

he describes himself as a "soft scientist," and one of the reasons why I was chosen for my present position is that I am what you might describe as a "hard scientist"; so, between the two of us at the moment, we have a balanced and a reasonably effective team.

Beyond that, we have asked the National Academy of Sciences to give very careful consideration to this matter of how we might bring the "hard" and the "soft" sciences together—and not only them, but other professional people, the architects, the city planners, and so on.

We now have, and I expect for some time to come will continue to have certain difficulties in this regard.

We have semantic difficulties. We have just an entirely different "view of the universe" in many fundamental ways. Perhaps the thing that we lack the most is a large, a broad, and a continuing experience in the behavioral scientist area addressed to very large and comprehensive studies of complex social problems—and, beyond the studies themselves, the actual conduct of experiments, and then the beginnings, I would hope, of systematic social development and social engineering. The ratio of the magnitude, complexity, and urgency of our urban problems to the assets in the behavioral science area that have so far been available to be applied to their study—well, that ratio is simply enormous.

Mr. BROWN. I noted an ad in one of the news magazines just recently by the General Electric Co., progress is our greatest product, or something like that.

Mr. ROGERS. "Most important," I believe.

Mr. BROWN. Most important, and they had a layout of a city and indicated they could design a pollution-free city, or something of that sort.

Have you been in touch with them about this, or is this just an advertising gimmick?

Mr. ROGERS. No; I have not been in touch with them in that sense. I have talked to some of the General Electric professional people about some of their interests in seeing studies of this type conducted. Perhaps our largest effort in the "new city" area is the activity which we, and other agencies in Washington, are jointly supporting at the University of Minnesota there under Professor Vivrett. The University of Minnesota has gathered together a very broad faculty group to address the problems and the opportunities associated with the design of new cities, and, quite by coincidence to your interest here, the Tempo group in GE has been a subcontractor or consultant to Professor Vivrett.

Mr. BROWN. Is there any information available to the progress they are making? I am quite interested in this field, and I knew that General Electric at one time was thinking in terms of a major role in the new city concept.

Mr. ROGERS. I believe that the work at the University of Minnesota is within some 2 to 3 months of reaching a completion. I don't know that we have a useful interim progress report. If we have, I would be pleased to furnish it to you.

Mr. ROUSH. Thank you, Mr. Rogers, for your very fine testimony.