

A 'Custom-Made' Curriculum

In Arizona, training in agriculture is "custom-tailored" to fit the individual.

Under the able direction of Dr. Darrell S. Metcalfe, director of resident instruction, each high school boy who comes to this University's College of Agriculture is carefully studied as to his background, his interests and his abilities. We try to learn to know the boy and his hopes and ambitions, then select courses of study which lead into his field of interest.

The old idea, now outmoded, was to have a straitjacket curriculum — the same course of study for all, until the final selection of courses for a major. That method was unfair to the student.

Today, after Dr. Metcalfe has learned something about his freshmen, they are assigned advisers from the college staff, men who will seek to know the boys, learn enough about their home background, their high school records and their plans for a career so that these advisers may advise competently.

Thus, if a boy has a flair for chemistry he is urged to take the laboratory courses which will develop his abilities. If he likes animals and also has a flair for writing he is introduced to a double major in animal science and journalism. If his interests lie close to the soil there are courses in soil chemistry, irrigation practices, crop management and plant breeding which will train him for his career.

We like for parents of students — and of prospective students — to know this, to know that each boy is given individual counseling based on his background and his plans for a career. In this business of education in agriculture, the student is the customer. We make every effort to deliver to him a custom-made product, fitted to his needs.

Harold E. Myers

Dean
College of Agriculture and
School of Home Economics

'Arizona Place Names' Revised

Your own communities may be treasuries of lore and legend

Your fields or pastures may conceal highlights of Arizona history

Your daily paths of work and travel may be following the trails of Arizona pioneers . . .

New worlds of historical interest are opening for Arizona readers in the second edition of **ARIZONA PLACE NAMES**, Will C. Barnes' classic, revised and enlarged by Byrd H. Granger, illustrated by Anne Merriman Peck

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Inquiries should be addressed to:
The University of Arizona Press
Tucson, Arizona



JANUARY

- 5- 9—Arizona Nat'l Livestock Show, Phoenix.
- 9—Block & Bridle Judging Contests, UA Campbell Avenue Arena.
- 10-16—National Convention, American Beekeeping Federation, Phoenix.
- 14-15—National Cotton Council, Belt-wide Production & Mechanization Conference. Memphis, Tenn.
- 19-22—Annual Conference of Agricultural Extension Service. Student Union Building, UA Campus.
- 20-21—3rd Annual Arizona Fertilizer Conference. Student Union Building, UA Campus.
- 22-23—Training School for Pest Control Operators. Junior & Senior Ballrooms, Student Union Building, UA Campus.
- 27—Annual Meeting of Arizona Poultry Association. Student Union Building, UA Campus.

FEBRUARY

- 5- 6—Dedication of Home Economics Building. UA Campus.
- 23-24—Annual Conference of Arizona Research Entomologists. Student Union Building, UA Campus.
- 26—7th Annual Conference of Arizona Airplane Applicators. UA Cotton Research Center, Tempe.

OUR COVER PICTURE portrays "Tanya," a new 1960 rose with orange-red blossoms, introduced by Jackson and Perkins.



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MARCH

- 4—National Shade Tree Conference, Regional Meeting. UA Campus.
- 19—Annual FFA Field Day. UA Campus.
- 10-13—Southern Ariz. Livestock Show, Tucson.