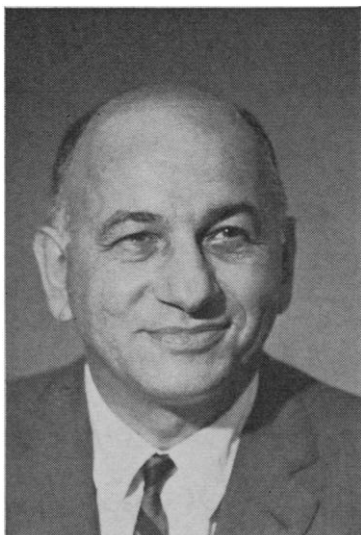


Geological Survey Changes Guard



William Thomas Pecora (left) has been named to succeed Thomas B. Nolan (right) as director of the U.S. Geological Survey. Nolan, who has been director of the Survey since 1956, will remain at the Department of the Interior, of which the Survey is a part, as an adviser and representative on several international groups. Pecora will step up from his present job as the Survey's Chief Geologist, a post he has held since September 1964. He had previously been Chief of the Branch of Geochemistry and Petrology, Geologic Division. Pecora, 52, received his B.S. in geology at Princeton and his Ph.D. at Harvard. This year he was one of 35 new members elected to the National Academy of Sciences. Nolan, 64, did both his undergraduate and graduate study at Yale. He has been with the Survey since 1924, and was assistant director from 1944 until 1956, when he was named director.

Standards. The clearinghouse, considered an improvement over earlier services of a similar kind, comes under the Institute of Applied Technology, which emerged from the reorganization along with the Bureau's Institute for Basic Standards and the Institute for Materials Research. Together with the preexisting Central Radio Propagation Laboratory, the new institutes are carrying on the Bureau's traditional mission of providing services and information useful to industry.

3) The State Technical Services program has been authorized by Congress, and a request for an initial appropriation of up to \$10 million (though probably less) will be made soon. Rep. John J. Rooney, the Brooklyn, New York, Democrat who chairs the subcommittee that spiked Hollomon's earlier plans, was noncommittal when asked last week about the technical services program. Now that Congress and the President have expressed themselves through the authorizing

legislation, however, the chances of getting money for the program appear good.

In any event, the Department of Commerce is acting on the assumption that all will be well. Hollomon has delegated responsibility for the program to his new Deputy Assistant Secretary, Charles L. McCabe, formerly vice president in charge of research and dean of graduate studies at Carnegie Institute of Technology. Each state governor has been urged to designate an agency promptly to plan the state's participation in the program. The Department soon will ask the agencies to send representatives to Washington for a conference.

At the ceremony for the bill's signing, President Johnson was not restrained in his comments. "This bill will do for American businessmen what the great Agricultural Extension Service has done for the American farmer," he said. "It will put into their hands the latest ideas and methods, the fruits

of research and development." Johnson predicted that the program will lead to the establishment of new industries and the expansion of old ones, the development of cheaper and better consumer products, and the diversification of local industry, and that it will reduce the impact of technological change on workers and local economies. "If we had had this legislation 25 or 30 years ago, we might have prevented the economic depression that today exists in Appalachia," the President said.

Johnson's claims may seem far-fetched to economists who believe that the chief stimulants for technical innovation will continue to be the working of the free enterprise economy, supported by government fiscal policies designed to assure high consumer demand. In this view, for every state technical representative who visits a small industrialist to offer help, a dozen salesmen pushing new materials or processes probably will call.

Moreover, it can be argued that the new service is, at best, only a loose parallel of the agricultural extension service. By suggesting the use of new seeds or cultivation practices, farm agents can render useful services to large numbers of farmers who do the same kind of farming and face common problems. But industry within a given area may be highly variegated, producing everything from plastic toys to kitchen sinks; the most highly qualified state technical expert (who, incidentally, may be difficult to hire in the numbers required) could find himself baffled by the array of problems thrown at him, even granting that in many cases he simply will refer a plant operator to private consultants who are specialists in his field.

On the other hand, in its endorsement of the technical services program, the President's Council of Economic Advisers observed that studies have shown that innovations frequently take years or decades to spread throughout industry. "As modern technology becomes more complex and specialized, it becomes more important to have improved channels for its dissemination to all potential users," Gardner Ackley, the Council's chairman, said in a letter to the House subcommittee handling the measure. He noted that in striving to attain the nation's full employment goals primary attention has been given to fiscal and monetary policy; as the gap between

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