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KANSAS STATE UNIVERSITY  
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AG STUDENT**



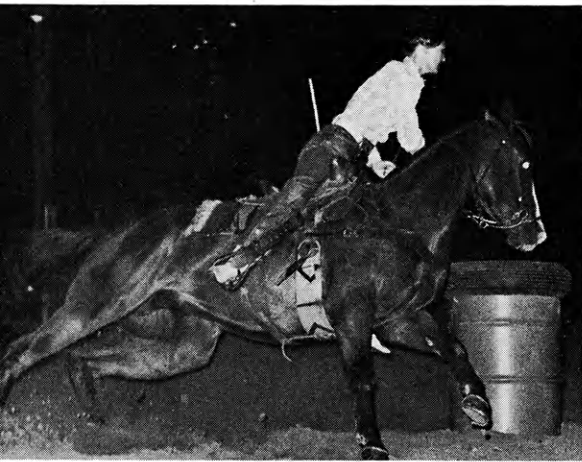
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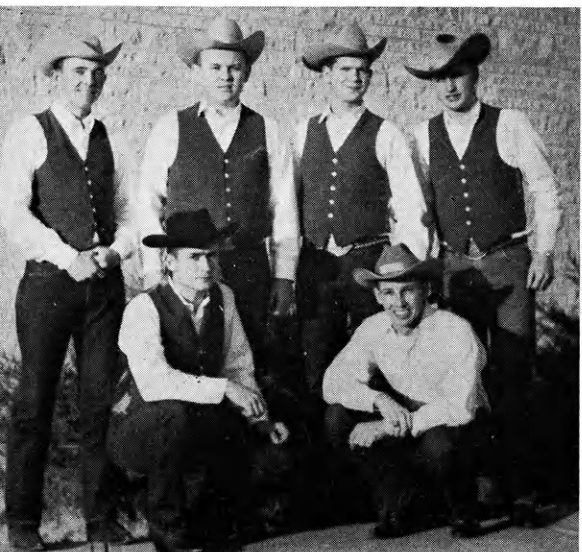


**See the Little American Royal and  
Learn About Off-farm Opportunities**

. . . page 6



Fanchone DeArmond, junior in elementary education from Arkansas City, is shown here in a girls' barrel-racing contest, the event she won at the K-State Intercollegiate Rodeo last year.



The Kansas State University rodeo boys' team consists of (kneeling, left to right) Jon Day, veterinary medicine freshman from El Dorado; Tommy Thomas, veterinary medicine sophomore of El Cajon, Calif.; (standing) Arden Vernon, animal husbandry senior of Admire; Tom Tribolet, veterinary medicine junior of Phoenix, Ariz.; Max Worthington, animal husbandry junior of Welda; and Doug Todd, animal husbandry sophomore from Rexford.

# K-State's Rodeo Team To Defend 10-state Area Championship

**K**ANSAS State University's rodeo team will be defending its 1963 intercollegiate rodeo boys' and girls' championships in Ahearn Field House April 24 and 25, when teams from 10 Great Plains colleges compete in bareback riding, saddle bronc riding, steer wrestling, bull riding, calf roping, and ribbon roping, while women team members vie in goat-tying and barrel-racing competition.

Six compete as a men's team; three, as a girls' team.

Three-man fraternity teams will compete in a wild steer scramble, which is saddling a steer and riding it into the arena.

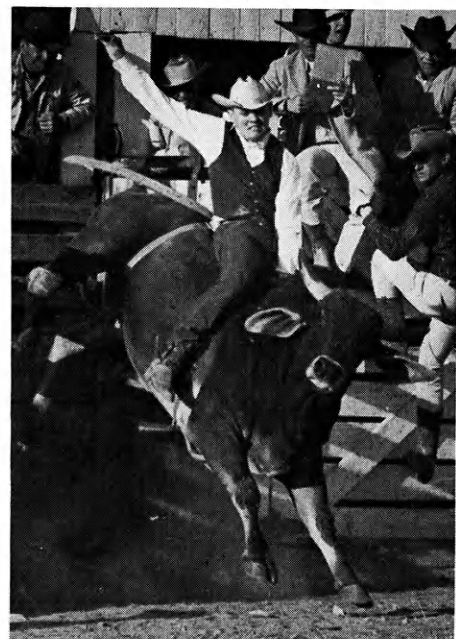
Dave Slyter, K-Stater of Paola, won the all-around cowboy championship and the trophy saddle that went with it at the 1963 event here. He placed in bareback bronc, saddle bronc, and Brahma bull riding.

