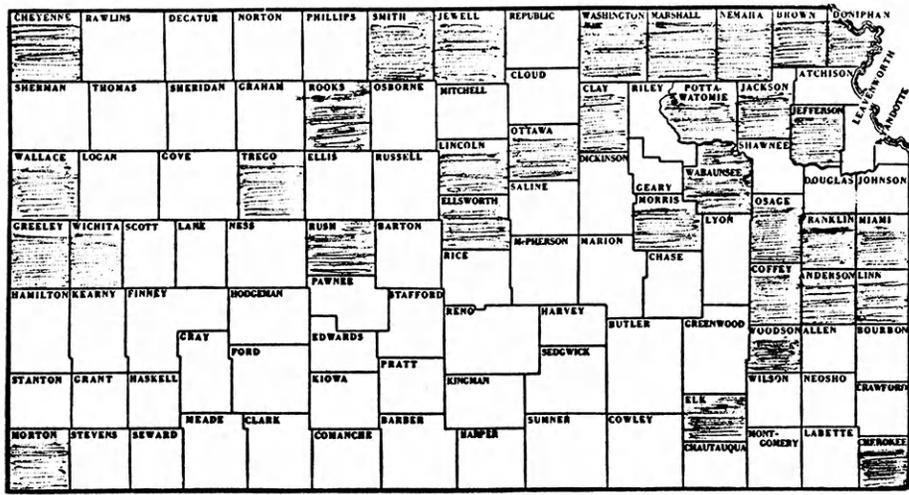


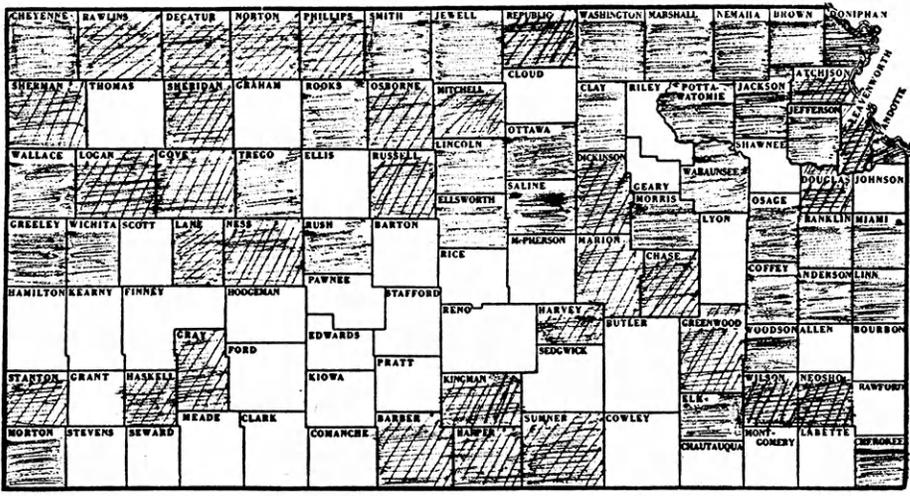
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Preliminary United States data indicated that only the 33 shaded Kansas counties above did not equal the U.S. average in percentages of high school graduates who went on to junior or four-year colleges

Data revised since originally published indicate that the 66 shaded Kansas counties below send a smaller percentage of high school graduates on to college than average for the United States



v. 43:3

FEBRUARY 1965

2  
KANSAS STATE UNIVERSITY  
**AG STUDENT**

Opinions on Education

page 8



**David J. Mugler**  
**Assistant Director (Acting)**  
**Resident Instruction**

**EDITOR'S NOTE**—Here is a report to current College of Ag students by David Mugler, acting assistant dean. Enrollment in the College of Agriculture last fall indicated that persons in the Ag College (faculty and students alike) have succeeded in making Kansans aware of opportunities in the broad field of agriculture. Mugler uses data gathered by his predecessor, Frank Carpenter, to show where recent graduates went after graduation.

Kansans still seem to be only partially aware of opportunities for industries related to agricul-

ture to establish in Kansas; however, progress is being made in that area too, so more positions in Kansas should be awaiting future graduates.

As this was being written, a long-distance call from a chemical company in Illinois reported four vacancies. The company would take all four from KSU January Ag College graduates. Other choices open to the January grads likely will force the company to attempt to recruit at least some of the grads from elsewhere.

# Where Are We Headed After Graduation?

**T**HE increase in students in the College of Agriculture at Kansas State University last fall was more than in any other land-grant college of agriculture in the nation.

What will happen to the KSU ag student when he graduates? Will there be a place for him in Agriculture?

Students who determine what will happen to them, often can make it happen. Aside from that, the best way to predict the future is what has happened in the past. The bar graph below shows what 585 students who graduated from KSU's College of Agriculture from 1960 to 1963 did professionally upon graduation.

Nearly three of ten are farming. The same percentage (28) are employed in educational institutions and services, and 23.4 per cent are in a business or industry related to Agriculture. Those data come from a study by Frank Carpenter, Assistant to the College of Agriculture dean. (Carpenter is working toward a Ph.D. degree at Missouri U. this year.) Both vocational agriculture instructors and agricultural extension agents are included under "educational institution" employment. Wholesale and retail trade firms, manufacturing and processing firms,

and finance, insurance, and real estate are included in "business and industry."

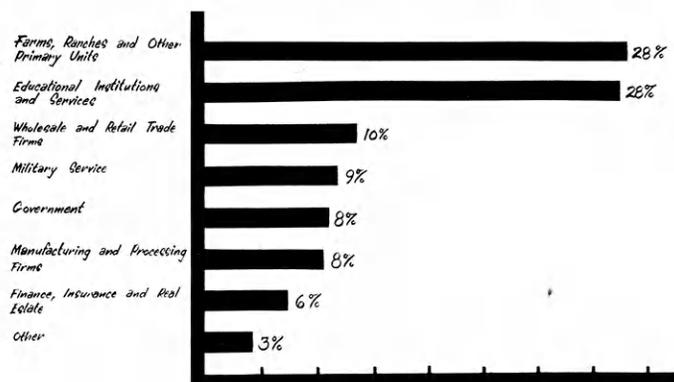
The 1960-63 graduates are already located all the way from New York to Alaska and from Florida to Hawaii, as well as in eight foreign countries. They have such jobs as plant quarantine inspector in New York City; specialist in charge of butter and cheese operations in the U.S. and Canada for Swift & Co., Chicago; cattle buyer in Sioux Falls, South Dakota; golf course superintendent in Oklahoma City; project leader for developing new food products for Quaker Oats in Barrington, Illinois; and an ag journalist with Walnut Grove Products, Atlantic, Iowa.

Positions in Kansas include soil

scientist with the Soil Conservation Service in Salina; assistant manager for Federal Land Bank Association, Marysville; sales representative for Kraft Foods, Wichita; agricultural extension agent, Independence; vo-ag instructor, Newton; and registered Hereford farmer at Barnard. The Armed Services account for those in Alaska, while both the Armed Services and work with the Peace Corps have taken others around the globe.

Today's farmer uses more capital per worker, more machinery and science, larger and more economical power units, less cultivation, and more chemical and biological weed and insect controls than before.

Farming requires more knowledge



# KANSAS STATE UNIVERSITY AG STUDENT



Vol. XLIII

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No. 3

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than ever before. Farming in the United States requires more knowledge than farming in any other country. Now, and even more so in the future, U.S. farmers will be competitive managers and businessmen—not second-rate citizens, much less peasants. A large percentage of them will have degrees from colleges of agriculture. They will have the technical know-how to remain in the most basic phase of agriculture: producing raw products to feed and clothe the nation. In using more services, supplies, and information, those farmers will make jobs for their college classmates, so there should be a continuing demand for trained agricultural specialists in business and industry.

Kansas recently had a shortage of vocational agriculture instructors

and agricultural extension agents. Other states have had to supply them. Last year 28 per cent of the agricultural agents and 21 per cent of the vo-ag instructors in Kansas were educated at other land-grant universities. With recent legislation, such as the National Vocational Act of 1963, and the establishment of area vocational schools, additional educators with special qualifications will be needed. A large number of special agricultural agents will be required as agriculture continues to broaden.

A good sound general education becomes more essential as agriculture continues to distend and become more scientific. With a bachelor of science degree in agriculture from a land-grant college, one will be versatile enough to enter tomorrow's

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• BOOKS  
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Text Books

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market even though it includes occupations unheard of today. That is why the future remains bright for students who continue to pursue training in areas of their competencies and interests in the College of Agriculture at Kansas State University.

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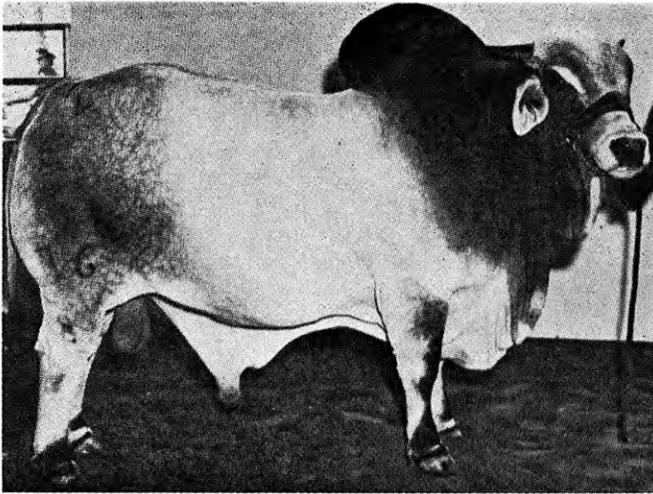
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Brahman bulls normally weigh about 1,800 pounds but exceed that 600 pounds in show condition. They are used, particularly in southeastern U.S., to breed heat resistance into mixed beef breeds like Brangus.

other beef breeds. Brahman cattle have good feet and legs, and they walk with ease. They are comparatively trim in the middle with rather thin hides.

#### Tolerate Adverse Conditions

Brahmas and mixed Brahmas are extremely useful in the southern coastal area of hot, humid weather and insects. The females are good mothers and produce satisfactory milk flows under adverse conditions, where European breeds do less well.

The size of Brahmas and their ability to turn grass into beef is very commendable. They have a quite high dressing percentage, and their carcasses have good "cutout" value. Brahmas eat less at one time but more frequently than European breeds do. They cover ground easily and can go long distances to water, if necessary.

Breeders have been striving to correct several Brahman characteristics that are criticized, including lack of body width, uneven lines, drooping rump or low

# Brahmas Now Rank 4th in U.S.

By Robert J. Davis

**T**HE American Brahma, now fourth major beef breed in the United States, is unusual in both appearance and origin. Brahman cattle were imported from India in 1849 by Dr. James Bolton Davis of Fairfield County, South Carolina, who, it is believed, became acquainted with Brahman cattle while agricultural adviser to the Sultan of Turkey. Brahmas are the "sacred cattle of India," and are a different species from the three European breeds in the United States.

All Brahman cattle have a very large lump over the top of the shoulder and neck, large pendulous ears, large dewlaps or abundance of loose folds of skin under the neck, and long legs. Although Brahmas vary from very light grey or red to almost black, light grey is preferred. White or dark spots on a grey or red background are acceptable, but not popular. Their fore and rear quarters tend to be darker than their bodies.

