CFA Scientists Direct Team Investigations With Satellite

By James Cornell

Dr. Andrea Dupree, a solar physi­nist, and Dr. Herbert Gursky, associate director for optical and infrared astronomy, will head research teams directing the scientific investigations conducted by the International Ultraviolet Explorer (IUE) satellite.

The IUE satellite, launched in late January by the National Aeronautics and Space Administration in cooperation with the European Space Agency and the British Science Research Council, is a multifunc­tioned astronomical space observatory designed to conduct studies ranging from the outer atmospheres of our own sun to the atmospheres of many of the common elements in the universe, including quasars, pulsars, and black holes.

IUE will be examining the spectral region which lies in the ultraviolet (UV) between 1150 Angstroms and 3200 Angstroms, a region inaccessible from the ground. This region includes the fundamental emissions of many of the common elements in the universe (hydrogen, carbon, nitrogen, oxygen).

The satellite is unique in that it has no principal scientific investigators, rather experiments will be conducted by guest investigators working as “research teams.” Dupree and Gursky will each be responsible for coordinating the investigations of such teams during the lifetime of the satellite.

With nearly 200 astronomers from 17 countries including the Soviet Union already selected to conduct observations with IUE, the spacecraft could become one of the most widely used satellites in NASA history.

Data returned by IUE are expected to shed more light on the nature of the different kinds of stars that populate our galaxy, on the material between the stars from which stars are formed, on many of the objects that are emitting radio waves or X-rays, and on nearby galaxies such as the little-understood Seyfert galaxies.

In our own galaxy, the spacecraft will look at hot stars and the outer atmospheres of “cool” stars. Cool stars are stars similar to our own sun. They are relatively cool at their surfaces but have extremely rared on outer atmospheres, or coronas, with temperatures of about 555,000 degrees Celsius (one million degrees Fahrenheit).

Ground observatories can’t study these coronas effectively, but IUE instrumentation will be able to examine them to determine their temperatures, density, and chemical compositions. The workings of our own sun are expected to be better understood as a result of these investigations.

The IUE will also study Jupiter and other planets in the solar system. Jupiter’s giant red spot is of special interest, along with the four larger Jovian moons, Io, Europa, Ganymede, and Callisto, and their atmospheres.

IUE complements and extends observations made by the two NASA Orbiting Astronomical Observatories, OAO-2 and Copernicus, and ESA’s TD-1 satellite. The IUE will be followed by the 10-ton Space Telescope (ST) which will be launched by the Space Shuttle in 1983.

IUE will provide a rehearsal for one of the most important objectives of the ST—a system for observing by astronomers of all nations.

Smithsonian Press Sets Goal of Twenty-Five New Titles a Year

By Johnnie Doubtly

"The SI Press is alive and doing well," said former Acting Director Edward Rivinus, who was appointed director in February.

The major objective of the Smithsonian Institution Press has been to create a permanent record of Smithsonian collections, research, and other activities through the books, checklists, pamphlets, and monographs that it publishes. During Rivinus' three-year tenure as acting director, he has revamped the organization to accomplish its mission.

Under Rivinus' leadership, the Press has joined the College and University Press Consortium, which provides efficient distribution of the privately funded publications produced by the nation's institutions. According to Rivinus, for the next five years the Press will grow its annual output to 20-25 new titles annually and net sales of SI Press trade books to the half million dollar range.

The director cautioned, however, that this level of privately funded output would be difficult to accomplish with existing staff due to the increasing number of Federal publications being submitted to the Press. New publishing needs from SITES, the Office of M. Tamerlane Mead, and Cooper-Hewitt are adding to the Press' workload.

Two new "Smithsonian Contributions" series will be published by the Press, one on the history of art and space and the other on the history of music. The first book in each of these series will be issued in 1975.

In staff developments, the Press expects to add an intern through the Smithsonian's Office of Equal Opportunity. The intern will receive three years of on-the-job training in the Press' editorial, marketing, and sales departments.

