

Burbank Brochures For Free Public Distribution

The Luther Burbank Society has now in preparation a number of brochures and monographs, each dealing with a single subject, written for the purpose of placing Luther Burbank's methods, discoveries and their possibilities within the reach of all. These are intended to arouse a new interest in intelligent plant breeding, as well as a greater love for Nature, and not only to convey a better idea of the possibilities of plant improvement, but to tell of the practical means for effecting this improvement.

The publications are written in simple, clear language and illustrated — wherever illustrations make the point clearer or the lesson more effective — with color prints made by the new direct color photography process perfected through the aid of The Luther Burbank Society for this very purpose.

These brochures and color prints are not for sale, but are issued by The Luther Burbank Society for free distribution among adults having a serious interest in the subject — either specific or general. The cost of such distribution is defrayed entirely out of the funds received by the Society from its members. Only limited quantities are published and the Society does not undertake to supply or re-print exhausted editions.

The leaflets are valuable to all those interested in learning how plants can be improved by intelligent methods, how their production can be increased, how plants mate, how the tendencies in one parent can be matched against the characteristics of the other to produce an entirely different or more desirable offspring, as well as the numerous other Burbank discoveries, with their practical application.

Upon proper request the available brochures will be sent free of any charges. Only one copy of any title can be sent to the same person. All requests should be made upon the application form provided below and mailed direct to the

**Superintendent of Publications, The Luther Burbank Society
Santa Rosa, California**

Application for Free Brochures

Put an X in the opposite the subject of particular interest:

- FARMING
- FRUIT GROWING
- SMALL FRUITS
- VEGETABLE GARDENING
- FLOWER RAISING
- LAWN BEAUTIFICATION
- LANDSCAPE WORK
- FORESTRY
- COLOR PHOTOGRAPHY
- TRAINING THE HUMAN PLANT
- SIMPLY INTERESTED in learning how all forms of plant life may be improved by scientific methods of plant breeding.

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SUPERINTENDENT OF PUBLICATIONS

THE LUTHER BURBANK SOCIETY, SANTA ROSA, CALIFORNIA

Having indicated my particular interest in the column opposite I wish to receive each of the Society's monograph or brochure publications — in your opinion of value or interest to me, as are from time to time issued for free distribution.

Name _____

No. and Street _____

City and State _____

Occupation _____ — Do:

State here in which of the articles in this supplement you were most interested: