

PSYCHOLOGY

# Orange Juice Colors

► ORANGE JUICE tastes better when it has a dark orange color than when it is lemon yellow. At least, that is what the average consumer thinks, Howard G. Schutz, psychologist at the Quartermaster Food and Container Institute, Chicago, has discovered.

Consumer preference experiments show a significant preference for juice colored dark orange to juice colored a distinct yellow, he reported at the National Research Council's Symposium on color in foods.

Later, when coloring the yellow juice made it dark orange also, no preference was expressed by consumers.

Color serves as a quality label for consumers, Mr. Schutz said. One group given a high quality juice with a natural color, rated succeeding low quality juice colored dark orange lower than a group that first received the high quality juice colored dark orange.

Mr. Schutz attributed this result to the fact that the first high quality sample created a color-quality label in the minds of the consumers.

He cautioned against separating color

from the many factors influencing food dislikes and likes, and emphasized that his experiments using naturally and artificially colored orange juices covered only a small part of the total problem.

Science News Letter, November 28, 1953

ANTHROPOLOGY

# Pitdown Man Is Hoax

► THE GRAND picture of man's evolution from a common ancestral line with the apes and monkeys is unshaken by the exposure of the Pitdown man hoax in England.

For this so-called Dawn man or Eoanthropus, now dethroned, was never considered anything more than a remote cousin that left no descendants. Darwin is still right and continued anthropological discoveries, in recent years, strengthen instead of weaken the fact of our rise along a line of ancestry common to other primates, although Homo sapiens left his closest ancestors a few millions of years ago.

The direct line of man's rise is still dim in the ancient past, but the evidence today is that man's birthplace as a creature more human than ape was in Africa where fossils of ape-men have been found.

Proof by British Natural History Museum scientists that the Pitdown jawbone is actually that of a modern ape will be received with relief by many experts, for the skull and the jawbone did not match in the opinion of many authorities who have studied them since their discovery in a

## • RADIO

Saturday, December 5, 1953, 3:15-3:30 p.m., EST  
 "Adventures in Science" with Watson Davis, director of Science Service, over the CBS Radio Network. Check your local CBS station.

Dr. Hans Adolf Krebs, professor of biochemistry at Sheffield University, England, will discuss "Converting Food to Human Energy." Dr. Krebs has been awarded the Nobel Prize in medicine and physiology for 1953, which he shares with Dr. Fritz A. Lipmann. Dr. Krebs is the recipient of the 1953 Lasker Award of the American Public Health Association.

southern England gravel pit before the First World War.

Exposure of a blatant but clever forgery shows the possibly orangutan jaw was given an aged brown appearance by potassium bichromate and iron salt treatment, and the teeth were pared down to seem worn in a human manner.

Among those questioning the authenticity were Dr. Gerrit S. Miller, Smithsonian Institution mammalogist, who 25 years ago said the skull belonged to a man and the jaw and teeth to an ape, and the late Dr. Franz Weidenreich of the American Museum of Natural History who, as recently as 1947, held that the form and individual features of the Pitdown brain case are those of modern man and the lower jaw anthropoid in characteristics.

For a number of years the British scientists have investigated the authenticity of the Pitdown fossils. In 1949 at the British Association for the Advancement of Science meeting, Dr. K. P. Oakley, who has now exposed the hoax with Drs. J. E. Weiner and W. E. Le Gros Clark of Oxford University, demoted the fossils to much less than their presumed half million or million years age. Their age is now put at 50,000 years, as determined by the amount of fluorine they took up from the ground water.

Science News Letter, November 28, 1953

It has been found that some synthetic antibiotics produced for medical use protect cotton cloth against mildew better than chemicals now used for that purpose.

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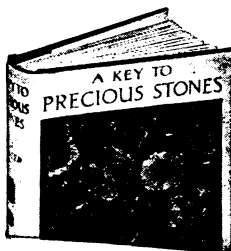
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