The most recent effort to economize and improve the Press' management of its staff was the negotiation of a more efficient and less expensive contract with the舍得tal Co. The Press' new contract is with the International Book Service.

Kudos for Hirshhorn, Cooper-Hewitt

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Smithsonian People

The Fort Lauderdale News noted that the appearance and participation of David O. Coles, assistant secretary for Information Services, in a recent article in the New York Times met with the approval of the New York Times. The article, which was published on September 1, was titled "Does the Smithsonian Institute have a future?"

The article pointed out that the Smithsonian Institute is not only the world's largest museum but also one of the most important institutions in the world.

SMITHSONIAN TORCH March 1978

Published for Smithsonian Institution personnel by the Office of Public Affairs

Carl W. Larson, Director; Susan Bristow, Editor; Kathryn Lundman, Assistant.

Moon Crater Named For CFA Scientist

The International Astronomical Union recently announced the naming of a crater on the moon for CFA Scientist Donald Menzel, director of the Harvard College Observatory and staff scientist of the Smithsonian Astrophysical Observatory, who died one year ago.

The crater is 3.7 kilometers in diameter and on the standard lunar map represents the most significant feature in that immediate area.

The crater has been named after Menzel, who was one of the most influential astronomers of his time. He is best known for his work on the history of the universe and for his contributions to the understanding of the nature of the universe.

Exhibit Tells Story Of Matthew Perry

The story of Commodore Matthew C. Perry and how he opened Japan to trade with the West is told in a new exhibit at the National Portrait Gallery. Perry, who was a decorated naval officer and captain of the USS Constitution, is considered one of the great explorers of the 19th century.

The exhibit is part of the Smithsonian Institution's "America and the World" program and is scheduled to open on March 1.

SMITHSONIAN TORCH March 1978

By Fred Voss

The Smithsonian Institution's "America and the World" program, which explores the role of the United States in the world, opened its latest exhibit on March 1. The exhibit, which is called "Matthew Perry: The Opening of Japan," focuses on the life and career of the naval officer who played a key role in opening Japan to the West.

The exhibit features a variety of materials, including photographs, maps, and documents, that illustrate Perry's role in the opening of Japan to Western influence. It also includes a multimedia presentation that tells the story of Perry's journey to Japan and his negotiations with the Japanese government.

The exhibit is located in the National Portrait Gallery and is open to the public. It will remain on display through July 31.

Fred Voss is a research historian at the National Portrait Gallery.
By Linda St. Thomas

Working in the Zoo's commissary is like being a short order cook at a huge dinner. Everybody wants something different for dinner. The giant pandas are happy with their 15 pounds of bamboo and the sea lion with its 10 pounds of fish. But some elephants won't settle for anything but their daily allotment of 150 pounds of grain, hay, grass, and vegetables. And then there are the fussy eaters—the birds who eat only live insects and the baby lizards who nibble on one maggot a day.

"All the animals get the best food available—which sometimes means ordering from dealers across the country," said Moses Benson, commissary manager. "We order fresh produce from local commercial dealers, night crawlers from Canada, horse meat from Nebraska, meal worms from California, and crickets from Little Rock, Ark."

Just like anyone who does grocery shopping, Benson prepares a shopping list. For a one-year supply, the staff includes 50,000 pounds of meat, 3,120 pounds of potatoes, 330 tons of hay, 330 tons of grain, and 6,500 bricks of carrots, 36 boxes of apples, 3,120 pounds of kale, and 114,000 live crickets, and 180,000 maggots.

The grocery bill for the past fiscal year totalled $250,000, not bad considering it feeds 2,600 animals every day.

