

## AMERICAN INSTITUTE OF PHYSICS

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ELMER HUTCHISSON, *Director*

HENRY A. BARTON, *Associate Director*

WALLACE WATERFALL, *Executive Secretary*

November 7, 1957

Dear Colleague:

As you know, the American Institute of Physics started a campaign a year ago to raise \$500,000 to provide additional funds needed primarily for the purchase and conversion of an extremely well-located but inexpensive loft building into a suitable and efficient office building for carrying on the activities of the Institute. The tremendous increase in AIP publishing and other activities since 1943, which in dollar expenditures, has increased more than eleven-fold, forced this move.

Since coming to the Institute on July 1, I have become much interested in comparing the results of the present campaign with the one conducted in 1943, with which I was more familiar. In the present campaign, there have been many generous contributions, and we confidently expect to reach our goal by December 31. There are, however, many physicists yet to be heard from, as is evident from the following figures:

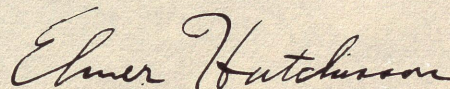
- (a) To date, only 15% of the membership contributed in the present campaign, as compared with near 50% in 1943-1945;
- (b) The average gift is considerably smaller, and in dollars which now have only half the purchasing power;
- (c) The total received to date from members is \$47,846 as compared with the \$150,000 which we should reach by December 31;
- (d) Industry gifts are not as large as we would like. To strengthen our case with industry, we must show that the members are solidly in back of the Institute.

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In the past few months, I have talked to a large number of physicists about the Institute, and find almost universally that the work of the Institute is not well understood. To provide a clearer picture of all of the activities, I have prepared the enclosed brochure which describes the Institute's program under three broad headings: (1) Archive Publication; (2) Public and Group Relations; and (3) Manpower and Education. Most physicists are well acquainted with the publication program, but few realize the significance and growing importance of the other two areas. I emphasize this because, unless the public understands better the work of the physicist and the conditions under which science thrives, our whole way of life is seriously threatened. A vigorous program in public education is already under way by the Institute, but it must be stepped up in the future. We must work closely with secondary school and college teachers to insure that the study of mathematics and physics begins at an early age for all students, and that those specially gifted in the direction of physics be encouraged to make it their life work.

I hope the brochure will answer any questions which you may have concerning the program of the Institute. If not, will you please let me know. We are very anxious to have 100% participation and thus strengthen greatly our appeal to industry and to foundations for additional support. If you have already given, will you please urge a friend to do so. If not, a self-addressed reply envelope is enclosed!

Cordially,



Elmer Hutchisson

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