A K-State coed, Fanchone DeArmond, junior in elementary education from Arkansas City, was all-around cowgirl of the 1963 K-State intercollegiate contest. She later was crowned Miss Rodeo Kansas and represented the state in the Miss Rodeo America contest at Las Vegas in No-

vember. She won the 1963 girls' barrel race and placed in the girls' goat-tying event.

About 80 colleges and universities are represented in the National Intercollegiate Rodeo Association. K-State permits its students to participate in intercollegiate competition but the team thus far is not sponsored by a department of the University; however, the April 24-25 event is approved by the National Intercollegiate Rodeo Association. Student officers of the K-State club are: Max Worthington, Welda, president; George Teagarden, La Cygne, vice-president; Nancy Charles, Republic, secretary; Nancy Hedges, Salina, treasurer; and Arden Vernon, Admire, rodeo chairman.

Tom Tribolet on a Brahma bull competing for K-State in the 1963 Intercollegiate Rodeo at Adams State College, Alamosa, Colo.



K-State Intercollegiate

**RODEO**

APRIL 24-25

3 PERFORMANCES

Friday 8:00 p.m., Saturday 1:30 p.m. and 8:00 p.m.

AHEARN FIELDHOUSE—MANHATTAN

# KANSAS STATE UNIVERSITY AG STUDENT

Vol. XLII

April 1964

No. 5

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The Ag Student Magazine is written and edited by students interested in agricultural journalism, and is published by the Agricultural Association of Kansas State University of Agriculture and Applied Science, Manhattan, Kansas, in October, December, February, March, April, and May. Subscription rates \$1.50 a year; 2 years, \$2; single copies by mail, 30c, at office 20c.

The Ag Student is a member of Agricultural College Magazines Associated, and its advertising agency is Littell-Murray-Barnhill, Inc., 369 Lexington Ave., New York 17, N.Y.

Second class postage paid at Manhattan, Kansas.

The cover photo is of a previous Little American Royal Livestock Show in Ahearn Field House at Kansas State University in Manhattan. Some of you may think of it as "home of the champions" and conquerors of Wichita University. Another kind of champion will be determined there April 11 when students, using University livestock, compete with each other in showmanship and animal training. All-day activities precede the Little American Royal April 11 at K-State. It is Ag Science Day, which features talks, exhibits, and displays built around the extremely realistic theme that "Education in Agriculture Means Mobility." It also is Home Economics Hospitality Day with all departments in the College of Home Economics participating. Highlight of the show for women is the annual Style Revue, so April 11 is a day for the entire family at KSU. Hope to see you there.

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# Here's the Dean's Test for Farming

**T**HE COLLEGE of Agriculture has emphasized non-farm opportunities for graduates. Perhaps good farming opportunities that do exist for some have been overlooked.

More than one sixth of the U.S. farmers are older than 65. In Kansas the average farmer is 50 years old. With continued farm consolidation, it is apparent that the average unit to be taken over by a young man will be larger and will require more management skill.

Some of our College of Agriculture students want to farm and have an opportunity. Others want to farm, but don't have an opportunity. How will you determine if an opportunity exists? I'd suggest you establish answers to these questions:

1. How much net income would I need as a farmer? Average farm family living expenses in recent years have been about \$3500. Most farmers agree they are *higher than they used to be and higher than most newly married couples think they are.*
2. What business volume (gross income) is necessary to yield the net income I need? In recent years, about \$4 gross income was needed on Kansas farms to yield \$1 net income.
3. How much capital (land, livestock, equipment, operating expenses) must I control to produce the business volume I need?

4. Can I gain control of this capital through my own accumulation of funds, partnership agreements, rental or leasing arrangements, etc.?

