

The Station News

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October 17, 1934.

Geneva, N. Y.

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NAME HEADS : President Hening called together the Board of Directors of the Sta-
OF COMMITTEES : tion Club last week to select the chairmen of the standing commit-
-----: tees. The following persons were named to head up the committees
indicated; Mrs. P. J. Chapman, Social Committee; Miss Marjorie Rogers, Welfare Com-
mittee; Dr. J. G. Horsfall, Finance Committee; and Dr. G. J. Hucker, Meetings Com-
mittee. These committee chairmen with the Board of Directors constitute the Execu-
tive Committee which will dictate the fortunes of the Club for the coming year. Mr.
Hening states that social activities will get under way at an early date.

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MRS. THATCHER : Mrs. R. W. Thatcher arrived in Geneva last Thursday for a visit
VISITING GENEVA : of several weeks. She is making her headquarters with Mrs. Hat-
-----: maker at 457 Castle Street.

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CONFERRED ON : Dr. J. J. Willaman, formerly head of the Chemistry Division and
FRUIT JUICE WORK : now with the Rohm and Haas Company of Bristol, Pa., spent Mon-
-----: day at the Station discussing cooperative work with fruit juice
and other products being carried on here.

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OVER : Mr. Harman spoke over WESG yesterday on "The Present Situation with Codling
WESG : Moth and Spray Residue." This is the second talk by a member of the Station
-----: Staff on the College program for the fall and early winter. Others schedul-
ed for the coming weeks include Dr. Hervey, Dr. Horsfall, Dr. Dahlberg, Mr. Marquardt,
Dr. Daniel, Mr. Harrison, and Mr. Hening.

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IN CLEVE- : The annual conventions of the International Ice Cream Manufacturers
LAND : Association and of the International Milk Dealers in Cleveland this
-----: week are occupying the attention of Dr. Dahlberg, Dr. Breed, Dr. Hucker,
and Mr. Hening.

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EFFECT OF : Dr. E. H. Toole, physiologist in the Seed Division, Bureau of Plant In-
LIGHT : dustry, U. S. Dept. of Agriculture, spent Saturday in the Seed Labora-
-----: tory conferring with Dr. Shuck on his work on the effect of light on
seeds. Recent findings regarding the action of light on seeds has apparently opened
up unexpected fields of investigation.

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DR. AND MRS. : Dr. and Mrs. Eugene Davenport of Woodland, Michigan, paid a brief
DAVENPORT : visit to the Tukeys and found Dr. Tukey making steady gains but
-----: still under the doctor's order. Dr. Davenport, formerly Dean of
the Illinois College of Agriculture and Director of the Experiment Station at
Urbana, also called on Dr. Hedrick.

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"PART : Good reports continue to come in from Mr. Sayre who has been able to make
TIME" : brief excursions out to the canning crops farm and to spend a few hours in
-----: his office.

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MILK : A large part of the Station contribution to the Statewide milk publicity
BOOSTERS : campaign falls to the lot of Mr. Hening and Mr. Marquardt, both men fill-
-----: ing numerous speaking engagements and cooperating with the local Chamber
of Commerce in the distribution of the various educational pamphlets prepared by the
Bureau of Milk Publicity. Last Monday Mr. Marquardt spoke before the Waterloo Ro-
tary Club on the general topic of milk as a food and yesterday Mr. Hening addressed
the Canandaigua Boosters' Club on the same subject. Among the milk pamphlets that
are attracting special attention are the following:

"Spending Less For Healthful Food", by the Bureau of Milk Publicity,
an excellent guide to food habits.

"Snappy Milk Drinks," by Consumers' Information Service, contains
excellent information on preparing milk drinks for children
and adults who do not relish milk in its natural state.

"Slimming Safely", by Dr. Shirley W. Wynne, most in demand of all
of the publications issued by the Milk Publicity Bureau,
outlining the complete procedure for a pastime that is most
popular with the ladies.

Any or all of these publications may be obtained from the Dairy Division.

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A TIMELY : Letters continue to arrive on the first number of "Farm Research" and
SUGGESTION : occasionally someone has helpful suggestions to offer. One letter
-----: particularly strikes us as being worthy of consideration not only by
the Editor but to contributors to "Farm Research" as well, hence we are taking space
here to quote rather fully. The writer, now an Illinois farmer by the way, is a
graduate of the University of Illinois, has been a teacher, and resided in the East
for 14 years. His comments are in part as follows:

"Your first number has been received and read by an outsider with
considerable interest. I would like to suggest the sort of material
I like and want from our public institutions and to indicate what I
do not like; some of the mistakes our state colleges are making and are
being criticized for these days.

"As a 'dirt' farmer in a typical corn and livestock region, I am still
greatly interested in avocational side lines, particularly fruit, nuts,
ornamental plants, and related subjects. You cannot publish or re-
publish too much on the subject of varieties, hardiness, adaptation
to soil, disease resistance, relative qualities of fruits, and notes
on behavior outside your own state.

"I have written on several occasions to Experiment Station friends
that in my opinion the professional horticulturist would do well
to stress problems of the amateur, of the home farm orchard, of the
novice. We need some attention to selection of varieties of fruits
that will thrive under conditions that the commercial man calls
neglect."

The writer then goes on to mention specifically the articles in "Farm Research"
by Mr. Wellington and Dr. Breed which he found of special interest and concludes as
follows:

"But I am inclined to warn you not to write too much about how to make
more money with legumes or other things along that line. Farmers are
'fed up' on advice, so fed up that we hold much of it cheaply. Many
of us think that too many governmental activities tend to create and
aggravate the ills they claim to cure."

These frank comments by a man "in the field" are well worth thinking about,
particularly his allusion to the "forgotten man" in the person of the amateur or
backyard gardener who after all makes up a large part of an experiment station's
clientele.

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WHAT ABOUT : A reader of the NEWS has handed on to us a communication from the
THE Sc. D's? : local Rotary Club in which appears a brief discussion of the mean-
-----: ing of degrees. It is suggested, with just what foundation in fact
we are not prepared to say, that "M. D." means moderately dumb; "D. D.", decidedly
dumb; and "Ph. D.", phenomenally dumb. We should very much like to see a definition
of "Sc. D." just to check up with our own ideas.
