

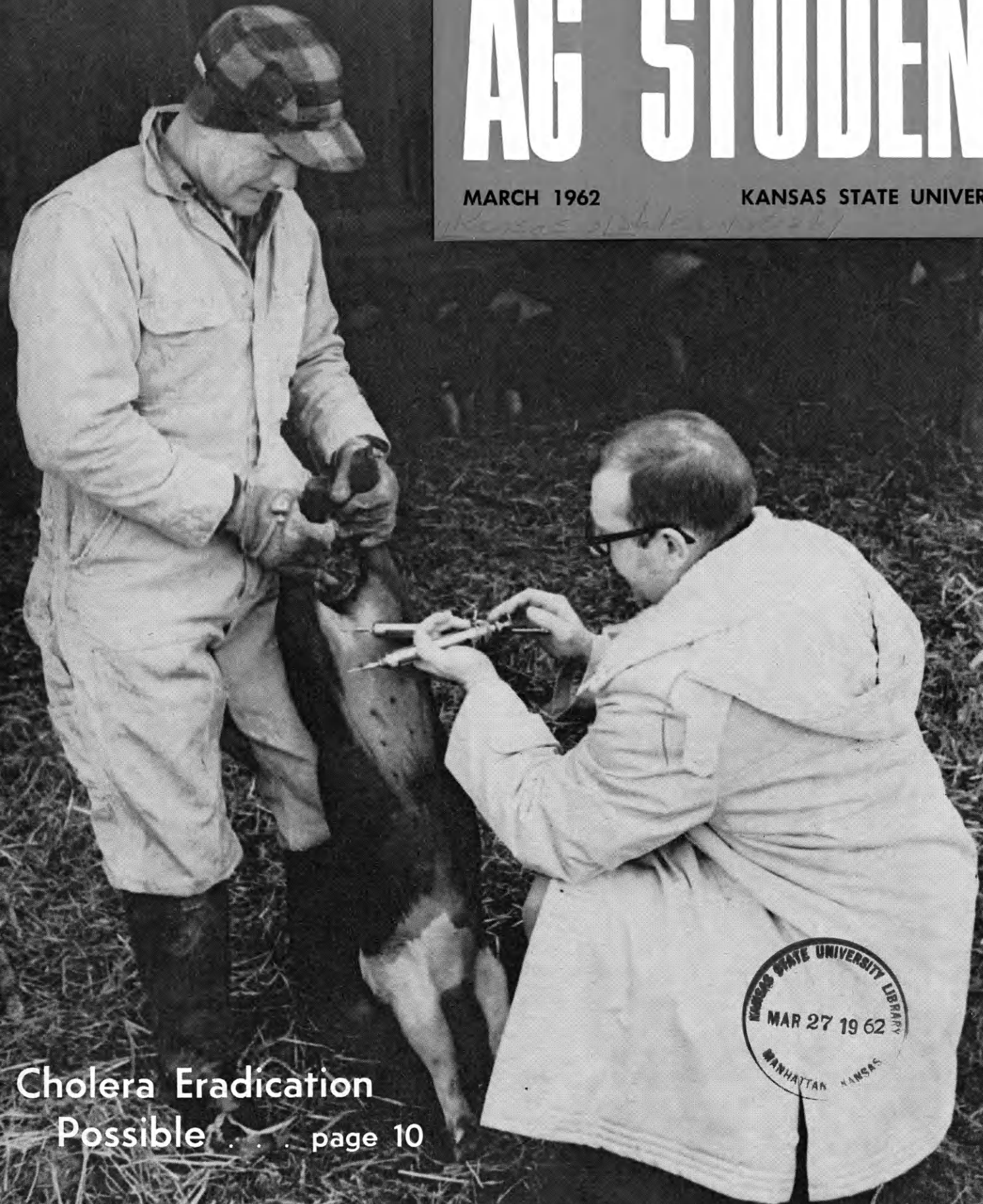
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AG STUDENT

MARCH 1962

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Cholera Eradication
 Possible . . . page 10



Concrete masonry home of Mr. and Mrs. Earl Greene, Plainview, Texas

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KANSAS STATE UNIVERSITY AG STUDENT

Vol. XXXVIII

March 1962

No. 4

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SATURDAY, MARCH 31

The Little American Royal is a fitting and showing contest sponsored by the K-State Block and Bridle Club and the K-State Dairy Club. Each department in the Ag school will have educational exhibits on display during the afternoon.

OPEN HOUSE 10:00 a.m. LITTLE AMERICAN ROYAL 7:00 p.m.

Animal Industries Building

Editorial . . .

THE FARM program President Kennedy sent to Congress in January bears many earmarks of previous farm programs. Like the others, it is designed to fulfill the same objectives—to curb farm production, reduce surplus farm commodities, raise farm income, and lower the cost of farm programs.

Methods used to achieve these objectives are basically the same as previous programs—control production and marketing, retire land, expand sales and gifts abroad, and use more surpluses in the school lunch and relief programs at home.

Criticism of the proposed program is directed toward the power given the Secretary of Agriculture. At his discretion, the Secretary would have the power to dump surplus farm commodities on the market, thus lowering the market if farmers fail to accept the program.

Critics also say the proposal opens the door to government control of all livestock production as the present law gives the Secretary the power to impose marketing quotas on milk producers.

More land would be taken out of production by establishing recreational areas and parks near our large cities. The Secretary would be given the power to acquire the land for conservation uses, thereby bringing the government into the purchase and sale of land. Under this provision it is possible for the government to be the owner of a perimeter of land around many of our cities. Critics point out that the Secretary would have the authority to turn the land over to another government agency after it had been acquired.

On the other hand, proponents of the proposed law agree they do not like the idea of curbing production in a hungry world, but say we must concede that the government cannot be piling up more surpluses and increasing costs of a farm program. Storage costs alone exceeded one billion dollars last year, and all past efforts to check surpluses have failed. Despite price supports, financial returns to farmers remain unsatisfactory. Supporters say the definite position taken by the Administration indicates a willingness to deal with the problem in workable terms. Many agree that at this point, it is difficult to see any other course that would meet the objectives sought by the Administration.

Through all the heckling and hubbub, few people recognize our surplus problem as one of which we should be proud. Our surplus farm commodities are a compliment to the farmers of our nation!

