

CONTENTS

| More and Better Students Please Director of Resident Inst | RUC | CTIO | N | 2 |
|---|-----|------|---|----|
| "You're Too Pretty To Be from a Farm" | | • | | 3 |
| If Shoe Fits, You May Want To Stretch It | | | | 5 |
| Jokes | | | | 8 |
| Before Joining, Know What Fraternity Offers | | ٠ | | 9 |
| STUDENT UNION BALLROOM TO GET "BARNWARMING" | | | | 10 |
| Enthusiasm High for New Ag Curriculum | | ٠ | ٠ | 10 |
| Anti-enemy-submarine Device May Help Kansas Stockmen | | | | 13 |
| KSU Was Half Century Early on Lean Meat Idea | | | | 14 |
| Prepare for Future in Scientific Agriculture | | | | 15 |
| For College of Agriculture Students Only | | | | 16 |

10/43:

OCTOBER 1964

KANSAS STATE UNIVERSITY

FIG STUDENT

Does This Shoe Fit You?

page 5

More, Better and More Persistent Students Please College of Ag Head

On behalf of the faculty of the College of Agriculture, I am pleased to welcome the largest group of new students that has entered the College for the last 10 years and to welcome back to the campus returning students, who, this past year, were more successful in their academic pursuits than previous groups of students in the College of Agriculture.

At the close of registration this fall, 21.6 per cent more students were in the College of Agriculture than at the time of final tabulation in the fall of 1963. The increase was the largest of any college or school at Kansas State University, and for that you should be proud. We, the faculty, are proud. The increase resulted from (1) more new freshmen, (2) more transfer students, and (3) a higher portion of returning students.

During 1963-64 more College of Agriculture students earned scholastic honors, fewer were dismissed for low grades, and fewer dropped out voluntarily because of discouragement. This tells me that on the average College of Agriculture students are more mature and capable than their predecessors and are pursuing their academic work with more enthusiasm. I believe it also means that our academic advisers are doing an effective job of guiding student programs and that we have a faculty of effective instructors.

Demand for B.S. graduates continues strong for industry and for graduate study. Keep up the good work!

Duane Acker
Director of Resident Instruction

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Vol. XLIII

October 1964

No. 1

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An Exchange of Stereotypes

You're Too Pretty To Be from a Farm." "That's an Insult, Mr. City Slicker!"

AMERICA is a nation of country hicks and city slickers. Well, isn't that what we think of each other? How many times have you been confronted as the stereotype of one or the other? Not too infrequently I am met with the surprised question, "You're from the farm?" It happens on those occasions that I neither have hayseed in my hair nor do I smell like a cow barn. Which only goes to show how inaccurate these stereotypes can be.

Another part of our misunderstanding is concerned with the cost of food. Because we buy such a variety of supplies in the grocery, we think we're paying too much for food. But according to Dr. Glenn Beck, dean of agriculture at Kansas State University, Americans spend only 19 percent of their income on food—less than any other time in history.

Confused by Subsidies

We are also confused over the matter of government subsidies for farmers. It seems that subsidies are a necessary evil brought on by increased production and lack of farm organization. The economy must be stabilized some way, although we would rather not pay taxes to be used as subsidies, nor do most farmers really want to be deprived of the privilege of using their land as they

There are many other points of misunderstanding but since most of them are familiar to us, let's consider first whether this is a two-way misunderstanding and then consider the causes.

Farmers Work Harder

Is the city slicker as vague a character to the farmer as the farmer is to city folks? It would seem not. A farmer must deal with the city and its people, as it is his market and his source of supplies. The farmer resents city dwellers only when he thinks they do not understand him, and seem not to want to understand. Yet he feels they must understand for the sake of farm legislation, which affects not only farmers but also the whole economy. He also feels resentment because he thinks he works harder and longer than city dwellers for the same standard of living, or a lower one.

How did we get into this mess of misconceptions? And how do we get out of it?

A city man rarely has the chance to see the "inside" of a farm operation, and the farmer is too busy making a living to go out of his way to be appreciated.