Benson and his six staff members are always looking for ways to cut costs. They began growing their own grass. It's grown hydroponically, in water rather than soil. In only eight days, the commissary can turn a few oat seeds into a 5-inch-tall carpet of green grass. Hydroponic grass saves the Zoo thousands of dollars per year on the cost of fresh greens. The grass-growing operation has recently been tripled in size and plans are now underway to expand it again, according to Benson.

Every morning, the commissary sends the daily shipment of food to the houses at the Zoo where keepers prepare the animals' meals, cooking, chopping, and slicing certain foods before feeding.

The menus, including exact serving sizes, are written by the curators who decide what dietary supplements and commercially prepared foods the animals require.

The daily commissary order for the Central Mammals Unit includes food for three gorillas, the largest of which tips the scales at 420 pounds. It's a hefty order when you consider that the big male gorilla eats one dead rabbit and several mice a week. But when live rodents are purchased, they are killed at the Zoo's commissary, along with 60 rats. The Zoo regularly buys frozen rats and mice from a supplier in Virginia. But when live rodents are purchased, they are killed at the commissary or in the houses before feeding them to the animals.

The menu might be somewhat bizarre, but running the Zoo's commissary is much the same as operating a restaurant every day for 2,600 hungry customers.

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Dairy Menu for a Giant Panda

Breakfast is served at 9 a.m., dinner at 5 p.m. Each meal consists of:

- 4 or 5 carrots
- 5 or 6 apples
- 10-15 pounds of bamboo
- 2 cooked sweet potatoes
- 1 Milk-Bone Dog Biscuit
- 2 cups cooked rice mixed with milk,

(for a special treat, the pandas receive a honey sandwich.)

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Menu for a Giant Panda

Above, animal keeper Grayson Harding whips up a meal for the small mammal house residents, and Hsing Hsing munches on a mouthful of his 30 pound daily ration of bamboo. A whole wholesaler's truck (right) delivers the weekly order of apples and produce to the commissary; part of that order is shown below. The groceries for a year at the Zoo include 50,000 pounds of meat, 3,120 pounds of potatoes, 2,600 pounds of hay, 330 tons of grain, and 6,500 one-pound loaves of bread. The produce list includes 520 bushels of carrots, 466 40-pound boxes of oranges, 936 boxes of apples, and 796 bushels of kales.

The Zoo's three species of flamingos because the natural diet of the animals is usually different from their Zoo meals because the commissary cannot provide the usual plants, small mammals, or insects native to the animals' natural habitats.

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Sunday Brunch at MHT

Employees who come to the Museum of History and Technology as Sunday tourists will be able to enjoy the new Sunday brunch at the Museum's cafeteria. Beginning Sunday, March 5, MHT will have a special all-you-can-eat brunch from 10 a.m. to 2 p.m.

Ten different entrees at the buffet will include crepes with strawberry sauce, crepes with ham, scrambled eggs with creole sauce, quiche, spoon bread, and creamed chopped beef. The buffet is $4.50 for adults and $2.95 for children under 12. Employees with identification will be charged their regular discount of 20 percent.

The Sunday brunch will be served from a special buffet table set up in the cafeteria, and the Museum's regular food service will also be available.

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By Linda St. Thomas

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The Smithonian Torch

March 1978

Page 3
By Thomas Harney

Since its opening one year ago last December, the Museum of Natural History's Naturalist Center has been a stop­ping place for people of all ages interested in collecting, identifying, and studying natural history objects.

With all of this activity, the Center's manager, Irene Magyar, would be over­whelmed if it were not for the efforts of 55 loyal volunteers.

"Our volunteers function without them. Our volunteer staff virtually can handle the entire operation of the Center, except for the cleaning up and regular shifts," Magyar said.

"Often visitors bring with them some unidentified object that they are curious about such as a 25-million-year-old fossil shark tooth picked up on the beach, wildflowers found in the woods near their homes, an Indiana arrowhead inherited from their grandfather, or shells they have discovered in Florida.

