres of waste land.



Thornless Cactus and Fruit produced by Luther Burbank. Will produce 200 tons of food per acre, or 2000 pounds of carbohydrate convertible into 3000 gallons of denatured alcohol worth about \$1,200, as against \$32. per acre of corn.

Ohio Northern University

ADA, OHIO

OFFICE OF THE
PRESIDENT

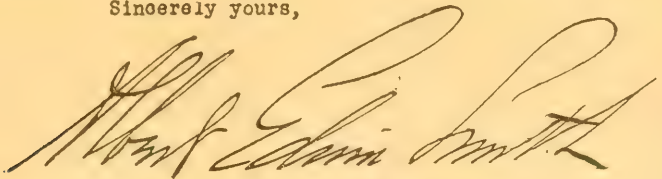
Ada, Ohio, Feb. 16, 1911.

Mr. Oscar E. Binner,
Chicago, Ill.

My dear Mr. Binner:

I think you can do no larger service for the country than to print and distribute the treasures of work and thought produced by Luther Burbank. We are starting an Agricultural College in connection with our university this spring, and believe that one of the vital questions before the nation is the raising of better harvests and the increase of food so that the best living may be within reach of the poorest man. I heartily commend your effort and wish you great success in bringing out the publication.

Sincerely yours,



AES-GWS

President.

ALPHABETIC AND INTERNATIONAL CODES USED
CABLE ADDRESS "OLIVER" SOUTH BEND

ADDRESS ALL CORRESPONDENCE TO US AND NOT TO ANY INDIVIDUAL OFFICER OR EMPLOYEE.



OLIVER CHILLED PLOW WORKS.

CHILLED & STEEL WALKING & RIDING PLOWS.

FACTORY, SOUTH BEND IND U S A

South Bend, Ind. Feb. - 16, 1911.

Mr. Oscar E. Binner, Prest.,
American Trust Building,
Chicago, Ill.

Dear Sir:-

I have received and read with much interest your letter of February 15th. I consider the work of Luther Burbank one of the really great achievements of the present century. The man who by his genius adds to the yield and quality of food products is entitled to the lasting gratitude and esteem of all civilization, and Luther Burbank is the man who has accomplished this beneficent act.

His triumphs in the manipulation and betterment of plant life speak for themselves and it is my sincere hope that a knowledge of his methods and discoveries may be placed within the reach of all.

Very truly yours,

Joseph D. Oliver

EN:JD.

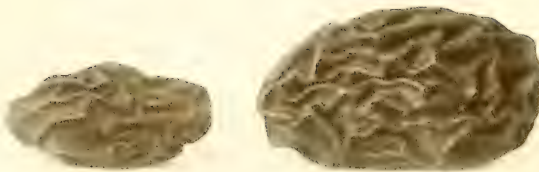


Mr. Burbank pollinating milkweed. A most delicate operation.



Shasta Daisy
Natural size and color.

Strange form
developed in crossing seedling lilies.



French Prune at the left, Burbank Sugar Prune at the right, showing comparative sizes when cured. About two-thirds natural size. In 1890 thirty-five million pounds of prunes were imported into the United States, none exported. At present only about 500,000 pounds a year are imported and over fifty million pounds a year exported. These figures will give an idea of the amount of wealth annually added to this country since the introduction of the Burbank Prunes.

THE CHICAGO PUBLIC LIBRARY

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

Chicago, January 16, 1911.

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,

Henry E. Legler



DANFORTH E. AINSWORTH
 PRESIDENT.

CHARLES W. COLE,
 SUPT. OF SCHOOLS.
 EDWARD JONES,
 ASSOCIATE SUPERINTENDENT

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BOARD OF EDUCATION

ALBANY, N.Y.

BUEL C. ANDREWS
 DANFORTH E. AINSWORTH } COMMISSIONERS.
 JOHN J. MCCALL

Oscar E. Binner,
 American Trust Building,
 Chicago, Ill.

February 17, 1911.

Dear Sir:-

I am confident that the "broadcast publication" of Luther Burbank's Records, "in accessible form and plain language" would be a blessing to all mankind.

Very truly yours

Chas. W. Cole

Supt. of Schools.