Ken Hofmeyer



For FREE List of KANSAS CERTIFIED SEED Producers
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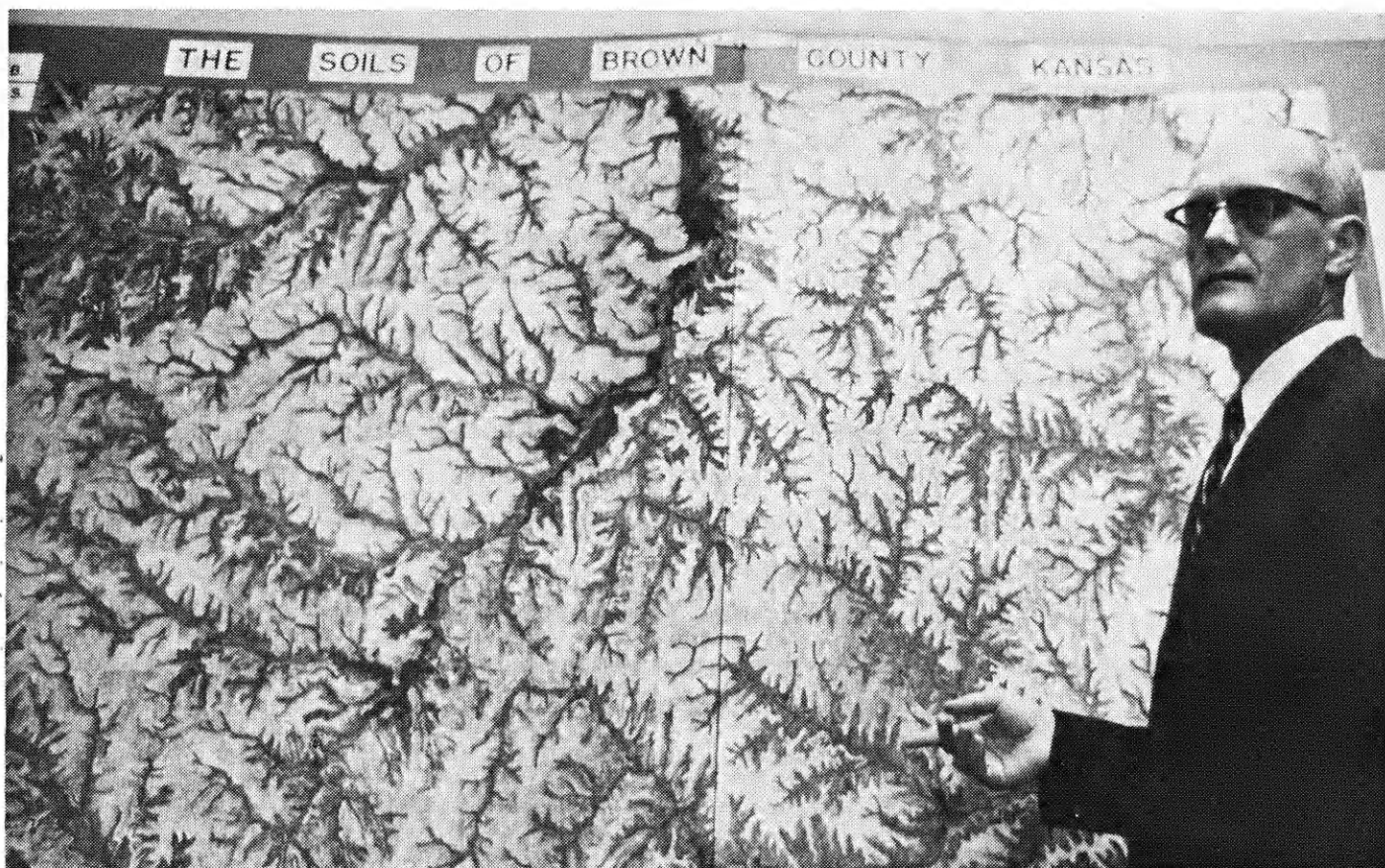
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Soil maps are used to determine soil management methods and conservation practices best suited to your farm plan. Dr.

O. W. Bidwell, professor of agronomy and soil survey leader at K-State, points out the many different soils on the map.

Soil Surveys: Practical Guides To Land Management

by *Gordon Bieberle*

A SOIL SURVEY report of your farm might help solve your land use problems. Such a report will tell you what types of soil you have and where they are located on your farm. It will help describe your soil and indicate which farming methods are most appropriate for your farm. To date, reports have been pub-

lished for twenty-six counties in Kansas. Reports are in progress for nine other counties and field work is under way in twenty-two counties. Prof. O. W. Bidwell, soil survey leader at Kansas State University, eventually hopes to see a report published for every county in the state.

Let's look at how a soil survey would be made in your county. Two or three soil scientists would have to work approximately three years to

complete it. They would begin by walking over the land and digging several holes to observe such soil properties as depth, particle size, structure, permeability, texture, color, acidity or alkalinity, natural fertility, slope, past erosion, susceptibility to further erosion, and surface area of the different kinds of soils. This information would be recorded in symbols and lines on field maps, and would later be transferred to drafted maps for publication. Soil scientists would check this information with data compiled on an experimental farm in your area and with neighboring farms. Nineteen experimental farms are located throughout the state.

When a new type of soil is discovered, scientists name it after a near-by town or river, or some geographic location in the area. They register the name and soil type with the state and national Soil Conservation Service (SCS). After that, whenever and wherever that particular soil appears, it is given the same name.

"Soils, like animals and plants, are classified and named, and each soil

has distinct properties. Sometimes a soil occurs over a wide area. For example, Richfield, named after a town in Morton County, occurs in Colorado, Oklahoma, and Texas, in addition to Kansas," said Bidwell.

After completion of all the field work on your county's soil survey, and the first draft of the report written, several technicians and writers would review it for technical and grammatical errors. A complete published report would contain a series of aerial photographic maps, with lines and symbols to show the distribution and surface area of different soils. Included with the maps would be a narrative report describing the various soils, their uses and recommended management practices. The report would also give a short history of your county, its climate and agricultural potential.

"Perhaps the greatest and most important use for soil survey information is in farm and ranch planning, where soil properties can be used to determine proper management practices. Kinds of erosion control, irrigation methods, and even animal stocking rates are related to the quality of the land. Whenever a watershed program is developed, a knowledge of the soils within the watershed is needed to determine the infiltration and resulting runoff that may be expected.

"Everyone interested in the purchase or rental of land should first consult a soil map to learn something about the land. Banks and insurance and loan companies use soil surveys to determine the soundness of proposed land investments. Why shouldn't a farmer check his investments, too?" said Bidwell.

