



BALLARD

versity in 1961. He was a member of the research staff at Sandia Corporation from 1961 until 1965, when he came to Auburn University.

The Pegram medal, named in honor of George Braxton Pegram, is given in recognition of outstanding teaching done within the Southeast region. Ballard was noted as "a classroom lecturer *par excellence* and one of the best ever at communicating his enthusiasm to his students."

Ballard obtained both his master's and his PhD from the University of California. He taught at Dartmouth, from 1928 to 1930; the University of California, from 1930 to 1935; at the University of Hawaii, from 1935 to 1941; and at Tufts University, from 1946 to 1954. He then went to the Scripps Institution of the University of California, where he was a research physicist. In 1958 he came to the University of Florida as chairman of the department of physics and astronomy, where he is now distinguished service professor of physics.

The special Pegram medal is given in

recognition of outstanding physics teaching within the region by a person who was teaching when the Southeastern Section of the APS was formed. Pollard is cited for "more than 40 years of teaching and development of programs for the enrichment of physics teaching in the Southeast."

After obtaining his PhD from Rice University in 1935, Pollard taught

there for one year. He joined the staff at the University of Tennessee in 1936, and taught there until 1947, with one year spent as a research scientist at Columbia University. From 1947 to 1974 he was a member of the staff of Oak Ridge Associated Universities. From 1974 until he retired in 1976 he was on the staff at the Institute for Energy Analysis.

Instant fame and small fortune

At the San Francisco APS meeting in January, Arthur Schawlow announced the results of a contest he initiated last year (PHYSICS TODAY, March 1981, page 75). In his retiring presidential address he said, "This year, I have sponsored a contest for APS members to propose the best way to publicize their own contributed papers. The contest has been judged by a distinguished panel of graduate students and secretaries, who will remain anonymous for their own safety."

"First prize of ten dollars goes to Henry Fairbank of Duke University. He suggested that you arrange to have various famous physicists paged by the hotel, like Maurice Goldhaber, go to Continental Ballroom 4 at 2:30.

"Second prize, five dollars, goes to Stanley Bashkin of the University of Arizona, who says "I believe I could draw the largest audience on record and stimulate the most vigorous discussion simply by adding to my abstract the admonition, 'Women and students not admitted.' Perhaps now you can see why we have to hide the identities of the judges.

"Third prize, a copy of my latest paper, goes to Jack Castle of Sandia Corporation and Castle Consultants. His method is intended for poster sessions, and would be indicated by a line in the abstract offering free tea to those who stop to see. Then anyone who comes to the poster would be given a tea bag. Offer hot water—if he or she asks a question. Offer a cup—if he or she listens to your answer.

"Fourth prize, a copy of my two latest papers, goes to Bryan G. Wallace of Eckerd College, who pointed out that the abstracts are reproduced photogra-



phically, and so he had been able to use tricks like italics and extra heavy type to make his abstracts stand out. At least one other entrant mentioned the possibilities arising from photographic reproduction, but did not give examples. Perhaps even more spectacular examples are provided by the abstracts of Keith L. McDonald for session DE of this Meeting, but they were not submitted for the contest.

"Each of the prizewinners will also receive a sample of my latest and greatest invention, which is sure to double the research productivity of any scientist. Since all of us do all our serious work by back of the envelope calculations, my mythical firm Doublethink, Inc. has introduced an envelope that has two backs and no front. Thus a scientist can do twice as much on such an envelope."

POLLARD



obituaries

Wendell C. DeMarcus

Wendell Carden DeMarcus, professor in physics and astronomy at the University of Kentucky, died at his home on 9 January 1982.

His principal interest was in astrophysics, and his research interests in-

cluded neutron physics, isotope separation, plasma physics, and rarefied-gas dynamics. Among his many scientific publications is "Composition of the Planets," which appeared in the *Handbuch der Physik*.

DeMarcus graduated from the University of Kentucky in 1947 and received MS and PhD (1951) degrees from