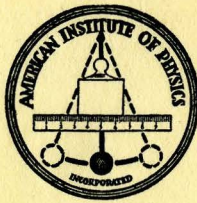


AMERICAN
INSTITUTE
OF PHYSICS



The American Institute of Physics, founded in 1931, is composed of American Physical Society, Optical Society of America, Acoustical Society of America, Society of Rheology, American Association of Physics Teachers and more than 9000 individual members. Its purpose is the advancement and diffusion of the knowledge of Physics and its application to human welfare.

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RELEASE TO A.M. NEWSPAPERS OF WEDNESDAY, MAY 5, 1948

New York, N. Y., May 5 -- A new semi-popular magazine designed to interpret rapid strides being made in the science of physics will appear today as the American Institute of Physics publishes the first issue of Physics Today.

The new magazine, under the editorship of David A. Katcher, physicist and science writer, will appear monthly. Most of its articles will be written by scientists. The major article in the first 40-page issue is "Trends in American Science," by Dr. Vannevar Bush, wartime director of the Office of Scientific Research and Development and now director of the Research and Development Board.

A department, "Notes from Abroad," contains reports of post-war trends in physical research in England, Netherlands, and Italy by physicists from those countries, who, along with representatives of other countries, will be regular contributors. A "Washington Letter" reports government developments related to physics. New books in the field of physics are reviewed, "Journal Notes," another department, carries brief non-technical resumes of technical articles from other physics publications, and "News and Views" reports on professional activities. Physics Today carries advertising and is intended to be self-supporting.

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The new magazine is edited for readers in fields other than physics, Mr. Katcher said. The need for it, he said, has grown out of the tendency for fields of research to become so highly specialized that only the research workers within a specialized field know and understand what is happening.

"Physics Today," Mr. Katcher said, "is for the physicist, to inform him in comfortable, everyday language, of what goes on and why and who goes where. But it is also for the chemist, the biologist, and the engineer, to tell them of the science towards which they are driven by so many of their investigations; it is for the student, the teacher, the lawyer, the doctor, and all who are curious about physics; it is for administrative officers who deal with research; it is for editors and writers whose profession puts them midway between what is done and how it is reported."

The American Institute of Physics which publishes the new magazine is made up of the technical societies in the field of physics and about ten thousand individual members who are physicists and others interested in physics. The Institute also publishes eight technical journals in the field of physics.

In his article, Dr. Bush said that there is a postwar trend toward greater recognition of the importance of basic scientific research in the United States which is a departure from the traditional emphasis on gadgeteering. This trend, he said, is marked both in government and public by "a conviction, apparently deep and widespread, that the whole gamut of the scientific effort is worthy of support, and that basic science in particular should be furthered."

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"This," he said, "is a very healthy sign, and it may indicate that we acquired a considerable amount of intellectual maturity, as well as a shock, at finding ourselves, from our war experiences, an inseparable part of a turbulent world."

A report and analysis of a recent International Conference on Color Vision in London is given by Dr. David L. MacAdam, a member of the Scientific Committee of the Kodak Laboratories.

"Physics and Cancer" is the title of an article by Dr. Arthur K. Solomon, of the Harvard Medical School, in which he discusses the contribution of physics to the study of cancer.

Stephen White, science writer for the New York Herald Tribune, is author of an article, "A Newsman Looks at Physicists," in which the needs of the newspaper reader are interpreted to the physicist.

The front cover of the first issue carries a photograph of the famous hat of J. Robert Oppenheimer, theoretical physicist, on the 184-inch cyclotron at Berkeley, California.

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