"We encourage them to use our facilities to study these materials and to work out the answers to their questions," said Magyar, "but if they get stumped, we have trained volunteers available to help each of the Center's five major resource areas—rocks and minerals, botany, paleontology, and petrology, anthropology, and vertebrate zoology—who can lend them a hand. Backing up our volunteers are our scientists—but quite often questions can be handled by our volunteers themselves.

Center volunteers, all but a few of whom have a college degree and some sort of biological background, work a variety of four to eight hour a week shifts at the Center. They're on duty from 10 a.m. to 8 p.m. Wednesday through Saturday and from noon to 5 p.m. Sundays.

Nikon Microscopes

Donated to Center

Nikon Instruments, Inc., manufacturer of cameras and optical equipment, recently donated two microscopes to the Naturalist Center of the Museum of Natural History. Porter Kier, director of MNH, and Irene Magyar, manager of the Center, recently received the gifts—one compound and one petrographic microscope—from Lee Schleicher, regional manager of the Nikon group.

Nikon is a division of Ohka Optical Industries, Inc., of Long Island.

With the assistance of the Office of Membership Development, the Naturalist Center has elicited contributions from organizations such as Eberbach Corporation, a Kraus Jolly balance; and Ohaus Scale Company, an electronic balance described by Schleicher as "the most precise balance in the world."

Carolina Biological Supply Company has given a variety of botanical and other equipment and specimens to the Optical Company, three stereozoom microscopes; and Unintron Instruments, Inc., three widefield microscopes and accessories.

The St. Joe Minerals Corporation has donated $8,000 for the mineral science section.

Naturalist Center Manager Irene Magyar helps volunteer Tracy Siani (left) measure skull.

The viewer may begin to build associations about these structures: who works inside, what goes on there, how such plants contribute to an economy, or where they are located. Without verbal comment, the artist allows the structures to exist open­ended within the viewer's thoughts. "Igloo," by the Italian artist Mario Merz, is enigmatic when first encountered. The dome shape is constructed of steel tube and sheets of jagged glass. The French words "objet caché" (object, hide­away) are emblazoned in neon across the frame.

Strangely insubstantial as an object (and thus perhaps "hidden"), the structure is rich in inconsistencies. While neon, steel, and glass might evoke the energy of a modern cityscape (with imagery recalling an earlier Italian art, futurism), this energy can be both attractive and repellent. On another level, while taking a basic human dwelling as its shape, the structure is too jagged and precarious to be entered, too transparent for use as a shelter and comfort associated with family and home.

Among several other works in the exhibition will be a projector piece by the Italian artist Mario Merz, "Study for Monster's Dream (Waterstructure)," a series of color photographs of Dutch and Nether­lands; and "California Wood Circle," an installation of driftwood by Richard Long of England.

Upon the death of the donor, or of a designated beneficiary, the principal is transferred from the Fund to the Smithsonian's unrestricted endowment.

The dividend and interest income from the Fund is distributed quarterly to the oversight committee in amounts based upon the original investment of each participant.

Increasing the Smithsonian's unrestricted endowment over the next 10 or 15 years to provide a reserve against unforeseeable circum­stances is a major objective of the Board of Regents. The Pooled Income Fund is used to support a number of important projects that would be impossible without a positive contribution toward this goal.

The fund will be managed for the Smithsonian by United Virginia Bank.

MHT Displays Stoneware

American pottery from the 18th to mid­19th century is on display in MHT near the permanent collection. The collection includes jugs, pitchers, and other stoneware items is considered to contain the rarest and best example of the "folk art" of the stoneeware potters. The 17 items displayed are part of the John Paul Remsen Jr. collection.

"Europe in the Seventies" Comes to the Hirshhorn

By Sidney Lawrence

For museum-goers accustomed primarily with contemporary art created on this side of the Atlantic, an exhibition opening Friday, March 16, at the Hirshhorn Museum and Sculpture Garden will offer many surprises. "Europe in the Seventies: Aspects of Recent Art" will be the first full­scale exhibition in the United States devoted entirely to avant­garde European art of this decade.