MED W. SEARON, A.M., ASSOCIATE PROFESSOR
ADA RICE, D.S., INSTRUCTOR
ANNETTE LEONARD, A.B., INSTRUCTOR
FLORA KNIGHT, A.B., ASSISTANT

CLARK M. BRINK, PH. D., PROFESSOR
DEAN OF THE COLLEGE. ASSISTANT TO THE PRESIDENT

LOUIS H. BEALL, A.B., ASSISTANT PROFESSOR
CHARLAINE FURLEY, A.B., ASSISTANT
ESTELLA M. BOOT, A.M., ASSISTANT
NELSON A. CRAWFORD, A.B., ASSISTANT

**Kansas State
Agricultural College**

Department of English Language and Literature

MANHATTAN, KANSAS. Feb.17,1911

Oscar E.Binner Co.,
Chicago, Ill.

Gentlemen:-

It may well be doubted whether there is a man in America to-day who is doing more for the welfare and happiness of mankind than Luther Burbank. I have known something of his work indirectly for a number of years, and the more I have learned the more confident I have become that he is entitled to be counted as not only one of the geniuses of our time but as one of the benefactors of the race. It seems to me that all the gold taken from California's mines cannot equal in value the contributions made to human comfort by that modest investigator in California's gardens. He is doing much to make this world increasingly a desirable place of residence.

C. M. Brink

Dean of the College.



Seedlings from Chilean Wild Potatoes.



Second Generation Seedlings from Chilean Wild Potatoes. Plate 10 inches across.



Red Seedless Grape of unusual sweetness and productiveness.

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President University of Arkansas
Fayetteville, Ark.

Oxford, Ohio,

February sixteenth

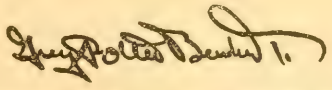
Nineteen eleven.

My dear Mr. Binner:-

To my mind Mr. Luther Burbank is one of the greatest benefactors the human race has ever known. Personally, I shall be glad to see his observations, theories and conclusions put in popular form so that as text books the children of the rising generation may be benefited thereby.

You are undertaking a patriotic task in which I wish you the largest measure of success.

Cordially your friend.



Feb. 18, 1911.

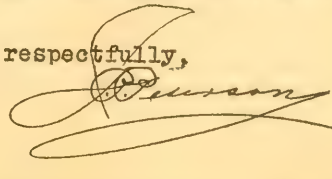
Oscar E. Binner,
Am. Trust Bldg.,
Chicago, Ill.

Dear Sir:--

I regard Luther Burbank as one of the greatest public benefactors that has ever lived. His method of work should be known to all-- should be put in such form and placed on sale at such price that all who are interested may be reliably informed.

Long after Mr. Carnegie's public libraries have crumbled to dust and Mr. Carnegie's name forgotten, Mr. Burbank's work will be blessing millions.

Very respectfully,



Pres.

PURDUE UNIVERSITY

WINTHROP ELLSWORTH STONE, Ph. D. LL. D.
PRESIDENT

DEPARTMENT OF BIOLOGY

STANLEY COULTER, Ph. D., DEAN OF SCHOOL OF SCIENCE;
DIRECTOR OF LABORATORY.
JOSEPH C. ARTHUR, D. SC., PLANT PHYSIOLOGY AND PATHOLOGY
SEVERANCE BURRAGE, Ph. D., SANITARY SCIENCE
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GEORGE N. HOFFER, B. S., INSTRUCTOR
F. J. BREEZE, B. S., INSTRUCTOR

LAFAYETTE, INDIANA

February 16, 1911.

Mr. Oscar E. Binner,
Chicago, Illinois

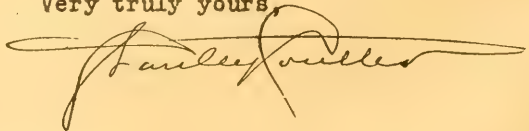
Dear Sir:-

Your letter of recent date relative to a proposed publication in popular form of The Methods and Work of Luther Burbank has been received.

In my opinion no more important publication could be made than one which would bring to the people at large in a clear cut and definite way some idea of the results of Mr. Burbank's work and also of the methods which he has employed to bring about those results.

Such a publication would be important not only from an economic standpoint but also in that it would indicate to people working with plants the possibilities that ^{is} lay in their skillful handling.

Very truly yours,





Branch of Improved Beach Plum.

3-½ feet long

showing enormous productivity.



More than ten thousand

kinds of plums

are growing

in these two rows.

Burbank Pears

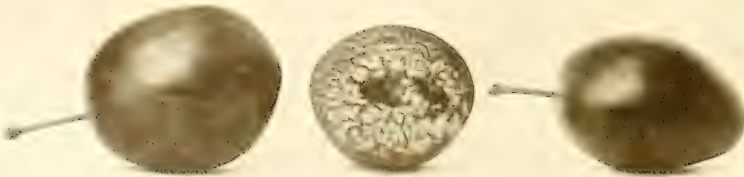
Fully four times

as productive

as the Bartlett.



