

May 9, 1957

CULTIVATE THE POSITIVE

You know my attitude toward promotion and advertising - re. your letter of April 25th. There are no short cuts in the way of making babies - you can't accelerate fundamental processes. Nature is always operating at most efficient and economical time-energy rates of transformation.

My self admonishments are - attend to the business of discovering what the generalized patterning principles of these fundamental economies are and to mastering their translation into technical advantages, realizable and reproducible even to the most advanced level of most advanced industry (the air frame's power plants, controlled-missile's chemistries, organic and inorganic, etc.)

Break through to new levels of synergeticability. Produce controlled environments and their mechanics, operatable at new high and low temperature levels, new high and low pressure differentials. Produce and assemble, under most advantageous control conditions. Compress the designedly compressible general assembly into minimum aeronautical resistance conformation. Air lift, internally or externally, as wing tip capsule or shoot as control missile. Accomplish split second installation and occupiability, in any sites, on any terrain, anywhere around the world, under most adverse conditions of hostile environment. Demonstrate the inherent maximum economy of energy effectiveness in the maintenance of optimum occupiability and versatility of such controlled environments as instruments of a world-around integrated service industry, renting and maintaining such continually advancing top living standard of environment and facilities controls.

When you have found what it takes to do all this and have organized the disciplines leading to its realization and have made a sufficient number of experimental demonstrations of your organized ability to service such a revolutionary realization, you will require no more promotional advertisement of what you have "got" than does Audrey Hepburn. In short, attend to your business of discovery and organization of the "better mouse trap" and the world will not only beat a path to your door, but, if you have properly anticipated the larger economic patterns, will go right through your house along the routes you have designed and will sign up for your environment controlling service before they have left the premises.

I am, as you know, never averse to the other fellow proceeding in ways that seem logical to his experience. The foregoing is "Bucky's statement for Bucky". I do caution, however, that the coupling of Geodesic structure and atomic structure is in a state of "most tentative dawnlight glimmerings". (I've been asked to speak before the nuclear physicists here at Cornell on Friday.) Premature claims or pronouncements can boomerang with charges of charlatany from the strongholds of science and technology. It is extravagant to employ the beginnings of a scientific break-through, which may be of the first order, for the sake of piquing the skiers' curiosity. It would be easier to satisfy the skiers' psychological aloofness to a basket ball by painting the boards alternately gold, red and black - suggesting it is a royal outpost of the czar's winter palace. Advertising men are prone to shoot your atomic warheads at mosquitoes so that when atomic warfare comes - all you have left is D.D.T. I think that organized cooperative advertising by Geodesic licensees is a long way off, if ever. The licensees are in competitive industries, steel versus aluminum, versus plastics. Each will carry out its public relations. The Kaiser precedent is excellent. Produce the better aluminum geodesic structure, then introduce it to the public. Its freshness and logic will have its own "sex appeal."

In regard to a territorially exclusive license, geography is an obsolete category as "territory" and exclusivity is far more quickly reached and maintained by uniquely advanced service within areas of unique functioning. This is the new world coming up when local town, county, state and national identifications are absurd other than as A.P.O. foci for communications between a world-around circulating and integrating humanity.

This is a powerful trend. Private enterprise is taking the initiative entirely away from politics. Politics lingers in the twilight of geographical islands. Enterprise operates transcendently to such limits. Major enterprise is inherently bound by universe alone. The limits are the physio-chemical, mathematical economies of nature's multi-freedomed equi-economies. You can't be in the enterprise frontiers unless you are ready to operate transcendently to yesterday's politically fortified, Maginot circumscribed, earthworm islands.

I have succeeded in fighting clear of the geographical territorial exclusivity in my development within the unique, frequency and angle modulated, air-ocean world. The licensees who take advantage of this disembarassment in the enterprise frontiers, in planning their original strategies, will probably flourish.

My patent and corporate counsel have continually advised that examination of my claims in process by licensees, who have the right to short term contracts escape, can lead to later embarrassment and confusion. They also point out that the short term escape frees the licensee of further royalty should I fail to prevent obvious and continued infringement. Prosecuting of infringers is my own inherent need but I may be developing my legal strategy and precedent with comprehensive effectiveness in relation to cases other than those of immediate knowledge and interest, of any one licensee. I do not therefore want to have any licensee able to force me into a redundant action and its embarrassing expense and complexity. However my lawyers will explain this in more understandable fashion and I am therefore sending this letter, together with yours, to my lawyer, William Man Parkhurst, and you will receive his further comment.