Organized and first presented by the Art Institute of Chicago, and scheduled for a national tour after the HMSG showing, it will include paintings, sculpture, photographs, and drawings by a new generation of European artists.

Among the thirty­three artists from seven Euro­pean countries will be represented in the exhibition. While the ideas underlying their work are related to those of such American artists as Carl Andre, Sol LeWitt, and Robert Rauschenberg, they share a distinctly European character.

These artists, like their American counterparts, are exploring the limits and definition of art to encompass new media and levels of communication. Shaped by the legacy of an earlier generation of European artists as well as by the currents of American art, these artists allow the structures to exist open­ended within the viewer's thoughts. "Igloo," by the Italian artist Mario Merz, is enigmatic when first encountered. The dome shape is constructed of steel tube and sheets of jagged glass. The French words "objet caché" (object, hide­away) are emblazoned in neon across the frame.

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At closing in Washington May 7, the exhibition will travel to San Francisco, Fort Worth, and Cincinnati.
SI Carries Torches for 23 Years
By Elissa Free
In March 1955, editors Paul Oesher, Tom Clark, and Howard Toy, director of the Smithsonian's request to the Federal Bureau of Investigation to locate and identify the "authorite" he had been working on for so long and to bring it to light. The answer was easy: "Attilio Salemme discovered an at a time in 1968 when Museum of Natural History primatologist Dr. John Napier reported on an article by Dr. Bernard Heuvelmans in a Belgian scientific journal. Heuvelmans maintained that this "lemur" could be a "austere specimen of what appears to be a previously unknown life form."

The FBI couldn't be helped after all. Briner then told editors, through an investigative hunt that attracted worldwide publicity, solved the mystery. The creature turned out to be a latex rubber fake, according to the Torches, made "by a group of objects experts with the West Coast." That same issue contained a story about "the 31-year-old man who broke into two of the particular interest of the anthropology department was sponsored by the Hecht Co.; Frank Setzler, an associate curator of naval history. He later turned down the Division of Transportation and succeeded the late Howard Toy, director of the Smithsonian's request to the FBI. It was the fourth such seminar held to acquaint the participants.

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Art and Science Merge at MHT

By Kathryn Brooks

"Aspects of Art and Science," an exhibition opened at the Smithsonian's Museum of History and Technology in February, is developed in an idea that beauty is more than surface deep.

A successful work of art depends on the artist's understanding of the properties, tures, and capabilities of his materials. Often, sensitivity to their properties comes from the scientific and technological knowledge of the artist, said Scott's request, and standard response packages for the most common questions.

Computing research information is one of the library's major projects. Currently, art and science is the development with the help of a periodic index to aerospace literature which is not already covered in major indexes. In conjunction with the computerization, microfilmed historical material eventually will be entered into the computer.

Two projects represent a major step in the direction of information retrieval systems and preservation of historical materials," said Scott.

The motion picture collection has been inventoried since the move; the audiovisual collection will also be inventoried. Recently, Scott and her staff compiled this issue of the "International Handbook of Aerospace and Technology," which contains information on this subject. With support from the Special Libraries Association, Aerospace Division, it will be published by the SI Press in 1978.

Staff members who work with Scott include Mimie Scharf, Dom Pissano, Diane Palmer, Phil Edwards, Bob van der Linden, Michael Tomaszewski, Col. John Tucker, Charles Morris, and Jean MacKenzie.

Today the library answers more than 700 public inquiries each month. The staff provides reading lists they have compiled, answers questions from curatorial staff in the exhibits, and responds to visitors' suggestions of how to improve the exhibits. A number of staff members have worked at the library for many years and have developed a sense of ownership of the collection.

The first successful imitation of Chinese hard paste porcelain was produced by Boelet at the Meissen factory in 1717. One of Boelet's teapots from the MHT collection is displayed in this section.

