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**Kansas  
4-H Journal**

February 1975



# He helped start a Co-op in 1934

## Now his son knows why . . .

The true strength of the CO-OP idea can be more clearly understood during difficult times. It was clear enough back in the 1930s and it is clear now in our new "age of allocations."

When shortages hit, some suppliers closed their doors. Others offered excuses and/or apologies. But CO-OP did its level best to keep patron-members provided with most of their needs.

With supplies still limited, CO-OP is providing its members with most of the farm fuels, fertilizer, baling wire and other essentials that they need.

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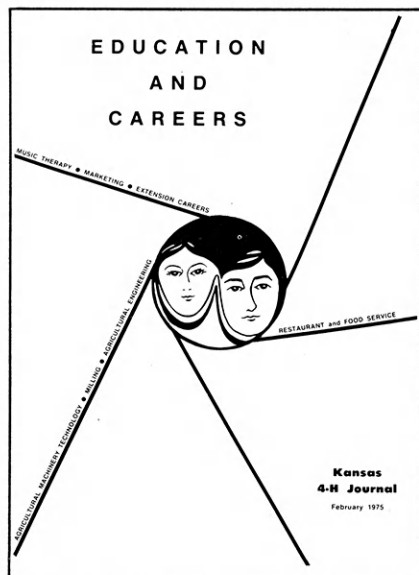
The CO-OP idea looks even better today than it did when your father helped to get it started.

*The CO-OP Farmer:  
More of the future  
in his own hands.*



FARMLAND INDUSTRIES, INC.  
KANSAS CITY, MISSOURI 64116





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# Education and Careers 1975

## Education

Perhaps the most valuable result of all education  
is the ability to make yourself do the things you have  
to do, when it ought to be done, whether you like it or  
not; it is the first lesson that ought to be learned; and  
however early a man's training begins, it is probably  
the last lesson that he learns thoroly.

—Henry David Thoreau

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## Why We Work

There is a time in every man's education when  
he arrives at the conviction that he must take himself  
for better, for worse, as his portion; that tho the wide  
universe is full of good, no kernel of nourishing corn  
can come to him but thru his toil bestowed on that  
plot of ground which is given him to till.

—Ralph Waldo Emerson



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School facilities include a complete farm production unit of 875 acres plus equipment and livestock. If you are interested in a professional career in farm and ranch management, you should investigate this program.

Other programs available through the S.E.K. Area Vocational-Technical School include: Machine Shop, Auto Mechanics, Drafting, Printing, Business, Cosmetology, Licensed Practical Nursing, Farm Power Mechanics, Carpentry and Welding.

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COFFEYVILLE, KANSAS 67337

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Arkansas City, Kansas 67005

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Atchison, Kansas 66002

**North Central Kansas Area Voc.-Tech. School**

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## Learn a salable skill

High school days will soon be over — and what will you do next?

One choice to consider is attendance at a vocational-technical school. Located throughout the state, the 14 area vocational schools offer training for employment to high school students, post high school students, and other adults of all ages.

The reason for the existence of vocational-technical schools is to help students to have a salable skill when they leave school. John Snyder, assistant commissioner in the Division of Vocational Education of the Kansas Department of Education, said. Ninety-five per cent of the 1973 vocational-technical school graduates available for placement received jobs.

Not only do vo-tech school grads find jobs, they find them near home. A recent study at the University of Kansas showed that the average person found a job less than 45 miles from the school he attended. Those graduating in technical courses, which may take two years and often result in more highly paid work, found employment on the average less than 100 miles from the school.

"In a short period of training, from nine months to two years, a person can gain entry into the labor market," James Shortt, a counselor at Manhattan High School, pointed out. "Also, the cost to the student is reasonable, as the state pays 90 per cent of the cost and the student 10 per cent."

If you are interested in attending a vocational technical school, talk with your high school counselor or go to the director of admissions of one of these schools. The entry process is simple; you have an interview with someone on the staff of the school, fill out an application, and take an aptitude test.

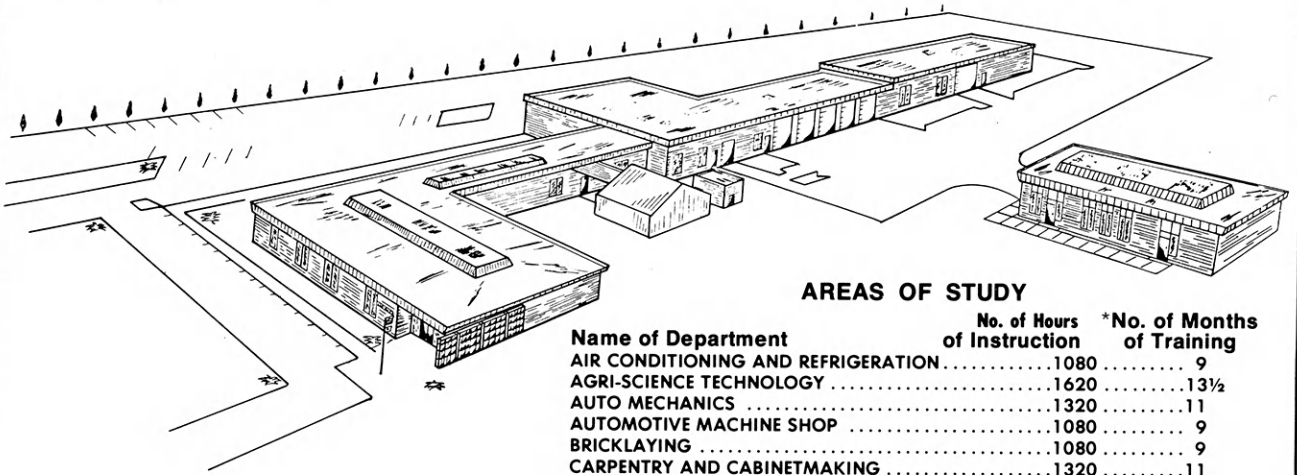
If you are in earnest about wishing to study at a vo-tech school, you almost certainly will be admitted.

# LIBERAL AREA VOCATIONAL-TECHNICAL SCHOOL

PHONE (316) 624-2551

BOX 949

LIBERAL, KANSAS 67901



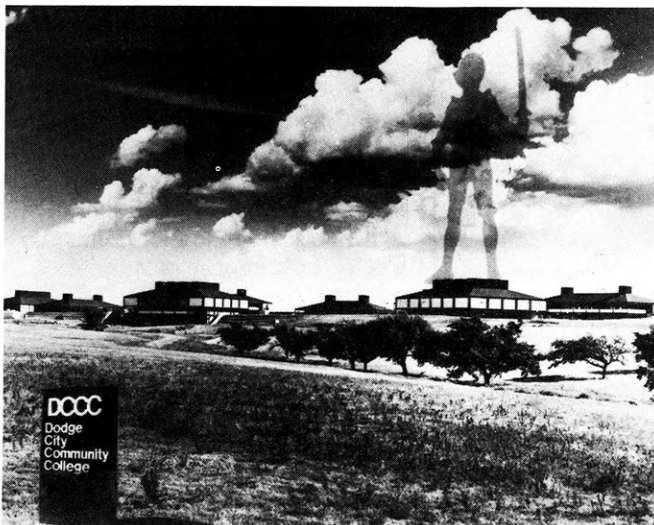
## AREAS OF STUDY

Name of Department	No. of Hours of Instruction	*No. of Months of Training
AIR CONDITIONING AND REFRIGERATION	1080	9
AGRI-SCIENCE TECHNOLOGY	1620	13½
AUTO MECHANICS	1320	11
AUTOMOTIVE MACHINE SHOP	1080	9
BRICKLAYING	1080	9
CARPENTRY AND CABINETMAKING	1320	11
DRAFTING TECHNOLOGY	2160	18
ELECTRONIC COMMUNICATION TECHNOLOGY	1320	11
CERTIFIED MEDICAL ASSISTANT	180	9
INSTRUMENTATION TECHNOLOGY	1320	11
MACHINE SHOP TECHNOLOGY	1080	9
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OFFICE OCCUPATIONS	1080	9
WELDING	1080	9

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The Director of Admissions,  
(316) 225-1321, Ext. 217  
Dodge City, Kansas



# Meet the community college



By Dr. James Tangeman  
President  
Colby Community College

James Tangeman, the president of Colby Community College, is a native Kansan born at Newton. He has degrees from Kansas State University and the University of Wyoming.

Dr. Tangeman is a member of the Colby City Council, the Colby Industrial Development Committee, Unified Schools Association for Vocational Education, and is a director of the Board of the Kansas Nebraska Educational Consortium.

In 1974 Dr. Tangeman was one of four to receive the 4-H Distinguished Alumni Award at the state level.

The community college, which is a two-year college, was created to serve you. Because you may be of any age, with any one of hundreds of goals and with a much different background from your fellow student, the community college must be a versatile place. You will be able to choose courses which will help you transfer to a four-year college or other classes which in a year or two will prepare you to go to work. You need not be concerned whether your courses will transfer to the four-year school of your choice because your program of studies will be tailored for that purpose. Transfer of credits between

two-year and four-year colleges is no longer a problem since the community college has proven that it provides quality education. Many valedictorians and salutatorians begin their higher educational experiences on a two-year college campus.

Because many of you do not desire to go to four years of college but instead wish to learn some special skills so that you can begin to work in a specific field, the community college has provided a vast array of career opportunities or "job entry" possibilities. A few such programs include dental hygiene, farm and ranch management, degree nursing, dietetic technology, criminal justice, secretarial science, aviation, animal hospital technology, agribusiness management, irrigation technology, nursing home administration, physical therapy assistant, horsemanship, and mental health technology. In all career programs the practical "how to do it" skills are emphasized with much on the job training demanded. Employment opportunities for these graduates are increasing each year.

The community college also offers opportunities for lifelong learning. Learning activities designed for personal enrichment, enjoyment, or development are a part of the curriculum. Students of all ages join in the excitement of these new experiences. Often the community college will extend its campus to other communities so that people have the convenience of attending college in their hometown.

You can expect to receive excellent instruction at the community college, since teaching is the primary responsibility of each faculty member. Not only are these instructors well qualified in their field but they are also dedicated to working with you on a personal basis. They continually work to improve their skills so they can maximize your chances to learn. The community college encourages its instructors to try new ways of teaching so that learning will be challenging, interesting, and enjoyable. You will find that respect between student and instructor is mutually shared.