Survey Explained

Shortly after publishing a report on your county, extension, SCS and county leaders would begin to plan and carry out educational programs so you could learn how to use the soil survey properly.

Preliminary work would be done by the state agents in cooperation with the county agent. As the planning stage progresses, the county agent and state extension and SCS representatives would meet with local leaders to plan an educational program. Before the planning session, however, the group would probably take tours of farms throughout the

county to observe the principal soil types.

After completing the preliminary planning, the teaching process would begin. Representatives from K-State and SCS as well as local technicians would conduct the meetings. They would give you facts on soil formation and properties of the soil. They would tell you about farm planning, soil management and yield potentials, and show you how the soil survey reports and maps are prepared. The representatives would have actual soil samples of your land to show you. They would also have growing plants to illustrate fertilizer response on various soils in your area.

Personal Advice Available

Upon completing the presentation of the soil survey, you would be given a soil survey report of your county. Then you would locate your farm on the map, identify the soil symbols and read the discussion on soil management. Representatives of the various agencies would help you with any problems in reading the map. Later on, these agents would conduct follow-up meetings to an-

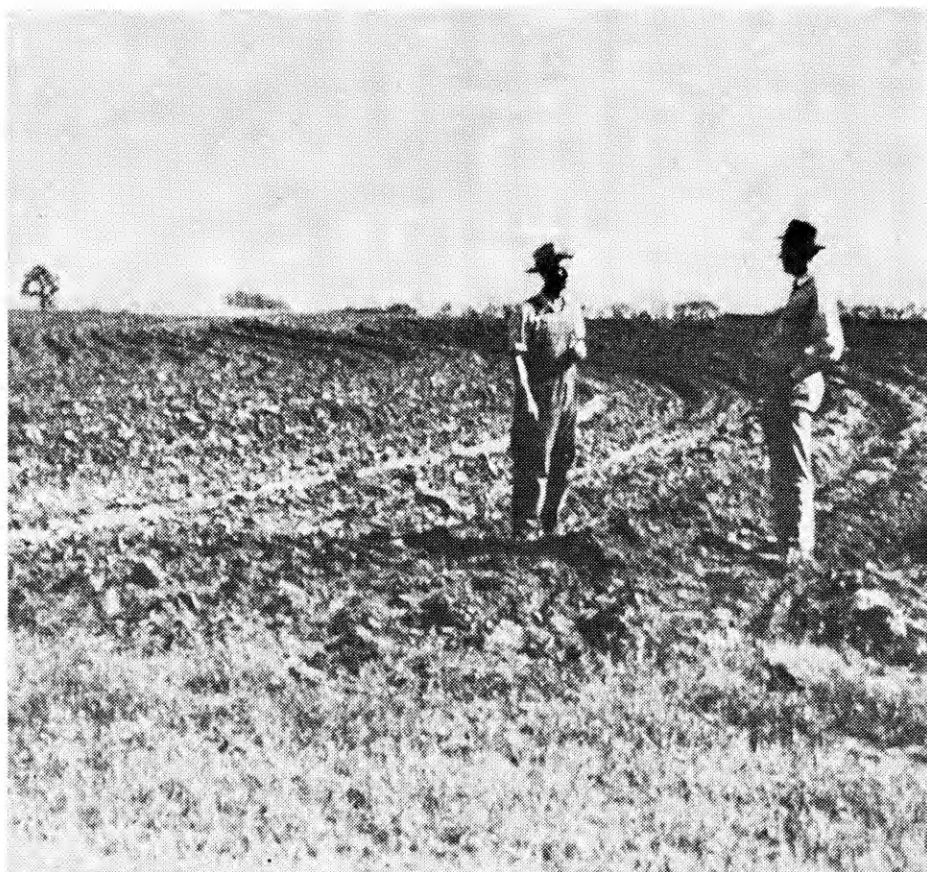
swer further questions which you might have.

Four County Meetings Scheduled

At present, such meetings have been conducted in three counties—Saline in 1959, Geary in 1960, and Brown in 1961. Meetings are being scheduled in four counties this year—Stanton, Greeley, Stevens and Hamilton.

Familiarity with the soil survey and the soil types on your farm would help you discuss soil testing, fertilization and soil management with your county agent and neighbors.

"Soil survey information may become useful in other areas, too. Cities are starting to rely on soil information for zoning purposes. State highway departments and geologists are interested in soil information from the standpoint of road construction and grass establishment. Land appraisers, real estate men and farm representatives of banks are keenly interested in soil surveys. Many varied educational programs for specialized groups may be needed," said Bidwell.



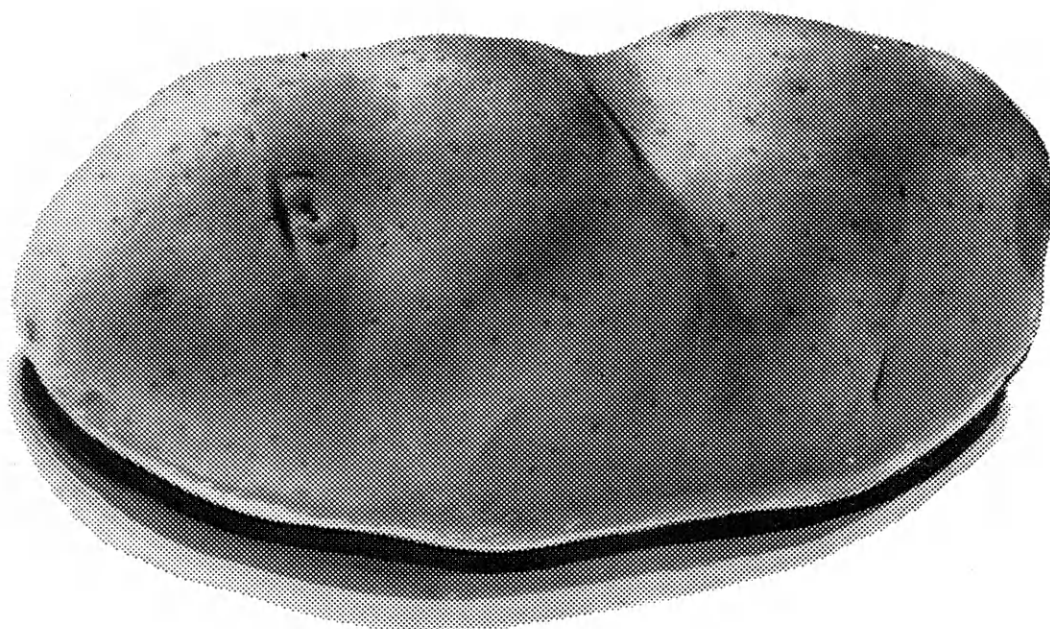
Soil Conservation personnel and county agents will explain and discuss survey findings. Various land management methods will be suggested to obtain maximum crop yields.