If the answers to the above questions leave you optimistic and encouraged, then you likely have a farming opportunity. But there is one more question.

5. Do I have managerial ability and capacity to handle this capital wisely, to run enterprises efficiently enough that my gross income will yield the net income I need?

If the answer to the last question is yes or if you think it will be yes after you have completed your academic work at Kansas State, then go to it! The reward for good management in farming is better than it used to be!

For background and supporting data on these comments, read the new Kansas Extension Service bulletin, "Your Farm Business Volume Is Important," by Extension Economist Victor Jacobs, and study the annual Kansas Farm Management Summary and Analysis Report for your area. It is available in the Office of Professor John Coolidge.

Duane Acker  
Associate Dean of Agriculture  
Director, Resident Instruction



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# Style Show Is for Men and Women

By Lois Hudgins

Work by Nancy Halverstadt of Derby will be displayed at Home Economics Hospitality Day April 11; 35 coeds will model outfits they made for the Style Show. Catch the second style show after seeing Ag Science Day displays.

**H**ERE'S a good way to get to Ag Science Day, which includes the Little American Royal, at K-State April 11, without any fabrications of any kind. Simply tell the truth, but select which truths you tell and emphasize the positive.

If you need to convince the womenfolk at home that they need to get to Manhattan—and that you'd like to ride along—don't talk about the wonders of agricultural science or the Little American Royal. Look at it from their viewpoints and tell them about the fashion show.

Here's the dope. There's a fashion show with 35 coeds modeling different outfits. If you go to Home Economics Hospitality Day and attend the fashion show, you'll see outfits for morning, for afternoon, for evening, for classrooms, for formal wear, for dancing, for weekends, for fall, for spring. All of the outfits shown are home-made, that is, the coeds made all of them in their classes. Thirty-nine members of the fashion merchandising class in the Department of Clothing and Textiles will direct the fashion show, called "Silhouettes Beyond."

The outfits were made in classes in pattern study and garment construction, tailoring and flat pattern designing classes.

Pattern study is a basic K-State course that uses commercial patterns and emphasizes construction techniques with a sewing machine. Students usually begin with blouses and advance to suits and dresses.

## Tailoring Is Difficult

A more difficult course, tailoring, teaches the construction of a coat or suit based on a commercial pattern using the "dressmaker method." Tailoring techniques are used for fitting and working with interfacings.

Flat pattern designing is applying design to create a dress. Students make a muslin garment, fit it to themselves and make their own patterns. Different problems are assigned to be worked out with that method.

All the other departments in the College of Home Economics will have exhibits and programs describing and illustrating each one's particular curriculum. As part of the program of the clothing and textiles department,

the ideal wardrobe—featuring the ideal outfits—for college will be presented. This is to give future coeds visiting the department an idea of what to buy.

## See the Style Revue

"Silhouettes Beyond," the coeds say, is designed for both entertainment and education. The modeled ensembles (that's just a fashionable way to say a gal's outfit) will show the kind of work done in clothing classes at K-State. And the "revue" (that sounds better to a man's ear) will give girls an idea of appropriate college campus dress.

Among the men at K-State, clothes aren't so important as seeing how scientific agriculture has become, so while the gals go to the fashion show, you can see all the Ag Science Day displays.

If you want to see some of the coeds who will be doing the modeling at the fashion show, there's a second fashion show. Don't tell the gals about it. Send them to the first one, and you can sneak into the second one—after you've seen Ag Science Day.



You'll see all of this and more too at Ag Science Day April 11 on the Kansas State University campus in Manhattan. Pretty Paula Rathbun of Superior, Neb., represents one of the fringe benefits at K-State—wholesome girls talented enough to make their own outfits. Below you see some of the concentration and work that goes into Ag Science Day displays. Upper right are two students, Richard Marteney of Moundridge and Grad Student Hal Taylor of Caney with an "egg in space" display; below them are world-known Dr. Erle Bartley with one of his fistulated cows that are kept in a room with humidity and temperature controlled. The fistula (window in the stomach) is no more painful than are contact lenses.

