

organization, information on the latest research findings that pertains to the problems of farming and homemaking. The content of this bulletin deals exclusively with the instructional function of the College of Agriculture.

OPPORTUNITIES IN AGRICULTURE

Young men, particularly those with a farm background or those who have lived in rural communities and understand rural problems, will find many opportunities in the broad field of agriculture. These opportunities fall into four general classifications, namely: (1) farming; (2) agricultural teaching and extension work; (3) agricultural commerce and industry; and (4) agricultural research.

FARMING—There is opportunity for success in farming. The agricultural college graduate may be trained in the application of modern up-to-date methods which today are indispensable to profitable farming. He has had an opportunity to broaden greatly his perspective and to increase his capacity to deal effectively with farm problems. Consequently, the qualified graduate may do well in a managerial capacity for another farm owner or in directing his own farming enterprise.

TEACHING AND EXTENSION WORK—In many rural communities, Smith-Hughes vocational agriculture instructors are teaching high-school youth the techniques of improved scientific farming methods. County agricultural agents, agricultural college extension specialists, and agricultural extension representatives in the United States Department of Agriculture are effectively disseminating among the farm youth and farmers of the various states information on the latest agricultural methods and practices made available by the agricultural experiment stations. Only men with adequate farm background and good training in an agricultural college may hope for placement in agricultural teaching or extension work.

AGRICULTURAL COMMERCE AND INDUSTRY—In the business world a considerable demand for agricultural college graduates exists. Private and governmental financial institutions engaged in farm loan activities, and newspaper, advertising and radio broadcasting agencies have taken many agriculturally trained graduates. Others have been absorbed by canning, feed and seed, fertilizer, dairy products, meat packing, commercial hatchery, and farm implement companies.

AGRICULTURAL RESEARCH—Agricultural experiment stations and various federal and privately owned agencies find need for trained men who have specialized in some one phase of natural or social science relating to agriculture. To equip himself best for a position in the field of agricultural research, a student should continue his study beyond the usual four years of college and plan to earn a master's or doctor-of-philosophy degree in the field of his special interest.

FACILITIES AND STAFF

The College of Agriculture possesses splendid physical facilities for conducting its research and instructional work. Prepared to provide training in nineteen related agricultural fields, the College of Agriculture has a staff of more than 125 highly-trained men of professorial rank.

CAMPUS ACTIVITIES

Students enrolled in the College of Agriculture will find several active, worthwhile student organizations on the agricultural campus. In addition to maintaining the *Wisconsin Country Magazine*, student monthly publication, from which those who are