Served Many Different Ways

Potatoes

Add Personality to Your Menu

Knowledge of potato texture will help you pick the right spud every time.



by *Linda Kernohan*

WITH a little ingenuity, imagination, and a gentle hand with the seasonings, you can turn the lowly spud into a potato with personality. Baked, boiled, broiled, fried . . . whole, halved, quartered . . . sliced, diced, mashed . . . in their jackets, scrubbed, peeled—ways you can serve the potato are limitless!

Cooked-to-perfection potatoes are delightful served with any meal. Tasty and versatile, potatoes are one of the easiest vegetables to prepare.

Perhaps the potatoes you serve are

not always up to par? A little knowledge of the spud's internal texture will help you know what potato to choose for the type of dish you plan.

While potatoes do vary in texture, these differences cannot be detected through the spud's outer jacket. Inside, you'll find that potatoes are either mealy-textured or waxy-textured.

Mealy-textured Spuds Are Flaky

Mealy-textured potatoes will break into loose, flaky masses of glistening particles when mashed. "Lumpy" mashed potatoes are not usually caused by undercooking, but rather by using waxy-textured potatoes. Mealy-textured ones, better for mashing and baking, include the Idaho or Russet Burbank, the Red

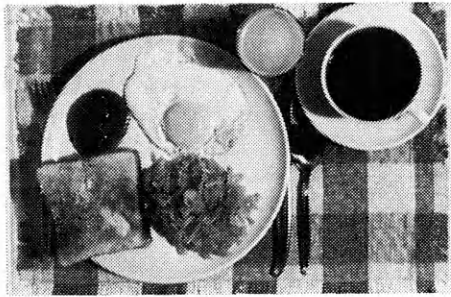
McClure or Colorado, and the Irish Cobbler.

Waxy-textured Spuds Hold Shape

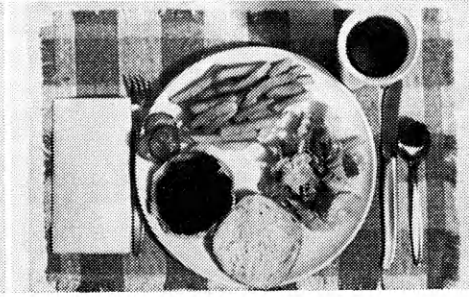
Waxy-textured potatoes have a quality that keeps the potato particles together whether cooked whole, sliced, or diced, and they also have a transparent appearance. When fried potatoes, cubed potatoes for salads, and sliced potatoes in casseroles fall apart before serving time, the cause is generally not overcooking, but using a mealy-textured potato that naturally falls apart when properly cooked. Some varieties of waxy-textured spuds are the Ontario, Sebago and Pontiac.

You can easily tell the texture of a potato by cutting it in half and rubbing the cut surfaces together.

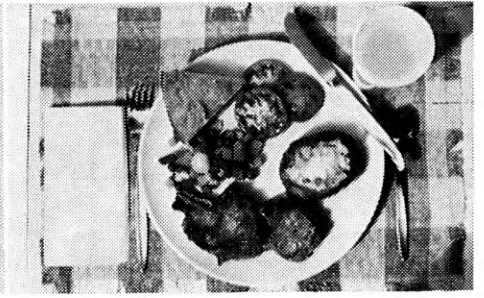
For Breakfast . . .



For Lunch . . .



For Dinner . . .



If a very white frothy foam appears, the potato is mealy-textured, with a high starch, low sugar content. If a small amount of foam emerges, this indicates a less mealy potato. If a sticky substance, rather than foam appears, you have a waxy-textured spud with a high sugar, low starch content. Knowing your potatoes before cooking assures tasty spuds every time.

Calorie conscious? Remember that no food is fattening unless it is eaten after the body's need for calories or energy has already been met. But if you're a calorie counter, here's the calorie count for a medium-sized spud: plain baked 90, with sour cream 150, with butter 190, boiled plain 90, with one-fourth cup milk gravy 250. One cup of mashed potatoes can contain from 145 to 390 calories, depending on the amount of milk, butter, and gravy used.

Serving Suggestions

Fresh and processed potatoes are in abundant supply, so why not serve them often. Here are a few suggestions for enhancing your potato platter.

Mashed Potatoes. Whip a mealy-textured potato to elegant lightness, using evaporated milk for added

flavor richness and extra fluffiness, add salt and pepper, and serve with a pat of butter. For a slightly different—but delicious—flavor, add any one of the following to your mashed potatoes: tangy mustard-onion sauce, deviled ham, crushed pineapple, grated cheese, chestnuts or walnuts.

Baked Potatoes. Lavishly coat a mealy-textured spud with butter, wrap in foil, and slowly bake until done. Try serving one of the following with it and you'll be sure to please: lots of creamery-fresh butter, garlic butter, chive butter, sour cream with chives, sour cream with chopped onions, sour cream and bacon crumbles, shredded cheddar cheese, whipped cheese and ham sauce, or whipped cottage cheese.

Broiled Spuds. When your time is limited, broil half-inch slices of raw potatoes with chops or meat patties. Baste frequently with butter or margarine and sprinkle with salt and pepper before serving.

Potatoes 'n Fried Apples. Fry diced waxy-textured potatoes until brown. Cover with half-inch apple slices, unpared but cored, and steam, tightly covered, until apples are tender. This is an especially tasty accent when served with baked ham.

Potato Puffets. Mash potatoes with

eggs and top cream, then gently season and shape into walnut-sized balls. Roll the balls in bread crumbs, dip into a beaten egg mixture, roll in crumbs again and deep-fat fry until delicately crisp. Serve piping hot for a long-remembered treat!

These are just a few of the many ways you can serve the versatile spud. Potatoes are an "anytime" item and are as much at home at breakfast as at lunch and dinner. They are deliciously compatible with all other foods. Try different potato recipes. Taste, and see how much an added dash of flavor, with a tiny bit of eye-pleasing color, can do to perk up your menus.

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Vaccination is the only known method of controlling the disease. It has no cure.

by Merle Jones

CONGRESS passed a law in September, 1961, authorizing the United States Department of Agriculture to start a federal-state program to eradicate hog cholera in the United States.