## At Ag Science Day

# Learn About Opportunities

by Darrell Garner



**S**TEP right over to your calendar and circle April 11. That's Agricultural Science Day at Kansas State University. Hundreds of people will be on campus to see displays constructed by students in the College of Agriculture and to hear talks by faculty and staff.

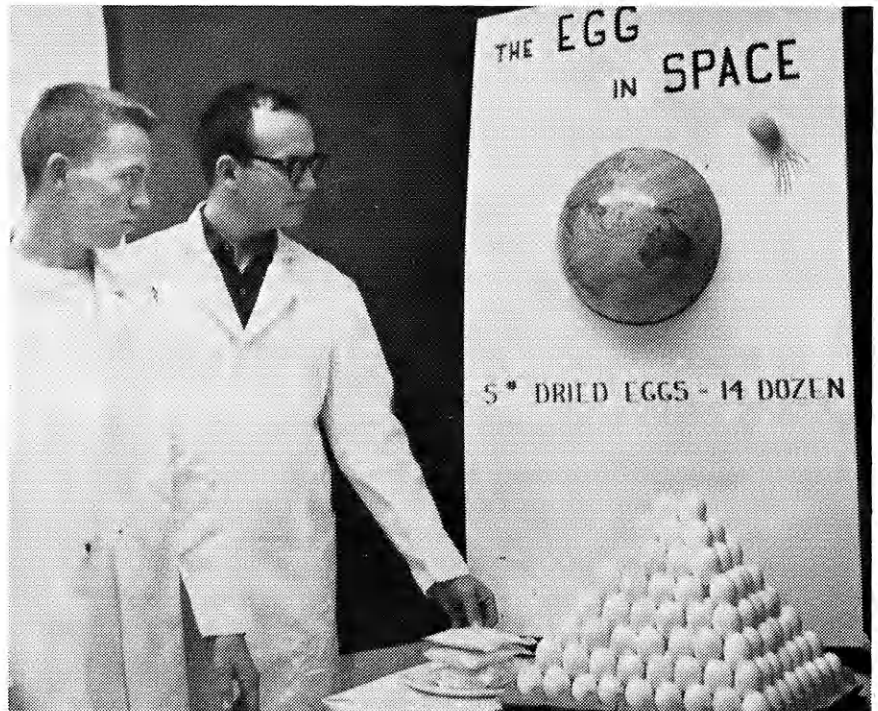
"Education in Agriculture Means Mobility," the theme of Agricultural Science Day, emphasizes the value of university education for young people. The theme is directed to high school and junior college students, but the day's events should interest everyone.

Remember this point: Don't feel you have nothing to gain if you are not a farm boy. About 40 per cent of K-State's ag students are from urban areas and 22 per cent are girls. Opportunities exist for all. Agricultural Science Day may suggest a spot where you would fit. Agribusiness firms employ about 40 per cent of American workers, and within the next four years you can become one of them.

Exhibits of equipment and displays will be shown from 8:30 a.m. to 4:00 p.m. Student departmental clubs and other groups associated with agriculture will explain displays in Waters, Call and Weber Halls on campus.

