

The largest expedition has been sent to Northern Ferghana to study the rich natural resources of the region.

Another expedition is leaving for Yakutia for a period of five years. The expedition will study the life and customs of the Yakuts, the physical types of the population, the spread and causes of such diseases as trachoma, leprosy and psychiatric phenomena observed in Yakutia, the cause of the degeneration of the Yakut women, and so on.

#### THE A. C. S. NEWS SERVICE

IN response to a request from the editor of *SCIENCE* I am glad to give the following details regarding the News Service of the American Chemical Society.

The service was founded in 1917 with Dr. Allen Rogers, of Pratt Institute, contributing part time to its management. The work was later transferred to the office of the editor of *Industrial and Engineering Chemistry*, and with the increase in the work a managing editor was later employed. No record of returns was kept in the early history of the service, but beginning with 1918 clippings were collected through the regular channels and their total tabulated with the full realization that clipping bureaus are probably not more than 30 per cent. efficient, by which we mean that they probably collect not more than 30 per cent. of the articles printed on a given piece of news.

The following figures as to cost and inches of publicity may be of interest:

	Cost	Inches Publicity
1917	\$ 500	No record
1918	1,850	5,000
1919	2,069	8,000
1920	8,078	21,000
1921	12,792	70,000
1922	10,306	79,101
1923	8,154	115,000
1924	6,580	205,000

Present indications are that 1925 will see a further satisfactory increase in our return. We are proud of the record, not merely because it indicates extensive space having been devoted to chemistry, but because of the high character of the mediums which have seen fit to use our releases.

While the editor of *Industrial and Engineering Chemistry* is the director of the News Service, the actual rewriting and placing of the stories is done by an experienced newspaper man who serves as managing editor. Special stories are frequently written, not only for given periodicals but in accordance with geographic interest in some new topic.

There is no monetary return to the society for this

work, but the chemists believe that the expenditure is amply justified, for many instances of returns in a broad sense can be noted and it is felt that the creation of a large body of public opinion sympathetic to the work of chemistry is certain to redound to the advancement of the science in America.

The News Service was begun at a time when the press generally was inclined to print sensational stories, most of which were grossly inaccurate or mere figments of the imagination. There has been a decided decrease in this tendency and at present we are frequently solicited for information on topics before newspapers even write their own stories. Thanks to the News Service and to other educational efforts, it is not uncommon for special reporters to be assigned to the semi-annual meetings of the American Chemical Society. Other scientific organizations have from time to time engaged upon publicity campaigns and it is felt that the results of the American Chemical Society's efforts compare well with those obtained by similar organizations.

H. E. HOWE,  
*Editor*

#### PLANS FOR LUTHER BURBANK'S EXPERIMENTAL FARM

TENTATIVE plans have been made by Stanford University to take over and perpetuate the work of Luther Burbank, according to announcement made by William Gibbs McAdoo, member of the advisory board interested in the project.

The plans contemplate the transfer of Burbank's experimental farm at Sebastopol to the control of Stanford University, which will set about raising an endowment fund sufficient to insure the carrying on of Burbank's work when the horticulturist ceases his labor of creating new plants and flowers and improving on present species.

Burbank, for the past two years, has gradually been getting his affairs in shape so that his experimental farm might be taken over by some qualified institution. The proposal met with a ready response from Stanford University, owing to the warm personal friendship existing between Dr. David Starr Jordan and Luther Burbank. The announcement indicated that the university authorities had definitely taken up the project and would seek to raise the necessary endowment funds.

In his statement, Mr. McAdoo said:

For a period of fifty years Luther Burbank has been doing marvelous things in the field of horticulture—things that have conferred immeasurable benefits upon the human race.

Mr. Burbank has done most of his epochal work on a thirteen-acre development farm at Sebastopol, Sonoma