Congress is expected to provide the necessary appropriations during the present legislative session.

The program will affect Kansans in several ways if they elect to accept its provisions. Each state has the option of joining the national program. Interstate movement of virulent (live) hog cholera virus will be

Federal Program Is D To Stamp Out Chole

regulated by the national government regardless of a state's participation in the program, according to a K-State Extension Service report.

Kansas Must Enforce Laws

If Kansas decides to enter the program the state government must, under the new program, enforce the existing state laws for controlling hog cholera.

Kansas has a law that restricts the use of virulent hog cholera virus as a method of immunizing hogs. Kansas also has a regulation that says garbage cannot be fed to swine unless it is cooked to kill germs. Also, there will be regulations pertaining to reporting the disease, quarantining infected areas, and inspecting premises that are infected, reports the K-State Extension Service.

The Federal government will provide the scientific organization to help develop the eradication program. Under the program the USDA has the right to establish a 12-member advisory committee to oversee the program. Secretary of Agriculture Freeman appointed the committee Feb. 5, and it is now in operation, according to a USDA news release.

Cholera Is Costly

It has been estimated that it costs hog raisers about 20 per cent of their net income to live with cholera. The 1959 U.S. Census of Agriculture shows a little under 1.5 million hogs in Kansas, with a total value of 24.5 million dollars. The USDA estimates that hog cholera costs the nation's farmers a total of 50 million dollars a year. Breaking this down, cholera costs Kansas farmers roughly a million dollars a year. Kansas hog raisers will reap this million-dollar benefit when hog cholera has been eradicated.

K-State's Extension Service reports that the cost of the national program will about equal the amount the nation loses to cholera from death in two years—approximately 100 million dollars. Eradicating hog cholera will be inexpensive in the long run.

Advantages of Eradication

Some principal advantages of eradicating cholera are:

1. Increase pork exports. At present 11 countries will not import U.S. pork because of our cholera problem. Other countries severely restrict importation, including our biggest buyer, Great Britain, which imports only from states in which virulent

Designed

era



cholera virus is prohibited. Since we have severed relations with our second largest customer, Cuba, we need more, not fewer buyers.

2. Production costs would decrease.

3. Hog raisers will gain an additional advantage by eradicating trichinae. The regulation for cooking garbage will accomplish this.

Epidemic Conditions Present

The USDA reports that hog cholera is native to the United States, being reported first in Ohio in 1833. From Ohio it spread to the rest of the United States and to many foreign countries.

Only 33 per cent of the nation's hogs were vaccinated for cholera in 1960. This presents a situation ripe for an epidemic. The K-State Extension Service recommends 65 to 75 per cent vaccination for successful cholera control.

Hog cholera occurs in cycles, and it is currently at the bottom of a 13-year cycle. Now is one of the best times to attempt eradication.

Less than five per cent of hogs that contract cholera live. Death is almost a certainty in infected hogs. Cholera has no cure, only methods to prevent it. It has been estimated that half of the pigs that die after weaning die from cholera.

Disease Spreads Easily

Cholera is highly contagious and can be contracted by hauling hogs in infected vehicles and marketing them through infected markets. Herd additions often come from herds that the owner sold immediately after noticing cholera symptoms. These herds, going through public markets, spread cholera virus tremendously. Improper disposal of cholera-killed hogs results in spreading cholera virus by birds and other predators that feed on hog carcasses. Feeding uncooked garbage can also spread cholera virus that may be living in

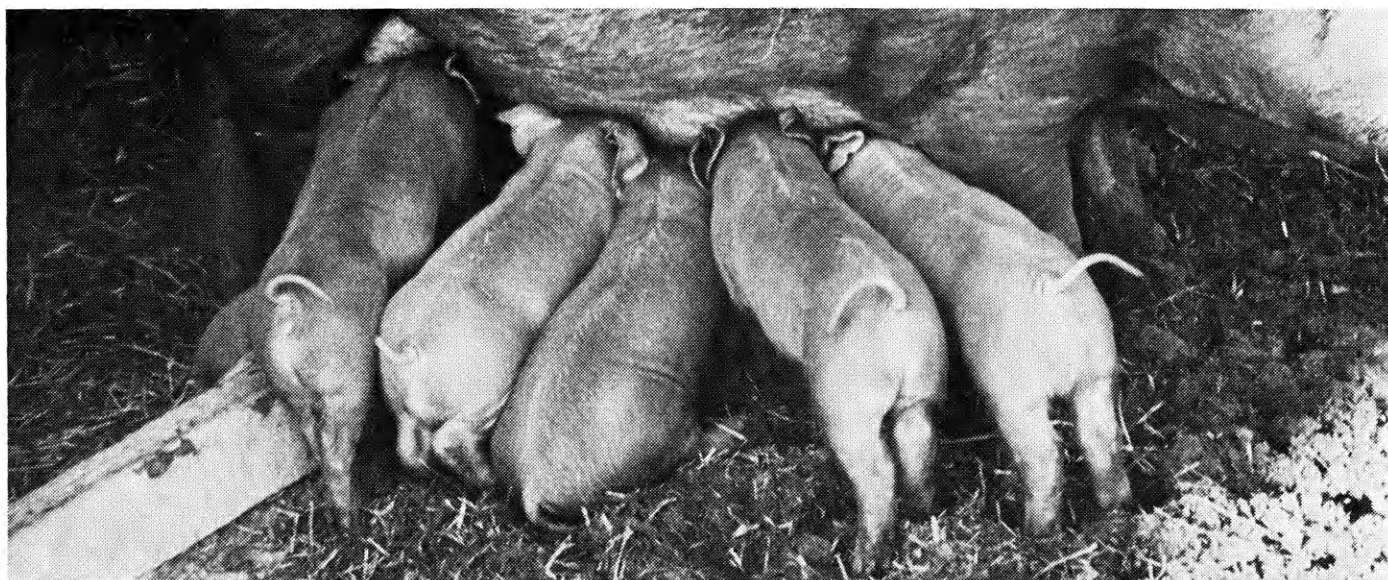


Half the pigs that die after weaning die from cholera. This pig may be one of them.

pork scraps. Heating kills the virus, but freezing tends to preserve it. Cholera-infected pork, after being kept for 1,598 days at 14 degrees Fahrenheit, still continued to spread virus, reports the USDA.