#### Are Larger than Other Breeds

Brahmas grow larger than other beef breeds used in the coastal areas. They develop rapidly and continue to grow until five or six years old. Ordinarily cows weigh about 1,200 pounds and bulls 1,800 pounds. In fitted condition, mature animals will weigh as much as 600 pounds more. Calves at birth weigh only 60 to 65 pounds but grow rapidly.

An unusual characteristic of Brahmas is their heat tolerance. Their sweat pores are very developed so they perspire freely. They do not require shade and will graze or rest in the hottest weather, with no apparent discomfort. They also produce an oily secretion with a distinct odor that may repel insects. They are nearly immune to pinkeye, cancer eye, anaplasmosis, tick fever, and several other diseases.

The best modern Brahmas are considerably lower set than the first Indian cattle in the United States. They are extremely deep-bodied and with longer heads than

pinbones, long legs, excess hide in the dewlap and sheath, lack of uniform color, and wildness. The breeding programs are aimed at retaining many of the features of the hardy Brahman ancestors from India.

#### Popular for Crosses

The rise in popularity of the American Brahma has been largely from its value for crossing with the British breeds to produce hardy, thrifty range animals. By crossing Brahma and Shorthorn, breeders improved their range cattle. The Santa Gertrudis are three-eighths Brahma and five-eighths Shorthorn.

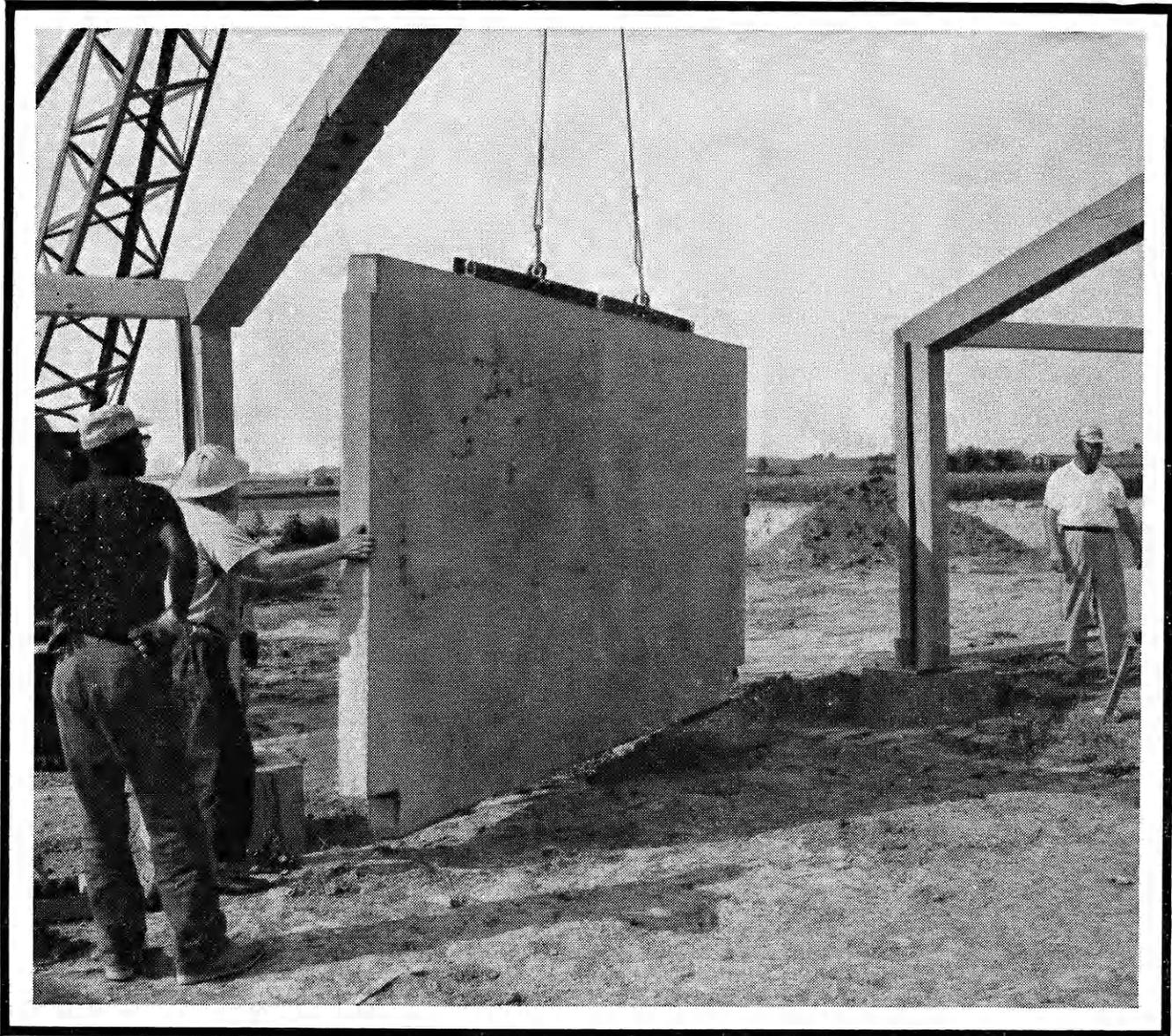
Later, cattlemen became interested in establishing a breed that was black and polled with the carcass quality of Angus and the hardiness of Brahman cattle for southern conditions. Today, registered Brangus cattle are three-eighths Brahma and five-eighths Angus. Brangus

(Continued on page 6)

A champion Brangus bull. Brangus are three-eighths Brahma and five-eighths Angus, black, polled, hardy.



**! Engineering makes it possible !**



## **“Packaged” concrete farm buildings bring lower costs**

In many sections of the country, prefabricated concrete buildings are now a reality. Engineering design and development have resulted in versatile new concrete components that can be precast with unusual accuracy, thus ensuring proper fit on the job. For economy and practicality, these designs use a minimum number of structural components, which can be trucked to the site and quickly erected.