While academic programs are important the community college also provides many activities for out of class enjoyment. Student organizations and government allow

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SHARE THE LIFE  
AND LEARNING  
EXPERIENCE

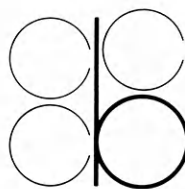
A COMMITMENT TO EXCELLENCE

ENVIRONMENT  
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PEOPLE  
SEEKING AND  
DISCOVERING

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COMMUNITY  
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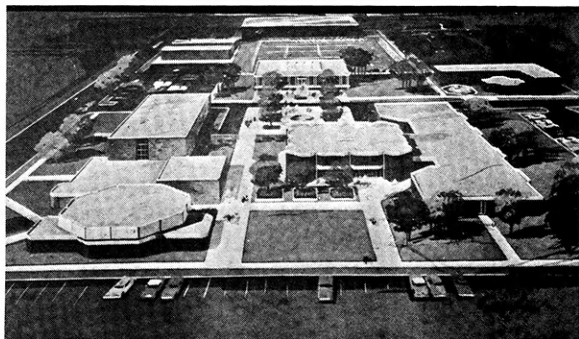
The Butler County Community College of today will not be the same place tomorrow. Like all academic communities, it is not a static arrangement. It's always changing. There will always be new people, new ideas, and new challenges. The constant change is what makes a college community a vibrant and worthwhile experience. It's a great place to have fun, to plan, and to build for tomorrow. Why not take a closer look at the Butler County Community College life? It may be just the answer for you.

For Information Apply:

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Butler County Community College  
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Business

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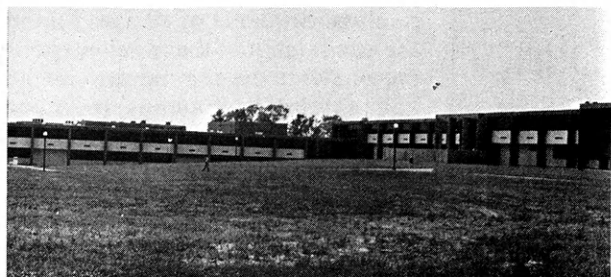
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Dean of Admissions and Records

Hutchinson Community Junior College

Hutchinson, Kansas 67501



## Kansas City Kansas Community College

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Career or Occupational Programs

Adult and Continuing Education Program

**Both Day and Evening Classes**

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**KANSAS CITY KANSAS**  
**COMMUNITY COLLEGE**

7250 State Avenue

Kansas City, Kansas 66112

Phone: 913-334-1100



## Community college—

(Continued from page 7)

opportunities for both leadership and participation. Intramural programs and a wide range of varsity athletics for both men and women are vital elements of the dynamic community college. A variety of special programs are presented to enhance your chances for new experiences and greater appreciation.

If you like to be involved and active, you will enjoy the many opportunities which are available.

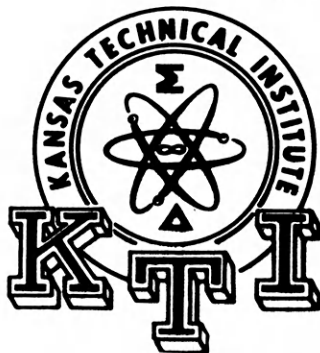
Though the community college has been briefly discussed here, it characterizes each of the 19 community colleges located throughout Kansas for the purpose of serving people of all ages in a variety of ways. You will find attractive campuses with outstanding facilities to

go along with the excellent instructional staffs. One of the major advantages of community colleges is their low cost. Even though your expenses will be less, financial aid is available for you if you need assistance. Professional advisers are waiting to help you plan for the future.

Yes, community colleges, not to be confused with the old "junior" colleges, are attracting more students each year because they insure that the student remains the most important person on the campus. The variety of learning opportunities, the possibilities for involvement, the personal attention, the positive climate for growth, the low cost, and the excellent instruction are some of the major factors that make community colleges a very popular alternative for you to consider.

Be sure you spend a day getting acquainted with a community college and you will learn first hand why they are just "nice places to be."

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TELEPHONE (316) 624-1951

# Your opportunities in extension

By Dr. Robert Johnson  
State Leader, Extension Staff and Program Development  
Kansas State University

Most of us have one idea in common when it comes to choosing a career. We would like to help make the world a better place in which to live. The Cooperative Extension Service provides just such an opportunity.

Working with people to help them solve their own problems is one of

the satisfactions of Extension. Extension workers in Kansas are all faculty members of Kansas State University. They carry on educational programs in four main areas: agriculture, home economics, 4-H and youth, and community resource development.

Extension workers have a great

deal of freedom in developing programs for the people they serve, but also receive much help from about 130 state specialists and about 30 area specialists. These specialists not only help extension workers with their programs but serve as resource persons.

There are three major types of positions as county extension agent. These are extension home economist, extension 4-H and youth agent, and extension agricultural agent. Every county has an extension home economist and an agricultural extension agent. Approximately one-third of the counties also have a 4-H and youth agent. There are also a limited number of positions in other specialties such as horticulture and expanded nutrition.

In addition to having a desire to work with people, a young person going into extension work needs a college degree. It is advisable to consult with someone in the extension service concerning the type of major and course work which will

(Continued on page 20)



## Pedalin'



### HIGHLAND COMMUNITY JUNIOR COLLEGE

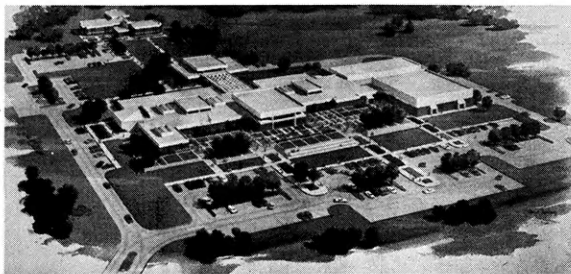
The people place with apartment dorms and excellent economic education. The fully accredited junior college offers you an opportunity to be somebody. A new library, Student Union, and classroom complex sets the mood for a progressive junior college.

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### THIS IS ACCJC

The Community Junior College with YOU in its future.

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ACCJC offers a low cost—high quality education in:

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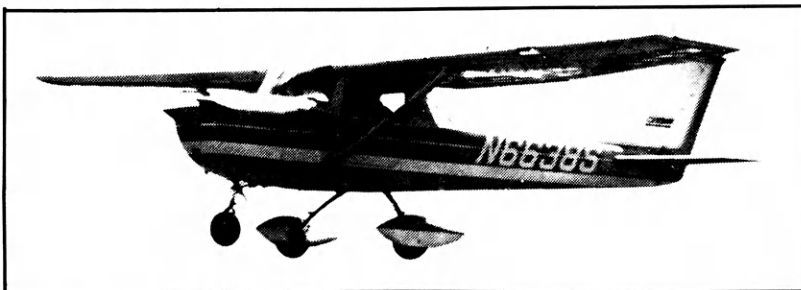
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offers a monthly allowance of \$100.00, tax-free, in your junior and senior years, even if you are not on scholarship.

And flying lessons to those qualified provide the most exciting benefit of all. Interested?

Contact Captain Jim Mercer

at Military Science Building, Kansas State University, or call at (913) 532-6600

**PUT IT ALL TOGETHER IN AIR FORCE ROTC**



## Agri-Business

Barton County Community College is giving high priority to the agricultural industry through its Agri-Business Program. The program is a combination of the technology of agriculture and business. The curriculum is both transfer and two-year career oriented. A work-study program gives credit for work experience gained while studying. Test farming on college ground enhances the classroom instruction.

## Collegiate 4-H Club

A chapter has been organized on the Barton County Community College Campus. The organization provides the students the opportunity of continuing their experiences in 4-H. Much of the group's work will center on youth-fellowship and community service.



## College-General

Barton County Community College is committed to educating the youth of Kansas. Through its transfer related and career-oriented curriculums the college offers a program for most students. The college is fully accredited and maintains a quality staff. For further information contact the Admissions Office on the campus.

# BARTON COUNTY COMMUNITY COLLEGE

Great Bend, Kansas 67530

316-792-2701

What you've started in 4-H, you can continue when you come to

# Colby Community College

The 4-H program provides a variety of opportunities for its members. So do the programs available to Colby Community College students.

## Turn Projects Into Careers

Have those livestock or horticulture projects pointed you towards a career in agriculture? Has the desire for a job in fashion merchandising or dietetics stemmed from your home economics project work? Perhaps a self-determined project has made music, biology, art or radio studies your choice. Are you looking for a career in the health industry?

Whatever your future plans, Colby Community College can either prepare you for a position requiring one or two years of study or get you ready to transfer to another college. Horsemanship and physical therapy assistant are the newest additions to our growing list of career programs.

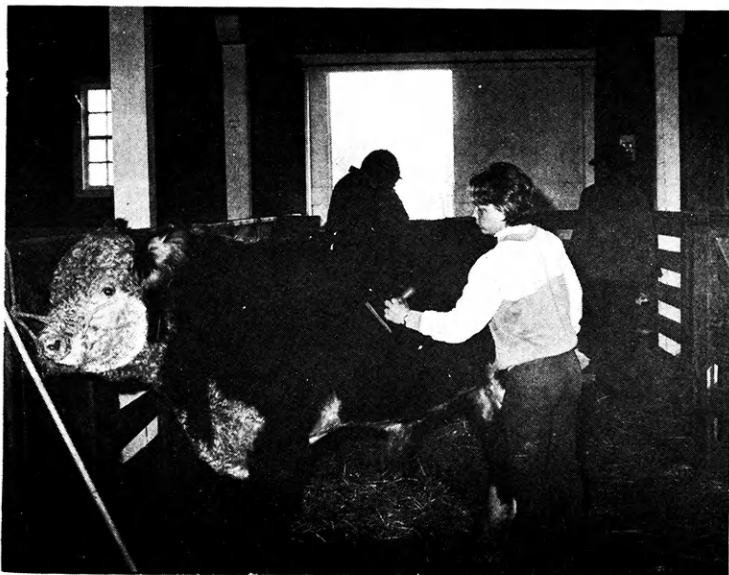
Students in fields requiring more than two years of college can spend their freshman and sophomore years here. Our policy of no required classes allows you to develop a program that will meet the requirements of the institution to which you are transferring.

If you're still up in the air about what to do, interested faculty members will be glad to help you make that choice.

## Join Collegiate 4-H

Coming to Colby Community College will let you stay in 4-H. Members of one of the state's newest 4-H groups are campus leaders. Collegiate 4-H'ers serve as project leaders for local youngsters and help train the younger members for their new leadership roles.

While making your after graduation plans, check out Colby Community College. We think it's the place you'll want to be.



Classes in horsemanship, plant science, soil science, animal science, ag economics and education, cow-calf management, farm and ranch management—they are all included in Colby Community College's agriculture curriculum. Sharing the building with the ag division are the college's animal health technologist and pre-veterinary medicine programs. Students enrolling in ag courses find much practical experience combined with the classroom lectures and textbook studies.



Ever wonder how those fabrics you've enjoyed sewing were made? Or why some were easier to use? You'll have these and lots of other questions answered when you enroll in the textiles course that is part of the college's home economics program. Students seeking careers in a foods/nutrition, fashion or clothing or interior decorating field can begin their college education at Colby.



