

SECOND ANNUAL MEETING
National Apple Institute

Hotel Gibson, Cincinnati, Ohio
Monday and Tuesday, June 15, 16, 1936

Monday

10:00 Call to order - National Apple Institute

Review of work of past year, Dr. H. E. Barnard (and his assistants if desired)

Finances of past year, H. B. Simpson, Vincennes, Ind.

11:00 The New York, New England Apple Institute, E. Stuart Hubbard,
12 New Market Street, Poughkeepsie, N. Y. and Lawrence
Howard, Kinderhook, N. Y., or other representative

The Ohio Apple Institute, C. J. Neal, 7208 Euclid Ave.,
Cleveland, Ohio

The Appalachian Apple Institute, C. Purcell McGue, Greenwood,
Va. or W. S. Campfield, Staunton, Va.

The Michigan Apple Institute, C. C. Taylor, Albion, Mich.

12:30 Lunch - National Apple Week, R. G. Phillips, Secretary National
Apple Association, Rochester, N. Y.

1:30 Reports from Washington, Oregon and other groups which have
organized to push consumption of apples.

2:15 Striking results from good advertising of food products,
especially fruits, possibly Dean Halliday, American
Fruit Grower

3:00 Experiences of people present with various promotional efforts
of a private nature. Discussion led by A. D. Baughman

4:00 Laying out a Campaign for increasing apple consumption, . . .
Pickett, President American Pomological Society

4:30 Election of Directors and Officers
Adjournment of General Meeting
Organization of New Board
Preparation of Plans for coming year

7:30 Some problems in the apple industry which directly affect
consumption:

Teaching Apple Values to the Public, W. S. Campfield,
Staunton, Va.

Improving the Retail Technique, E. Stuart Hubbard,
Poughkeepsie, N. Y.

Health and Food Values, Dr. H. E. Barnard, Indianapolis,
Ind.

Tuesday

9:00 Plans of the National Apple Institute for 1936-7 - Report
from new board

10:30 American Pomological Society Conference on Spray Residue Research

10:30 The Spray Residue Research Program, W. A. Ruth, Chairman
Committee American Pomological Society on Spray
Residue Research

11:15 The Urgency of Settling the Spray Residue Problem, Discussion
W. A. Perrine, Centralia, Ill.
Mr. Reid, Vincennes, Ind.
Frank Farnsworth, Waterville, Ohio
T. J. Talbert, Columbia, Mo.
Dr. John Gourley, Columbus, Ohio

12:30 Lunch - Fundamental Research on Lead in human nutrition,
Dr. Robert Kehoe, Lettering Institute, University of
Cincinnati Medical School, Cincinnati, Ohio

2:30 Supporting a Research Program on Spray Residues
Cost - Drs. Ruth and Kehoe
Discussion of ways and means

3:00 Visit to Lettering Laboratories.

RE 0008525