Restrictions Imposed Fairly

The national program will not impose any particular hardships on the Kansas hog raiser. Indemnity will likely be paid to the hog raiser who must have cholera-infected hogs slaughtered. At this writing, appropriations have not been made by Congress and indemnity payments remain unsettled. Only the producer with an infected herd will encounter many government restrictions. Virus-free herds will not be subject to any undue hardships stemming from government regulations.



To control cholera, 65 to 75 per cent of all pigs raised must be vaccinated. Young pigs should be vaccinated at about weaning time.

Allow Adequate Space In Farm Shop Plans

Savings in time
and money possible
from well planned,
well equipped shop.

by *Larry E. Johnson*

HAVE YOU ever broken a piece on your combine just about dark, with only a few acres left in the field? If you were lucky, you got to the shop in town just after it closed. Or maybe you broke down on a holiday, when all the shops were closed. Both of these examples

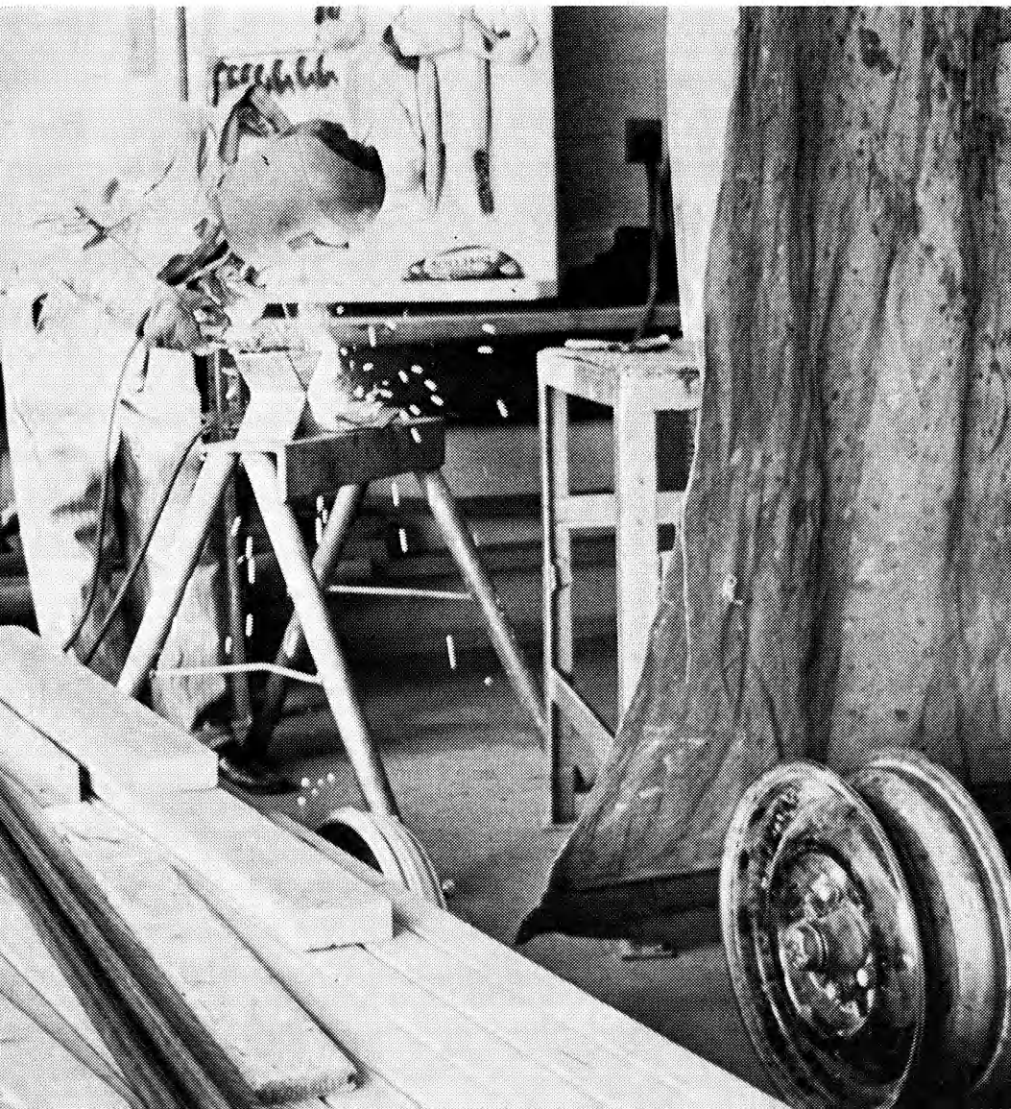
illustrate an unnecessary loss in time and money. Wouldn't it be easier if you had a shop of your own where you could repair your own equipment? Many farmers in Kansas are finding this idea to be a very profitable one.

Farm mechanization in Kansas has increased rapidly in recent years. At the present time, the average Kansas farm is mechanized to the tune of almost \$8,000. This is a pretty expensive tune. It should be worth a small investment just to protect this large amount of equipment. A farm shop can save you \$250 per year just in cost of repairs, and can save you much more in time lost for repairs. Add to this the advantage of having a place where you can properly check over all your equipment before you really need it, and a farm shop becomes a very valuable asset.

Shop Needs Vary

Farm shops are all different. In Kansas, shops vary from a few tools stored in a corner of the garage or barn to elaborate layouts containing several hundred dollars' worth of expensive power tools housed in a special shop building. The size of the shop and how well it is equipped depends upon the needs of the farm operator. Large farms usually have greater needs for a well-equipped shop than small farms. The mechanical ability of the farm operator and his personal tastes concerning tools will also affect the size of the shop layout.

Proper equipment and adequate space is essential to personal safety and easy work.





Building with concrete floor and adequate space provides all-weather working area.

Need Determines Size

Small, specialized farms with a small amount of equipment may find a shop building 24 feet by 24 feet adequate for their needs. Others, with a full line of harvesting equipment, may need a building 30 feet by 36 feet or even larger. In general, an average farm in Kansas should have a shop about 32 feet by 32 feet.

Convenience dictates that the farm shop be located relatively near the house. This keeps the operator available for telephone calls, and makes shop work more pleasant during bad weather. Whenever possible, it is best if the shop is located close to the machinery storage area. In many cases the shop may be adjacent to this storage area. This makes preventive maintenance much easier.

New Shop Should Be Well Planned

If a new building is to be erected to house the shop equipment, some thought should be given to the type of structure desired. Frame, pole, and masonry structures are the most common types found on Kansas farms. The pole-type building is generally the most economical to construct. A good plan is essential to insure strength with this type of

building. Frame buildings are simple and usable. A good foundation is important with this type of building. Masonry structures are very attractive and durable, but cost is prohibitive in most areas.

