

Edward Patrick Greeley **FREE**

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a strong experimental component. In 1941, he published a seminal paper on alpha clustering long before the cluster model became fashionable. His work at Johns Hopkins was interrupted by wartime service at Aberdeen Proving Grounds and then on the Manhattan Project at Los Alamos from 1943 to 1945.

On returning to Hopkins in 1946, Dave plunged into experimental physics. He did a pioneering study of the reaction ${}^7\text{Li}(p,\alpha)\alpha$ at the Department of Terrestrial Magnetism in Washington, DC, which laid the foundation for angular distribution studies. Simultaneously, he vigorously pursued his pre-war effort to build a Van de Graaff accelerator. In that effort, he was soon joined by one of us (Hanna) and an expanding number of students.

In 1949, Dave became a senior physicist at Argonne National Laboratory and returned to theoretical physics. Based on his deep knowledge of atomic structure, he introduced intermediate coupling into the spectra of the energy levels for the 1p-shell nuclei between helium and oxygen by inter-

polating between the extremes of negligible and dominant spin-orbit coupling. The resulting highly successful and widely used assignments were superseded only by the quantitative calculations of Stanley Cohen and one of us (Kurath). When the collective model was proposed by Niels Bohr and Ben Mottelson to explain rotational and strong E2 features of nuclei, Dave introduced the cranking model to calculate moments of inertia for deformed nuclei. Continuing his abiding belief in the independent particle model, he also demonstrated that a tensor force was necessary to obtain a shell model explanation for the very weak beta decay of carbon-14.

After World War II, Dave became deeply involved in the control of nuclear weapons. As a member of what is now the Federation of American Scientists and through his involvement in the *Bulletin of the Atomic Scientists* and the Pugwash conferences, Dave raised a strong voice for nuclear disarmament and a rational discussion of the issues.

In 1969, he accepted a position at

the University of Massachusetts as a professor of physics. While there, he authored several books on the arms race and alternative energy sources. In his teaching, he expended much effort to make things clear to the non-expert. He became an emeritus professor in 1975.

Dave will be remembered as one of the pioneers of nuclear physics who bridged the gap between pre- and post-war nuclear structure, making fundamental contributions and leaving his indelible mark in both eras. His willingness to curtail his fundamental contributions and leadership in nuclear physics to pursue his perceived goals of a peaceful and preserved environment serves as a fitting memorial.

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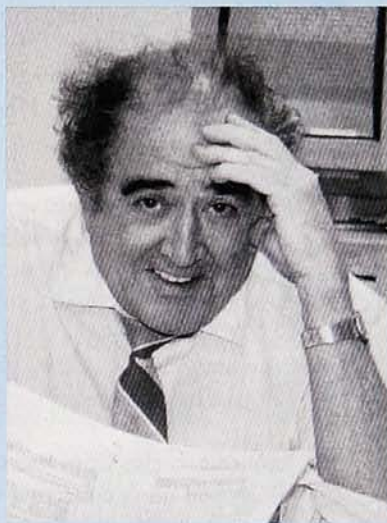
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Edward Patrick Greeley

Edward Patrick Greeley, who worked at the American Institute of Physics for 37 years, died in Syosset, New York, on 15 April 1997. For much of his lengthy tenure at AIP, which spanned the directorship of all six executive directors, Ed served as manager of advertising and exhibits. In that role, he greatly increased advertising in *PHYSICS TODAY*. In 1966, *PHYSICS TODAY* carried a record of nearly 970 pages of advertising, although Ed himself looked upon the seventies and eighties as the glory years for advertising. According to Robert Marks, former director of publishing at AIP, Ed was able to expand *PHYSICS TODAY*'s advertising base, in part, by attracting new advertisers to "theme" issues. Over the years, these included such topics as computers, lasers, optoelectronics, complexity and materials research, the science of VLSI and high-temperature superconductivity. Ed was instrumental in launching the *PHYSICS TODAY Buyers' Guide*, a supplement that appears each year with the August issue of *PHYSICS TODAY*. He was also responsible for expanding advertising in publications of AIP member societies, such as *Medical Physics*, which had started as a quarterly bulletin and became a monthly journal.

Ed was born 30 August 1931 in Woodhaven, New York. After graduating from Queens College in 1954, he worked at Academic Press in Manhattan as an advertising copywriter. In January 1959, at the APS/AAPT joint meeting in New York City, he was recruited as a production manager by Ted Vorburger, AIP's manager of advertising and exhibits. Just



EDWARD PATRICK GREELEY

credits Ed with developing the AVS show from virtually nothing to a major presence. Robert Finnegan, AIP's present manager of exhibits, characterized Ed as "generous in providing assistance, quick to give credit to others, and, as a result, effective in building consensus." In recognition of these skills, Ed was elected president in 1989 of the International Association for Exhibition Management.

To focus only on Ed Greeley's professional accomplishments, however, is to overlook his greatest contributions: his love of life to the fullest and richest, his concern for others, his quiet confidence but lack of conceit, and above all his good humor.

prior to Ed's retirement in August 1996, Ed recalled that AIP was a much simpler operation in those early days. "At that time, AIP had a staff of 60, and only half of the headquarters at 335 East 45th Street was occupied. The business manager," Ed quipped, "was so frugal that you had to turn in a pencil stub to get a new pencil." By comparison, AIP is now a \$65 million-a-year operation with 550 employees.

In 1969, Vorburger retired, and Ed was named manager of advertising and exhibits. Over the years, Ed was instrumental not only in developing AIP's exhibit management services but also in assisting member societies in developing their own exhibits, such as the Conference on Lasers and Electro-Optics (CLEO) for the Optical Society of America. He was especially proud of the work he did for the American Vacuum Society as its exhibits manager for 30 years. Charles B. Duke at Xerox