

The Station News

Vol. XXII, No. 25.

June 20, 1934.

: Geneva, N. Y.

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THE FARM : At this writing forty-five Farm Bureau agents and members of the
BUREAU AGENTS : Farm Bureau Office at the College, Headed by "Tiny" Flansburgh,
-----: will come to the Station tomorrow for an all-day inspection and
visit. The Station welcomes this opportunity to put its work before these men who
are in such close touch with the farmers of the State and anticipates a most enjoy-
able day. Activities will begin at 10:00 o'clock in Jordan Hall with a word of wel-
come from Dr. Hedrick. Starting at 10:30 a tour will be made of the laboratories to
be followed in the afternoon by an inspection of field work, weather permitting.
The group, accompanied by several members of the Staff, will have lunch at the Seneca
Hotel at 12:30. Messrs. Marquardt, Hofer, Beattie, and Enzie will conduct the tour.

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Bacteriology and Dairy Divisions
THE DAIRY : Members of the / are planning to attend the meetings of
SCIENTISTS : the American Dairy Science Association in Ithaca next Tuesday and
-----: Wednesday and have completed arrangements for the meeting of the As-
sociation here on Thursday. The following papers will be presented by members of
the Station Staff:

The Effect of Heat Transfer Rates Upon Some Properties of Milk and Cream.

J. C. Marquardt and A. C. Dahlberg.

The Optical Rotation of Casein. D. C. Carpenter.

Cream Cheese Spreads. A. C. Dahlberg and J. C. Marquardt.

The International Dairy Congress. R. S. Breed.

Proven Sires and Partially Proven Dams in the Experiment Station Herd. A. C.
Dahlberg.

A Note on Storage Temperatures of Frozen Fruits for Ice Cream. J. C. Hening

Dr. Dahlberg is Editor of the Journal of Dairy Science.

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CANNERS : Executives and field men of the Association of New York State Canners
COMING : will hold a meeting at the Station next Friday. The morning will be de-
-----: voted to a business meeting of the executives, while the afternoon will
be given over to an inspection of work under way on the canning crops farm.

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A ROSE : The Geneva Garden Club will hold a rose show in Jordan Hall on Monday and
SHOW : Tuesday of next week. The committee in charge of the show held a meeting
-----: last night and made plans for several inovations for this exhibit which
will wind up the Club's activities until fall.

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A REAL : A congenial crowd of over a hundred and an ample and delicious repast sup-
SUCCESS : plied the chief elements to make the Station picnic a huge success. Even
-----: the weather, which started out a bit sulky, cheered up when supper was
served and provided ideal conditions for a lively baseball game and other diversions
later on. Mrs. Kelly is to be credited with the planning of the dinner, while Mr.
Crosier supervised the general arrangements.

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A GREAT : "Bob" Van Eseltine sails a week from today for a two months' tour by
OPPORTUNITY : bicycle of Germany, Austria, Switzerland, and other European points.
-----: He will be one of a party of twelve boys who are making the trip un-
der the auspices of the Carl Schurz Memorial Foundation.

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SEE THE : Over three hundred persons inspected the various gardens and ornamental
GARDENS : plantings about the Station grounds last Saturday afternoon on the "See
-----: Geneva Gardens" tour sponsored by the Girls' Friendly Society of Trinity
Church.

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ATTENDS N. J. : Mr. and Mrs. Harlan left Geneva by auto yesterday for Waterville,
MEETING : where Mr. Harlan, in cooperation with Dr. Horsfall, will inaugurate
-----: some experiments in several hop yards in that region. From Water-
ville, the Harlans plan to go to New Brunswick, N. J., where Mr. Harlan will attend
a meeting of the Northeastern Section of the American Society of Agronomy which is
holding forth at the New Jersey Experiment Station this week.

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MR. HARLAN : Mr. Harlan figures further in the news of the week as the recipient
MOVES UP : of the only promotion of the year, having been advanced from Assis-
-----: tant to Associate in Research by action of the Agricultural Council
of the Board of Trustees of Cornell University at a meeting in Ithaca on Monday.
The change is made possible by the provision by the Legislature of a special appro-
priation for hop investigations. Mr. Harlan has been placed in charge of this new
work.

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THE TUKEYS : The Tukeys are moving from their former residence on the Mellen farm
ARE MOVING : to the house on the White Springs farm formerly occupied by the sup-
-----: erintendent, Mr. Henderson.

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THE GREENS : Prof. and Mrs. Guy Green and children arrived yesterday from Ames,
ARRIVE : Iowa, for a visit with the Hedricks. Mrs. Green will accompany Dr.
-----: Hedrick on a trip to England and France during the summer.

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GETTING : Representatives of the U. S. Dept. of Agriculture who made a study of
IT ACROSS : exhibits at the Century of Progress Exposition last summer have sum-
-----: marized their findings with regard to the effectiveness of various
types of exhibits. Among other things, they found that typical educational exhibits
about which large crowds gathered rarely held the attention of visitors for more
than 2 minutes and that the average was only about half that time. The mechanical
cow, for example, which is regarded as one of the Department of Agriculture's most
popular exhibits held attention for only about 56 seconds. They conclude that an
exhibit that will attract the attention of at least 60% of the visitors and hold it
for at least 50 seconds is well above the average in public interest. Incidentally,
the exhibit in the group studied by the Department specialists that attracted most
attention at Chicago and seemed to hold interest longest was a Food and Drug exhibit
of small proportions, with no motion, and with a great deal of text matter--in other
words a display that lacked nearly all of the elements that have been held up as
essential to a good exhibit. All of which confirms our own impressions after a
visit to the Chicago exposition, namely that the exhibits from the Experiment Sta-
tion would hold their own with the general run of educational exhibits at that show.

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FROM CALIFORNIA, : A correspondent submits the following taken from a recent num-
OF COURSE! : ber of the California Cultivator:
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"Many fishermen fish with barbless hooks and by using soft cotton
gloves, it is possible to catch and return trout to the waters entirely
unharmd. It is claimed that trout are 'educated' in this way, and
enjoy the sport so much that the same trout is caught as many as 100
times when campers are staying for some time by the banks of some of
these lakes."

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LEAVES FOR : Mr. Munn sails on the Manhattan today for Hamburg from which place
SEED CONGRESS : he will proceed to Stockholm, Sweden, for the Sixth International
-----: Seed Testing Congress, July 3 to 7. He will be the official U. S.
representative of the Executive Committee of the International Seed Testing Associa-
tion and is traveling under the auspices of that Association. Following the Congres
he will visit seed-growing regions in Sweden and Denmark, returning to Geneva late
in July.
