



The many facets of agriculture, one of the most diversified of industries, apparently have been overlooked by many young men and women in considering their careers after graduation. Opportunities abound in numerous agricultural and allied fields. In various areas of specialization the industry is calling for more college trained personnel.



At the University of Missouri, the College of Agriculture is taking a positive approach to assure prospective college students that opportunities await them in agriculture. One means of carrying this message to future enrollees is through a motion picture film, which is now in production and is nearing completion. It's a home-grown movie, with all of the work being done by the Ag College staff. The film will dramatize the various courses of training available in the College of Agriculture. Careers in horticulture, poultry management, and the many phases of home economics are but a few of those suggested. The film, with central characters moving through the story, should prove entertaining as well as instructive.

WANTED --- *Students in Agriculture*

BY CARLTON H. BOWYER

The College of Agriculture took a realistic look at itself recently and found that it must answer some vital questions for prospective students. The question most often raised is: What does the future hold for me if I study agriculture?

To provide an answer, the College is filming a motion picture, which should be completed in early spring. The film, *Opportunities in Agriculture*, is directed to all seniors in Missouri high schools, and especially to those who are undecided about their future. The College hopes to persuade many Missouri youth to think seriously about an education in agriculture.

What does the College hope to show these seniors? First, a glimpse at college learning experiences that include classes, departmental clubs, and leisure-time activities. Throughout a four-month period the motion picture camera will visit actual classroom scenes and departmental clubs. At the same time, still pic-

tures are being taken for brochures that will be available when the film is shown to high schools. Some of these pictures are shown above.

To show the many opportunities in teaching, business, and industry (15,000 jobs annually), scenes were photographed in many parts of the state. Many industries, schools, and individuals contributed freely of their time to make the film a successful one. They all expressed some of the same concern about the vital need for a film—a realistic film that encourages the student to look carefully to his future.

Also featured in *Opportunities in Agriculture* will be visits with several alumni of the University who majored in agriculture. These men are truly evidence of the message that the College wants to speak: The College can and does provide the means, but the determination and the goals must come from the individual, and the people with these qualities will be the leaders tomorrow.