

## Foresight for Guidance

AT THE RECENT AMERICAN CHEMICAL SOCIETY meeting in Chicago, the speaker before the ACS News Service breakfast for leaders in the educational and public relations activities of the local sections was Mrs. Blanche Paulson, supervisor in the Chicago Board of Education's Bureau of Counseling Services. In an exceptionally interesting address, Mrs. Paulson, who was asked to speak on ways in which professional organizations can aid in vocational guidance work, emphasized that the stress should be on guidance rather than vocation. The youngster looking forward to education and the selection of a career has a full 24-hour-a-day life to live and it entails more than a vocation.

This idea deserves a great deal of thoughtful consideration. It appears that the amount of understanding which goes into the average student's selection of a career is disturbingly small.

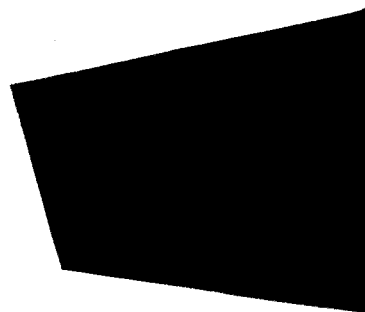
Many of the decisions leading to careers are made by the time the average student enters college. But the number of college freshmen—or seniors—who have any real idea of the kind of life they'll find in a given type of work is appallingly small. It is a responsibility and also a potential investment for any profession to make a serious effort to cooperate with educational institutions, particularly the pre-college, in an attempt to try to give the students, as well as the teachers who influence them, the clearest possible picture of the kind of a life one may find in a given vocation.

To be specific, as an example, the field of interest of this journal is one of such rapid change that by the time today's high school students have finished their education and gained enough experience to be solidly established in a career, the picture is likely to be somewhat different. The JOURNAL OF AGRICULTURAL AND FOOD CHEMISTRY was established with the conviction that there is an increasing mutuality of interests in the chemical science and technology leading to the feeding of our population.

This, we believe, is becoming true to such an extent that the scientists who want to be in the forefront of the growth and development already will find it to their advantage to be informed in related fields.

Agriculture has become an industry—we hear of the "chemicalization of agriculture." There is little doubt that the professional man trained in chemistry is just at the beginning of a trend toward increasing demand for his services in agriculture. What is the likelihood that there will be enough people with chemical training accompanied by the breadth of other interests and training not only to do a good job, but also to be happy in the atmosphere that will exist? The people most likely to be able to give a picture of what can be expected are the professional men in the field. The help of those men is seriously needed by those in education whose responsibility it is to try to guide young people to a full, happy, and productive life.

Industry too has a responsibility, fulfillment of which is to its advantage. Again, to choose examples in our area of interest, the agricultural chemicals industry, the



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fertilizer industry, and the food industry will find it a good investment in the future to devote some attention to guiding the right type of people toward their work.

The same is true in other fields. The professional man must feel a responsibility toward aiding his potential successors to find the right channels.

## Population Council

POPULATION COUNCIL, INC., a nonprofit membership corporation, recently was organized in New York. The council, under the presidency of John D. Rockefeller III, has announced interests in five areas: problems of population increase and the relationship to material and cultural resources, encouragement and support of research and diffusion of knowledge, centralized collection of facts and figures on ideas related to population problems, cooperation with organizations of similar interests, and broad fields which in the aggregate constitute the population problem.

Clearly the aims are admirable. It is also admirable to be against sin. In the problems for which the group has undertaken to search for solutions, we find a very broad field which clearly is in need of effective attention.

Technological progress can change the basis for many estimations. So, we believe, it is with the theory of Malthus. Obviously we are in need of a thorough, sound assessment of today's situation. Work is being done in this field, as, for example, collection and dissemination of information by the Population Reference Bureau, Inc. But from the announced aims of Population Council, that organization appears ready to attack directly the problem in its fullest aspects. This is an undertaking of appalling immensity and complexity. But with men such as Frank Boudreau, Detlev Bronk, Karl Compton, Frank Notestein, Thomas Parran, Lewis Strauss, and Fairfield Osborn on the board of trustees, we have a right to expect work of impressive efficacy. Public figures of their stature should not lightly give their names and support to a undertaking. Not only should they be expected to be "against sin," but they should be prepared and determined to do something about it.

The JOURNAL OF AGRICULTURAL AND FOOD CHEMISTRY is dedicated basically to concrete contribution to the improvement of the world's ability to feed its population. We are interested in all sincere and effective projects which cope with the population problem. Population Council, in its formative state, appears to have good possibilities. We urge public cooperation and support and at the same time emphasize that the public has a right to expect concrete and effective action in return for its support.