What's going to happen if we continue to let the misunderstanding grow? It's obvious that bitterness and resentment will also continue to grow. Agriculture will have the political problems common to all mi-nority groups. Failure of the majority to legislate responsibly could result in deeper economic problems for farmers and the whole nation.

Need to Speak Up

Since the farmers comprise the minority group whose security is at stake, it is logical to assume that they should be the ones to organize and speak up. The 30 percent of the United States population involved in agricultural-related industries are a likely group to turn to for help.

How shall they make themselves heard? Television is one of the best ways to reach a large number of people. It attacks through both the eyes and ears. News magazines of national circulation are another possibility, as is the U.S. Cooperative Extension Service.

Are we going to do something about our problem or not? Do we run the machine of an industrialized society or does it run us? If we don't turn our concern into responsibile action soon, it will run us. And it is a machine with neither a brain nor a heart. The time to start is now.

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Does This Shoe Fit You?

If it does, it is too tight so you'll want to stretch it before you graduate from KSU.



I F SOMEONE made educated guesses about how you feel, think, act, and what you hope for, you'd be interested in how well he guessed.

Here's your opportunity, if you are a student in KSU's College of Agriculture or if you plan to become a student there in the near future.

Persons who made the educated guesses about you are members of the University Student Counseling Center.

Part of what they know about you and, therefore, part of what their educated guesses are based on follow immediately. That is, what follows is fact—not educated guesses. The educated guesses based on these and other facts come later in the article.

You May Be the Exception

Of course, when one generalizes about more than 800 students in the College of Agriculture, he is right only most of the time. You may be an exception to the general rule. But here is what in general is correct.

More than 80 percent of you come from towns of 10,000 or fewer; the home towns of 44 percent have fewer than 1,000 population.

Your folks were in elementary school during the

depression and "dust bowl."

Fathers of 69 percent of you are farmers. Others are in professional, managerial, skilled, semiskilled and unskilled occupations.

Only one of 10 of you was in high school classes of more than 250 students, 62 percent came from classes of fewer than 50.

Average "Dose" of H.S. Courses

If you are average, here's what you took in high school: 5.5 semesters of math, 1.5 of chemistry, 1 of physics, 7 of English. Only 49 percent of you studied more than three nights a week in high school, but 56 percent held an elective high school office, and nearly 50 percent won some high school academic honor.

Most of you had more than one reason for choosing KSU. Among the top reasons, in order, are: your de-

partment's outstanding reputation, your parents influenced you, campus events for high school students, vocational ag teacher, you like the campus, leaflets and brochures, you have friends at KSU, friendliness on campus and academic standards of KSU.

Optimism May Sour on Grade Cards

If this year's freshman class is like those that came before it, those at all levels of ability will tend to think their first semester grades will be better than the grades they will receive. Worst thing about that is that freshmen who will get the lower grades are comparatively more optimistic than those who will get higher grades. That doesn't mean that if you are not worried about your grades, you don't know the score. It only means that you should study harder and that if you don't know how you're doing, you'd better ask your professors. If the story they give you isn't good, also ask them how to improve it. If they won't help you, they should not be around for next year's freshmen.

You are motivated as much as students in other universities, but you want to become qualified to earn a living more than you want to discuss theories, philoso-

phies, and uncertainties.

You are reluctant, if you're typical, to venture an opinion, express your ideas or feelings or otherwise to draw attention to yourself. You also are reluctant to let people know it but, like all humans, you want encouragement, understanding, and to know that others are interested in you.

Rather Work than Dream

You would rather do a job or solve a problem than to be put into a situation where you need to be adventuresome in words and action.

About half of you will work part time and that won't hurt your grades—unless your ability is below average and/or you try to work full time and carry a full load.

(Continued on page 6)

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Does This Shoe Fit You?

(Continued from page 5)

After you've left KSU, if you're like those who graduated ahead of you, here is the way you will rate your KSU experiences, from most to least important: courses in your major, technical courses related to your major, English courses, speech courses, part-time work, extra-curricular activities, social life, nontechnical courses.