Stoneless Plums



Office of the President

The State University of Iowa

Iowa City

February 16, 1911

Dear Sir:

In reply to your request of February 15th, I beg to say that for a long time I and many other educators have desired that the miracles of Mr. Burbank might be recorded in authentic form. If now a reputable publishing house has gained his consent and the proper editors will furnish the material, the enterprise will be of great worth to the educational as well as to the practical world. I shall be happy to receive a copy of "Luther Burbank's Bounties".

Truly yours,



President.

Mr. Oscar E. Binner,

Chicago, Ill.

WILLIAM M. SLATON
SUPT. SCHOOLS
ATLANTA, GEORGIA

Feb. 18, 1911

Hon. Oscar E. Binner.

American Trust Building,

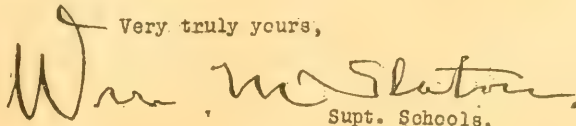
Chicago, Ill.

My dear Mr. Binner:-

I regard the wise and discriminating publication of Mr. Luther Burbank's achievements as an act of marvelous benefit to mankind.

I should like very much to have the privilege of reading such a work.

Very truly yours,



Supt. Schools.

S.

THE PUBLIC SCHOOLS
MADISON, WISCONSIN

OFFICE OF SUPERINTENDENT

ANTHONY DONOVAN, PRESIDENT
O. S. HORSMAN, SECRETARY
R. B. DUDGEON, SUPERINTENDENT

Feb. 16, 1911.

Mr. Oscar E. Binner,

American Trust Building, Chicago, Illinois.

My dear Sir:

In compliance with your request under date of February 15th I will say that I can conceive of no enterprise or movement which will tend more to improve the material condition of the people of our own country than the publication in a popular form and at a reasonable price of the methods and processes used by Luther Burbank in his great work. These publications will have greatly increased value because of the fact that they are taken from Burbank's own record and brought out under his own supervision.

R. B. Dudgeon,



Ordinary Blackberry branch on the left. Improved **Thornless** branch on the right.



Ordinary Tools used by Mr. Burbank.

Cactus Pears

Natural size and color

As juicy as a ripe watermelon, with the flavor of pineapple. Usually sold at the same price as oranges although produced at much less expense and there can never be a crop failure.

This fruit can be made into delicious jams, jellies and syrups. Paint mixed with its juice lasts regardless of exposure to weather. The juice of the crimson variety is a pure, unadulterated, permanent coloring for other food products.

Thirty full sized cactus pears growing on one leaf twelve inches wide.



Doubleday, Page & Co., Publishers The World's Work, Country Life in America, The Garden Magazine, Garden City, Long Island, N. Y.

"It must be a great privilege to be instrumental in giving to the world the work 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. You are engaged in a tremendously important publishing enterprise, and be sure that you have our best wishes for large financial returns."

HERBERT S. HOUSTON,
Vice-President.

Houghton-Mifflin & Co., Boston, Mass.

"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.

Curtis Publishing Co., Ladies Home Journal, Saturday Evening Post, Philadelphia, Pa.

"There is a world-wide interest in Mr. Burbank's methods, and if he proposes placing the facts before the world in book form I have no doubt it will be a profitable enterprise."

CYRUS H. K. CURTIS,
President.

The Century Co., New York.

"The products of California are less wonderful than the plants which Mr. Burbank has made. He is a great genius."

CENTURY MAGAZINE.

Carnegie Institute, Washington, D. C.

"It is my deliberate opinion that Burbank's discoveries will return five times the endowment of the Carnegie Institute, which is ten million dollars."

ROBT. S. WOODWARD,
President.

Georgetown University, Washington, D. C.

"As the material prosperity of nations is measured by the quantity of food they produce, so must be measured the greatness of the benefactions of Luther Burbank, and according to the measure of their greatness is the need of their being made the people's heritage by widespread publicity."

JOSEPH HIMMEL,
President.

State of Missouri, Dept. of Education.

"Thomas A. Edison has harnessed and controlled ONE of Nature's forces, but Luther Burbank has harnessed even Nature herself and has thereby made man happier."