Science, music, physical education, history, English, art, these are just a few of the many fields in which courses are offered at Colby Community College.

We want to tell you more about Colby Community College. If you'd like to know more, please contact Dean of Admissions Dennis Michaelis, 1255 South Range, Colby, Kansas 67701. The telephone number is (913) 462-3984.



# KANSAS TWO-YEAR COLLEGES

FEBRUARY 1975

## Public Community Junior Colleges

	Location	(Equated Full-Time Enrollment)	Tuition Per Sem. (Kans. Res.)	Room & Board Per Sem.	On Campus Housing Capacity	WRITE FOR INFORMATION TO
Allen County Community Jr. College	Iola	479	\$8 credit hr.	\$380	96	Registrar, Allen County Community Jr. College, 1801 N. Cottonwood, Iola, Kans. 66749.
Barton County Community Jr. College	Great Bend	693	\$10 sem. hr.	\$450		Director of Admissions, Barton County Comm. Jr. College, Great Bend, Kans. 67530.
Butler County Community College	El Dorado	996	\$8 sem. hr.	\$460	56 men 56 women	Director of Admissions, Butler County Community College, El Dorado, Kans. 67042.
Cloud County Community College	Concordia	583	\$8 hour	\$350	68 women 50 men	J. W. Carlson, Dir. of Admissions, Cloud County Community College, Concordia, Kans. 66901.
Coffeyville Community Jr. College	Coffeyville	543	\$8 credit hr.	\$390	120	Director of Admissions, Coffeyville Community Jr. College, Coffeyville, Kans. 67337.
Colby Community College	Colby	908	\$12 credit hr.	\$450	80 men 120 women	Dennis Michaelis, Dean of Admissions and Registrar, Colby Community College, Colby, Kans. 67701.
Cowley County Community College & Vocational-Technical School	Arkansas City	620	\$8 credit hr.	\$400	36	W. S. Scott, Adm. Asst. and Registrar, Cowley County Community College, Arkansas City, Kans. 67005.
Dodge City Community College	Dodge City	886	\$8 credit hr.	\$490	88 women 58 men	V. James Sherer, Director of Admissions, Dodge City Community College, Dodge City, Kans. 67801.
Fort Scott Community Jr. College	Fort Scott	448	\$8 hour	\$448	23 women 50 men	Registrar, Fort Scott Community Jr. College, 2108 S. Horton, Fort Scott, Kans. 66701.
Garden City Community Jr. College	Garden City	808	\$8 hour	\$475	60 men 62 women	Registrar, Garden City Community Jr. College, Garden City, Kans. 67846.
Highland Community Jr. College	Highland	289	\$8 credit hr.	\$425	110 men 90 women	Douglas L. Fitch, Dean of Student Affairs, Highland Community Jr. College, Highland, Kans. 66035.
Hutchinson Community Jr. College	Hutchinson	1,833	\$8 credit hr.	\$400	400	Miss Reba Anderson, Dean of Admissions and Records, Hutchinson Community Jr. College, Hutchinson, Kans. 67501.
Independence Community Jr. College	Independence	479	\$8 credit hr.			Director of Admissions, Independence Community Jr. College, Independence, Kans. 67301.
Johnson County Community College	Overland Park	2,781	\$12 credit hr.			Director of Admissions, Johnson County Community College, 111th & Quivira Rd., Overland Park, Kans. 66210.
Kansas City Kansas Community College	Kansas City	1,867	\$10 sem. hr.			Director of Admissions and Registrar, Kansas City, Kans. Community Jr. College, 7250 State Ave., Kans. City, Kans. 66112.
Labette Community Jr. College	Parsons	425	\$8 sem. hr.			Labette Community Jr. College, 200 South 14th St., Parsons, Kans. 67357.
Neosho County Community Jr. College	Chanute	379	\$8 credit hr.	\$375-\$400	40 men 40 women	Joseph B. Smith, Director of Admissions, Neosho County Comm. Jr. College, Chanute, Kans. 66720.
Pratt Community Jr. College	Pratt	396	\$8 credit hr.	\$500	48 men 48 women	Director of Admissions, Pratt Community Jr. College, Pratt, Kans. 67124.
Seward County Community College	Liberal	450	\$8 credit hr.	\$400	35 men 35 women	Dean of Student Services, Seward County College, Liberal, Kans. 67901.

## Private Two-Year Colleges

Central College	McPherson	150	\$675	\$550	225	Director of Admissions, Central College, McPherson, Kans. 67460.
Donnelly College	Kansas City, Ks.	406	\$20 sem. hr.	& \$10 fee-full time-\$5 fee-part time		Donnelly College, 1236 Sandusky, Kans. City, Kans. 66102.
Hesston College	Hesston	510	\$710	\$487.50	425	Student Services Department, Hesston College, Hesston, Kans. 67062.
St. John's College	Winfield	310	\$475	\$475	350	Wallace Behrhorst, Director of Admissions, St. John's College, Winfield, Kans. 67156.

## State Technical Institutes

Kansas Technical Institute	Salina	231	\$135	\$420	125	Director of Admissions, Kansas Technical Institute, Salina, Kans. 67401.
Vocational Technical Institute (Kansas State College of Pittsburg)	Pittsburg	300	\$195	\$462.50	1,280	Leland D. Boone, Director, Vocational Technical Institute, Kans. State College of Pittsburg, Pittsburg, Kans. 66762.

# Kansas Four-Year Colleges

School	Location	(Equated Full-Time) Enrollment	Type	Affiliation	Accreditation
<b>Baker University</b>	Baldwin	730	Coed	Methodist	Kansas State Department of Public Instruction; Nat'l. Council for Accred. of Teacher Education; University Senate of the Methodist Church; American Assoc. of Univ. Women*
<b>Benedictine College</b>	Atchison	970	Coed	Catholic	Nat'l. Council for Accred. of Teacher Education; State Dept. of Public Instruction; Nat'l. Association of Schools of Music; Nat'l. Catholic Education Association*
<b>Bethany College</b>	Lindsborg	841	Coed	Lutheran	Kansas State Department of Public Instruction; North Central Regional Assn.; NCATE*
<b>Bethel College</b>	North Newton	645	Coed	Mennonite	Kansas State Department of Public Instruction; AAUW; North Central Regional Association*
<b>Emporia Kansas State College</b>	Emporia	5,395	Coed	State	Amer. Library Assn.; Nat'l. Assn. of Schools of Music; Nat'l. Council for Accred. of Teacher Education. State Dept. of Education. *
<b>Fort Hays Kansas State College</b>	Hays	4,474	Coed	State	State Dept. of Public Instr.; Kans. State Board of Nursing; Amer. Assn. of Colleges for Teacher Ed.; Nat'l. Assn. of Bus. Training Insts.; Nat'l. Council for Accred. of Teacher Ed.; Nat'l. Assn. of Schs. of Music; AAUW; North Cen. Regional Assn.; Council of Grad. Schs.; Mem. of Nat'l. League of Nursing*
<b>Friends University</b>	Wichita	820	Coed	Soc. of Friends	Nat'l. Council for Accred. of Teacher Education; Nat'l. Association of Schools of Music*
<b>Kansas Newman College</b>	Wichita	520	Coed	Catholic	Kansas State Department of Public Instruction; National Catholic Educational Assoc.*
<b>Kansas State College of Pittsburg</b>	Pittsburg	4,651	Coed	State	Nat'l. Council for Accred. of Teacher Education; Nat'l. Association of Schools of Music; Nat'l. University Extension Association; American Association of Colleges for Teacher Education; American Chemical Society*
<b>Kansas State University</b>	Manhattan	15,755	Coed	State	Professional Accred.; Arch.; Chem.; Engineering; Journalism; Music; Veterinary Medicine; Nat'l. Council for Accred. of Teacher Education*
<b>Kansas Wesleyan</b>	Salina	540	Coed	Methodist	University Senate of the Methodist Church; AAUW; Kansas State Dept. of Education; North Central Regional Assn.*
<b>Marymount College</b>	Salina	591	Coed	Catholic	Nat'l. Council for Accred. of Teacher Education; Nat'l. League for Nursing; Nat'l. Assn. of Schools of Music*
<b>McPherson College</b>	McPherson	448	Coed	Brethren	Kansas State Department of Education; Kansas Assn. of Colleges and Universities; North Central Regional Assn.*
<b>Mid-America Nazarene College</b>	Olathe	879	Coed	Nazarene	Kansas State Department of Education*
<b>Ottawa University</b>	Ottawa	672	Coed	Baptist	Kansas State Dept. of Public Instr.; American Baptist University*
<b>Saint Mary College</b>	Leavenworth	454	Women	Catholic	Nat'l. Council for Accred. of Teacher Education; Nat'l. Association of Schools of Music; AAUW and Kans. State Dept. of Education*
<b>Saint Mary of the Plains College</b>	Dodge City	407	Coed	Catholic	Kansas State Department of Public Instruction; Nat'l. Association of Schools of Music; Nat'l. Council for Accred. of Teacher Education*
<b>Southwestern College</b>	Winfield	627	Coed	Methodist	Kansas State Department of Public Instruction; Nat'l. Association of Schools of Music*
<b>Sterling College</b>	Sterling	515	Coed	Presbyterian	Kansas State Department of Public Instruction; American Association of University Women; Nat'l. Crediting Assoc. Teacher Education*
<b>Tabor College</b>	Hillsboro	520	Coed	Mennonite Brethren	Nat'l. Association of Schools of Music; Kansas State Department of Public Instruction*
<b>University of Kansas</b>	Lawrence	19,277	Coed	State	Professional Accred.; Arch.; Art; Business; Chem.; Engineering; Journalism; Law; Medical Tech.; Medicine; Music; Nursing; Occupational Therapy; Pharmacy; Physical Therapy; Psychology; Social Work; Speech Pathology and Audiology; Teacher Education; X-Ray Technology*
<b>Washburn University</b>	Topeka	3,721	Coed	Municipal	Nat'l. Council for Accred. Teacher Education; Association of American Law Schools; American Bar Association; American Association of Univ. Women; Nat'l. Ass'n. of Schools of Music*
<b>Wichita State University</b>	Wichita	10,349	Coed	State	Nat'l. Council for Accred. Teacher Education; Nat'l. Association of Schools of Music; Engineers; Council for Professional Development; American Chemical Society Committee for the Professional Training of Chemists*

\* Is accredited by North Central Association of Colleges and Secondary Schools.