The displays will show three types of mobility you can achieve by pur-

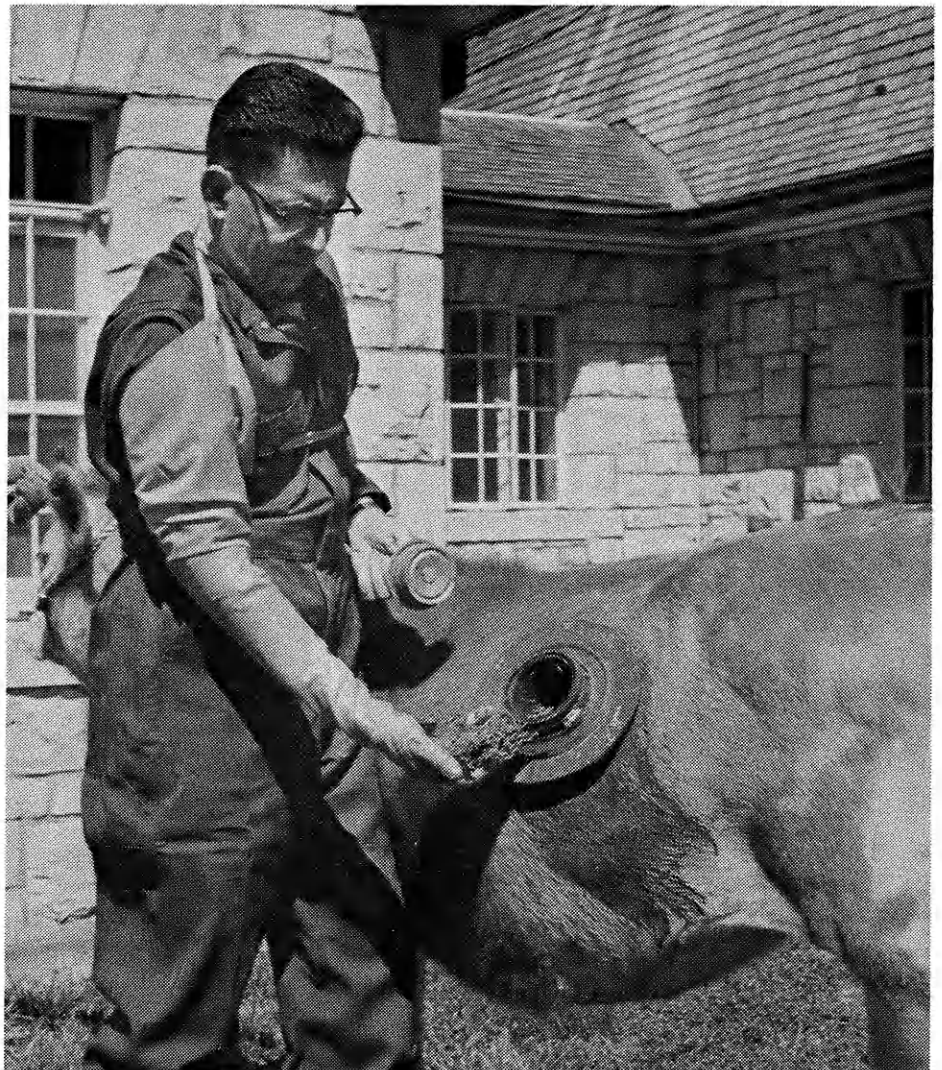
# Off-farm in Agriculture



suings a university education in agriculture at Kansas State. These are: (1) geographic mobility — KSU graduates are employed in all states and many countries; (2) mobility among jobs—KSU graduates become competent to succeed in many different jobs; and (3) vertical mobility on the income scale—the average university graduate advances rapidly where he is employed.

Agricultural Science Day not only stresses the value of a college education, demonstrating many professional opportunities for agriculture graduates and acquainting future students with the faculty of the University but it also familiarizes parents with how the University operates. At 2:00 p.m., for example, a program is planned for parents in Williams Auditorium in Umberger Hall. Speakers will include the Dean of Agriculture and the Director of Resident Instruction for the College of Agriculture. Both parents and students can become acquainted with these outstanding men and the educational programs under them. In addition, all departmental offices will be open in the morning and faculty will be near displays in the afternoon. If you have any questions regarding your college career, attend Ag Science Day and ask the faculty for informa-

(Continued on page 11)





From left to right are three students representing feed technology, milling technology, and bakery management curriculums of the flour and feed milling industries department. The students are Ray Haresnape of Smith Center, Gaylord Anderson

of Scranton, and Steve Johnson of Manhattan. On the table in front of them, also left to right, are consumers' products representing the three curriculums—feed technology, milling technology, and bakery management.

## Bakery Industry Offers You

# More Study Choices at K-State

**A**N ACUTE shortage of trained persons in the giant baking industry has linked Kansas State University and the bakers of the United States in a joint educational program.

To fill the gap of university-trained persons, a new bakery management curriculum has been established at K-State, headed by Dr. John A. Johnson, a professor in the Department of Flour and Feed Milling Industries and an internationally known expert and researcher in baking problems.