English Ranks Higher Elsewhere

That's where KSU grads differ from the 11,000 college graduates General Electric surveyed. They ranked English courses nearly as important as technical courses, if they were engineers and technical workers. If they were in nontechnical jobs, they ranked English as their most important college course.

One more thing the counselors know about each freshman class in KSU's College of Agriculture before this one: the freshman ag student was the oldest child in his family and the first to go to college. That will become less true with each class but it may still be true with the class that entered KSU last month.

The above is what the counselors know. Below are their educated guesses.

Because your parents were depression and "dust bowl" youth, they want you to have more security, and they see education as a way to give you more security. That is the primary reason they want you to go through college.

Slightly more than two thirds of you have parents who did not go to college, but their ideas about college have been passed on to you. They think of it as a place to learn how to do things, and all you have to do to be successful is to study as you did in high school but harder. Also how to get a thing done has been the life of your parents and, quite naturally, that is what is expected of you.

Won't Wrestle Ideas Yet

If you are one of the majority from small towns, you are aware of the advantages of knowing everyone, being known by everyone, knowing what everyone is doing and being able to predict situations and results accurately. It is not likely that you have realized the disadvantages that

go with those advantages. In a new situation, as being in college, you'll feel less like exploring and trying out new ideas. You won't value your opinions for what they're worth. And students who seem to overvalue their opinions will repel, rather than attract, you. You could hold your own in an exchange of ideas, but you're more likely to avoid such students rather than to wrestle with them on the mat of ideas.

Even at the best universities much more is unknown than is known. With both you and your parents wanting you to have "know-how," neither you nor they will be attracted to things unknown. Yet, if your professor is a good one, he recognizes (as a big part of his job) that he must so whet your appetite for unknowns that you want to interrupt just getting facts to explore the unknowns.

To put it another way, you came to KSU's College of Agriculture to learn what to do, how to do it, and when to do it, but your professors get you off that track so you want to know "How come" or "Why" so strongly that you start adventuring to find out.

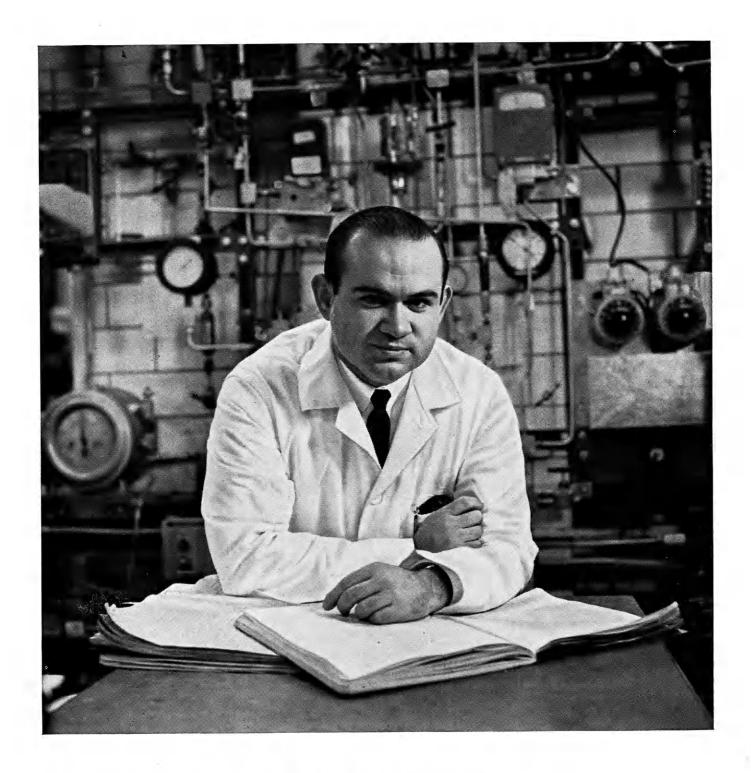
Is Your Instructor a "Nut"?