Tuition & Fees Per Sem.	Room & Board Per Sem. (in residence halls)	Estimated total yearly cost for a student (including tuition, room & board, books, supplies & personal expenses)	On Campus Housing Capacity	SCHOLARSHIPS		WRITE FOR INFORMATION TO
				No.	Average Amount	
\$900	\$550	\$2940	800 (includes fraternity and sorority houses)	250	\$500 (renewable for 4 yrs.)	Director of Admission, Baker University, Baldwin City, Kan- sas 66006.
850	575	3350	1,153	275	\$700 (renewable for 4 yrs.)	Benedictine College, Director of Admissions, North Campus, Atchison, Kans. 66002.
810	500	2775	640	200	\$500	Director of Admissions, Bethany College, Lindsborg 67456.
872.50	542.50	3305	620	328	\$424	Office of Admissions, Bethel College, North Newton 67117.
201	500	2042	1,442	485	\$250	Office of Admissions, Em- poria Kansas State College, Emporia, Kansas 66801.
16.50 (Cr. hr.)	415—475 (includes 10, 15 or 20 meal plan)	2250	1,712	350	\$250	Registrar and Director of Ad- missions, Fort Hays Kansas State College, Hays 67601.
475 per quarter	375 per quarter	2610	188	(No stipulated amt.)		Office of Admissions, Friends University, Wichita 67213.
725	470	2910	276	145	\$400 (per year)	Director of Admissions, Kansas Newman College, Wichita, Kan- sas 67213.
95.25	462.50 572.50	1900—2000	1,364	366	\$290	Office of Admissions, Kansas State College of Pittsburg, Pittsburg 66762.
266	560	2250	5,000	800	\$250	Dean of Admissions and Rec- ords, Kansas State University Manhattan 66506.
92.50	500	3260	600	105	\$600 (per year)	Director of Admissions, Kansas Wesleyan, Salina 67401.
800	525	3025	286	150	\$500	Admissions Director, Mary- mount College, Salina 67401.
812.50 Room for 15 hrs. Board	150—225 305	2650—2850	479	Unrestricted number available, up to \$750 per year.		Director of Admission, McPherson College, McPherson 67460.
630	502	2400	751	200	\$250	Director of Admissions, Mid- America Nazarene College, Box 1776, Olathe, Kansas 66061.
1050	475	3400	768	many available	\$400	Office of Admissions, Ottawa University, Ottawa 66067.
625	465	2670	450	70	\$500-\$700	Director of Admissions, Saint Mary College, Leavenworth 66048.
700	475	2350	420	185	\$275 renewable each semester	Director of Admissions, Saint Mary of the Plains College, Dodge City 67801.
750	485	2800	565	544	\$450	Director of Admissions, South- western College, Winfield 67156.
850	525	2950	575	150	\$500 (renewable for 4 yrs.)	Director of Admissions, Sterling College, Sterling 67579.
825	530	2950	400	250	\$400	Director of Admissions, Tabor College, Hillsboro, Kansas. 67063.
86.50	565	2400	5,200	2,051	\$628	Office of Admissions and Rec- ords, University of Kansas, Lawrence, Kansas 66045.
26 p.c. credit hour plus \$9 activity fee per sem. plus \$1.50 hr. univ. fee	595	2000	339	500	\$300	Registrar and Director of Ad- missions, Washburn University, Topeka 66621.
76.25	497.50	2000	391	522	\$275	Director of Admissions, Wichita State Univ., Wichita 67208.

† Three food service contracts available/semester  
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Career opportunities for young men and women in food industry fields are wide open. And one of the oldest and still most vital links in the food industry chain is milling and grain processing.

All grains and oilseeds are now processed for human and animal foods, but the story of milling is really the story of wheat, foremost of the cereal grains, which has served man from the beginning of civilization.

Where wheat flourished, men turned from being nomadic hunters to settlers. Families joined together in villages for mutual protection. No longer forced to move from place to place, man found time to think and plan to improve his crops, his shelter, and his way of life. He observed the seasons and became more conscious of time. The need for trading ideas brought further development of language and the beginning of writing.

But the historical importance of wheat and other grains is overshadowed by its future significance. Every day come more reports of worldwide food shortages and warnings of nutritional deficiencies and hunger.

Today, when all kinds of industries are cutting back on production and employment, a great many useful, productive, and satisfactory careers await young men and women who choose to work in the milling industry.

The opportunities in science:

- **Cereal chemistry.** Chemists are essential to flour milling. They work with the chemical, physical, and nutritional properties of wheat, flour, dough, bread and other wheat-based foods.

- **Research.** New areas of wheat properties and wheat products must be explored. In this never-ending quest, research scientists are at the front, ready to work for solutions to current problems and to help fill in the blanks where knowledge is lacking.

- **Product development.** Improvement of taste and nutrition of cereal grain products and creation of new products are tasks of the scientists in product development.

- **Sanitation and quality control.** As government regulation of the food industry becomes more complex and food quality standards continue to rise, sanitation and

# Milling

By Steve Morgan  
Writer for the Department of  
Grain Science and Industry  
Kansas State University

quality control scientists will be needed more than ever.

The opportunities in engineering:

- **Mill design and maintenance.** Milling techniques have radically changed in recent years, with growing demands for engineers to produce, build, and operate more efficient food production lines.

- **Equipment design and operation.** It used to be the millwright who did all the work on milling equipment. But with incorporation of so many scientific and technological advances, it takes a milling engineer to get the job done.

- **Production planning and supervision.** The modern mill operates from a central control station where wheat mixtures, conditioning, grinding, sifting, separation, flow, and packaging are regulated. To improve and refine the system, and to make sure the operation is smooth and continuous, are the responsibilities of engineers in production.

The opportunities of management:

- **Procurement.** Materials and men are what interest persons working in procurement. They buy the grain, hire the employees, and set up training programs.

- **Sales and marketing.** After the cereal grain products have been manufactured, men and women in sales, distribution, and marketing work together to present to one consumer one kind of product that meets his needs.

- **Finance.** The grain market, machinery, conversion of wheat to flour, mill-feed, transportation, sales, advertising — these are but a few of the areas that require experts in financing.

- **Administration.** The professional manager, skilled in dealing with people, is always in demand in the flour milling industry.

There are many other jobs available. You also might consider such related fields as the grain trades, baking, government service, nutrition, or the export trade. Whatever area you choose, you're sure to find satisfaction, reward, and room to grow.

Looking ahead to your education, one place to consider is Kansas State University at Manhattan. K-State's department of grain science and industry is the only place in the world where you can win a bachelor's degree or an advanced degree in milling science and management. To help you earn that degree, milling companies have provided an unusually large number of valuable scholarships.

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# LEADERSHIP DEVELOPMENT IS THE KEY



Of all the honors that can be gained in 4-H work, none is more prestigious than the Kansas 4-H Key Award. Regulations for Key Award consideration are stringent; only about one percent of the state's members are given this recognition each year. Candidates must first meet mandatory requirements which include a minimum of three years of club work completed, participation in at least two out-of-county events, enrollment in Junior Leadership during the current year, and two letters of recommendation—one of which must be from the adult leader of the club.

In addition to these and other basic qualifications, each nominee for the 4-H Key Award must have demonstrated

outstanding contributions in leadership, citizenship, and community service. Exhibits, demonstrations, judging, public relations work, the holding of offices, and evidence of handling increased responsibilities in projects are also considered by the State Awards Committee when determining whether a 4-H'er has earned this honor.

With so many factors considered, the 4-H Key Award obviously is recognition for leadership development. Simply stated, it recognizes members who have lived up to the high ideals expressed by the 4-H pledge. It is an award to strive for with determination . . . to win with a feeling of accomplishment . . . and to wear with pride. Congratulations, winners!

## ANNOUNCING THE 1974 KANSAS 4-H KEY AWARD WINNERS

**ALLEN**  
Nancy Monfort  
Fred Works  
Mary Finkbinder  
Nancy Kipp  
Philip Jarred

**ANDERSON**  
Elaine Alexander  
Jack Ball  
Sandra Sprague  
Terri Holloway

**ATCHISON**  
Nancy Acheson  
Patricia Roubesh  
Janet Taliaferro

**BARBER**  
Randall Angeli  
Pam Moore  
Jeff Colborn  
Greg Rusk

**BARTON**  
Kathryn Hullman  
Debbie Ahrens  
Jodi Besthorn  
Keith Miller  
Geraldyn Ohnmacht  
Donna Dietz  
Sandra Koelsch

**BOURBON**  
Edwin Fischer  
Gina Winter  
Jennifer Reed

**BROWN**  
Martha Dale  
Betty Gall  
Marcella Jacobsen  
Gerald Wright

**BUTLER**  
Ken Roths  
David Anglemeyer  
Kenneth Willhite  
Douglas Claassen  
Teresa Burton  
Christa Fagan  
Cynthia Toews

**CHASE**  
Darrel Schwillig  
Lisa Willhite  
Myron Molzen

**CHEROKEE**  
Carol Carnes  
Mary Duffin  
Rebecca Martin  
Athena McColm  
Karen Stevens

**CHEYENNE**  
Ronny Morris  
Virginia Bolyard  
David Busby  
Peggy Love

**CLARK**  
Jane Breit

**CLAY**  
Lee Yarrow  
Janis Fengel

**CLOUD**  
Mike Richard  
Patti Morgan  
Kayleen Lewis

**COFFEY**  
Georgene Eggleston  
Marilyn Combes

**COWLEY**  
Carlene Seeliger  
Jane Ryman  
Carol Hamm  
Iris Finney  
Brent Dowler  
Lynn Holt  
Sharla Thresher  
Tenia LeVelle  
Emmalee Martin  
Emil Wittenborn

**CRAWFORD**  
Janice Knopp  
Connie Kunshek

**DECATUR**  
Gary Anderson  
Kent Ashley

**DICKINSON**  
Sharon Schuler  
Sandra Wendt  
Dale Kleinschmidt  
Donna Nagely  
Lisa Sexton  
Judy Lehman  
Jeanette Whitehair  
Pam Oard  
Rita Lauer  
Mark Scanlan  
Douglas Brehm

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Miriam Elder  
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Paula Johnston  
Sherry Lynch  
Mary Winter



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Connie Jo Wells  
Laveita Harris  
Barbara Broyles

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Cathleen Langton  
David Petesch  
Patrick Mulvihill  
Rodney Bigham  
John Heston

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Denise Dahl  
Mike Beam  
Nancy Jensby

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Steven French  
Doug Kill  
Tom Boehm  
Connie Secrest  
Jackie Morrison

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Linda Shankle

**KINGMAN**  
Debbie Molitor  
Annette Hammerschmidt  
Marianne Biggs

**KIOWA**  
Robbie Belcher

**LABETTE**  
Roger Hellwig  
Carol Hunter  
Brenda Landrith  
Steve McKinzie  
Wayne Robison

**LANE**  
Paula Eaton  
Betty Heath

**LEAVENWORTH**  
Lynn Hagenbuch  
Mary Sachse  
Margaret Anderson  
Gloria Johnson  
Venice Lohman  
Steven Rector

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Sheree Donley  
Kim Panzer  
Kim Wallace

**LINN**  
Jeff Stroup  
William Leavitt  
Kathy Ferguson

**LOGAN**  
Ed Darnall

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Jane Leeberg  
David Gardner  
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Linda Collinge  
Gregg Gasche  
Diane Thomas  
LeAnne Martin

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Barbara Marston  
Rodney Schroeder  
Duane Wedel

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Melony Beneke  
Donita Buethe

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Michael Gress  
Lynnette Luedders  
Sharon Musil

**MEADE**  
Sue Blehm  
Tom Mertens

**MIAMI**  
Diana Magers  
Marcella Butel  
Sharon Walters  
Amanda Snell  
Curtis Kettler  
Jim Prothe

**MITCHELL**  
Kae Weber  
Raelene Walker

**MONTGOMERY**  
Raymond Withers  
Vickie Spradling  
Andrea Hamilton  
Valarie Scott

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Deb Robidou  
Karen Rediker  
Denise Richardson

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Annette Martin  
Nancy Olsen  
Kathy Parker

**ELK**  
Sherry Bliss

**ELLIS**  
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Randy Rogers

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Leonard Queen  
Marla Tuttle

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Linda Billips

**GRANT**  
Robert Murray

**GRAY**  
Patti Maxwell

**GREELEY**  
Cynthia Herl  
Denise Harper

**GREENWOOD**  
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Joyce Stread  
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## Announcing a new sponsor

Beginning this year, Kansas Federal Land Bank Associations will underwrite the major costs of conducting the annual 4-H Key Awards program. This will include providing funds for purchase of the individual keys. In addition, the Land Bank will, wherever possible, provide representatives to make the Key presentations at county achievement ceremonies.