How to bake bread and other grain products is a small part of the curriculum, Dr. Johnson says. "We will graduate future bakery management personnel who must be trained in how to buy flour and other specific ingredients, manage flow of materials through a bakery, fundamentals of insurance, labor negotiations, taxes, investments, selling, distribution, engineering and research and predicting what the public wants to buy—the baker is much more than a man in a white hat."

### Three Options Offered

To provide that kind of training, three options are offered in the new curriculum—bakery administration, bakery operation, and bakery engineering.

In addition to the many facets of bakery management, students will be at the center of research to learn other phases of milling. The bakery program is the final link in an overall cereal center complex that encompasses university-level education and training in the cereal fields—through the Ph.D. level.

### Only One in U.S.

In the modern milling building are laboratories and a bakery for the new program, plus the exclusive facilities for flour and feed milling programs. The latter are the only ones of their kind in the world and the bakery management program is the only one in the United States. The entire complex brings together the producer, grain merchant, processor, user and consumer.

The baking industry has just organized a new Bakers Ambassador Club with nationwide membership. Part of the organization's work is to establish funds for the Bakers National Education Foundation, incorporated in Missouri.

The Foundation is to provide financial aid to the bakery program at K-State. The capital fund is aimed at establishing a \$100,000 annual income plus organizing an educational and recruiting campaign for future baking industry leaders. Already over \$500,000 has been raised by the industry. Endorsing the new K-State program are both the American Bakers Association and the Southern Bakers Association.

### A Forty-year Background

Although the organized program was begun only last fall, some aspects of baking and quality control have been taught at K-State for 40 years. When the four-year-degree curriculum was established, courses along more technical and specific lines for



science, engineering and business administration were added.

Among the new courses are Experimental Baking II, Bakery Design and Flow I and Bakery Technology II. The first emphasizes fundamental principles of biological and chemical leavening and rheological (flow) properties of both dough and their ingredients.

### Chemistry and Biology Involved

Bakery Design and Flow teaches functional requirements of equipment and flow needed to sustain chemical and biological reactions involved in baking. The last course studies physical and engineering principles. Students also are involved with the operation of bakery equipment and control systems and heat problems, materials handling and sanitation.

In addition to the new courses, much new equipment has been obtained to supplement that already on hand. Besides a continuous bread-making unit, \$15,000 in new equipment will be installed this year. Future plans include facilities to bake cakes, cookies, pies and for other phases of baking.

A \$15,000 plus, continuous bread-making unit was installed in March. Made completely of stainless steel and plastic, the unit is a gift from the Union Machinery Company, a subsidiary of the American Machinery and Foundry Company.

### Makes Bread Automatically

Starting with a sponge dough of yeast, flour, sugar and liquid, all in a large vat, it assembles bread dough, mixes and puts it into pans automatically. All ingredients, including shortening, are added automatically and the dough's consistency is measured automatically. While mixing is being done, a plastic window permits you to see it.

Dr. Johnson said that from the mixer, the bread is put into pans, raised and baked, but that the bread-making unit completely eliminates guesswork so consistently high-quality bread is manufactured.

### Many Talents Needed

All of the new courses and new equipment provide the key to a rewarding career in the huge baking and allied industries. Besides the man in the tall white hat standing beside

an oven, trained persons are needed in high-quality, top-paying jobs in management, administration, marketing and advertising and sales promotion, among others. Also included are sales management, law, production, public relations, packaging, engineering and research and product development.

Facilities at K-State are particularly suited to research work in the area. K-State's cereal complex is an educational and research center, not only for baking, but also for flour milling and formula feeds. Dr. Johnson is world-known for his research efforts, and much of the equipment in the laboratories is designed for probing all facets of the field.

### M.S. and Ph.D. Degrees Offered

Master of Science and Doctor of Philosophy degrees can be earned in the bakery management program. Research work done for advanced degrees gives students the knowledge needed for employment and advancement in an industry that is con-

stantly seeking to improve its present products, Dr. Johnson said.

"The United States has 18,000 commercial bakeries providing career opportunities almost unequaled in other areas. People always must have food, and the baking industry is less affected by economic fluctuations than most industries of comparable size and scope."