If you don't recognize what the good prof is trying to do, your first reaction to him is that he's a nut. You couldn't feel much of any other way about it. You came to get knowledge, and here this nut seems only to be trying to get you to worry about what is not known. You want what is known; he tries to "sell" you what is unknown. How much farther off base could he be and still hold his job?

A way to check the University's counselors' educated guesses is to check the attitudes of your friends, your parents, and yourself toward such courses as English, history, government, philosophy, languages, art, music.

Do they all seem to be outside of your needs and almost totally irrelevant to what you came to college for? If you had to take time out to explore some of them so you would not graduate on schedule, would you, your parents, your friends, your relatives, and the fellows you know at college and at home all think you somehow had "failed" or were failing

(Concluded on page 8)



Anyone for hydrodesulfurization?

How about it? Want to hydrodesulfurize? Hydrodesulfurize oil, that is. Fuel oil. Dr. James Mosby, Purdue, '64 does. He experimentally optimizes the commercial procedure for removing sulfur. He's been working on hydrodesulfurization ever since he joined the American Oil Company as a chemical engineer last January. That's his pilot plant behind him.

Even if you'd rather not hydrodesulfurize, there are

literally scores of other science and engineering opportunities at American Oil. If you're interested in a career in the petroleum industry, write to J. H. Strange for information. His address: American Oil Company, P. O. Box 431, Whiting, Indiana.

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Does This Shoe Fit You?

(Continued from page 6)

to accomplish the objective of your college education?

What is right?

Do your professors have the answers?

Do you?

Would people closest to you call those courses mostly nonsense?

Who is right?

Does the same answer perhaps differ with different persons?

Do you have the answer that satisfies you?

Are you quite certain the answer for you today will be the same when you are 50? Is the above group of questions "nutty" because not even the profs know the answers?

Are You Too Well Known?

Because you came from a small town, you may be so well known that you cannot afford to think about anything but graduation. Does that mean that you cannot afford to run the risk of exploring new ideas, experiences, or courses?

The counselors think that if you first get practical knowledge, you'll be more comfortable with abstract or basic knowledge and feel freer to venture your opinions and ideas.

If you are worried about making it in college, it seems appropriate to let you in on a secret that worries the professors more than that.

You Have Profs Worried, Too

They know the world is changing rapidly and that to succeed in it, you'll need to be flexible and mobile in regard to your professions. The profs are wondering how they can make you so inquisitive that you'll search for broad basic knowledge as well as for specific facts, skills, and information. They're worried that they are failing to worry you enough along those lines. If you are going to create a world a little better than the one the generation ahead of you left for you, the profs think you'll need a lot of basic knowledge and inquisitiveness. They're worried that you might leave KSU without those qualities.

Professor to freshman: "Son, what are you doing—learning something?" Frosh: "No sir, I'm listening to you."

"All right back there?" asked the conductor from the front of the bus. "Not yet," came a feminine voice. "Wait till I get my clothes off." Every passenger whirled to see a lady get off with a basket of laundry.

A candidate for the police force was being verbally examined. "If you were by yourself in a police car and were pursued by a desperate gang of criminals in another car doing sixty miles an hour along a lonely road, what would you do?" The candidate looked puzzled for a moment. Then he replied, "Seventy."

Correction in Iowa State Daily: "Our paper carried the notice last week that Mr. Joe Doe is a defective in the police force. This was a typographical error. Mr. Doe is really a detective in the police farce."





Before Joining, Know What Fraternity Offers

One of the biggest decisions most male students must make when they enter a university is whether to join a fraternity. Before one makes such a decision, he should know what a fraternity has to offer.

Because grades are of prime importance in college, most fraternities stress scholarship. A "C" average must be maintained by a new member, who is called a pledge, for one semester for him to be initiated as an active member. This gives many new members the incentive to study harder. It gives them a goal that they would not have outside a fraternity.

Probably one of the most profitable aspects of fraternity life is learning how to live and work together as a unit. Because the members depend on each other, they realize that others also depend on them.