At the casting yard, standard forms can be used repeatedly to further lower costs. And manufacture of components at local concrete products plants keeps delivery time and transportation charges at a minimum.

The hog building pictured is one of the newest types

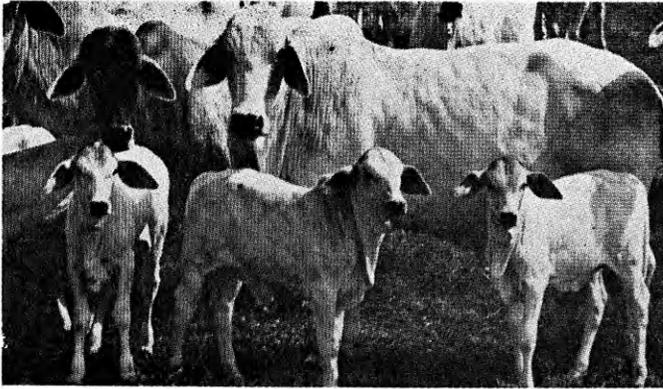
of prefabricated concrete buildings. Its rigid frame, insulated wall panels and even the slatted floor are all precast concrete. With the clear-span interior, exceptional flexibility is achieved. And the slatted floors bring a new efficiency and ease of operation to the production of hogs in confinement. Concrete slats are easily installed, dimensionally stable, and won't rot or rust. They are designed for hard wear and long life.

Keep up to date on developments in packaged concrete buildings. Write for free plans and literature (U.S. and Canada only) on precast concrete slats and the concrete rigid frame. And watch for more of these reports on the latest advances in concrete farm structures.

### **Portland Cement Association**

618 Capitol Federal Bldg., Topeka, Kansas 66603

*A national organization to improve and extend the uses of concrete*



Brahman calves, small at birth, continue to grow to five or six years of age. They have the large, pendulous ears and dewlaps characteristic of the breed.

### Brahmas Now Rank 4th in U.S.

(Continued from page 4)

are generally smoother than other breeds developed by crossing Brahma with breeds of British origin.

The Charbray breed, still in the formative stages, is a blend of Charolaise, a French breed, and Brahma. Registered Charbrays have at least one-eighth and not more than one-fourth Brahman blood.

### A Three-way Cross

Beefmaster cattle are a result of crossing Brahma and Shorthorn and Hereford. They are more than half

Brahma, with the remainder divided equally between Shorthorn and Hereford.

The American Brahma Breeders Association was organized in 1924, with J. W. Sartwelle of Houston, Texas, the first secretary. He proposed the name "Brahma." Brahman cattle now are found in all states of the United States and in 43 other countries. Their greatest concentration borders the Gulf of Mexico in Texas, Florida, and Louisiana.

The Santa Gertrudis breed is three-eighths Brahma and five-eighths Shorthorn, with vigor from the cross



*If you like to write*

# Get "Hybrid Vigor" from Ag Courses

**N**EARLY everyone in Kansas has heard of the hybrid vigor of corn and grain sorghums, so almost no one plants anything but hybrids. If a drouth comes, the hybrids have a better chance of producing. They also have more resistance to Kansas insects and diseases. They yield more than standard varieties.

A mix of courses at Kansas State University—journalism and the student's choice of study area in agriculture—seems to give hybrid vigor in the job market for students who take such a "mix" of courses, called agricultural journalism.

If a drouth of jobs occurs in one area, the ag journalism graduates are wanted in other thriving areas, so their "hybrid vigor" helps them withstand job drouths. They also tend to go to the top, to make good when other journalists can't.

### Take Any Ag Major You Like

Probably one of the reasons is that ag journalists take courses in any

phase of agriculture that interests them, along with the journalism courses. That makes them like their jobs, and liking their jobs seems to correlate with doing good work.

Perhaps more important than hybrid vigor for jobs is the law of supply and demand. Only six U.S. universities have been accredited to offer a major in agricultural or technical journalism.

The six are the University of Wisconsin, Iowa State University, the University of Missouri, Oklahoma State University, Texas A and M, and Kansas State University. Going to the one in your state saves out-of-state fees.

### Ag Journalists Needed

Wherever agriculture is an important part of the economy (anywhere in the world), agricultural journalists are needed. Every state agricultural college in the United States has an agricultural college editorial office. Its job is to help report results of

research—by newspaper, magazine, radio, television, bulletin, letter, brochure, and other methods.

Company publications, about 40 per cent of which are agricultural or ag related, have expanded from 300 in the 1930's to 6,500 in 1955 to more than 10,000 in 1965. Trade publications, like one for milk producers or heavy equipment operators, have expanded from about 1,500 in 1955 to more than 3,000 now. Their range in excellence provides positions for beginners on up to \$20,000 or more for editors of those with large circulation. Most of those related to agriculture need editors who know agriculture and who can go to farms and get stories.

Another factor that affects the supply-and-demand situation is interests of students. Agricultural journalists need to like to write and to be interested in some phase of agriculture or an area related to agriculture. Those who like agriculture

(Continued on page 11)

# Pigs iron-treat themselves with MoorIron

**It takes just two handfuls per litter twice a week.  
No need to touch the pigs.**

What's MoorIron? It's MoorMan's new ready-to-feed, highly palatable way to prevent iron deficiency anemia in baby pigs.

Pigs actually treat themselves by eating MoorMan's MoorIron Medicated. All a hog raiser does is feed each litter a couple of handfuls twice a week—from the time pigs are 2 or 3 days old until they are eating pig starter well . . . usually at 4 to 5 weeks.

That's all there is to it. No iron shots. No individual dosing with liquids or pills. No udder painting. No exciting of pigs or sows.