In making the decision to sponsor the Key Awards, the Land Bank was especially impressed by the program's four objectives as outlined by the Extension Service, Kansas State University:

- (1) To recognize 4-H members whose accomplishments exemplify citizenship development, active community leadership, superior project work, and service to 4-H members and others.
- (2) To stimulate 4-H members to set higher individual goals, accept challenges, and to excel in their own 4-H work.
- (3) To encourage older 4-H members and 4-H alumni to continue their interest and cooperation in phases of the Cooperative Extension Program.
- (4) To provide youth and adults with living examples of leadership, character and effective citizenship that has been developed through 4-H work.

Young people who are challenged and motivated by these ideals and goals deserve an unlimited opportunity to do their best. And they deserve support. The Kansas Federal Land Bank Associations are proud to give their support by sponsoring the Kansas 4-H Key Awards program.



## Extension—

(Continued from page 10)

best help you qualify for this important position.

One of the many advantages of extension work is the opportunity to keep up with the latest technical information. In-service training is a constant, on-going part of an extension worker's life. Each extension worker has the opportunity to stay up-to-date through training meetings, newsletters from specialists, advanced study, and by constant contact with the most critical problems facing people in the county where he works.

Extension agents are in a unique position which tends to result in a relatively high status in their community. They are faculty members of Kansas State University and have the resources of this institution behind them. They serve as the educational arm of USDA and carry a card from this agency. This "cooperative" arrangement between federal, state, and county levels of government has been working well since 1914.

After experience as a county extension agent some people prepare to become area or state specialists. Others prefer the satisfaction which they receive from helping people as county extension agents, and prefer to stay in that position. Promotion opportunities are considerable, either within a position or by transferring to other positions in the extension service.

Although the extension program is too broad in scope to consider all the kinds of work extension workers do, it may be helpful to look at some examples. They range from helping people with limited resources to learn better nutrition habits to working with state and community leaders to better understand the tax structure and possible ways of improving it. Extension workers give technical information in agriculture such as amount of fertilizer to use and ways of best applying it, help introduce improved varieties of crops, and assist with management problems. Community development programs include nearly any aspect of community life. These can relate to water, streets, city trees, police protection, fire protection, solid waste disposal, and many others. The PRIDE program designed to help communities improve is one approach

to community development. In home economics there is a great variety in programs ranging from those dealing with basic food and clothing needs to child development, preventing spread of communicable diseases, improving mental health, and others.

Professional extension workers in the various program areas work together in an effort to most effectively present a program to the people in their community.

If you would like to know more about extension work as a career for you, discuss it with the extension workers in your county. There are also faculty in the extension service on the Kansas State University campus who would be pleased to counsel you concerning course work and other preparation needed.

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# Food service—

## *the nation's third largest industry*

By Neal Whitaker  
Assistant Executive Vice-President  
Kansas Restaurant Association

The nation's third largest industry, food service, will need about 75,000 people this year and every year for a good many years to fill job openings that did not exist last year.

You could fill one of these openings . . . if you have decided not to continue your education beyond high school. Or you can look forward to an excellent future in the industry by taking vocational courses or going on to a two-year or four-year college.

Why do all of these jobs exist? When you add up all the restaurants, industrial cafeterias, drive-ins, school lunch programs, airlines, hospitals, vending facilities . . . all the outlets serving food to people away from home . . . you arrive at a sales figure that's close to \$46 billion per year.

Today the average American eats one out of three meals away from home, and by 1980 he will be eating one out of two meals away from home. The food service industry provides 750 million meals a week through more than 367,000 establishments. And new food service operations are being opened every day of the week.

Another advantage in the food service industry, along with the large number of positions available, is that U.S. economic cycles have had only a minor effect on the industry. In spite of the many national economic ups and downs during the first two-thirds of this century, the number of restaurants has grown with the population. The industry is expanding even more rapidly now than it did during the first six decades of the 1900s.

Competition, higher costs, and a shortage of qualified people have

During the past six years, Neal Whitaker, Wichita, has been involved in developing food service education programs throughout the state. He is also serving his second term in the Kansas House of Representatives.

forced restaurant management to find more efficient ways of running their establishments. While much attention is being paid to such cost and time-savers as new methods of food preparation and mechanization of back-of-house operations, the primary emphasis remains on personal service. And that means skilled, talented people will always be needed. The food service industry relies on employees who take pride in getting along with, serving, and satisfying customers.

A young person can decide on the branch of the industry in which he wants to work. He can pick his geographic area. He can even have some choice of working hours.

Employment and career opportunities depend on skill, training, and experience. They vary from entry-level jobs, such as bus boy and waiter/waitress, to technical or management jobs such as chef and manager.

There are many jobs available to high school graduates who want to get started immediately in the food service business. The industry employs more than a million waitresses, 60,000 cooks, 350,000 food production workers, and 200,000 counter fountain workers. And that doesn't include the 75,000 new openings every year.

A high school graduate can enter the business directly and work his way to the top. Thousands of people have taken advantage of this aspect of the industry not present in other fields. However, the fastest way to move ahead in the food service industry is to start farther up the ladder.

Local vocational courses provide special training for various types of food service positions. Two of the most extensive in Kansas can be found at Wichita and Atchison. Usually these courses combine lecture and discussion classes with "on the job" training. In many instances students divide their time between working in a restaurant and classroom instruction. Some of the trades taught in vocational courses include cook, assistant

cook, pantry and cold meat cook, broil and fry cook, and pastry cook. Most courses of this type offer special work in menu planning, dining room service, food service standards, restaurant accounting, and public relations.

Two-year education programs leading to an associate degree are offered by two junior colleges in Kansas . . . Johnson County Community College and Hutchinson Community Junior College. Upon graduation from these programs you may wish to apply for a middle-management food service position or may decide to transfer your credits to a four-year college for more advanced work in food service.

Kansas State University offers several options to the student who wishes a higher degree. Programs there cover the broad spectrum of the industry with degrees in Restaurant Management, Institutional Management and Dietetics. Opportunities for a graduate of a four-year food service program are almost unlimited. Many companies eagerly wait for graduates of these programs.

How do you know if the food service industry is for you?

This business more than most depends on its employees to give excellent, warm, personal service to customers. You should be able to take professional pride in providing top-quality service to people. You should have an appreciation for food as more than something you have to eat three times a day. You should be able to enjoy satisfaction in the fact that people sincerely enjoy the food served by the establishment which employs you.

Above all, you should have a strong desire to make a contribution based on your own personal abilities.

If this describes you, welcome to the food service industry!

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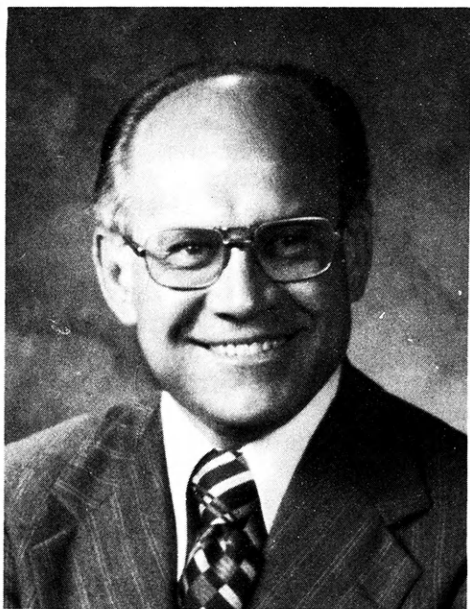
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We invite all 4-H members to continue to participate in stimulating and productive educational experiences at the University of Kansas, where the limits of knowledge are extended, where new discoveries are made, and where man's understanding of himself and his world is steadily expanding.



*Archie R. Gyles*

Chancellor

THE UNIVERSITY OF KANSAS / LAWRENCE CAMPUS

## CAREER OPPORTUNITIES UNLIMITED



The variety of careers in health offers rich scope for the inquiring mind, as well as the excitement and gratification of helping advance man's progress in dealing with himself and his environment.

In spite of the growing number of persons in the health professions, the supply has not kept pace with the demand for services. The opportunities are truly unlimited! Whatever your choice—medicine, dentistry, nursing, public health, pharmacy, medical technology, medical assistance, biophysics, biochemistry, bacteriology, to mention only a few—*your* prospects will be what you make them, determined by *your* interest and capacity, *your* training, *your* decisions, *your* work.

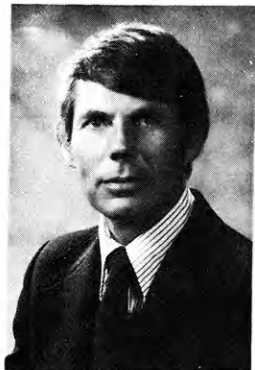
*The Kansas Medical Society*

1300 Topeka

Topeka, Kansas

# The music therapy profession

By Dr. George Duerksen  
Chairman  
Department of Music Education  
and Music Therapy  
University of Kansas



George Duerksen

If you enjoy helping others and if you like music, you might be interested in a career as a music therapist. The music therapy profession serves an expanding variety of clients. Traditional programs in mental hospitals and training schools for the severely handicapped such as Topeka State Hospital, Osawatomie State Hospital, Larned State Hospital, Parsons State Hospital and Training School, and the Menninger Clinic, provide settings where music therapists work. Private institutions for the handicapped, such as Lakemary Center in Paola, frequently hire music therapists. Music therapists also are employed in specialized institutions for the blind, deaf, and orthopedically handicapped, and a small but growing group is developing special music therapy approaches for rehabilitation programs in penal institutions.