Socially fraternities have various activities throughout the school year. House parties, dormitory exchanges, and sorority exchanges are only a few. A well-educated man is trained both scholastically and socially.

Fraternity men who enjoy sports may participate in the fraternity division intramural program. Every varsity sport is in the program in addition to several others. The champion fraternity in each sport receives a trophy.

A person gets out of a fraternity about what he puts into it. Because of this, fraternities expect their members to support and participate in any cause the fraternity undertakes. Since participation is stressed, every fraternity member is able to enjoy a fuller, richer life and enjoy a finer fraternal opportunity.

A good practice of some fraternity systems is the pledge father-pledge system. New pledges are assigned pledge "fathers," who are studying in the same fields. This enables the pledge to get help with classwork and other college duties and problems.

Fraternities offer more than scholarship. Members learn proper etiquette and social graces while forming invaluable friendships. A fraternity also gives one a place to come back to when he is an alumnus.



That scholarship is most important in college is recognized by fraternity men who help each other with studies. Pledges must earn at least a "C" average to become active fraternity members.

They don't make the sports pages of daily newspapers but the intramural contests between fraternities often are as heated as intercollegiate contests. Fraternities emphasize importance of participating in sports as well as supporting K-State teams.



Student Union Ballroom To Get Ag "Barnwarming"

The annual Ag Barnwarmer November 14, by being in the KSU Union Ballroom, will break tradition. The barnwarmer previously has been in Nichols Gymnasium. In the new surroundings decorations no longer will resemble a hayloft. However, the fall theme and western casual dress are to be retained, and the dance will feature square dancing as well as social dancing.

A sheriff and deputies with a handy jail will enforce rules set up governing the dance. One of the rules is that you may dance with any girl simply by hiring the "law" to put her date in jail.

Intermission refreshments will be included with the \$2.00 admission charge per couple. Ed Meeks, barnwarmer manager, promises a bureau to get the fellows dates.

Terry Biery, Agricultural Council president, says each departmental club will test barnwarmer queen finalists' knowledge of agriculture on "chore night" November 9. The ag club that sells the most tickets to the dance will receive a trophy this year. To keep the trophy, a club must win it two consecutive years.

Better than a trophy is a date with a cute coed. Get yours now so you can help give the Student Union ballroom its first "barnwarming."

Enthusiasm High for New Ag Curriculum

Enthusiasm of students in the new bakery management curriculum at Kansas State University is a good indication that the bakery industry will reap big dividends from its investment in education, Dr. Glenn H. Beck, dean of agriculture, reported at the annual meeting of the Bakers' Ambassador Club in New York City October 12.

The dean interviewed the 18 students from eight states and Canada in the bakery management program before going to New York. The Ambassador Club is composed of members of the American Baking Association who are responsible for fund-raising activities that resulted in the bakery management program being initiated at KSU slightly more than a year ago.

Dean Beck said 10 of the students have had experience in the baking industry; others are interested in agri-business and are convinced that the baking industry offers excellent opportunities.

"Chore night" is fun for Ag students who test queen finalists' knowledge of agriculture before selecting one to reign as Barnwarmer queen.



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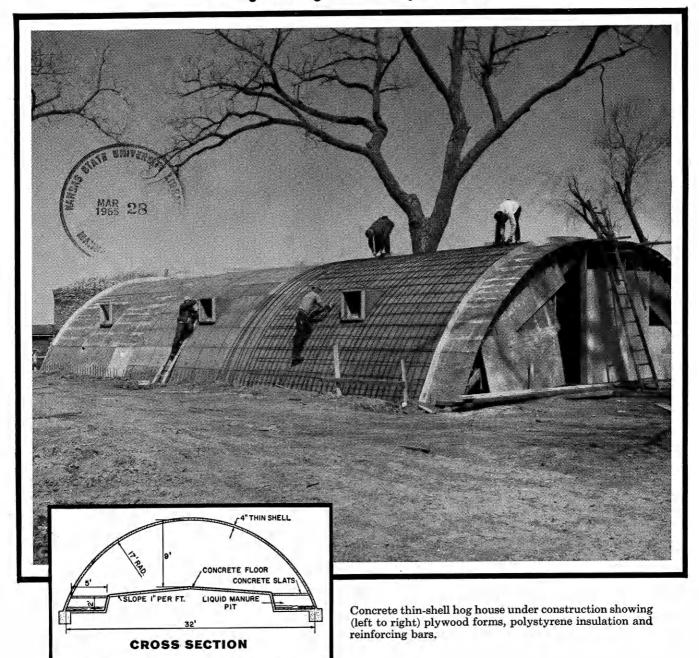
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New low-cost hog building achieved with thin-shell concrete