Whatever the type of structure used, a concrete floor is essential in a farm shop. A level floor on which machinery can be placed while making adjustments is very helpful. A reinforced concrete floor six inches thick is adequate. The floor should have a surface finished with a wood float. This gives a rough surface that doesn't get slick when grease or oil is spilled.

Large Door Is Important

The interior of the shop should be arranged so there is an open area in the center. This means power equipment, work benches, and tool storage are arranged along the walls. A door large enough to permit the entry of the largest machine on the farm should be located at one end of the shop. There are many ideas as to what constitutes an adequate collection of tools and equipment for a farm shop. A suggested list of tools and equipment for Kansas farm shops is available from the Department of Agricultural Engineering at Kansas State University.

Remember that the farm shop is just as important to the modern farmer as his tractor or new combine. The mechanical condition of this equipment is usually a reflection of the kind of shop or service he has.



Consider frequency of use in placing tools. Convenient location saves time and steps.

Exhibits Emphasize Student Opportunities

by Ann Carlin

Parents and future students will view facilities and activities of the School of Agriculture and Home Economics on March 31.

"OPPORTUNITIES Unlimited" is the theme of the annual Ag Science Day at Kansas State University March 31.

Departments of the Schools of Agriculture and Home Economics will have open house in conjunction with the Little American Royal and Home Economics Hospitality Day. Visitors to the K-State campus will view displays, activities, and facilities of the two schools.

The agricultural displays, which represent the departmental clubs and organizations, will be on exhibit from 1 p.m. to 5:30 p.m. in Waters Hall, the Milling Industries building, and the Animal Industries building. The role of each department in the future

of agriculture will be brought out in each display.

Robert Bohannon, assistant to the dean of agriculture, will be the main speaker at the opening assembly for Ag Science Day at 10 a.m. in Umberger Hall.

Barnwarmer Queen Debbie Dick, a sophomore majoring in elementary education from Buhler, will also present a short speech at the assembly. Miss Dick was crowned queen at the annual Barnwarmer dance sponsored by the School of Agriculture.

TV Show Relates College Life

"Dial KSHE—Kansas State Home Economics" is the theme of the annual Home Economics Hospitality Day at Justin Hall, new home economics building at K-State.

The day will be filled with activities including "Campus Camera"—a simulated television show relating life on the campus and introducing home economics at K-State.

Dean of Home Economics, Doretta Hoffman, will welcome visitors, including high school students from Kansas.

Exhibits from the eleven different areas of home economics will be on display from 8:30 a.m. to 3:30 p.m. in Justin Hall classrooms.

A noon luncheon will be prepared and served by students in dietetics and institutional management. Visitors will then be guests of the three freshman dorms—Putnam, Van Zile and Boyd—for an afternoon tea and tour of the dorms.

Hospitality Day originated as Hospitality Week in 1931. The purpose was interpreting home economics to

Ag Science Day is the climax to Ag Week activities. Students enrolled in agriculture wear jeans and a neckerchief during Ag Week. In former years, students who failed to wear the traditional garb were dunked in a tank of water for punishment.



high school students as it was taught at the College. The purpose has remained basically the same. Ogden Nash, American poet and humorist, opened the Hospitality days in 1953 at an all-college assembly.

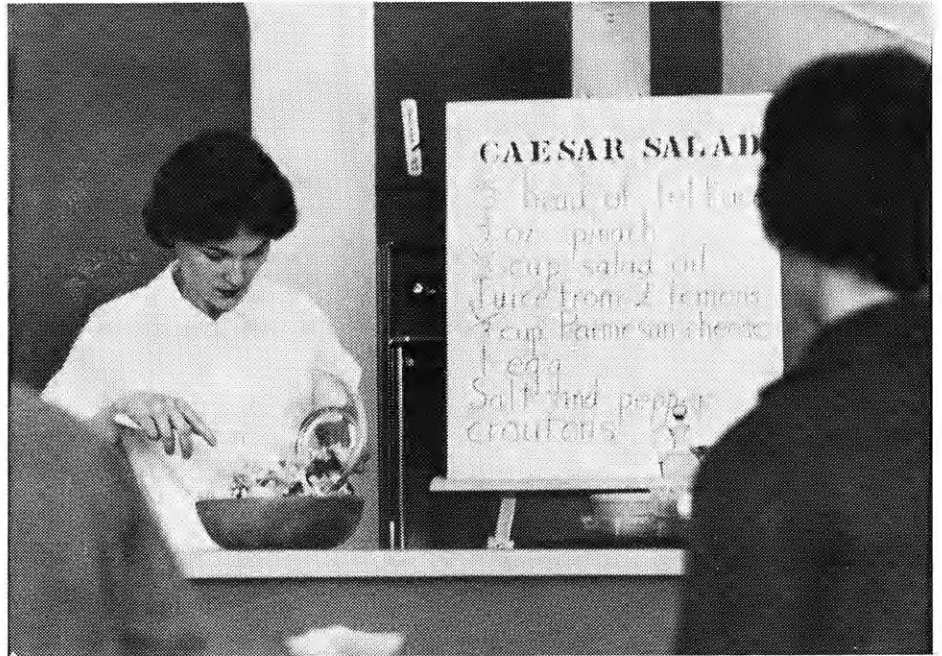
LAR Displays Showmanship Ability

The Little American Royal will be the feature event of the evening. The Royal, which will take place at 7:30 p.m. in the Animal Industries building, is sponsored by the Block and Bridle Club.

In 1924 the Royal consisted of a livestock parade and exhibition. The Dairy Club began taking part in 1929 and has been participating until this year. With the exception of the war years, the Little American Royal has been an annual event at K-State.

This year's Royal will be a livestock grand entry followed by a fitting and showing contest. K-State students, interest being the only requirement, are given first and second choice as to the division they wish to enter—beef cattle, swine, sheep, or horses. The final selection is determined by a drawing for the animals.

The Little American Royal is a showmanship contest, not a display of the quality and conformation of the animal. Students are judged on



Eleven different areas of home economics will be on display in Justin Hall. Exhibits and demonstrations will be presented and explained by girls majoring in each area.

their showmanship ability and the fitness of the animal.

Many hours of preparation are needed to make a good showing at the Royal. Animals are selected many weeks prior to the contest to give students ample time to fit and train their project.

Trophies are presented to the winners of each division. Qualified judges make the decisions.

