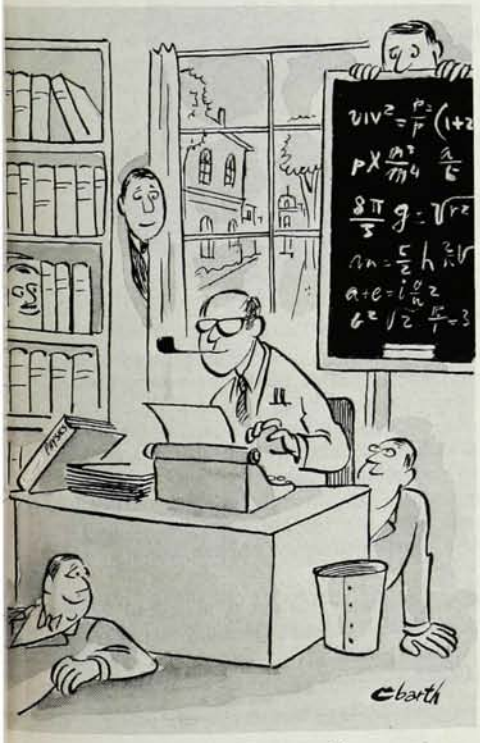
ager. "On a first printing of say, 40 000, you hope only to break even."

All the book houses agree that increased competition is a major factor in limiting sales. The number of really active physics publishers has grown rapidly in the last few years, and many companies have introduced a much harder sell than they had 15 years ago. "The pie is being cut smaller as more publishers bring out more physics books," said another sales manager. "No one has a corner on good authors any longer. Consequently you are going to see fewer Halliday and Resnick's selling at 100 000 a year and more titles selling at 20 000."

Increased competition has redounded to the benefit of authors, who are demanding and often getting higher royalty rates. Many publishers complained that not enough physics books are written to supply the demand. "There are not the great gaps that existed five or ten years ago," said one, "but we still have broad areas for which we are seeking authors." As a consequence, most houses employ numerous field editors who attend American Physical Society meetings, visit campuses and keep the grapevine alive. "If a physicist is writing a manuscript," said Dickinson, "you can be sure there will be a half dozen publishers who know about it. Each author now has an opportunity to talk to publishers' representatives not only for ways to organize his book but also for the best business deal. This makes life tough for the publishers."



"IF A PHYSICIST is writing a manuscript, you can be sure there will be a half dozen publishers who know about it. . . . This makes life tough for the publishers."

The more successful books are now invariably commissioned. Publishers have grown in sophistication in the last ten years and have better grasp of the need for a book, of the size of the market and of potential authors. "You can't just write a book any longer," noted an editor. "An introductory physics text is going to compete with many extremely good ones and must be well written and well illustrated." Increased collaboration between author and publisher has resulted in an improved product, say the publishers. "Physics books are being better written and easier to sell," was the general comment.

European Physical Society Slated to Operate in 1968

A federation of European national physics organizations with provision for individual membership will probably come into existence in 1968 (PHYSICS TODAY, Aug. 1966, page 89). Louis Cohen, secretary of the British Institute of Physics and the Physical Society, reports to PHYSICS TODAY that a steering committee of the proposed European group "after considerable discussion had produced a draft resolution which has been sent to some 12 national societies for consideration. The Council of my own Institute and Society have accepted the constitution with certain financial provisos, and the other countries . . . are expected to do so shortly.

"It still remains for us to put the question of support to our members formally but informal soundings have shown a considerable degree of support. There are problems in our participation; for example, our membership (at 12 000) is at least as great as the total of all other European societies.

"We are, however, fully convinced that we should participate fully in this venture and feel that the resultant rationalization of conferences, publications and information flow will be for the general good."

Radiation Dynamics Sells First Tandem to Argonne

Radiation Dynamics has sold an 8–MeV tandem accelerator to Argonne National Laboratory at a price of $1.1 million, the first such machine sold by the company. With this sale, nuclear specialists say that for the lower end of energy range of the common-usage tandem, physicists can now go out and get competing bids on devices to meet their needs. This RDI sale follows several similar ones in recent months, including a single-ended 4-MeV device to Argonne, another 4-MeV accelerator to NASA Goddard Space Flight Center and one 300-kV machine to Kohlsmann Instrument Co. RDI is now engaged in a stiff fight with other manufacturers to win a tandem contract from Ohio University.

The RDI accelerator achieves its high voltage through a number of electrical power conversion stages. Starting with 220-volt or 440-volt, three-phase power, it makes 12-kV and then 150-kV radio-frequency power (130 kHz) and by rectification produces its eventual high-voltage direct current.

Radiation Dynamics spokesmen as well as physicists familiar with the Argonne operation disclosed that the tandem sale proved exceedingly difficult to consummate. RDI, which had never built a tandem before, had been trying to break into the market for over two years, at a time of tightening government research support. Moreover, their single-ended machines are generally 25–30% more expensive than other facilities of comparable energy. Argonne, it is said, had to take a gamble with a relatively untried device and had also to withstand intense bidding of other firms.

The RDI tandem is expected to give Argonne a very powerful tool for research in neutron physics. The principal advantage of the RDI devices, say nuclear physicists, is their current capabilities, approximately 0.280 milliamperes in the tandem and, in many of the single-ended devices, often greater by a factor of ten over other facilities of comparable energy. The