One of the latest developments in the farm building field is this thin-shell hog house built recently at Cozad, Nebraska. This 32- x 60-ft. structure has a 300-head capacity, and cost just \$2.50 per sq. ft. including concrete floor and slats.

The shell is only 4 inches thick—reinforced with steel and insulated with expanded polystyrene. The end panels are precast tilt-up concrete. For future expansion, they can be removed or left in place as partitions. The interior combines a concrete floor with precast concrete slats over liquid manure pits, as shown in the cross section.

Engineering design and development are today providing more and more ways in which versatile concrete helps improve modern farm operations. To be of maximum help to farmers, keep up to date on the latest concrete construction methods in your area. And watch for more of these reports on the latest advances in concrete farm structures.

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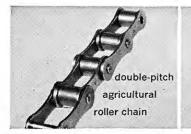
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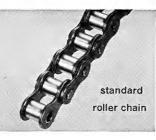
and conveyor chains, chain attachments and sprockets. Also "bonus" services: application counsel, field analysis, laboratory service and others. These services multiply the value of Link-Belt chains, but not the price!



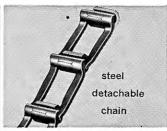
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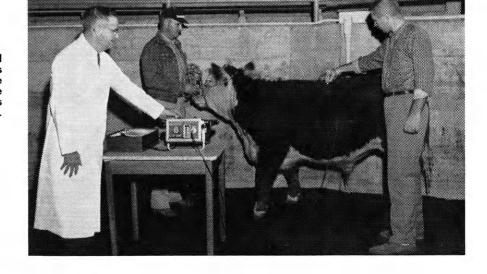








Dr. Wheat with hand on ultrasonic animal tester being used on steer held by Miles McKee, University purebred beef cattle herdsman, and Donald C. Loper, graduate assistant from Sauk City, Wis., who is studying for a Ph.D. in animal nutrition.



Ultrasonic Sounds Measure Loin-Eye

Anti-Enemy-Submarine Device To Become A Friend of Kansas Livestock Breeders

By Larry Beat

ULTRASONIC sound waves, like those used to detect enemy submarines in war, may soon be helping Kansas stockmen select their best animals for breeding stock.

Dr. John Wheat, associate professor of animal husbandry, is using an ultrasonic animal tester to estimate fat depth and the loin-eye area of animals that are later butchered so he can compare his estimates with actual loin-eye areas of the carcasses.

When he has mastered the technique, results from the machine could be used in selecting breeding animals -cattle, hogs, or sheep. The loineye area of an animal is one of the best indicators of over-all meatiness, and it also is one of the most heritable carcass characteristics. Without the machine, one can only guess at the loin-eye area until an animal is butchered. Butchering, of course, is out of the question with breeding animals. With the machine, plus experience in using it, a highly accurate drawing of the loin-eye area of live animals can be made.

Converts Sound to Distance

Although the machine converts ultrahigh frequency sound waves to distances read from flashing light indicators beside a scale, it takes experience to read it accurately. One needs to learn how to tell the difference between light flashes from false lean (little muscles struck by the sound waves) and the real loin-eye flashes. He also needs to learn how to plot the measurements from the machine to paper to show the loin-eye size.

