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January 9, 1962

Mr. W. H. Chase
Ohio Bell Telephone Co.
750 Huron Road
Cleveland 15, Ohio

NAME

Dear Warren:

The name of the new organization may prove to have a good deal of influence on its acceptability, especially among the older members of the two organizations. Last night I got a wild idea.

Perhaps, if the going gets too difficult in this job of picking a name, we might consider departing completely from the usual "Institute of"; "Society of" and try to summarize the tradition and background of the two organizations and at the same time point up the fact that the new society is a combination. This kind of thinking might result in something like this: "Edison Marconi Federation" (EMF).

There is a great deal of background and tradition summarized in these two names. By getting away entirely from "engineering", we get rid of the question just what is an engineer and what is a scientist.

The possibility of incorporating these three letters in a triangular emblem should prove attractive to IRE.

This may not be the answer, but what I am really suggesting is that we range a good deal more widely in our thinking about the choice of a name and emblem because we might be setting something up here that will have to last a hundred years. If we are looking ahead, we might see that the present general dissatisfaction with the orientation of the various disciplines and the association of the different societies and their names with the actual work that engineers are doing are such that some different kind of name might be more useful and meaningful in the long run.

Cordially yours,

N. S. Hibshman
Executive Secretary

NSH:emd