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Lancaster Farming Ads Pay!

City Representation (Continued from Page 1)

tricts now will have seven members, instead of five as in the past. The new boards will incommissioner.

The membership of the State Soil and Water Conservation Commission also will be increased. The new commission will comprise four faimer members and two urban members in addition to the Secretary of Agriculture who serves as commusthe Department of Forests and Waters, and the dean of the Pennsylvania State University. District durectors and commission members all serve without

This increased representation will give soil and water conserfrom which to guide, develop, activate and coordinate programs, Secretary Bull said

An ex-Gu who was plenty unhappy at being ordered around limitation on his personal liberty, he penciled in the forbid-mechanical activities. den space "I will write where I darn please."

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Persuading People (Continued from Page 1)

urban directors, and one county omists attending the confer tists, but by all educated men, "have the technical he added ence knowledge to probably double the crop yields of the world"

he said. "Even in those under- problems of much smaller dedeveloped nations where there mensions at almost every agrihas been the greatest concen-cultural experiment station in tration of technology and ef- the country fort to increase yields, the iesion chamman, the Secretary of sults have been most distress ing . . because we do not gether even the most emineit know how to persuade people economist, soil scientist, and College of Agriculture at The to accept new methods rapidly crop scientist to solve a probenough to solve the food prob-

Sio cited these examples.

Farmers in one underdeveloped country refused to use new steel plows which requiivatron districts a broader base ed the use of two hands because they were accustomed to using only one hand on the plow and the other to guide the bullock

-A productive variety of rice cannot be introduced to in the Army was filling out an part of Nepal because it would income tax blank, he came to require a new threshing tech-the part marked "Do not write mque In Nepal, threshing is m thus space" Incersed at thus a family undertaking involving social and ritual as well as

-Running water in houses is not accepted in some countries because the village well is a social center as well as a source of water.

Some of our other important problems - seeking peace among men, coping with manmade changes in our environment, and securing equal op-

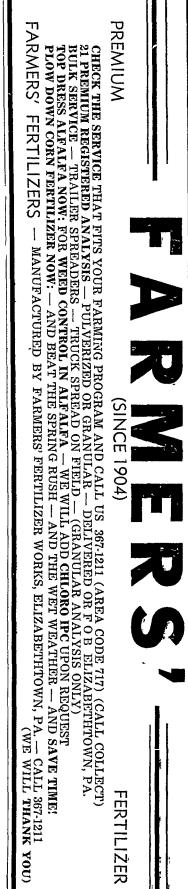
portunities for all - involve an understanding of the fundamentals of human behavior, noted that most of the agron- not only among social scien-

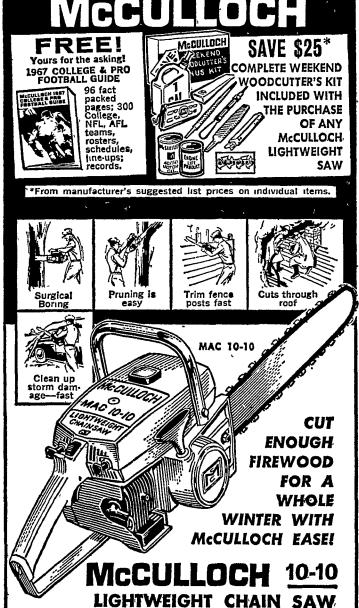
Sio noted that teams of researchers representing several "But this is not occurring," disciplines are working on

> "For effective team research, it is insufficient to bring tolem unless each has a basic understanding and appreciation of the other's specialities," he

> Historically, agricultural social scientists have been expected to have a basic understanding of production technology before they could effectively work with their production colleagues in research efforts, he said

> Since so many production problems in agriculture today are behavioral centered, Sjo suggested that all members of the research team have some educational expensence in social science.





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