Like all MoorMan Products, MoorIron is the result of careful, down-to-earth research and testing. For more than 4 years, MoorMan Research kept individual records on hundreds of MoorIron-fed pigs—at our own Research Farm and in field testing on customers' farms.

Results were conclusive: Baby pigs *like* MoorIron—in fact, they're crazy about its earthy taste. And it *works*—there just isn't any doubt that it prevents baby pig anemia caused by an iron deficiency.

## **MoorIron latest of many MoorMan "firsts"**

At MoorMan's, research has just one goal: Low-cost meat, milk and egg production for MoorMan users.

So it's not surprising that MoorMan's over the last 79 years has been responsible for many "firsts"—in livestock feeds, health and sanitation products. For example, MoorMan's was:

FIRST mineral feed manufacturer to establish a Research Laboratory and Research Farm.

FIRST feed manufacturer to triple-test sources of animal proteins—with microscope, chemical analysis and the MoorMan-developed pepsin digestion test.

FIRST to market a successful protein-mineral-vitamin block for self-feeding cattle and sheep (Mintrate® Blocks).

FIRST to provide a way to control horn flies and cattle grubs through free-choice feeding (Rid-Ezy®).

And now, another FIRST—MoorIron.



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# Low Income and Low Opinion Of Education Seem to Keep Students from Going to College

By Mrs. Joan Sistrunk

IT MAY BE a surprise to you, especially if you come from a town where your presence in college is accepted as the logical place for an enterprising young man to be after high school, that there are still some areas in Kansas where a college education is *not* considered to be too important.

Recent studies of Kansas counties and the percentage of high school graduates who go to college show a wide range—from 77 per cent (the highest county) to 27 per cent (the lowest county). These facts raise some interesting questions. For example:

Why do some Kansas counties rank so much higher than others in the percentage of high school graduates going to college?

For that matter, what makes a high school graduate *want* to go on to college? Or what keeps him from it? What are some of the influences on his decision to continue, or not continue, his education?

And most important, when capable young people call it quits after high school, cutting short their chances for a more successful future job and a fuller life, how can they be helped and encouraged to go on to college?

An attempt was made last summer to find some answers to those questions in a study of 16 Kansas high school graduating classes. Eight high

schools were selected from the eight counties ranking *highest* in the percentage of high school grads going to college, and the other eight schools were from counties ranking *lowest*. Approximately 500 questionnaires were mailed to 1964 graduates in the following schools and counties:

Rank	High-Ranking County Schools	Rank	Low-Ranking County Schools
1	Kiowa—Greensburg High School	105	Jackson—Holton High School
2½	Johnson—Gardner High School	104	Jefferson—Valley Falls H.S.
2½	Stanton—Stanton Co. Comm. H.S.	103	Marshall—Frankfort H.S.
4½	Finney—Holcomb High School	102	Osage—Carbondale High School
4½	Pratt—Preston High School	100	Wabaunsee—Alma Rural H.S.
6	Clark—Ashland High School	100	Pottawatomie—Onaga H.S.
7½	Ford—Bucklin High School	100	Washington—Hanover Rural H.S.
7½	Lane—Lane Co. Comm. H.S.	98	Linn—Pleasanton Rural H.S.

The questionnaire results confirmed the statistics — more high school graduates are college-bound from the High-ranking counties than from the Low-ranking counties, and more grads who say they are definitely NOT going to college are from Low-ranking counties. The Low-ranking counties have more undecided students, too, who can't say for sure right now that they will be able to continue their education.

## Sex Differences

Among the graduates who are *not* going to college, the girls outnumber (in percentage) the boys, especially

in the Low-ranking counties. Among undecided graduates, there are more girls than boys in High-ranking counties, while more boys than girls are undecided in Low-ranking counties.

## Grade Averages

There is little difference between the over-all high school grade averages of the High- and Low-ranking county graduates who answered the questionnaire. However, there is a definite trend toward higher grades for the students who plan to go to college, and lower grades for those who are not going, or who are undecided.

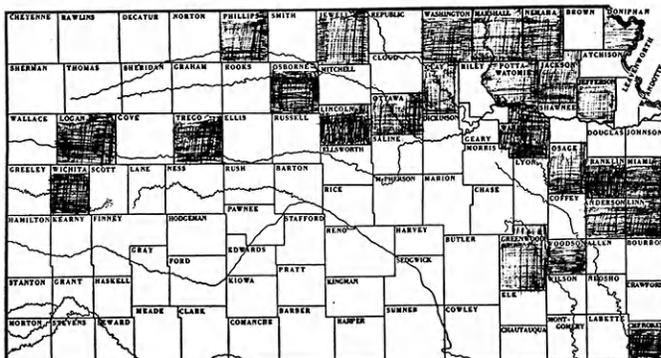
The majority of graduates' fathers in both High- and Low-ranking counties are *farmers*. The majority of graduates' mothers are *housewives*, with a greater percentage of mothers in High-ranking counties having occupations outside the home.

Ranking second for fathers in both High and Low counties are business and managerial positions, and skilled occupations rank third.

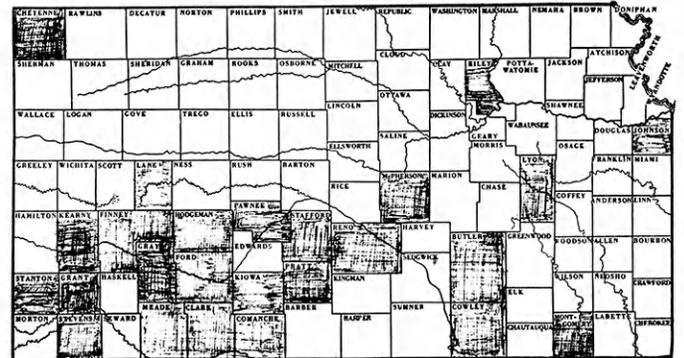
Ranking second for mothers in both High and Low counties are business occupations (office work), and third is semi- or unskilled labor (such as hospital or restaurant work).

