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 psychiatrical 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

County, Calif., about seven miles from his home at Santa Rosa. Here is the original giant "Royal" hybrid walnut tree which for fifteen years has paid in nuts and grafts 6 per cent. annual interest on $10,000. There are 13,209 large and small "Royal" hybrid walnut trees. There are 14,846 new seedling hybrid chestnut trees; 188 hybrid and seedling mountain ash, 802 new Patagonia hybrid and seedling cherry trees, 1,499 plum and prune trees, all new hybrids, bearing some 2,000 new varieties. All told, there are some 200 different departments of horticultural perfection, numbering many thousands of choicest plants, trees and perfected vegetables and berries.

Stanford University desires to acquire and conduct this development farm as the Luther Burbank horticultural unit of Stanford University. The conditions under which Stanford University was established make it necessary that all units have their individual endowment.

Luther Burbank, with a generous purpose to perpetuate the useful work he has already done for humanity, has made it possible for Stanford University to obtain this development farm at Sebastopol with its wealth of horticultural materials. As Mr. Burbank's contribution to the endowment fund, he is willing to transfer the property at a small part of its cost and real value to him.

ANNUAL CONVENTION OF THE ILLUMINATING ENGINEERING SOCIETY

THE Nineteenth Annual Convention of the Illuminating Engineering Society is to be held in Detroit, September 15 to 18, 1925, with headquarters at the Hotel Statler. This meeting will mark the inauguration of the new Michigan Section which will be observed by appropriate exercises.

In addition to the president's reception and dance which is to be held on Tuesday evening, the banquet will be held on Thursday evening and the golf tournament on Wednesday morning. The Entertainment Committee has provided a number of special features of interest to the ladies and it is hoped that there will be many in attendance to enjoy the program provided. Prizes are to be awarded for games and sports events.

Monday, September 14, the day preceding the convention, has been set aside for a number of special activities, meetings, etc., as noted below:

(a) Special Committee meetings (details will be supplied by Committee Chairmen).

(b) A meeting of all persons interested in the development of the Society and its sections, to be conducted by the President-elect, Mr. M. Luckiesh.

(c) A meeting under the auspices of the Committee on Constitutional Revision, to discuss some rather radical changes in the Constitution which have been proposed.

(d) A meeting especially for central-station lighting representatives and others interested in the development of lighting service, at which there will be held a round-table conference on the operation of central-station lighting bureaus. This will be followed by a dinner and inspection trip to representative installations of show-window and industrial lighting.

TUESDAY, SEPTEMBER 15TH

9:00 A. M.—Registration.

10:00 A. M.—Address of welcome—Alex Dow.
Response to address of welcome.
President's address.
Report of general secretary.
Committee reports.

2:30 P. M.—Report of committee on motor vehicle lighting.
Paper—Improved automobile headlighting—A. W. Devine.
Paper—Depressible beam headlighting—R. N. Falge.
Paper—Late developments in traffic control—C. A. B. Halvorson, Jr.

8:30 P. M.—President's reception and dance.

WEDNESDAY, SEPTEMBER 16TH

8:30 A. M.—Golf tournament.

2:30 P. M.—Report of committee on natural lighting.
Paper—Practical daylight calculations for vertical windows—W. S. Brown.
Paper—Sawtooth design, its effect on natural illumination—W. C. Randall.
Paper—Prediction of daylight from sloping windows—H. H. Higbie and A. Levin.
Paper—Relative value of daylight, tungsten filament and mercury arc light and mixtures, as measured by visual acuity—Frank E. Carlson.
Paper—The effect of mixing artificial light with daylight on important functions of the eye—C. E. Ferree and G. Rand.

THURSDAY, SEPTEMBER 17TH

9:30 A. M.—Symposium on residential street lighting.
Paper—The fading of colored materials by daylight and artificial light—M. Luckiesh and A. H. Taylor.
Paper—Lighting for production—P. W. Cobb.

2:30 P. M.—Paper—Lighting of show windows during daylight hours—(demonstration) Messrs. E. D. Tillson, O. R. Hogue and Charles Howard.
Paper—Automobile body plant lighting—J. M. Ketch, H. J. Thompson and E. F. Labadie.
Paper—The illumination of general electric factories, offices and warehouses—By works illumination advisory com-