

# THE STATION NEWS

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Geneva, N.Y.

THE STATION Club opens the social season with a card party tonight in Jordan Hall. The hour is 8:00, and the announcements convey the information that there will be prizes and refreshments and everything else to make a pleasant occasion.

THE SOCIAL Committee also states that plans are well under way for the Christmas party, but more about that anon.

AT THE Staff meeting last Monday Dr. Thatcher told of some of the outstanding things that marked the Washington meeting of the Land Grant College Association. He also announced the appointment of Mr. Glen P. Van Eseltine of Syracuse to the position of Associate in Research in Horticulture to fill the vacancy caused by Dr. Berger's resignation. Mr. Van Eseltine is a systematic botanist with several years' experience in the Smithsonian Institute in Washington. He will enter on his new duties about February 1.

DR. HEIDRICK returned from the meeting of the American Pomological Society in Grand Rapids with an award of the Wilder medal for new fruits for the Station's display of a collection of its new seedlings. The collection which brought this recognition to the Station included Cortland, Orleans, and Sweet Delicious apples and Sheridan, Urbana, and Golden Muscat grapes, all Station creations. This is the second time that the Cortland has been honored with an award of the Wilder medal. The Wilder awards were established more than forty years ago thru a fund set aside for that purpose by Marshal P. Wilder, prominent Massachusetts horticulturist. The awards are made by a committee appointed by the American Pomological Society and are given for new fruits which exhibit marked superiority and show promise for the future. Two medals are given each year, the second award this year going to the Stark nursery for their new "Starking" apple.

MR. DAHLBERG is in Troy today attending the meetings of the State Ice Cream Manufacturers Association. He plans to stop off in Albany to complete arrangements for the annual meeting of the State Dairymen's Association to be held in that city next month. Mr. Dahlberg is president of the latter association.

THE STAFF was interested in a communication received by Dr. Thatcher from Dr. Anderson who is spending several months in the Sterling Chemistry Laboratory at Yale University. Dr. Anderson wrote that in spite of the resources of the Laboratory in which he was working it was not as well equipped as his laboratory here at the Station, and he requested that certain of his equipment be shipped to him.

DR. BREED is in Rochester today attending a conference of City milk officials.

A MEETING of the State Cannery Association will occupy the attention of several members of the Staff tomorrow and Friday. Those participating in the program with the titles of their papers are as follows: Crop Production, C. B. Sayre; Crop Diseases, L. K. Jones; Crop Insect Pests, Hugh Glasgow; Special Fruit Investigations at Geneva, U. P. Hedrick; Spray Residues on Cherries, L. R. Streeter.

MISS HOPKINS spoke before the Botanical Society of Canandaigua yesterday on the subject of "Seeds: Their Tricks and Traits."

THE LONG-expected installation of new stanchions in the dairy barn is set for next Monday. The new equipment is the last word in dairy barn furnishings.



FOSTER GAMBRELL writes from his home in South Carolina where he is spending his vacation that it is so balmy there he is uncomfortable even without a coat. Some of us would have taken a chance on a little such discomfort along about last Saturday and Sunday.

THE HORTICULTURAL Department is exhibiting and demonstrating a very attractive little device for coring and sectioning apples which Dr. Hedrick also brought back from Grand Rapids.

A TRIP to the Entomological Laboratory will be well repaid with the sight that greets the visitor in that busy sector of the Station grounds. A number of more or less air-tight compartments have been constructed in which each entomologist now pursues his course with dignity and comfort.

MENTION has been made before in these columns of the Research Department of the Station NEWS. This Department has now been revamped and put to work to uncover a few salient facts about this Experiment Station of ours that may or may not be of interest to our readers. At any rate we propose to offer from time to time a few items about the Station that do not get into the Station bulletins and reports but nevertheless affect all of us more or less directly. For the first venture in this field, we have selected the Mailing Department and the volume of Station correspondence.

Sometime ago, beginning the latter part of 1920, all of the communications received by the Mailing Department were closely scrutinized for a period of one year in order to ascertain, so far as possible, just who was asking for Station bulletins. This examination revealed several rather interesting things. In the first place, 4,107 requests were read and analyzed during that period. Of course many of these, in fact most of them, asked for more than one publication. Classified roughly, these requests were grouped as follows: Newspapers, 35; libraries, 256; research workers, 382; county agents, 323; teachers, 470; students, 531; farmers, 551; industrial plants, 605; and miscellaneous, 1,014. The large number in the last group is due to the fact that separations were made ~~anywhere~~ only where the classifications were clearly defined in the letter. This group, therefore, includes many who would otherwise fall in one of the other groups. It also included all communications coming from city people.

Just recently a six-months' period was selected for the purpose of checking up on the Station News Service. During this period, too, every communication received by the Mailing Department was analyzed. This time only two classifications were made--one including all requests that could be traced directly to news stories sent out by the Station, either by mention in the letter or by an enclosed clipping, and the other those requests that did not show any direct relationship to the News Service. During this six-month period, 3,557 communications were examined, of which 973, or a little better than 27% could be traced directly to the News Service. Incidentally, this survey revealed the fact that the Station is receiving many more requests for its publications than four or five years ago.

Any check on the amount of correspondence going out from the Station is rather difficult. However, the number of letterheads purchased by the Station may show something as to the volume of this phase of the Station's activities. Since July 1, 1926, orders have been filed with the State printer for 16,000 letterheads. Based on previous demand, these amounts are expected to anticipate the needs of the several departments to July 1, 1927.