

NEWS OF THE INSTITUTE

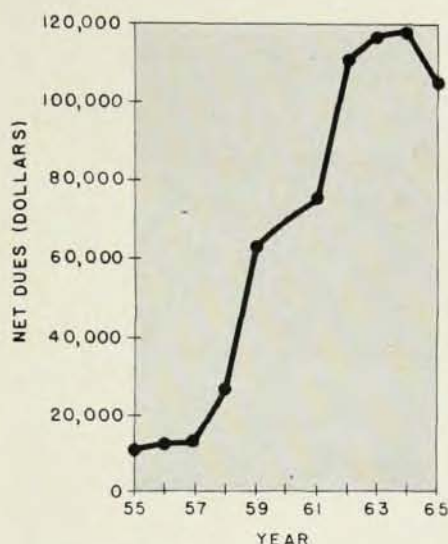
Corporate Associates program

"Direct involvement in physics programs, not increased dues, should be the way toward further industry support of AIP," says AIP director Van Zandt Williams. The director believes industry should provide greater representation to AIP and society management, that it should increase its participation on advisory committees and develop programs where industry can perform a unique role. The Corporate Associates program, begun in 1934 to help maintain AIP activities, today enlists the support of 161 major companies contributing a gross of over \$155 000 yearly (see list on opposite page).

The institute is currently planning a number of innovations that it will introduce into the program. One would provide for summer jobs for physics professors, particularly from small colleges. Another would extend the AIP Visiting Scientists and Student Sections programs to include more industrial physicists, and a third would encourage companies to donate their discarded but still usable equipment to small colleges. Finally, a Corporate Associates committee is considering a high-school physics contest in each state, which would be supported by an industrial organization on a three- to five-year repetitive basis. Such a contest would also give added support to the Regional Counsellor program.

Corporate Associate contributions provide a substantial fraction of the revenue that is useful to AIP for other than publishing purposes. These contributions give the institute the financial means it needs to pursue worthwhile programs in such activities as documentation research, physics education and manpower statistics. A sliding scale of annual dues, adopted in 1959, is based on the number of physicists employed by a company. Today the scale ranges from \$500 for organizations with 15 or fewer physicists to \$5000 for those with over 300 physi-

cists. (The latter among AIP Corporate Associates include General Electric Co., Radio Corporation of America, Bell Telephone Laboratories, Westinghouse Electric Co. and General Dynamics Corp.)



DUES GROWTH of Corporate Associates

The Corporate Associates program was conceived in 1934 by former AIP director Henry Barton and greatly expanded under Elmer Hutchisson. The latter originated the series of annual Corporate Associate meetings and organized an advisory committee to suggest conference programs and advise AIP on its relations with industry. Dorothy M. Lasky, assistant to both Hutchisson and Williams, has been instrumental in the overall success of the program.

Industry aids precollege physics

Physicists from some of the biggest New Jersey companies are now helping high-school physics teachers in the state to improve classroom instruction and develop a stronger professionalism under two new AIP programs. The projects are the recently launched resource personnel program and the projected traveling library of equipment, both part of the AIP precollege



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