

# STATION NEWS

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Geneva, N. Y.

## WELCOME, ROTARY!

The Station takes pleasure in playing host to Geneva Rotary today. Members of the Club have invited neighboring farmers to be their guests, thus affording us an opportunity to show some of our research projects to representatives of both consumers and producers. Demonstrations will include new ways of combating insect pests, gadgets for testing seeds, recent developments in food science, plant disease control, vegetable crop production, and fruit breeding. Messrs. Emery, Becker, and Axinn will act as guides under the direction of Ken Holgate. Al Sisson of WHAM is expected to be on hand with his tape recorder.

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## ANNUAL INSPECTION

Doctor E. R. McGovran of the Office of Experiment Stations, U. S. Department of Agriculture, has been at the Station for the past three days to review projects supported with federal funds and to discuss the research program in general.

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## COLOR IN STRAWBERRIES

Doctor John R. Matchette, Food Research Coordinator of the Western Regional Laboratory in Albany, California, spent last Saturday in the Division of Food Science and Technology in reviewing work done here on the identification of the color factor in strawberries. The effects of processing and storage on the color of strawberries have also been investigated by the Station scientists. For more details, see the July number of Farm Research.

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## WHAT THEY READ

Students in Bill Ward's class on agricultural advertising and promotion interviewed 588 adult farmers recently to discover their reading habits and preferences. According to Extension Echoes, the survey disclosed that 563 read a daily newspaper, 509 read weeklies, and 575 read farm magazines. Among the most popular of the magazines were American Agriculturist, Farm Journal, Country Gentleman, Rural New-Yorker, and Successful Farming, but 21 different magazines were listed and each farmer read an average of three magazines. "Cornell bulletins were highly popular, 447 farmers saying they read them regularly. USDA and Geneva bulletins also rated highly."

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## COINCIDENCE?

For the past eight weeks, the NEWS has been carrying a "feature" labeled "Facts and Figures", citing accomplishments in various fields of Station endeavor. Beginning with the June issue, Industrial and Engineering Chemistry inaugurated a new feature which they also call "Facts and Figures." It is to deal with industrial chemical progress in the U. S. Could they have taken the idea from the NEWS? They could--but they didn't!

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## SPRAY OILS

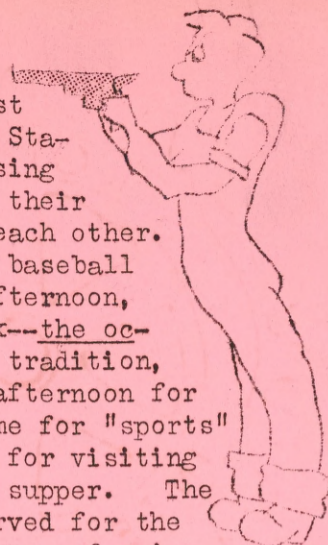
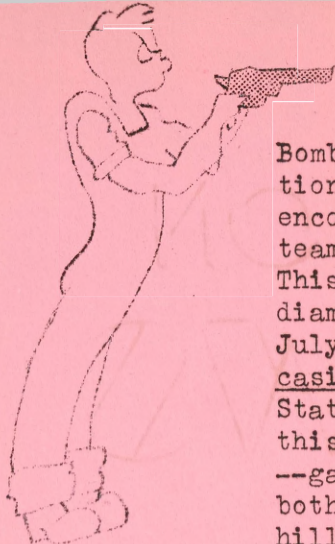
Recent developments in spray oils will be the subject of a conference tomorrow between Drs. Pearce and Chapman and Doctor A. E. Galley of the British Commonwealth Scientific Office of the United Kingdom Scientific Mission in Washington, D. C.

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## FROM MELBOURNE

Charles Madden of Melbourne, Australia, who described himself as a "layman" interested in fruit breeding, spent Monday at the Station.

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Captain Bill Robinson of the Baptist Bombers and Captain Charlie Stepanek of the Station bowlers--still chafing from their bruising encounters of last winter and prodded on by their teammates--are again hurling challenges at each other. This time the issue is to be settled on the baseball diamond--so help us! The time--Saturday afternoon, July 10th--the place--Cayuga Lake State Park--the occasion--the Station picnic. Breaking with tradition, Station Club officials have set a Saturday afternoon for this annual get-together to provide more time for "sports"--games and contests of skill, that is--and for visiting both before and after the proverbial picnic supper. The hillside pavilion at the Park has been reserved for the Station group, thus assuring protection in case of rain. Dressing rooms are also available for those who may want to swim--another reason for setting the date in July when Cayuga Lake should be warming up. So, rain or shine, we'll see you at the Station picnic on July 10th--but leave your gun home!

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#### SPRAY CONFERENCE

Farm Bureau spray service men met with entomologists and plant disease specialists of the College and Experiment Station yesterday in Daguerre Hall to review the season's recommendations for combating insect pests and diseases of fruit in western New York.

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#### CONGRATULATIONS!

Our congratulations to Miss Rosina Felice and Arthur Emery upon the announcement of their engagement! The wedding is to take place on June 26th. Miss Felice is in the employ of the Biological Stain Commission and Mr. Emery, a 1947 graduate of Bucknell University and a veteran of three and a half years' service with the Navy in the Pacific, is employed in the Division of Food Science and Technology.

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#### WEDDING BELLS IN WISCONSIN

Doctor and Mrs. Pederson and Don are in Madison, Wisconsin, for the wedding of Miss Jane Pederson and Dr. Warren S. Williams on Saturday, the 19th.

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#### MORE SUMMER HELP

The Seed Division reports the acquisition of two workers to help out during the summer months. Miss Bertha Durfee, a junior in Cornell specializing in floriculture, will assist with the work on flower and tree seeds and Mr. Boyd Van Dyke, a recent graduate of Alfred University, will work on the control field plantings. Mr. George Butler who worked in Entomology Division last summer and who has just graduated from the University of Massachusetts, has returned for another summer with Doctor Carruth prior to entering Cornell for graduate work.

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: FACTS AND FIGGERS :  
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Our figures this week have to do with the chemical inspection laboratories where analyses are made on official samples of all commercial fertilizers, feeding stuffs, and insecticides and fungicides offered for sale within the State. In 1947, the chemists analyzed 443 fertilizer samples, 2,873 feed samples, and 300 samples of insecticides and fungicides. But this is only part of the story, for those 300 sprays and dusts involved 26 different types of analyses and around 900 different determinations. And it required 4,772 different chemical tests to analyze the fertilizer samples and the rather astounding total of 17,989 determinations for the feeding stuffs.