The percentage of fathers in professional occupations is approximate-

In general, the 25 counties in Kansas that send lowest percentages of students on to college cluster in the northeastern section of the state



Of the 25 counties that send the highest percentages of students on to college, only five are not in southwestern or south-central Kansas



CHEYENNE	RAWLINS	DECATUR	NORTON	PHILLIPS	SMITH	JEWELL	REPUBLIC	WASHINGTON	MARSHALL	NEMAHIA	BROWN	DONIPHAN
11	35	70	53	87½	77½	90	70	100	103	94	67½	93
SHERMAN	THOMAS	SHERIDAN	GRAHAM	HOOKS	OSBORNE	MITCHELL	CLOUD	CLAY	RILEY	POTTAWATOMIE	JACKSON	ATCHISON
39½	33	45	29½	48	83½	77½	57	87½	9½	100	105	73½
WALLACE	LOCAN	COVE	TREGO	ELLIS	RUSSELL	LINCOLN	OTTAWA	DICKINSON	53	WABAUNSEE	SHAWNEE	JEFFERSON
45	82	73½	83½	29½	60½	86	81	60½	60½	100	55	104
CREELEY	WICHITA	SCOTT	LANE	NESS	RUSH	BARTON	ELLSWORTH	SALINE	67½	LYON	OSAGE	DOUGLAS
79½	85	36½	7½	73½	63	31	42½	50½	67½	23	102	60½
HAMILTON	KEARNY	FINNEY	RODGEMAN	PAWNEE	STAFFORD	RENO	HARVEY	M-PIERSON	MARION	CHASE	COFFEY	ANDERSON
45	18	4½	12	16	13½	9½	33	24	53	60½	76	96½
STANTON	GRANT	HASKELL	CRAY	FORD	EDWARDS	PRATT	SEDGWICK	BUTLER	GREENWOOD	WOODSON	ALLEN	BOURBON
2½	13½	57	19	7½	27½	4½	27½	25	89	95	38	65½
MORTON	STEVENS	SEWARD	MEADE	CLARK	KIOWA	BARBER	KINGMAN	SUMNER	COWLEY	WILSON	NEOSHO	CRAWFORD
41	15	36½	21	6	1	57	57	48	21	50½	48	26
					COMANCHE	HAMPER				79½	LABETTE	MEMPHIS
					21	42½				39½	17	73½
												91

How does your county rank? This map gives the rank order of Kansas counties (from 1 to 105) based on percentages of high school graduates who went on to college in 1960-61-62. Data for 1963-64 made some, but mostly minor, changes. Thomas now is number 1 with 75 percent. Here Kiowa, the number 1 county, sent 66⅔ percent of its high school graduates on to college compared with 26⅔ percent in Jackson

county. Counties given the same rank number averaged sending the same percentage of students on to college. See Johnson and Stanton, who tied for 2nd and 3rd, or Washington, Pottawatomie, and Wabaunsee, tied for 99th, 100th, and 101st. Revised data show that 53.4 percent of the 1962 high school seniors in the nation entered college that fall. Kansas reached 53 percent in 1963.

ly the same in both High- and Low-ranking counties. For mothers, the percentage of professional occupations is somewhat higher in High-ranking counties.

### Education of Parents

Mothers, in both High- and Low-ranking counties, are, on the whole, better educated than fathers.

There are more college graduates among mothers than fathers in High-ranking counties. More mothers than fathers are high school graduates, and more have had "some college experience" in both High and Low counties.

More fathers in High-ranking counties have "some college experience" than those in Low-ranking counties, and there are more fathers in Low counties with "fewer than eight grades" of formal education.

In general, parents are better educated in High than Low counties.

### Encouragement by Parents

On the whole, parents apparently expressed less encouragement (or more actual discouragement) toward their children's going to college when

their own education was not extensive. Parents with higher education tend to have children who go on to school, as is shown in many studies.

More parental discouragement (or lack of encouragement) shows up in the ratings of students definitely *not* going on to school, and those who are undecided.

### Students' Feelings About Parents' Education

As you might expect, graduates expressing greatest satisfaction with their parents' education are those whose parents have had the most education (high school, some college, and college degrees). Students expressing *least* satisfaction are those whose parents' education was less than high school, especially toward "fewer-than-eight-grades" parents. This holds true for all three categories of graduates (Going, Not Going, and Undecided).

In general, Low-ranking county grads are more satisfied with their *mothers'* education than their *fathers'* education; and more satisfied with both parents' education than are High-ranking county grads.

### Reasons Given for Educational Decisions

Graduates definitely planning to go on to school from both High and Low counties give primarily the same reasons for doing so. The first six reasons, in rank order, are:

1. Job training (specific)
2. Better job opportunities (money, choice of work)
3. To enrich life, learn more
4. To "find myself" (choose a vocation, gain maturity)
5. To meet new people, make friends
6. Social pressures ("college is a must today," etc.)

Other reasons given are: "to be somebody, accomplish something" (Low county graduates rate this higher than High county graduates); "job security in later life" (*girls* give this reason oftener than boys); "social experience—fun, college life"; "to be independent, get away from home"; "parental encouragement"; "to become a better citizen," and others.

Graduates *not* going to college and those undecided give many of the

same reasons. The reasons listed oftenest are, in rank order:

1. Lack of finances (25% of all reasons given)
2. "Prefer to work"
3. Marriage (now or in near future)
4. Lack of interest
5. Uncertain vocational goals
6. Lack of ability
7. Enlisting in military service
8. Haven't thought about college
9. Fear of failure
10. Needed at home

The financial factor is given oftenest by students in Low-ranking counties, although High-ranking *undecided* graduates give finances as their first reason for not going to school at present.