Some larger public school systems hire music therapists (who are also certified music educators) to work with special education students and to help other music teachers who work with these students. Examples of such jobs may be found in the Shawnee Mission and Topeka public schools. Other music therapists work with indi-

viduals or small groups of clients in private studios similar to those used by private music teachers. Such private practitioners often find it useful to work closely with local psychiatrists, psychologists, and counselors who refer clients to them. In some cases music therapists have joined other professionals such as occupational therapists, special educators, and recreation specialists to form companies which operate clinics and cater services to local nursing homes, sheltered workshops, and health care agencies. Recently, music therapists have become active in community mental health centers where their work is preventive as well as remedial, and from which they become involved in a broad spectrum of community activities.

The professional workday varies, depending on the nature of the job and the individual music therapist. In some cases therapy may be done in a one-to-one situation much like the private music lesson; in some it may be done in small groups, in classes, or in music performance ensembles. The music therapist may need to be a conductor, a music teacher, a performer, an accompanist, a dance instructor, an instrument repair specialist, a background music programmer, a musical show producer, and a high fidelity sound expert in the course of a single day's work. And all of these roles must be nearly "second nature" so the therapist can concentrate on the client and his or her needs. Because the music or musical activity is chosen which will best serve the client, the therapist may be called upon to work with a variety of musical styles including rock, folk, country-western, popular, jazz, classical, gospel, electronic and ethnic styles.

Sometimes the treatment goals of music therapy require highly polished musical performances, but often they do not. Thus, the music therapist who needs to get his or her "kicks" from high quality performance usually seeks these experiences off the job rather than in work with clients. And some clients do not, or can not, change rapidly. Individuals who cannot tolerate imperfect performance, who are frustrated by slow improvement or change, and who dislike working with a broad variety of musical styles may not enjoy the work

music therapists must do. But persons for whom these factors are not problems, and who like to work with others in service careers, often find music therapy an appealing choice.

Preparation for entry into the profession involves successful completion of a four-year college major in music therapy and six months of internship in a program approved by the National Association for Music Therapy (NAMT). This work leads to certification as a Registered Music Therapist (RMT). RMT certification is required for civil service music therapy appointments in many state hospital systems, and often is specified as a prerequisite for other music therapy clinical positions. Several schools offer graduate work in music therapy at the master's and doctoral levels. Graduate degrees are necessary for those who wish to teach in college music therapy curricula, and those who wish to teach clinical courses in college must have at least two years of clinical experience as well. Salary levels for music therapists employed in institutions vary, but they often equal or surpass the salaries of public school music teachers in the same geographical area.

At the present time there are 32 colleges and universities in the United States which offer undergraduate music therapy curricula approved by the National Association for Music Therapy. Seven of these schools offer approved master's degree curricula as well. The only approved program in Kansas is at the University of Kansas in Lawrence. The K.U. music therapy program was the first in the United States to develop specific classes and research facilities for learning about the influence of music on human behavior. It currently leads other schools in operating an on-campus clinic for instruction and research. Other nearby approved curricula are at Phillips University in Enid, Oklahoma; Colorado State University at Fort Collins; and the University of Missouri at Kansas City.

For general information about the field, and a complete list of schools which offer approved degrees in music therapy, write to the National Association for Music Therapy, Box 610, Lawrence, Kansas 66044.

## OTTAWA UNIVERSITY

Ottawa, Kansas

See Listing Page 14

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# The salesman in today's society

Marketing has often been described as the field through which society directs its technological knowhow and its resources to individual consumers. Most new products emerge as the result of a technological breakthrough or from a discovery of unsatisfied consumer needs. One has only to look at the rate of increase in technological knowhow and total knowledge to realize that great opportunities exist in the areas of new product development and consumer need satisfaction. Some examples of recent trends may be of interest. It has been estimated that four out of five scientists who have ever lived will be alive sometime during the 1970s. The impact of this is that the volume of total knowledge is expected to double during the 10 years between 1970 and 1980. This represents the greatest increase in the volume of knowledge for any decade in the history of man. The ramifications of the increase in the level of knowledge are immense. For example, some companies estimate that over 50 per cent of their 1975 sales volume will come from products which did not exist in 1970.

The salesman is an important element in the process of making products available to the consumer. The rapid increase in the number of new products on the market has increased the need for additional salesmen. Today, approximately 11 per cent of the people in the United States work force hold selling positions. This percent is expected to get larger in the future.

The role which marketing plays in the business activities which ultimately lead to the sale of a product has changed in recent years. At one time marketing's responsibility began once the product had been developed and produced by those in design, engineering, and manufacturing. The marketer's job was

By Dr. V. Parker Lessig  
Associate Professor of Business  
Administration  
University of Kansas

primarily that of generating sales through promotional, distribution, and merchandising activities; that is, the marketer was expected through selling activities to create the demand for a product which already existed. This marketing orientation is now considered to be obsolete.

The consumer has numerous products within his price range from which to choose. The brand actually purchased is that one which he believes will provide the greatest satisfaction of his wants and needs. If a firm's product is to successfully compete in the market, it must compare favorably to the other products in terms of its ability to produce consumer want satisfaction. As a result, marketing today encompasses all business activities concerned with the satisfaction of consumer needs.

This change in marketing orientation has had a great impact on the

responsibilities of the salesman. A salesman's activities have been broadly summarized as that of selling the company's product, servicing the customer's needs, and providing the company with information concerning the nature of consumer wants, needs, and problems. Thus, the salesman is interested in more than making a "quick sale"; instead, he wishes to establish a long-term relationship between his company and the consumer. Such a relationship is enhanced by trying to increase the consumer's satisfaction with the product and service provided.

There are many types of salesmen. Probably the one most familiar is the retail salesclerk who assists the buyer in making a purchase. If we were to examine the elements of the distribution system, such as the manufacturer's suppliers, the manufacturer, the wholesaler, and the retailer, we would notice that there are salesmen whose function is that of con-

(Continued on page 26)

## How About The Newspaper Business?

If you are thinking about following a business or professional career, why not spend an hour visiting with your home town editor and learn about the possibilities in journalism?

The newspaper business offers an opportunity for a most interesting and rewarding life for the young man or woman who has a broad educational background, a liking for people, courage, and a desire to have an active part in the American way of life.

A good newspaper man has the satisfaction of knowing that he is helping others to a better life. He remembers that "The People Have The Right to Know" and, that there is no better way to have a well informed Democracy than through the printed word.

Before you make up your mind on your life's work, please think seriously about journalism. Thousands have found it a most enjoyable and rewarding career. Maybe you?

## The Journal-World

Lawrence, Kansas

"The HOME Newspaper for 18,000 Families"

Dr. Lessig teaches courses in marketing management, marketing research, and marketing models. In 1970 his Ph.D. dissertation won the American Marketing Association's doctoral dissertation competition, and in 1974 he was the recipient of the Bubb Award for distinguished teaching in business. Before joining the faculty of the University of Kansas in 1972, he taught for two years at Washington State University.

## Salesman—

(Continued from page 25)

necting the gap between these different distribution elements. For example, consider a manufacturer of radios who purchases many of the radio's electronic components, such as transistors, from some other firm. The company which supplies the transistors will send a

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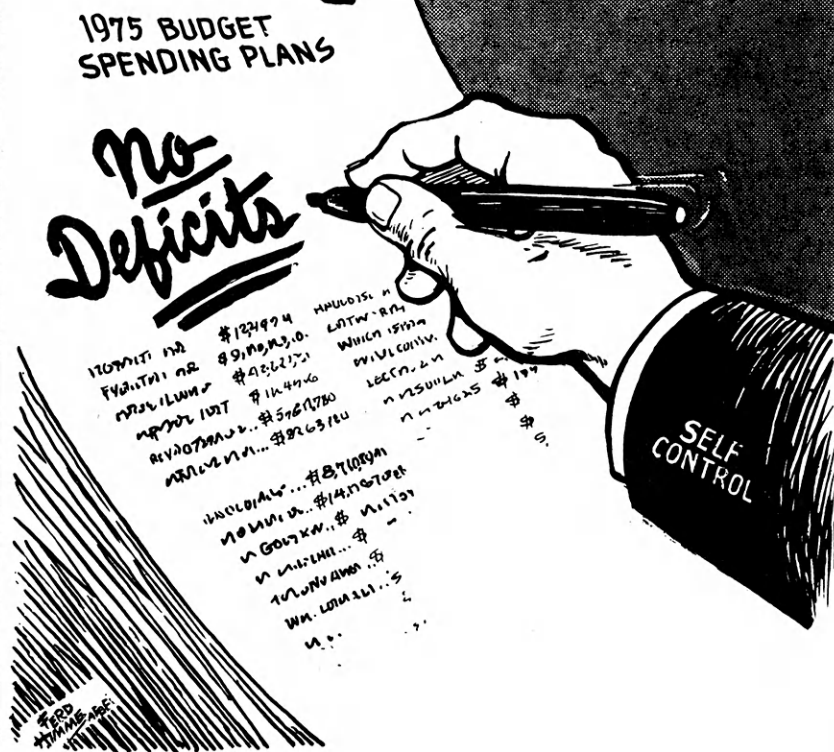
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telling him that as voters they want him  
to work to cut federal spending.

A challenge to you from Farm Bureau,  
the state's largest organization  
of farmers and ranchers.

## Salesman—

(Continued from page 26)

representative to the radio manufacturer. This representative, a salesman, informs the radio manufacturer of the types of transistors available and their prices. In addition the salesman will do such things as provide technical information about his company's product, handle complaints, service the account, inform his company of the radio manufacturer's needs and problems, and provide his client technical and managerial advice.

Given the wide variety of a salesman's responsibilities, it is not surprising to note that companies spend a great amount of time and money in training their sales representatives. Approximately 500 million dollars are spent annually in the United States for the purpose of training salesmen. Many salesmen at the manufacturing and wholesaling levels have college degrees in a field which is consistent with the nature of the company's product. For example, in the transistor illustration previously mentioned, an industrial salesman may have a degree in electrical engineering. To supplement the prospective salesman's background, a company's training program will often provide instruction in such areas as finance, managerial accounting, human relations, economics, law, and engineering depending upon the type of the product to be sold. Today, it is common to see a salesman who has combined his undergraduate college specialization with a master's degree in business administration.

The opportunities available in a sales career are large and varied. This is a field which requires a number of different types of skills on the part of the individual. The person who enjoys challenge, meeting people, and the opportunity to apply his numerous skills may want to consider selling as a profession.

