

The Station News

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August 23, 1933.

Geneva, N. Y.

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BIGGER : "Dairy Day" in 1933 style surpassed in many respects even the expecta-
AND : tions of its sponsors and was acclaimed generally as an outstanding suc-
BETTER : cess. In the words of Dr. Hedrick in his greeting to the crowd, Dairy
-----: Day has achieved the unique biological process of changing from an annual into a perennial, and already plans are being laid for 1934. Registration figures totalled 1,029, and newspaper estimates of attendance figures ranged from 1,200 to 1,500. Commissioner Baldwin in his address paid a tribute to the work of the Station and particularly to the present group of workers in dairy research, asserting that "You have known some of the great scientists of the times, and I want you to know that there has never been a more competent and more interesting group of scientists than there is here at the Experiment Station at the present time, and they are doing some real work in the interests of the dairymen."

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SIDE LIGHTS : One of the special features on Dairy Day was Mr. Casey and his
ON DAIRY DAY : "fiddle". The crowd liked Casey and his tunes, and doubtless would
-----: have kept him playing much longer than they did if it had not been for the other features of the afternoon program.

The Station quoit team won a one-sided contest from a hastily assembled team representing the visitors, but remarks dropped by the visitors left little doubt but that next year there would be real opposition from experts in neighboring counties. Mr. Gloyer, it seems, gave a striking demonstration of the difference between theory and practice when he failed to pitch in his usual form following a lecture on the finer points of the game.

Among the Dairy Day visitors was one dairyman who had been present at the dedication of the Dairy Building nearly forty years ago. Also, as an example of the changing times, one visitor, Dr. L. W. Bass, a Borden representative, flew from New York City to Syracuse to be present at the festivities.

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DR. HEDRICK IN : Dr. Hedrick left for Weston, Mass., early yesterday, where he
MASSACHUSETTS : will address a boys' camp on the general subject of "New Fruits".
-----: He will return to his office on Friday.

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WANTS ALL : Dr. W. L. Corbin, Librarian of the Smithsonian Institution at Wash-
DUPLICATES : ington, visited the Station on Monday primarily to arrange for the
-----: return to the Smithsonian of any duplicates of the several publica-
tions of that Institution and of the National Museum for redistribution. Any member of the Staff having material of this sort with which they are willing to part will confer a favor upon the Smithsonian if they will deposit them with Miss Rogers for return to Washington.

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AN ALUMNUS : Dr. J. J. Willaman, former chief chemist at the Station and collector
RETURNS : or rare mammals, together with Mrs. Willaman and the girls, is spending
-----: a few days in and about Geneva. Dr. Willaman is now research
chemist for Rohm and Haas of Bristol, Pa.

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JUDGED : Mr. Van Eseltine was in Ithaca Friday to judge at the Empire State
"GLADS" : Gladiolus Show held in the drill hall on the Cornell Campus. The show
included: nearly a thousand varieties entered by some 250 exhibitors. Sweet-scented
varieties of gladiolus were a special feature of the exhibit.

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VACATION : Vacation trails for Station folks lead to Ohio for Miss Rogers, to the
NOTES : Hudson Valley for Mr. Van Alstyne, and to Virginia for Mr. Brase. Other
-----: more or less engaged in the pursuit of some leisure time include Dr.
Breed and Mr. Walsh.

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A NEW : Yachting circles about the Station welcomed a new recruit recently in
RECRUIT : the person of Bud Hedrick. According to all accounts, he is quite an
-----: accomplished sailor.

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NEW : A new crop of bulletins is beginning to issue from the printer's shop
BULLETINS : with the opening up of the new fiscal year. The following are the
-----: latest additions to the list:
Bul. No. 629. Facts About Soil Management in a New York Orchard,
by R. C. Collison and J. D. Harlan
Bul. No. 630. Thermophilic Bacteria in Milk Pasteurized by the
High-temperature, Short-time Process, by M. W. Yale and C. D. Kelly.
Bul. No. 631. A Discussion of Ropy Milk Outbreaks, by C. D. Kelly
Bul. No. 632. Relations Between Orchard Soils and Cover Crops,
by R. C. Collison.

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ON THE : Arrangements have been made whereby Mr. Schurman, who is more or less the
GROUNDS : official sign painter for the Station, will occupy quarters in Daguerre
-----: Hall on the third floor of the Dairy Building for a few days to complete
work on State Fair signs. Mention is also made again of the fact that Mr. Rothrock
will be available the next two or three days for any necessary construction or paint-
ing wanted for State Fair exhibits. In all probability the first load of exhibit
material will go over to Syracuse on Thursday of next week. If not otherwise pro-
vided for, transportation should be arranged with Mr. Hefferon. And finally, we
would like to call attention once more to the request from the State Fair office
that exhibits in the building which houses the Station display be in place by Sat-
urday morning, Sept. 2, when the Fair opens.

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A NOTED : Notice of the death of Willard G. Bixby at his home in Baldwin, Long
NUT GROWER : Island, last week brought to mind the fact that Mr. Bixby had for
-----: many years a very keen interest in the work with nuts here at the
Station and donated large numbers of seedlings for test. He is reputed to have had
the largest collection of nut varieties in this country, if not in the world, on his
Long Island Estate.

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A SHINING : A well-known botanist at the Station who directs the activities of
EXAMPLE : the Seed Laboratory made a most welcome payment on his Station NEWS
-----: account the other day in the form of a beautiful basket of tomatoes,
each fruit being polished to perfection and the representative of a select family
from the Seed Laboratory Control Fields. Not only was the donation made in person,
but it was delivered at the Editor's home, thus assuring the continuation of the ac-
count indefinitely.

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PROMOTIONAL : We promised some time ago to review from time to time some of the
PUBLICITY : matters discussed by college and experiment station editors at their
-----: meeting in Urbana recently. One of the subjects that stirred up
considerable debate, especially because it struck a tender spot in many middle west-
ern institutions, was "Promotional Publicity", or the blowing of the institutional
horn and the sounding of the institutional cymbals, practices that had not met with
general favor until legislators, both state and national, fell upon experiment sta-
tion and college budgets as ready means of balancing accounts. The consensus of o-
pinion was that the right kind of Promotional Publicity was sorely needed by many
agricultural colleges and experiment stations. But we were most impressed in read-
ing accounts of the discussion by the following thought offered by Prof. W. P. Kirk-
wood, veteran editor of the Minnesota Agricultural College:

"Promotional publicity for agricultural colleges, and, we add, experiment stations, should, I believe, begin at home. You can not get others to appreciate the great worth of your institution unless those within the institution themselves are thoroughly sold on it, and cherish a deep desire to dispense its beneficent services to a needful public. This, in essence, means a generous friendliness--toward the institution itself and toward those for whom the institution was created."