March 31 will be an eventful day on the K-State campus. Join us and see how the Schools of Agriculture and Home Economics are doing their part at your University.



The Little American Royal showmanship contest highlights the day's events as students show their animals in competition for trophies.

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WATERS HALL is the center of The School of Agriculture at Kansas State from which will come tomorrow's leaders in modern agriculture. These boys will be extension agents, soil conservation men, teachers, machinery dealers, livestock commission men, feed salesmen, farmers, ranchers, and research scientists. Whole new areas of employment are opened to the college graduate in agri-business, agri-research, communications, and many others.

These jobs also pay well. U.S. Census Bureau figures show that a college graduate earns \$103,000 more in a lifetime than a high school graduate.

Many more graduates will emerge from Waters Hall to reap these benefits. Will you be one of them?

KANSAS STATE UNIVERSITY





Dean Wilson of the School of Agriculture

Cooperative Effort Needed to Achieve Climate of Learning

by Dean C. Peairs Wilson

THERE is a little book entitled, "The Climate of Learning," by Ordway Tead. A climate of learning is created by teachers and students working together to the end that individual students learn and grow. No teacher can "learn" a student anything; only the student can learn. His learning comprises knowledge, skills, understandings, and attitudes. His growth is known by constantly increasing independence and self-discipline.

The teacher must be more than a dispenser of information. He must be an executive who administers a learning process. Students learn through four kinds of activity. The first is the lecture delivered by an articulate and scholarly lecturer. The lecturer must do more than impart information. He must also stimulate and inspire the student to do more after he leaves the classroom. Second is the discussion. Discussion should stimulate thinking and lead the student to criticize, weigh, and evaluate. Third is the student's individual study. The fourth is writing. Writing is a learning process because it requires organization of thought.

Students are influenced by the "Climate of Learning." The climate is an intangible but real quality that results from tradition, custom, habits, and values. When a majority of the students have intellectual interests and good work habits, the climate is different than when only a minority have such interests while the majority regard learning as a necessary evil. Too many students are more concerned about getting out of college, and too few about getting the *most* out of college. A climate of learning is too often regarded as belonging in the classroom when in fact it belongs to the whole life of the school. Work should not be regarded as something to be done if other activities permit.

The role of the teacher, as an executive guiding a learning process, does not imply "spoon feeding," although it does imply recognition that many freshmen are not yet ready for independent work. The teacher should help students help themselves. Spoon feeding perpetuates weakness. So while the executive guiding learning does not spoon feed, neither does he throw students in to sink or swim because some who would sink can learn to swim, and this is the real challenge to the teacher.

We must assume that freshmen come to college with a sense of purpose and a degree of determination. This should make him willing to learn and glad to learn how to learn. We should assume that he has potential for growth and that by the time he graduates he will have been taught to depend on himself when facing a problem that requires study and organization.

The right climate can encourage a sense of purpose and strengthen determination on the part of students. There will be students who will not respond to even the best climate, but we cannot afford the loss to society when students who might have been successful fail to fulfill their potential.

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Agribusiness

In a Changing Industry

by Elgene Lentz

COMMUNITY life in America is undergoing great changes from the impacts made on it by a vital, growing, changing agriculture and industry. The agricultural revolution that has been going on for the past 50 to 75 years has made this country the most efficient food producer in the world. As a result of this revolution Americans are eating better and better for a smaller and smaller proportion of their spendable dollar. In 1960, only 20 per cent of the disposable income was spent for food, the lowest proportion on record.

This great supply of food is being supplied by fewer and fewer farmers. In 1960 slightly over seven million people farmed or worked on farms. This means that one farm worker produced food for himself and 25 others. One hour of farm labor produces four times as much food and other crops as it did 40 years ago.

The agricultural revolution laid the groundwork for the industrial progress of the twentieth century. More and more manpower is available to produce and distribute the non-food items such as automobiles, television sets, houses, tractors, and thousands of other items. Few people realize that because food is so abundant and requires such a small por-

tion of their wages, they are able to buy these non-food items.

Stimulates Employment

Modern agriculture has not only furnished an abundant supply of food but it also has created employment. In past years few people other than farmers were engaged in the marketing and processing of farm products and providing the supplies farmers use. In the technological age of today, four out of every ten jobs in private employment are related to agriculture. There are approximately ten million people employed in storing, transporting, processing, and merchandising farm products. Another six million people have jobs providing the supplies farmers use. These types of industries are often called "agribusinesses."

Farm Background Important

In agribusiness there is a large need for workers trained in agriculture. These industries need a large number of people with farm backgrounds and technical training in agriculture. A summary of the results of a survey made by the National Science Foundation covering the food processing industry helps point out the need for professional

and scientific workers in the agricultural-related industry. The Foundation reported that a dramatic factor contributing to the growth in output per man-hour in factory processing of farm food products is new technology. Since World War II, production workers in the food-processing industry have been declining in number, but workers other than production workers, which include the professional and research workers, have been increasing.

According to the survey, the food products manufacturing industry spent about 80 million dollars in 1958 for research and development, compared with about 54 million dollars in 1953. In 1957, the industry reported an average annual research and development cost per scientist of \$20,000 and in 1953 this average was \$15,000. About 62 per cent of this cost was for wages and salary. This is only one example of what is happening in an agricultural-related industry, but it is also happening in many other industries engaged in the processing and marketing of agricultural products. The need for trained professional agricultural workers in these industries is great.

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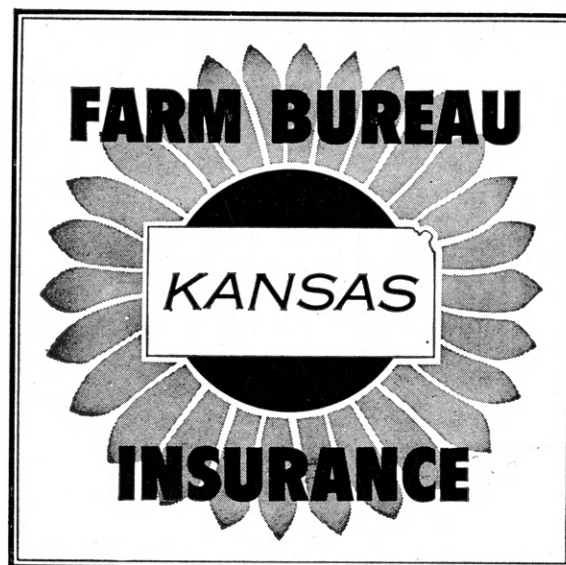
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