### SAINT MARY COLLEGE

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See Listing Page 14

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## Cash for college

The first and most important source of money for college expenses is the student's and his family's resources, including current income, savings, and investments. Many students find part-time work and summer jobs to pay some of their college costs. But if his and his family's efforts aren't enough, help is available.

For information about sources of financial aid, talk with your high school counselor or write to the college or university you hope to attend.

Students in Kansas have access to five federal financial aid programs, state of Kansas scholarships, special scholarships which vary from college to college, state tuition grants, and ROTC scholarships.

The federal programs are Basic Educational Opportunity Grants, Supplemental Educational Oppor-

tunity Grants, College-Work Study, National Direct Student Loans, and Guaranteed Student Loans.

More than 800 state of Kansas Scholarships are given each year.

To learn about special scholarships offered at the college you are interested in, write to the Aids and Awards office at that college.

State tuition grants are available for use at private colleges in Kansas.

Generous but competitive scholarships are offered to students in ROTC at Wichita State University, Kansas State College of Pittsburg, Kansas State University, and the University of Kansas, the colleges in Kansas which have ROTC. Open to both men and women, these scholarships pay for tuition, fees, and textbooks, plus a \$100 a month stipend while in school. The student must enroll in ROTC, but otherwise his choice of curriculum

(Continued on page 30)

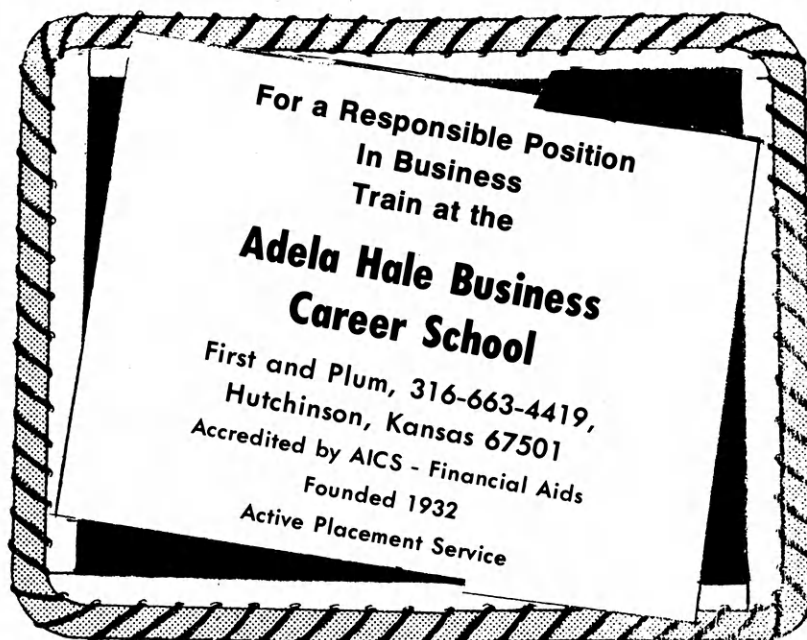
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**T**he Bureau of Labor Statistics of the U.S. Department of Labor says that between 1972 and 1985 the number of jobs in the United States may increase by as much as 20 million jobs. Kansas will surely come in for its fair share!

These knowledgeable technicians also say that they expect a significant shift from goods-producing industries (these include agriculture, mining, construction, and manufacturing) toward service-producing industries which include transportation, utilities, trade, finance, services, and government.

This anticipated shift is very significant for educational and vocational planning.

But back to the Sunflower State and the immediate future.

People in the know say that when 1975 winds up there will be 20 per cent more economists working in Kansas than there were in 1970.

Thirteen per cent more statisticians and actuaries will have jobs. There will be 7 per cent more accountants and auditors at the end of 1975 than there were in 1970. There will be 17 per cent more creditmen, 11 per cent more purchasing agents, and 10 per cent more general managers. These figures represent 3,000 additional jobs of a managerial nature in our state.

Between 1970 and the end of 1975 there will be 17 per cent more individuals employed in personnel and the labor relations field, and as we would expect, computer systems analysts will account for a 25 per cent increase. Computer programmers will lead the list with a 30 per cent increase in the number working in that field.

These occupational projections come from the Research and Analysis Department of our Employment Security Division working closely with the Bureau of Labor Statistics, and are for Kansas between the years of 1970 and 1975.

Young people in an ever growing and changing society are faced with the difficult task of choosing sound career plans from among thousands of alternatives. As the economy continues to expand, creating more and different kinds of jobs, the planning process become increasingly difficult.

Anyone about to enter the labor market or to go to work should sit back and ask some questions. What

## Finding a job tomorrow

By Hample Fairleigh  
Public Relations Director  
Employment Security Division  
Kansas Department of Labor

fields are promising? What competition can be expected from other workers? What type and how much training will be required? How do earnings compare with occupations requiring similar training? What type of employers provide the jobs? What are the working conditions associated with particular occupations?

To get the answers to these questions one must have a general understanding of the dynamic changes that occur continually in our economy. In other words, look into the trends in the work force; look into business and industrial development constantly taking place.

New ways of making goods and changes in living standards are constantly affecting the types of jobs that become available.

No one can forecast the future. Nevertheless, by using the wealth of information available, extensive economic and statistical analysis, and the best judgment of informed experts, the work future can be described in broad terms. Knowledge of specific industries is necessary because employers seek a wide variety of skills. Their employment patterns have shifted over the years and are expected to continue to do so. These changes greatly affect employment opportunities and occupational choices.

When thinking of going to work, young people should not eliminate occupations just because their preferences will not be the most rapidly growing. Although growth is a key indicator of future job outlook, the Department of Labor says that more jobs will be created between 1972 and 1985 from deaths, retirements, and other labor force separations than from employment growth. Large occupations that have little growth may offer more openings than a fast-growing, smaller one.

Trends in the nation's work force and in its business, industrial, and occupational development are important to watch.

Job growth in the service-producing industries is expected to outstrip that in the goods-producing

industries. Such activities as health care, repair and maintenance, government, and transportation will experience substantial growth during the next ten years.

Among the goods-producing industries, employment will increase in manufacturing and construction, although not as much as in the services, but an employment decline is likely in farming and mining.

Changes will also occur in the occupation profile over the country as a result of mechanization and changing lifestyles. New technology and the demand for more services will affect the makeup of the work force. The number of white-collar workers — professional, managerial, clerical, and sales — will continue to grow faster than the number of blue-collar workers — operatives, laborers, and craftworkers.

Employment growth through the mid-80s will vary widely among occupations. Professional and technical workers will show the fastest growth. Since these jobs require the greatest amount of education, school enrollments are also expected to rise somewhat.

Employers are seeking people with higher levels of education because of the increasing complexity of many jobs. However, at the same time, the Occupational Handbook of the Department of Labor says that 8 out of 10 jobs over the next few years will not require a college degree.

A high school graduate will be in a much better position to compete in the job market than the non-graduate.

Although training beyond high school has been the standard for years for many professional occupations, many other areas of work are going to require more than just a high school diploma.

As new, automated equipment is introduced on a wider scale in offices, banks, companies, and government operations, requirements are rising for skill in clerical and other jobs. Employers are demanding better-training workers to operate the complicated machinery.

Because many of these occupations are becoming increasingly complex, technical, specific occupational training such as that obtained through apprenticeship, junior and community colleges, and post-high school vocational education courses is becoming more and

(Continued on page 30)

## Finding a job—

(Continued from page 29)

more important to young people getting ready for successful careers.

With so much competition from young people who have higher levels of education, the boy or girl who does not get good preparation for work will find the going more difficult over the next decade.

Experience shows that the less education and training a worker has, the less chance he has for a steady job. Unemployment falls most heavily on the worker who has the least education.

In addition to its importance when competing for jobs, education and training is of high value in the determination of a person's income.

A worker with a college degree can expect to earn almost three times that of a worker with less than

eight years of schooling over a lifetime.

Young people who have acquired skills or good basic education certainly will have a better chance for interesting work, good wages, and most important, steady employment.

The true spirit of our great pioneer Kansans will prevail and the opportunity is going to be here in Kansas for its students, graduates, and all young people to find their place in the state's economic structure.

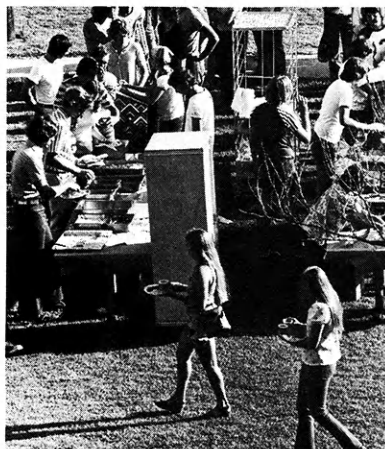
All it will take is putting as much concentration and planning into locating the job and preparing for it as one expects to give to the job after going to work. It is never too late to start planning.

## Cash—

(Continued from page 27)

is up to him. After graduation he serves in the armed forces for four years, and in the reserves for two years or longer. For information on qualifications and how to apply, talk with your counselor, or write to Professor of Military Science, Kansas State University, Manhattan, Kansas 66506. The deadline for applications is December 31.

Because many of the grants, loans, and scholarships have early deadlines, and because filling out applications may be time consuming, the student should begin to investigate possibilities early in his senior year or even as a junior in high school.



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## A new training opportunity for farm youth

A new career in agricultural machinery technology is open to persons with farming experience, good mechanical ability, and special training. The technologists work for farm machinery manufacturers, mostly in field service and field engineering jobs. Others go into manufacturing, sales, service management, new product development and trouble shooting.

A training program is offered at Kansas State College of Pittsburg in agriculture machinery technology. Dr. George Brooker, professor of technology, describes the program:

Its graduates get a strong background in courses dealing with engine design, engine overhaul, electricity, hydraulics, transmissions, final drives, brakes, diesel engines, fuels, lubricants, welding, machine shop, and metallurgy. They also study such areas as industrial safety, technical writing, time and motion studies, industrial supervision, industrial management, and merchandising. With this background, the students then enroll in such specific courses as Agricultural Power Equipment, Planting and Tillage Equipment, and Harvesting Equipment. To insure that all material is current, much of the instruction presented to the student is directly from the agricultural machinery manufacturers by way of their field service and engineering staff. Most of the major manufacturers have participated in this program and their contribution to its success is invaluable.

The training of the student of this program is not all technical in nature for having a Bachelor of Science degree implies a "well-rounded" individual, so students must also complete numerous courses in social science, economics, mathematics, science, communications, and fine arts. It become obvious that this is no easy program to complete but the rewards for completion are great. At a time when some college graduates are seeking jobs without avail, the graduates of this program are being sought out by employers months before graduation with each student having several job offers to choose from. The average starting salary for the 1974 graduates was approximately \$10,500 per year and in addition, most manufacturers provide fringe benefits worth about \$4,000 per year.