Lights flashing back on the scale of the machine tell how long it took ultrahigh frequency sound waves to go into the loin-eye and bounce back. The scale merely transforms microseconds to inches and centimeters. Aiming the sound waves from three angles lets researchers get accurate measurements to put on paper in the form of the actual loin-eye muscle.

Within 5% Perfect

In early October Dr. Wheat and colleagues had measured the loin-eye areas of three KSU animals to be butchered. Drawings they produced were within 5 percent accurate compared with actual loin-eye muscles from the carcasses. Researchers in other states, after more experience, have produced even more nearly accurate estimates.

Purely human evaluation or subjective appraisal of animals for breeding purposes sometimes results in much wider errors, but Wheat and his colleagues are not satisfied with 95 percent accuracy. They hope to improve it. Increased accuracy would let the researchers rely more heavily on information through ultrasonic waves to use in selecting breeding stock.

Ultrasonic waves already are used in many ways industrially and medically and are a tremendous asset to each field. A typical use in detecting flaws in metal—by producing an echo having different acoustical properties from surrounding material. The ultrasonic sound waves let industrial firms test metals and other solid bodies without destroying them.

Bouncing Sound Waves

The KSU researchers hope their work with livestock will be similar. The ultrasonic pulse-echo technique, basically, is the generation of very short bursts of high-frequency sound. Detecting the reflection of sound pulses when they reach the boundary between two tissue layers, the fat and the muscle, lets the machine translate "time" to "inches." The machine measures the time elapsed between the time the sound pulse enters a type of tissue and is bounced back.

Because the speed of the ultrasonic (Continued on page 14)



Donald

John

Baby Beef

From the left are cuts of beef from Donald, John, and a baby beef. They are in the same order in the picture below. Both pictures are from a KSU Ag Experiment Station Bulletin published in 1903, when Prof. D. H. Otis wrote, "Donald is not too thickly fleshed; he is too fat." That was 50-some years ahead of the recent "band-wagon" for less fat for consumers. However, Vice President Emeritus Arthur D. Weber points out that an observer at the Smithfield Show of 1856 in London said that the show animals were too dear to buy and too fat to eat. Education is a slow process but consumers now get lean meat.

KSU Was Half Century Early on Lean Meat Idea Anti-enemy-submarine Device

SIXTY-FOUR years ago Kansas State Agricultural College did experimental work on fattening hogs with drought-resistant crops and thus obtained data on percentages of fat and lean meat about 50 years before the discovery became popular

through consumer demand.

KSU's object was to develop the best methods of feeding hogs Kansas crops produced under drought conditions on upland. They wanted, and I quote, "to develop methods of handling this feed that would produce the greatest daily gain for hogs at least cost, the greatest weight of pork per acre of feed, and pork of the best quality for the table." The eight italicized words are the important ones.

The two breeds represented in the tests were purebred Berkshires and Poland Chinas. Each breed was of good quality and represented the hog of 1900. Eight experimental lots were used. Kafir corn was the main ingredient, fed several ways and in

different rations.

Pigs of all ages and weights were used. Each pen was fed twice a day,

and management was good.

Pigs six months old at the end of the experiment were sold as light pork at 150 to 200 pounds each. In other experiments pigs were fed up to eight months and even longer, to average weights of 230 to 300 pounds.

Each hog was slaughtered after each experiment and carcass data

were carefully taken. Pigs fed for the short periods in 1900 weighed 150 to 200 pounds, but they had just as much loin eye and certain other lean cuts as the heavier hogs whose carcasses provided more lard. The experiments showed that after a certain weight pigs tend to lay on more fat as their weight increases, regardless of the ration used.

Kansas State Agricultural College predicted from results of the experiment that the 200-pound hog with less fat was one for Kansans to produce.

Today the stress on meat-type hog with less fat and more lean is just such an animal. A half century later other universities, with the help of consumer demand, have helped spread

meat-type hogs.

About the same time Prof. D. H. Otis and his colleagues at KSU were attacking the same problem (too much fat) in beef cattle. Both swine and beef data were published. The beef engravings show the difference in fat and lean better than the swine engravings, so the beef ones were used to illustrate this story. They are from Kansas Agricultural Experiment Station Bulletin 118, published in May, 1903. Researchers may still borrow and return copies of the bulletins but they have long been out of circulation and out of print.