Artists and craftsmen were experimenting with etching acids centuries ago. A form of etching called "graaffing" was used to etch designs into the surface of the porcelain. The first successful imitation of Chinese hard paste porcelain was produced by Boelet at the Meissen factory in 1717. One of Boelet's teapots from the MHT collection is displayed in this section.

Volunteer John Swafford demonstrates ham radio station N3SSI to visitors at the MHT exhibit "A Nation of Nations."
The Smithsonian Experience has won the Mead Paper Company’s 1977 Award of Excellence. The book will be included in "The Top Sixty/’77," which exhibit will be shown to the year to thousands of persons throughout the country.

Roger Beline, research fellow at NASM, has been awarded the 1977 Goldmound Historical Essay Award given by the National Space Club. Beline is organizing a talk recently consulted with government representatives about programs and speakers for the upcoming symposium, "Mexico Today." The symposium, to be joined by sponsored by RAP and Meridian House International with funding from the National Endowment for the Humanities, will take place September 29 through mid-November.

Avery Davis, curator in the Division of Medical Science at MHT, will present a paper at the annual meeting of the Association for the Advancement of Medical Instruments to be held in March in Washington. The paper is entitled "The Use of Instruments to Establish Life Insurance Eligibility."

Karen Lowen, a program coordinator in the Office of Equal Opportunity, was awarded a certificate for outstanding service rendered in the furtherance of equal employment opportunity goals. The award was presented by the U.S. Commission on Civil Rights.


Katharine Ratzenger, assistant librarian at the NCA/NPG Library, attended the annual conference of the Art Libraries Society of North America held in New York City in January. Ratzenger was elected national chairman of the Society.


Wilton Washburn, director of Office of Professional Activities Evaluation Committee, was recently elected president of the American Studies Association, the national organization of scholars and students engaged in the study of American studies. Washburn succeeds Leo Marx of MIT as president of the organization. Earth Sciences and a member of the work-group on the "Interaction of European and American Art, 1910-1925." Zilczer’s topic was "Made in America." The conference was sponsored by the University of Duclugh-Villen, and Wollan discussed "Arthur B. Carles: A Bridge Between Paris and Philadelphia."

Howard Fox, HMSG curatorial staff member, selected and wrote an introduction to "Eight American Collages" by Angela Lippolice in issue 6 of Sun and Moon: A Journal of Literature and Art, which Fox copublishes with Douglas Meseri. Fox also wrote an article, "Through the Golden Door: America’s Immigrant Artists" that appeared in the Spring 1977 issue of the Jewish Arts Quarterly.

Harry Rand, assistant curator of 19th-century painting and sculpture at NCAE, gave a talk entitled "Stuart Davis: The Last Colonial" at the Brooklyn Museum on January 28.

Susan Hobbs, assistant curator of 18th- and 19th-century painting and sculpture at NCAE, gave a lecture at the Boston Museum of Fine Arts on January 15 entitled "Whistler and His Models." The lecture was given in conjunction with the exhibition "Whistler and New England Collections."

Daniel Appelman is the new chairman of MNH’s Department of Mineral Sciences, effective March 1. He succeeded William Mabson in the five-year rotating chairman’s post. Appelman received his bachelor’s degree from Cal Tech and his Ph.D. in geology from Johns Hopkins. His research interests are crystal structure and crystal chemistry of minerals, especially silicates. He was a research mineralogist with the U.S. Geological Survey in Washington, D.C. for 18 years before joining the Smithsonian in 1974. A principal investigator in the Apollo program to study the returned lunar rocks, he was scientist-in-charge of MNH’s moon rock exhibit. Currently, he is chairman of MNH’s Professional Activities Evaluation Committee and secretary of the Senate of Scientists. He will relinquish both these positions when he becomes chairman of the mineral sciences department. He is also a member of the Academic Steering Committee for Mineral Sciences and a member of the working group which is planning MNH’s new paleontology halls.