Kansas State College of Pittsburg's new agricultural program seems to have a bright future and

would be a logical choice for the farm youth with mechanical inclination who wants to enter a field with good employment potential and great chance for future advancement. At present, graduates of the program are employed by John Deere, International Harvester, Massey Ferguson, Hesston, Caterpillar, and many more companies of this type. The job potential seems to increase each year as more companies find out about the program.

For further information, contact Dr. William P. Spence, Dean, School of Technology and Applied Science, Kansas State College of Pittsburg, Pittsburg, Kansas 66762.

## Agricultural engineering

Farm output per man-hour has tripled during the past 20 years — nearly double the increase in productivity for all of industry in the United States. The farmer now feeds 51 persons, in contrast to 16 two decades ago.

Much of the credit for this increased productivity goes to agricultural engineers who have substituted horse power for muscle power. They have automated farm chores, transformed swamps and deserts into productive farms, stored produce safely, and improved food quality.

As the world population in-

(Continued on page 33)

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# So you're looking for a job?

By Terry Wilson  
Employment and Recruitment Adviser  
Farmland Industries, Inc.

So are lots of other people. But don't be discouraged yet, because there are many companies looking for good people today.

The problem is not always finding a job — it is finding the **right** job. There are many examples of the wrong person being hired. That's really too bad because this is costly both for the employee and the company. But I'm convinced that much of the confusion, inconvenience, and expense of making selection errors can be eliminated if we all really work at it.

At least half of the responsibility for selection errors rests with the applicant. For too long we've stressed the role of the employer and have not really emphasized the role that an applicant should play. We've told people, "If you make a good impression, you'll probably get the job."

Impressions are important and must be formed through careful judgment of information received from the applicant. The applicant must be very candid in evaluating and talking about his/her own interests, qualifications, and needs.

First, analyze yourself, make a list of your abilities, your aptitudes, your objectives. Consider your strengths and your weaknesses. Often we try to tell the interviewer what we think he/she wants to hear. What is said and what is real may be quite different. So first, look for a job that fits the real you.

Second, look for a job that will offer you the greatest potential and fulfillment. We are all looking for a challenge — an opportunity to grow and develop. Look carefully at the company you're interviewing with, its reputation, its growth pattern, the future plans for expansion, and its policy of transferring and promoting within the organization. Interview the company as they interview you. Know something about the company — its products — its services — its size. Ask questions. Be enthusiastic and show a genuine interest in the company and the job. When there are 15 applicants for a position, the one who appeared eager and interested may very well be the one remembered.

Now that you've analyzed your-

self and you are at least somewhat familiar with the company you would like to work for, you're ready to apply for a job.

An application may be made in several ways — a letter, a resume, or a formal employment application.

Remember first impressions again. Be neat. Present information about yourself in an attractive way so that the employer will want to grant you an interview. You are a salesman at this point — the product is you.

The initial contact must create interest and stimulate the employer to call you for an interview. Watch your handwriting, spelling, and use of words. Some never get their foot in the door because of a sloppy letter or a messy application.

You want the prospective employer to buy your services — sell yourself as the best possible product available. It all starts with the initial contact.

Next comes the interview. Again, be prepared. Know the exact time and place of the interview. Know the company. **LOOK SHARP! FEEL SHARP! BE SHARP!** A product is for sale. We all want to get the most for our money when we buy. All prospective employers want the

best possible applicants to choose from. If you're to be successful at finding a job, you must do more than just start down the street "putting in applications." You will be competing for a job, and you must be prepared to present yourself in the best possible way.

## Ag engineering—

(Continued from page 31)

creases, producing greater demands for food and fiber, land not now in agricultural production must be reclaimed. Water must be provided for arid regions, and removed from wet areas in order to make the land suitable for production. More and more agricultural engineers will be needed in the future to meet these demands.

If you are interested in an agricultural engineering career, you need to begin preparing yourself in high school by taking as much mathematics, physics, chemistry, and biology as possible.

The agricultural engineering curriculum at universities is planned to develop a high degree of proficiency in the engineering and physical sciences and a basic understanding of the biological sciences, particularly plant and animal physiology.

There are approximately 7,000 agricultural engineers in the United States and their number is not enough to meet the demand. This scarcity creates a favorable salary situation.

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# Occupations which may be right for you

**Agricultural education:** This is a field in which the demand consistently exceeds the supply. Persons graduating in this four-year curriculum are prepared to teach vocational agriculture, to work as county agricultural or 4-H agents, or to work in many areas of agribusiness, such as in banks and in industries relating to agriculture.

**Floriculture:** Workers in this expanding field may be growers, wholesalers, or retailers. Growers must be good businessmen and managers, with knowledge of plants and flowers. They can learn by working for local growers, and by studying in high school and in two- and four-year colleges.

Wholesalers form the link between growers and retailers. Again, one can learn by working, and by taking courses in such subjects as bookkeeping, management, and marketing.

A flair for creative flower arrangement is important to a retailer, along with skills in business management.

Other areas of work for persons in floriculture are teaching, research, and extension work.

**X-ray technologist:** X-ray technologists are dedicated to saving life and health and helping to prevent disease. Most of them are trained in two-year courses. These technologists are employed in institutions, industry, government, public health, in doctors' and dentists' offices, clinics and art museums, and as teachers.

**Landscape expert:** Landscape professionals help people to improve the environment around them. They include designers who prepare plans, advisers who arrange with customers what is to be done, and supervisors who see that the work gets done. A person can learn by working for a landscape firm and studying on his own. Specialized training is offered at technical schools and at two- and four-year colleges. One can find employment with a private concern or governmental agency, or can start one's own business.

**Nurses for patients with lung disease:** "There are not enough nurses trained in lung disease patient care," said Dr. E. C. Altenbernd, president of Kansas Lung Association. "Emphysema and bronchitis have been increasing more rapidly than any other major disorder. Both can result in long periods of disability requiring

specialized nursing care. This can range from therapy with mechanical breathing equipment to teaching patients to use postural drainage to rid the lungs of excess mucus."

Dr. Altenbernd said that as many as 12,000 nurses will be needed nationally to administer this special care.

**Astronomy:** An area exciting with new discoveries is astronomy; however, a limited number of persons work in this field, persons with strong interest in physics and mathematics. Astronomers study the solar system, stars, the Milky Way and other galaxies. The universe is the laboratory for astronomers. Work in astronomy requires advanced degrees.

**Baking:** Some 350,000 persons are employed in baking in institutions ranging in size from small local bakeries to some of the country's largest corporations. More than 99 per cent of all American families buy baked goods each week. In a field so large, opportunities exist in production of baked goods, technology to improve processes and products, sales, plant operations, accounting and secretarial, and administration and management.

**The actuarial profession:** Actuaries are trained in the science of mathematical probabilities. They use mathematical skills to solve complex business and social problems. Nearly three-fourths of them work for insurance companies. Others are employed by consulting firms, government, in education and research and by corporations and by labor unions.

Mathematical aptitude is necessary for actuaries, with training required in calculus, probability, and statistics. They also need to understand economics, accounting, finance, and liberal arts.

A person becomes a member of the Society of Actuaries by taking 10 examinations, designed to be taken at six month intervals. Attaining fellowship in the society is probably as difficult as to attain a doctor's degree in mathematics.

**The armed forces:** The army, navy, marines, and air force have openings for both men and women.

The navy, for example, provides base pay of \$344 a month, with a number of opportunities for skill training in schools. The courses last from eight months to two years.

"Advancement depends on your own initiative," according to one naval officer. He pointed out that men and women in the navy can participate in the in-service college program, and may receive a degree. The navy also provides opportunity for travel.

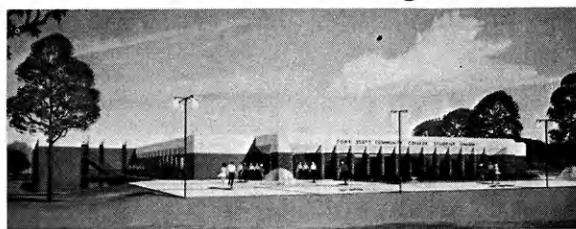
After 20 years, a career navy man or woman can retire with 50 per cent of his base pay and medical benefits.

**Farriers:** As the number of horses increases, the need for horseshoers increases, also. With skill with horses as a basic aptitude, the person who wants to become a farrier goes to a farriers' school for about two months.

**Funeral service:** Approximately 65,000 men and women work in about 22,500 funeral homes in the United States. At the present time, although about 1,800 persons enter this occupation each year, this number does not quite fill the vacancies that occur.

In all states, requirements for becoming a funeral director include graduation from high school and a one-year professional curriculum. In Kansas two years of college are also required. Funeral service personnel must be licensed in the state in which they work.

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## THIS AD COULD PUT YOUR CHILD IN COLLEGE.



Many parents have almost given up on the chance to send their children to college because funds for college seem out of reach.

This ad just might give you the information needed to make college possible.

The Air Force ROTC offers many scholarships. Scholarships that cover tuition, lab and incidental fees, and a textbook reimbursement. And, as a personal allowance, each cadet gets \$100.00 every month. Then, Air Force ROTC offers flying lessons as an additional incentive.

Sound great? It is.

Contact Captain Jim Mercer  
at Military Science Building, Kansas State University,  
or call at (913) 532-6600

**Put It All Together in Air Force ROTC.**



# Electric project leaders are invited to Rock Springs Ranch March 6 and 7

A session on electric equipment 4-H members can build will be a new topic in this year's leader clinic at Rock Springs Ranch March 6 and 7. The class will be taught by Earl Palmberg, Topeka.

Leaders will have a choice of sessions, some basic and others with more advanced material. Every topic will be approached to consider energy conservation. Power com-

pany officials and Kansas State University faculty members will make up the staff.

All Kansas 4-H electric leaders are invited to attend, with the power suppliers of Kansas providing a scholarship for each leader.

Sessions will begin at 8:30 a.m. Thursday, March 6, and will close at 3 Friday afternoon after an evaluation of the clinic.

In addition to Earl Palmberg, other instructors will be Gordon Tempero, Robert Van Vrankin, Arleigh Herink, Robert Jones, Joe Ward, Roscoe Barksdale, George Eiche, Elwyn Holmes, Carroll Glanville, Jim Wilson, Dean Harding, Ralph Lipper, Herb Hoskins, Dick Compton, Nora Steg, and Charles Bates.



*What are you or your family doing to conserve energy? Please send your ideas, with illustrations if possible, to Electric Page, Kansas 4-H Journal, Umberger Hall, KSU, Manhattan, Kansas 66506.*

**\* Watch This Page For Ideas On Farm And Home Electric Projects**

The Kansas Power and Light Company  
Kansas City Power & Light Company  
Western Power Division of Central Telephone & Utilities Corporation

Central Kansas Power Company  
Kansas Gas and Electric Company