### Peer Influence

According to the students' lists of persons who influenced them in setting their after-high-school goals, the Low county graduates show slightly greater reliance on the opinions of their peers, or friends near their own age. Adults are listed oftenest as "influential persons" in both High and Low counties, but the percentage of adults given is somewhat smaller in Low counties.

Also, quite a few Low-ranking county grads say that "no one" influenced their decision, or give "myself" as the only person to help decide what to do after graduation. *None* of the High-ranking county graduates gave that response.

A greater percentage of High- than Low-ranking county grads have discussed college "often" with their friends. Those in Low counties tend to discuss college only "occasionally" or "never" with their friends.

High county grads also tend to name a greater number of their friends to go to college than Low county grads. Low county grads name more of their friends "not to go on to school" than High county grads.

High-ranking county graduates seem to feel they need more training for the jobs they want, and tend to be somewhat more realistic than Low-ranking county graduates in setting their goals and preparing for them. Students planning to go to college in both High and Low counties usually have more specific ideas of their vocational goals and ways to meet them than do graduates *not* going or undecided.

### What Do These Findings Mean?

Probably you have ideas yourself about the reasons behind all these findings. One important conclusion is that higher education is valued somewhat less in Low-ranking than in High-ranking counties, both by students and their parents, who may also reflect attitudes of the communities in which they live.

(A study is now being made of the relationships of county *income* and community attitudes toward college attendance and education in general.)

The evidence that parents of high school graduates in High-ranking counties are better educated, on the average, than parents in Low-ranking counties, gives a possible clue to the motivation of both groups of young people. It also seems possible that many students in Low-ranking counties don't get as much encouragement (financial and otherwise) from adults as the students in High counties do, and perhaps this accounts for a lower percentage going to college.

There is also a tendency for greater "social expectation," or community encouragement of young people toward education in High counties, where there is apparently the feeling that, as one graduate puts it, "everyone *has* to have more education these days, to keep up with modern times." There is a real need for this type of attitude in more communities all over the state, if capable students are to acquire ambitions to equal their potential abilities.

Meanwhile, if you feel *your* county needs more emphasis on the value of higher education, you can help. How? Mainly by being an enthusiastic booster of the idea of going to college among both adults and high school students in your home town. And by proving to them what a col-

lege education can do for a person, vocationally, socially, and personally.

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## Get "Hybrid Vigor" from Ag Courses

(Continued from page 6)

seldom like to write, so only a few are qualifying each year for the many agricultural journalism jobs. Consequently employers hire straight journalism graduates to do the jobs or (much more frequently) they hire graduates in agriculture and attempt to teach them to write. They much prefer one who already knows how to write in a way that communicates.

### Curriculum Is Relatively Unknown

Another important factor that reduces the supply of potential ag journalists is that high school and university counselors and student advisers seldom suggest "ag journalism" to a student who likes to write and who likes the outdoors—or things related to agriculture.

Since only six universities have accredited ag journalism curriculums, the national counselor's service likely will never point to opportunities in the area.

Student counselors or advisers are more likely to suggest courses in straight journalism or English to persons who like to write. One might take English and speech courses with agriculture courses and qualify for some of the jobs. But most employers much prefer ag journalism grads.

### Ag Courses Main Ingredient

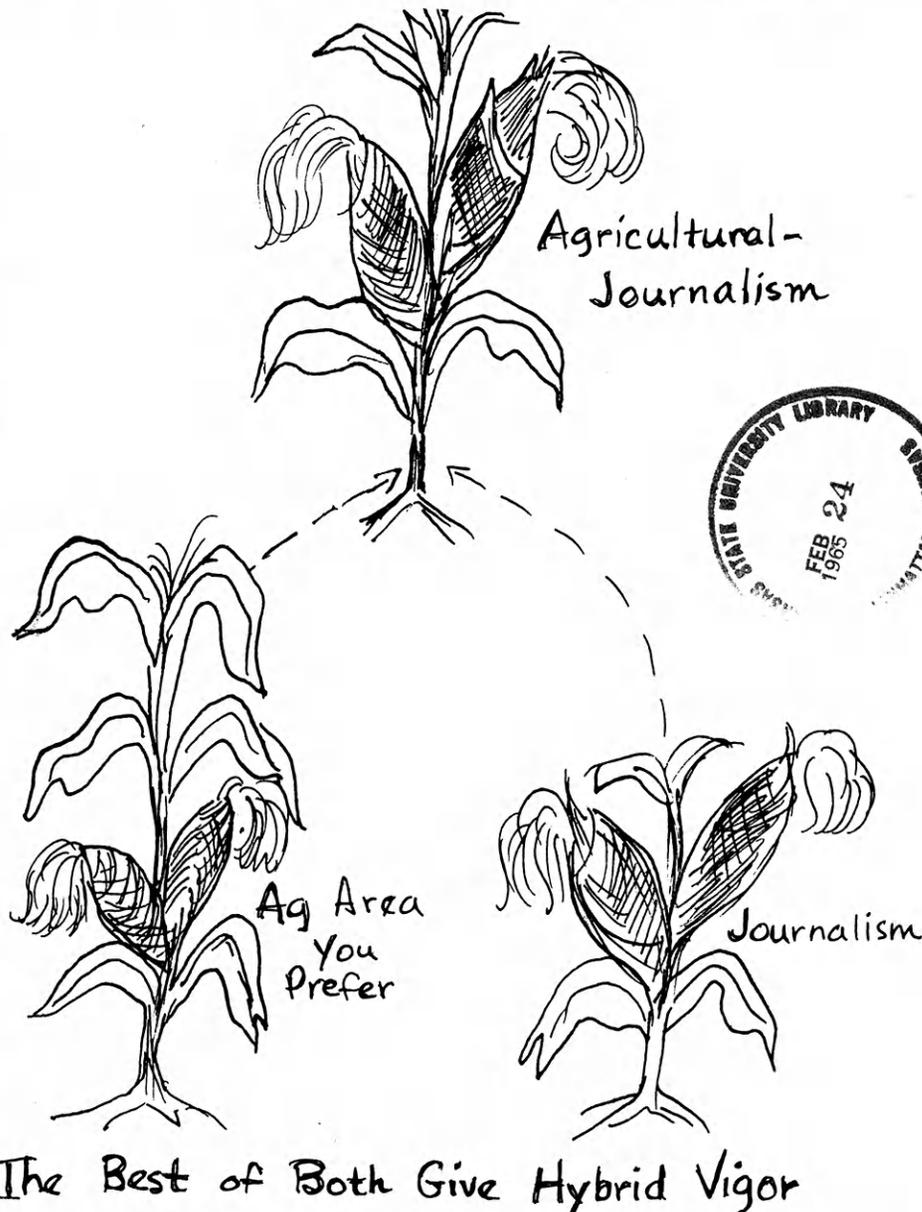
The mix that gives hybrid vigor is not exactly like pork and beans, but only 1/6 to 1/4 of an ag journalist's courses are journalism. Like the beans in pork and beans, agricultural courses are the main ingredient. They give the writer knowledge so he has something to write about. They furnish the "content" of what he says.