Fells Lowe, deputy director of the Smithsonian Institution Press, has been selected to serve on the subvention review panel of the National Historical Publications and Records Commission. Members of the panel consider applications received from university and other nonprofit presses for the submission of part of the cost of printing and manufacturing volumes that have been endorsed by the Commission.

A. G. Wayman, associate director for planetary sciences at NASA, was one of 20 citizens nationally selected last month in the Federal policy, science, education, and economics who gathered in Washington in January for a special symposium sponsored by NASA to discuss and consider the proper role for the space agency during the 1980’s.

Jeffrey Hoffman, a former graduate student at CFA, is now a ray astronomer at MIT. He has been selected by NASA as a scientist-astronaut for a space shuttle flight.

James Moran, a CFA radio astronomer has been awarded the 1978 Newton Pierce Prize by the Council of the American Astronomical Society. The award, which carries a cash prize of $2000, is given annually to "a promising, young (under 35) astronomer," engaged in the development and use of instrumentation for observational research. Moran’s work includes the study of irregular galaxies with the VLBI technique.

Sports

The SI basketball team remained undefeated in the first half of the season with a 112-53 thrashing of the U.S. Patent Office February 2 at Coolidge High School. The games are sponsored by the District of Columbia Department of Recreation.

The victory, which was the sixth straight win over league opponents, puts the team in first place and clears the way for postseason competition that could ultimately lead to a citywide championship for the SI team.

Oscar Waters, a special policeman at NASM and the team coach, is confident the team can keep its momentum going through the remainder of the regular season. "Everybody is motivated to do even better in the second half," Waters said. "We’re looking forward to setting the tone in the automatic entry into the citywide playoffs." If their 112-53 victory is a true indication of what can be expected in the way of playing skill, the SI team should have no problems. "The main thing is playing well together," Waters explained, which is exactly what they did.

Executing sharp passes and on-target shots, the SI team amassed a 54-24 halftime lead over the Patent Office. Center Anthony Addison, a laborer at NASA, was high scorer with 41 points followed by Walt Croker, with 26 points. DeCarlo Wiley, a special policeman at NASM, contributed 25 points.

Wiley, who averages nearly 16 points a game, led the defensive attack that netted the SI team a number of inbounds steals which were easily converted into quick goals.

The SI basketball team, finds an opening and drives to the hoop for an easy layup which helped defeat the Pa-

"Our team's height disadvantage, "but we're quick. The whole team can score which makes it difficult to han-

dle. We normally go with a pressing defense both full and half court," he added, "forcing the other team into a fast pace."

So far the Smithsonian team has applied strategy that works. However, the second half remains to be played and Waters recognizes the target his unendeared team represents to league opponents. "Our goal is to make the citywide playoffs," Waters said. "If we don’t have any setbacks, we should make it all the way and bring Smithsonian the trophy."
A year and a half after its opening, the popularity of the National Air and Space Museum is already legendary. To find out more about why this museum has been so successful in attracting crowds and to learn more about their preferences, NASM commissioned a national opinion and marketing research organization to study visitors’ reactions.

The study was designed to provide information about NASM’s visitors, what attracts them to the Museum, how their expectations compare to their actual visit, and how they feel about individual exhibits in the Museum.

Findings from 4,000 interviews over a 10-month period indicate that it is the reputation rather than the newness of the Museum which generates its large audience. Eight out of 10 visitors come to the Mall especially to visit NASM. An equal number have heard complimentary things about the Museum before they arrive.

Among visitors interviewed, 35 percent came from the metropolitan area, 65 percent from all over the country and abroad.

The study uncovered one limitation in NASM’s reputation—people planning a visit are not aware of its appeal for children. Only 26 percent of the visitors mentioned “good for children” as one of the things they would have liked to see, and only one percent said it came with their children. However, as visitors left, 70 percent of those accompanied by youngsters selected “good children” in describing the Museum.

