

efficiency and cost containment. We've been able to avoid the huge subscription price increases that many journals have had, even though our number of pages and our costs for paper and postage have each grown by about 6% per year."

AIP has long been a translator and publisher of Russian-language physics journals. But that effort, which accounts for more than 25% of AIP's publishing revenues, entered uncharted territory several years ago with the Soviet Union's breakup.

"Under our current contract, which expires at the end of 1993," Ford explains, "we translate and publish 17 journals. During the last two years we've put considerable effort into getting continuation agreements. We've succeeded in gaining full rights to translate and publish eight journals, and we've gained the marketing and distribution rights to seven of the other journals. So we're only losing two journals [*Quantum Electronics* and *Physics-Uspekhi*], which will be published by Turpion, a British publisher."

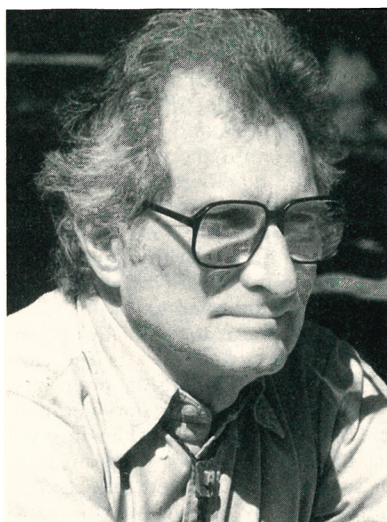
"For me personally, working with the Russian program has been an especially rewarding part of the job," Ford says. "I've gotten to know and work with editors and officers of the Russian Academy, and AIP has been trying to help them as much as possible. The level of appreciation within the FSU for what we're doing is very high. That gives a very rewarding feeling." (See the box on page 114 for a description of AIP's aid to FSU scientists.)

Ford also worked to increase the impact of AIP's education activities. Among other things, he appointed John Rigden as director of physics programs, and he moved the education division to Washington, DC, expanding its role beyond its traditional management of the Society of Physics Students. "My personal priorities include educating children and the public and preserving the history of physics," Ford says. He points out that the new building in College Park features a prominent wing for the Niels Bohr Library that will triple its present space.

Looking back and ahead

Ford received an AB in physics from Harvard University in 1948 and a PhD in theoretical physics from Princeton in 1953. He then joined Indiana University as a research associate and became an associate professor there four years later. He held physics professorships at Brandeis University (1958-63), the University of California, Irvine (1964-70) and

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the University of Massachusetts, Boston (1970-75), before becoming president of the New Mexico Institute of Mining and Technology in 1975. During 1982-83 he was executive vice president of the University of Maryland, and he then left the academic world to become president of Molecular Biophysics Technology in Philadelphia. In 1986 he became the first education officer of APS, and he was named AIP executive director in March 1987, succeeding H. William Koch.

"In my career I've tried many things," Ford observes, "from research to teaching to book writing to managing. Serving as AIP executive director has been the most challenging position I've ever held, even relative to being a college president. It's been more varied, more problematic, more challenging—it's also been very rewarding."

These are of course interesting times for physics, as a profession and as a field of research. But despite some rather troubling signs, Ford remains sanguine about the future of both endeavors. "I don't see that physics is at a watershed," Ford says. "Regrettably, the job market is bad, for the second time in recent decades. And it's been the same in both cases: Increasing production of physicists has intersected with declining demand. But I think the situation will prove temporary and that the demand for physicists, particularly in academia, will pick up in the late 1990s."

"One thing that makes the current situation different from the early 1970s," Ford says, "is that funding for basic research is lagging ever farther behind the scientific community's requests. There will have to be a good deal of belt tight-

ening, a painful process."

Given the challenges presented by this setting, Ford is confident that his successor, Brodsky, will thrive. "I think Marc is outstanding, not only as a physicist but also as a person," Ford says, "I know he'll be well respected and admired by those who work with him."

As for his own plans come 1 November, Ford says, "Among the things that have given me special pleasure are writing books, flying airplanes and spending time with my family. I hope to do more of all three." Ford is the author and editor of a number of books, including *The World of Elementary Particles* (1963) and *Basic Physics* (1968). He is an instrument-rated pilot and glider pilot. He has seven children and two grandchildren.

—JEAN KUMAGAI

IN BRIEF

The American Institute of Physics has renamed its book program AIP Press. Separately, Oxford University Press has replaced Britain's Institute of Physics as the foreign distributor for AIP books.

The Association for Women in Science has published a 349-page book on how women can serve as mentors or obtain mentors in science. Contact AWIS, 1522 K Street NW, Suite 820, Washington DC 20005.

Ernest Rutherford now appears on New Zealand's 100-dollar bill, the nation's highest-denomination banknote. For information on purchase of collector's sheets, contact Currency Department, Reserve Bank of New Zealand, P. O. Box 2498, Wellington New Zealand. ■

American Center for Physics to Open on 25 October

The American Center for Physics will open on 25 October and from that point on will be the home of, among other things, this magazine. The ACP's address is 1 Physics Ellipse, College Park, Maryland, 20740-3843; the phone number is (301) 209-3090. It will house the American Institute of Physics, the American Physical Society, the American Association of Physics Teachers and the American Association of Physicists in Medicine. The AIP and AAPM offices will open 25 October; the APS and AAPT offices will open in mid-November.