More and more it is the "content" that is important. As technology makes life more complex, persons who understand the complex and can write about it clearly and simply are in greater demand.

### Know Something To Write

No longer is it enough to write well. You need to write well about something that you know well. It can be physics, medicine, engineering, chemistry, nuclear engineering, wildlife, recreation, forestry, milling,

## Amateur Artist's Idea of "Hybrid Vigor"



### The Best of Both Give Hybrid Vigor

Many counselors and journalism teachers now urge students who hope for journalistic vocations to spend more time learning something to write about than in journalism courses; that is the reason the artist made the "Ag area you prefer" larger than "Journalism" in the sketch to illustrate the article

baking, livestock, crops, poultry, machinery, economics, management, banking, marketing, conservation, education, nurseries, fruit and vegetables, flowers, nutrition, taxation, insects, irrigation, weed control, dairy manufacturing, or other areas of knowledge.

You get your "hybrid vigor" from taking courses in one of those areas that appeals to you, plus journalism.

$\frac{1}{4} + \frac{1}{2} + \frac{1}{4} = \text{Hybrid Vigor}$

At KSU a student can get the "hybrid vigor" by mixing 1/4 jour-

nalism, 1/2 general education and 1/4 agricultural courses (in the area of agriculture that appeals to him) for a degree in agricultural journalism.

He can select any one of 50 study areas for his area of specialization in agriculture. Journalism mixed with one of them will tend to make his life work writing in the ag area he selected for his specialty, or in a closely related area.

If you know a person who likes to write and who likes agriculture, the outdoors, or related areas, tell him KSU is one of six universities that can prepare him in ag journalism.

# Don't Let This Jolt You, but Women Are Needed in Agriculture

**W**HAT are the career opportunities for *women* in agriculture?

According to a bulletin of the Association of Land Grant Colleges and State Universities, the future holds hundreds of potential jobs for the fairer sex. "There's a new challenge in agriculture," states the article, and includes *both* women and men in an estimate of the nation's future agricultural expansion.

## Women in Ag Jobs

This idea may give you a little jolt if you have been thinking of agriculture as strictly a field for men. More and more, as the vital areas of research and education become part of today's complex agriculture, women have demonstrated ability to handle jobs formerly held only by men. Also, there are now many new jobs in existence which were relatively unknown a few years ago.

Horticulture is one field where there are definitely good opportunities for women college graduates, says Dr. William Carpenter, KSU professor in horticulture. "I would estimate that approximately one

third of the successful flower shops in Kansas today are owned by women, either by individuals or partners." He also stresses the job possibilities in the combined fields of journalism and floriculture. "There are dozens of gardening magazines and journals," Dr. Carpenter says, "and there is a constant need for competent persons who know gardening and who can also write." As an example of such a magazine in this area, he cited the *Mid-America Gardening* magazine, published in Kansas City.

## Horticulture for Television

"I feel there will be a need for women trained in agriculture to do work in television," Dr. Carpenter adds. "We get hundreds of letters from people asking questions about gardening, landscaping, insect control, care of lawns, flower arrangements, and so on. Television is the logical place for such questions to be answered, and this is an area where women can shine."

Duane Acker, dean of the College of Agriculture, recalls the names of several women graduates or former Kansas State students in agriculture who are now involved in research work, sales promotion, or editing farm publications. "A woman who's interested in agriculture will find her best opportunities in science and technical positions," says Dean Acker, "as well as in certain areas of research, sales, demonstration, and communications."

## Know Ag To Be a Secretary

He has had requests from some agricultural industries for women graduates trained as secretaries with a minor in agriculture, to assist executives who do highly technical work. "It's been difficult to find anyone to recommend for this type of position," Dean Acker admits.

Opportunities for women seem to be plentiful in such double-skill jobs, primarily in public relations and business. A girl who can write well and who also "knows her onions" (or any other agricultural topic) can be sure her talents will always find a market.

Trained women now hold many jobs in agriculture or in areas related to agriculture



**Keepsake**  
DIAMOND RINGS

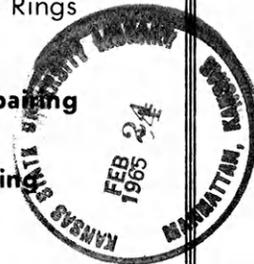
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