The study showed that over half of NASM’s visitors plan to spend more than two hours in the Museum. Only one out of 10 leaves less than an hour in the building.

Eight galleries were selected for study:

Sea-Air Operations/Galileo to the Moon; Flight and the Arts; Flight and the Arts, Flight Technology, Benefits from Flight, and Balloons and Airways.

Although the study showed that all eight satisfied their visitors, Apollo to the Moon was rated the most outstanding, followed by Sea-Air Operations, Balloons and Airways, Rocketry and Space Flight, and Flight and the Arts.

Interestingly, in correlating the intent of the gallery as defined by staff with the actual message the gallery communicated to the visitor, the most effective was Apollo, followed by Rocketry, and then Galileo.

Among the half of visitors who wanted to include one or more particular exhibit in their stay.

The three mentioned most often were the Movie “To Fly!” in the Moon, World War II Aviation. We had planned to make some changes in the World War II gallery after the building opened,” said Director Michael Collins. “But it was a waste of a thing. People really like it.”

The report revealed a surprisingly strong desire of most visitors to learn more about the subjects of the exhibits. Deputy Director Melvin Zisfein, said that the education plans are being made to supplement the educational content of NASM galleries.

In opinion research, people can explain why they like what they like. “When visitors don’t like something, they can’t tell you what would be better,” Zisfein said. “But it’s very hard for their business to figure that out, it’s ours.”

NASM staff will be going over the specific comments in their reports as much as general knowledge of visitor preference as possible.

In 1882, an early-flowering deciduous azalea—technically a rhododendron—was introduced into America from the Orient.

Today, offspring of this Korean rhododendron, R. macropodum mucromatulum, delights our visitors and employees each year in early to mid-March at the north entrance of the Museum of Natural History.

The Office of Horticulture receives hundreds of inquiries about this very early and beautiful flowering shrub. Even before its leaves come out, it bursts into hundreds of pale rosy-purple, magenta, or pink flowers.

Because it blooms early, the Korean rhododendron often gets caught by a sudden drop in temperature or frozen precipitation. Consequently, it should be planted on a northern slope or in a shady spot, as we have done at the Museum of Natural History, where warm sun does not force the flowers to open prematurely. It requires a well-drained, moist, and acid soil with a pH of approximately 6.0. It is advisable to add some peat moss if you are not able to check the pH. The shrub may be propagated by seeds or cuttings.

The Korean rhododendron often gains a weight of approximately 6 feet and will turn a yellow to bronze crimson in early fall.

Native to north China, Manchuria, Korea, and Japan, it is hardy to Zone 4 (-20° F to -10°F). Seedlings of the Korean azalea vary from pink to magenta, so many gardeners pass it over for plants of more certain coloring; however, I find it a superb, easy-to-grow shrub with little or no insect or disease problem in the Washington, D.C., area. If you don’t like magenta, I would recommend that you select your plants only when they are in flower or request the cultivar ‘Silvery Sunproof’ (variegated illyturf).

Korean azaleas should be pruned soon after they flower or no later than the end of June since they set their flower buds for early spring flowering.

Plants may be obtained from local garden centers or rooted cuttings may be ordered from the Office of Horticulture, Room 2401, A&A Building, ext. 5007. Grown by volunteers, these rooted cuttings will be available in 3-inch pots at $1.25 each. Orders must be received no later than May 1, 1978, with delivery in late July. Proceeds will benefit the Education Division of the Office of Horticulture.

To assure fairness for all participants in the Torch photo contest, which was mentioned in the February issue, the following guidelines have been added to the ones previously mentioned:

• Employees who are professional photographers for the Institution will be excluded from the contest in a separate category from amateurs. Recognition for winners in this group will be a certificate of merit from the Office of Public Affairs.

• No more than three photographs may be submitted by any one person.

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