Because Kansas was a half century ahead of time, few people who enjoy lean meat are aware of the state's contribution to their contentment.

(Continued from page 13)

wave is not constant in soft tissue, the instrument must be calibrated for each type of tissue to be measured.

The velocity of the ultrasonic pulse through beef fat, which is different from pork fat, can be determined by the machine. marbling, the intermingling streaks of fat within the muscle, is present, the velocity differs from that for the same size muscle with no marbling. Thus, the change in transit time of the ultrasonic pulse through muscle with marbling makes it possible to measure the percentage of muscle marbling in a live animal. That previously was considered impossible.

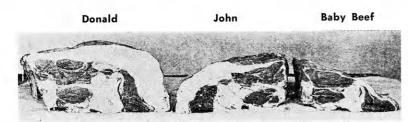
Consumers Like Loin

Traditionally, animal scientists have been interested in the loin and other such cuts that demand high prices because consumers like them best. The ribeye area, marbling intensity and backfat have been factors that determine the value of a carcass. However, more recently, interest has been directed to measuring the round on beef. Preliminary data indicate that characteristics of the round are related to carcass value.

Relatively little work has been done with ultrasonics to evaluate sheep. Basically, measurements on sheep are similar to those described for cattle. They are structurally similar in their finish and in the development of their muscles.

Is No Cure-all

The ultrasonic sound instrument has many potential uses with livestock but it will not be the answer to all selection problems, only a help, Dr. Wheat says. If it can be used with consistent accuracy, however, in the future it may be used along with weight scales where cattle are marketed.



Prepare for a Future in Scientific Agriculture or Agribusiness KSU Opens Doors to Success

Dedicated May 2, Weber Hall (below) is one of the centers of learning at Kansas State University in Manhattan. It is named for a Kansas farm boy, Arthur D. Weber, graduate of the Atchison county high school at Effingham. His training at K-State helped his influence spread throughout the U.S. livestock industry, to India, South America and other countries. He and his classmates became leaders in Kansas agriculture and businesses related to agriculture.

From the agricultural halls at K-State will come tomorrow's leaders in agriculture and busi-

nesses related to agriculture.

These young men will be machinery dealers, formula feed dealers, managers of dairy manufacturing plants and bakeries, agricultural representatives of banks, specialists in foreign agricultural positions, teachers, researchers, scientists, extension agents, soil conservation men, feed dealers, seed dealers, fertilizer dealers, farmers, ranchers, livestock commission men, vocational agriculture teachers, and junior executives and administrators.

The U.S. Census Bureau figures show that a college graduate earns considerably more than \$100,000 more in a lifetime than a high school graduate, but the extra income is not the most

important reason to go to college.

The College of Agriculture's professors and deans want their young people to emerge with broad educational training that fits them for responsibilities in community life, government, and industry.

Plan to be one of them and To go forward as one of them

THE COLLEGE OF AGRICULTURE

KANSAS STATE UNIVERSITY

Manhattan, Kansas

Weber Hall, KSU, Manhattan



FOR KSU COLLEGE OF AGRICULTURE STUDENTS ONLY



See bow far your friends fail this test.

(If they answer one question correctly, they are above average.)

How many faculty members does the KSU College of Agriculture have?

(Answer: 100)

How many of them have a Doctor of Philosophy degree?

(Answer: 85)

How many faculty members in agriculture does the second best Kansas college that offers ag courses have?

(Answer: not more than 4, depending on which Kansas college your friend thinks is second best)

How many of the ag faculty of the college your friend thinks is second best have Doctor of Philosophy degrees?

(Answer: 0; however, some in related fields may have Ph.D.s, if your friend chooses the right second place college—check current catalogs to settle any arguments)

CONCLUSION

If you are majoring in any phase of agriculture, you made an excellent choice when you decided to attend Kansas State University in Manhattan.