C. A. GREEN,
Inspector of High Schools.

Ohio University, Athens.

"Command my help whenever my service can in any way promote the cause in which you are interested."

ALSTON ELLIS,
President.

University of Pittsburgh, Pittsburgh, Pa.

"If he is a benefactor to humanity who makes two blades of grass to grow where one grew before, it is difficult to estimate the degree in which Mr. Burbank is such a benefactor. What this country needs today, more than any other of a material kind, is

better methods of agriculture in all its forms. I hope you will give to the people as widely as possible, and as simply as possible, the information upon Mr. Burbank's methods."

S. B. McCORMICK,
Chancellor.

State of Utah, Dept. of Public Instruction.

"I cannot too highly commend your proposition, as I firmly believe that books containing the information and results so skillfully wrung from Nature by this wonderful man will be a most valuable contribution to the world."

A. C. NELSON,
State Superintendent of Public Instruction.

University of California.

"No one can tell to what ends of profit Luther Burbank's enterprises may attain. They seem to have the world for their field, and the people of the world know him as perhaps they do not know any other single man on the planet. Any one with a grain of common sense can see what a world-beating commercial advantage adheres to his proposition."

E. J. WICKSON,
Dean Agricultural College and Director Experiment Stations.

Tufts College, Massachusetts.

"Nothing can be of more importance than the development of improved processes of agriculture. I know none who have obtained more remarkable results than Luther Burbank, and I think it of the utmost importance that his methods and processes should be made known as widely as possible to the people of the United States."

FREDERICK W. HAMILTON,
President.

Board of Education, St. Louis, Mo.

"It is of very great importance that an account of Luther Burbank's work be published in such form as will be within the reach of the very great number of people who are intensely interested in the development of forms of vegetable life."

BEN BLEWETT,
Superintendent of Instruction.

Board of Education, Elizabeth, N. J.

"If the result of his researches, wide and varied experience, together with his counsel, could be made available for all mankind the resulting good should exceed that produced by any teacher of men, the great Nazarene alone excepted."

RICHARD E. CLEMENT,
Superintendent of Public Schools.

The University of Oklahoma.

"I am glad that you are to publish in thoroughly popular form the account of Luther Burbank's wonderful work. The advantage of this publication is not merely in the fact that it will reveal secrets of increased production to multitudes to whom such knowledge means increase of wealth, but that it will ultimately do more for inspiring others to work with the spirit of devotion that has made Mr. Burbank's work so valuable."

A. GRANT EVANS,
President.

Board of Education, Sidney, Ohio.

"In my opinion Luther Burbank is pre-eminently the greatest benefactor that the Omnipotent Creator has given us in this generation."

HERBERT R. McVAY,
Superintendent of Public Schools.

Brigham Young College, Logan, Utah.

"No agriculturist, horticulturist or florist can afford to be without them; in fact, no one claiming any sympathy with world's progress can be excused."

JAMES M. LINFORD,
President.

State of Illinois, Educational Commission.

"It is gratifying to know that the practical results of the work of Mr. Burbank are now to be brought to the people themselves."

R. E. HIERONYMUS,
Secretary.

Alabama Educational Association, Anniston.

"Making Mr. Burbank's work accessible to the general public is a real service to the country and must result in accomplishing much good."

DAVID R. MURPHY,
Chairman.

Pacific University, Forest Grove, Ore.

"Luther Burbank has added marvelously to the agricultural wealth of the country. He is entitled to the lasting gratitude of his fellowmen. I am glad to know that it is proposed to publish a record of the work of Luther Burbank."

WM. N. FERRIN,
President.

Board of Education, Dover, N. H.

"Luther Burbank has done as much for mankind as the greatest inventors. It would be a great pleasure to read of his entire work and discoveries."

A. H. KEYES,
Superintendent of Schools.

Commonwealth of Pennsylvania, Department of Public Instruction.

"I consider Luther Burbank a genius whose original work deserves to be known by all tillers of the soil."

NATHAN C. SCHAEFFER,
State Superintendent of Public Instruction.

State House, Providence, R. I.

"The startling achievements of Luther Burbank at first seemed the work of a wizard, but when his real service to mankind is discerned he will be known as a great public benefactor."

WALTER E. RANGER,
State Commissioner of Schools.

Cotner University, Bethany, Nebr.

"I am glad Luther Burbank's 'Victories of Peace' are to receive the attention they richly deserve."

W. P. ALYSWORTH,
Chancellor.

Southern Educational Association, Lexington, Ky.