### Women Welcome, Too

Baking is not off-limits to women, Johnson says. "Here is a great opportunity for women. It's not a man's world any more and a girl can have a wonderful career in public relations, advertising, quality control, consumer preference or research if she enrolls in a curriculum like this and gets the proper background and preparation in the area she prefers."

No women are now enrolled in the new curriculum but two coeds at K-State have received advanced degrees after graduate study in the baking curriculum.

For interested students, scholar-

**Richard Pylar of Chicago in a Kansas State University bakery management research laboratory measuring compounds that are responsible for bread flavor. K-State has done extensive research on both aroma and flavor of bread and other bakery products.**



ships and loans are available to those with financial need. Some money can be earned with part-time and summer work. Students now enrolled in the curriculum already are receiving offers for summer work at \$100 per week. The offers come from bakeries as far away as Alabama and Pennsylvania.

**25 New Students Expected**

At K-State, the curriculum is still wide-open. Begun only last fall, nine students from five states and Canada enrolled at the beginning of the fall semester. However, 25 additional students are expected next September. As more publicity is given the program, the 100-student capacity is expected to be filled. Then it will be more difficult to be accepted.

In recent years baking has advanced from an art and craft to one of the most highly specialized mass production industries. K-State's bakery management program allows interested young men and women unique opportunity to receive excellent, specialized training in a basic industry that is age-old and destined to remain with us.

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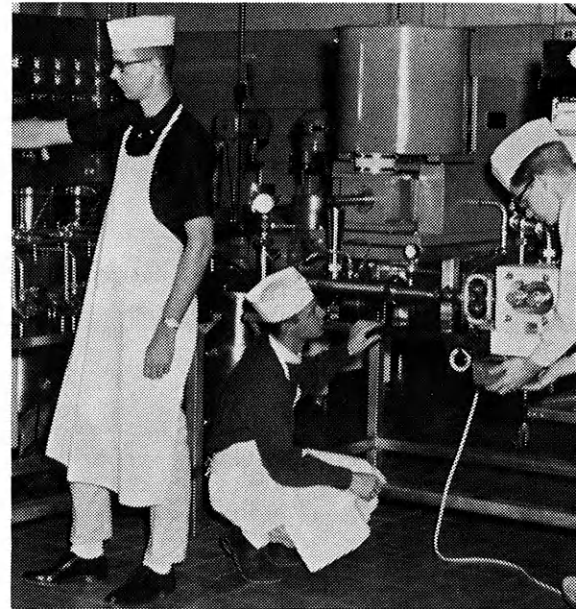
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Visitors at Ag Science Day in Manhattan April 11 will see the only continuous dough-making machine used for teaching and research. With it here are Jim Truax of Peabody, Richard Genest of Manchester, N.H., and John Klein of Leavenworth.

### Ag Science Day

(Continued from page 7)

tion. You will find them friendly, glad you came, willing to help with your problems.

The ladies haven't been forgotten. They can visit Home Economics Hospitality Day in Justin Hall. Many exhibits there tell of opportunities in widely varied fields for women.

In the evening the 36th Annual Little American Royal starts at 7 o'clock in the Weber Hall arena. It is a show by K-State students competing with beef cattle, swine, sheep, horses, and dairy cattle. In their showmanship contests, no consideration is given to the conformation of the animal. Placings are made on how well the animals are groomed and the showing ability of the students.

Any K-State student is permitted to compete. Students draw for the chance to show University-owned stock. As soon as animals are drawn, students begin preparing for the show. For many weekends and in other spare time after classes students have been grooming and training their animals for the show.

For an excellent day of entertainment and learning, attend K-State's Agricultural Science Day, Little American Royal, and Home Economics Hospitality Day, all on April 11 in Manhattan.

# Prepare for a Future in *Scientific Agriculture or Agribusiness* K-State Opens Doors to Success

Waters Hall is one of the College of Agriculture centers of learning at Kansas State University, from which will come tomorrow's leaders in businesses related to agriculture as well as 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, researcher 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*

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