"I know of nothing that will be of greater or more lasting benefit to society than a broad reading and discussion of Luther Burbank's ways and means of making two blades of grass grow where one grew before."

M. A. CASSIDY,
President.

Board of Education, Englewood, N. J.

"Luther Burbank is in the field of agricultural production what Edison is in the field of invention. The publication of his methods should be of very great value to mankind."

ELMER C. SHERMAN,
Superintendent of Schools.

State Agricultural and Mechanical College, Tallahassee, Fla.

"I am particularly glad that you are to publish something from Luther Burbank's pen to enlighten the world in better methods of plant production."

F. H. CARDOZO,
State Agriculturist.

Michigan State Teachers Association.

"Luther Burbank is known the world over as the greatest contributor toward the improvement of plant life. It will be of very great value to this same world to know more in detail of the wonders that he has accomplished."

JOHN P. EVERETT,
Secretary.

University of Missouri, Columbia.

"I have the highest opinion of the value of Luther Burbank's work, and should be very glad to see his methods and achievements brought within easy reach of the people-at-large through adequate publication."

R. H. JESSE,
President.

Luther College, New Orleans, La.

"The publication and distribution of Luther Burbank's methods will result in contributing more wealth direct to the people's purses than the greatest invention of any age. It will be a blessing to mankind."

R. A. WILDE,
President.

University of South Dakota, Vermillion.

"The knowledge of Luther Burbank's great work is valuable to the multitude and will stimulate many another soul to similar achievements. Certainly the world should know more about Burbank and what he has done for the race."

FRANKLIN B. GAULT,
President.

University of Arizona, Tucson.

"Luther Burbank has doubtless inspired many private individuals to work in plant breeding whose results will ripen to bless the Nation after Mr. Burbank himself has long passed away."

GEO. F. FREEMAN,
Plant Breeder.

Washington College, Chestertown.

"If people generally, and particularly those who grow the crops, could learn more definitely the methods of this man who has made two blades grow where one grew before, I am sure it would be better for them and all mankind."

JAS. W. CAIN,
President.

Experiment Station, Kansas State Agricultural College, Hays.

"In the event a proper treatise of Burbank's accomplishment can be given to the world, no amount of physical exertion nor financial outlay should deter the preparation and distribution of so great a boon as it will undoubtedly prove to humanity."

GEO. K. HELDER,
Assistant Superintendent and Secretary.

Norwich University, Northfield, Vt.

"The story of Luther Burbank's accomplishments is a high incentive to emulation, and a detailed account of his methods should be of immeasurable value to the Nation."

CHAS. H. SPOONER,
President.

Agricultural and Mechanical College of Texas, College Station.

"Luther Burbank is a great man and his work will live to bless future generations."

ROBERT T. MILNER,
President.

University of Utah, Salt Lake City.

"Luther Burbank has given more to the world in the way of new plants than any other man that has lived. I predict for his books remarkable success."

WM. STEWART,
Principal, State Normal School.

Virginia Union University, Richmond.

"It would be a large contribution to the pleasure and the interest of men if the methods of Mr. Luther Burbank could be described and made accessible to all."

GEORGE RICE HOVEY,
President.

Board of Education, Vancouver, Wash.

"If Luther Burbank should die without having put into available form the results of his years of sacrifice and toil, the world would be a great loser. A personally supervised record of his methods and discoveries will certainly be of unusual value."

C. W. SHUMWAY,
Superintendent of Schools.

State Educational Commission, Columbia, S.C.

"The proposed books dealing with the work and discoveries of Luther Burbank will prove a benefaction to many people."

J. E. SWEARINGEN,
State Superintendent of Education.

College of Idaho, Caldwell.

"Don't let this great benefactor die without willing his wonderful knowledge of plant life to the world. Just to think of Burbank is an inspiration."

W. J. BOONE,
President.

Connecticut Agricultural College, Storrs.

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"Permit me to express my sincere and profound appreciation of the genius and achievements of Luther Burbank. He ranks among the country's greatest benefactors and his triumphs over Nature have won for him immortality. May he live long, work hard, and witness even greater victory!"

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President.

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Governor.

Governor's Office, Commonwealth of Virginia, Richmond.

"The publication of what Luther Burbank has wrought and his methods will, in my opinion, be of the greatest benefit to the people of this country and indeed of the world, and he owes it to himself and the world to make the publication which he now contemplates."

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Luther Burbank at the ages of 10—15—20—35—50.

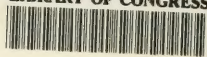




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