

by the National Association of Science Writers and pointed out that though Americans apparently read news stories about science and medicine, they retain very little.

Ubell noted that the impact of "the massive distribution of information on the earth satellite . . . squirted [only] a trickle of data into the public's brain," and, he added, "the launching of the . . . satellites changed nothing of the public's attitudes towards science or towards scientists."

What to do to remedy the situation? Dael Wolfe, executive officer of the American Association for the Advancement of Science, doubted that a great deal could be done until the public itself had sufficient education in science. But he felt that "television has a superb opportunity" to contribute to that education. He asked for a "straight" — not sensationalist — treatment of science on TV and a presentation "not only of facts but also of the deeper understanding" necessary for an appreciation of news about science. Wolfe's challenge was immediately taken up by broadcasting executives participating in the conference. Edward Stanley, director of public affairs for NBC, and Irving Gitlin, a program executive for CBS News, cited a number of good science programs already being broadcast. But both Stanley and Gitlin noted the difficulties of producing shows that involve "abstract concepts." They agreed that the most successful shows are those which establish a "human relation"—that is, which have a direct emotional effect on the viewer or listener.

Science commentator Lister Sinclair of the Canadian Broadcasting Corporation also agreed that such impact was important in the broadcasting process. He held, further, that retention of facts was less important than an appreciation of "the scientific attitude," and he felt that broadcasting media could very effectively communicate that attitude.

As for the image of American science abroad, George V. Allen, director of the United States Information Agency, said: "Science information and U.S. scientific achievements form an increasingly larger proportion of the information made available through the USIA to project the image of the United States abroad. In fact, people overseas are more interested in American science and technology than in almost any other aspect of American life."

College Testing Program Started

A new testing program for evaluating applicants for admission to college has been launched by the State University of Iowa. Known as the American College Testing Program, it began operation in November in 200 to 300 colleges and universities in 14 states in the Midwest, West, and South.

While similar in some respects to the present College Entrance Board tests, it is broader in scope. In addition to providing information for college admission, it will offer data useful for placement, scholarships, guidance, and counseling.

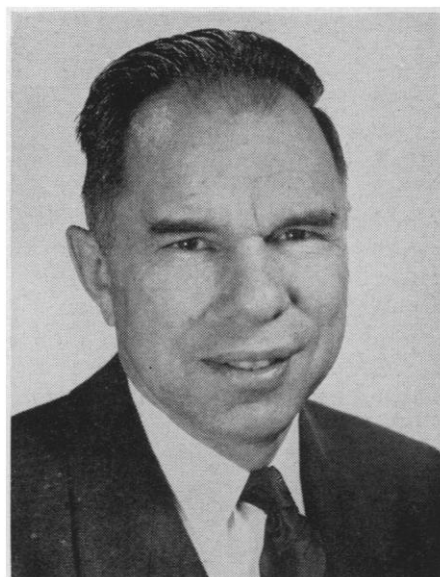
Whereas the College Entrance Board has 250 member institutions, the new program plans to serve the great mass of colleges that up to now have not subscribed to any testing service, according to E. F. Lindquist of Iowa State, director of research and development for the program.

The tests will evaluate intellectual capacities in English, mathematics, social studies, and the natural sciences. The scores will be available not only to the colleges but also to the student and his high school. In addition, the student's grades as a college freshman will be reported back to his high school to enable it to evaluate its curriculum.

The tests and administrative services will be provided by the Science Research Associates of Chicago, the Navy Reserve Officers Training Corps Program, and the National Science Foundation. Offices for program coordinators have been established in Alabama, Arkansas, Colorado, Idaho, Illinois, Iowa, Kansas, Kentucky, Minnesota, Missouri, Montana, Oklahoma, Tennessee, and Wisconsin. It is expected that California will start participating in 1960.

Seaborg Wins Fermi Award

Glenn T. Seaborg, nuclear scientist and chancellor of the University of California, Berkeley, has been named to receive the Atomic Energy Commission's Enrico Fermi Award for 1959. He is being honored with the \$50,000 prize for his outstanding work in the field of nuclear chemistry, including the discovery of plutonium and other transplutonium elements, and for his leadership in scientific and educational



Glenn T. Seaborg, winner of the AEC's \$50,000 Fermi Award.

affairs. The award was recommended by the General Advisory Committee of the commission and was approved by President Eisenhower.

A presentation ceremony will be held at AEC headquarters in Germantown, Md., at 12:30 P.M. on 2 December, the 17th anniversary of the day on which the late Enrico Fermi and his team of nuclear scientists proved that nuclear fission could be self-sustained and controlled when they operated the world's first reactor in a squash court under the stadium at Stagg Field at the University of Chicago.

Cancer Research Leaders Form Organization

The directors of cancer research institutes in America have formed an organization, the Association of Cancer Institute Directors. The organizational meeting was held at Roswell Park Memorial Institute, Buffalo, N.Y. The new group is composed of the senior scientific executives of those institutions and autonomous divisions and departments whose principal activities are concerned with the study of malignant disease and the treatment of cancer patients.

The association has been established to support investigations of the causes, nature, treatment, and prevention of malignant diseases; to encourage the exchange of ideas, information, personnel, and special facilities between

groups with predominant interest in cancer; to foster educational opportunities in the biomedical sciences; to provide guidance to private and civil organizations concerning cancer research, education, and the care of cancer patients; and to expedite the dissemination of information by bringing together scientific executive officers of cancer institutes.

Officers elected at the first meeting are as follows: president, George Moore, director, Roswell Park Memorial Institute; vice president, Sidney Farber, director of research, Children's Cancer Research Foundation, Boston, Mass.; and secretary-treasurer, R. Lee Clark, Jr., director and surgeon-in-chief, University of Texas M. D. Anderson Hospital and Tumor Institute, Houston. Members of the association include representatives, also, of the National Cancer Institute, Bethesda; the Sloan-Kettering Institute for Cancer Research, New York; the Memorial Center for Cancer and Allied Diseases, New York; the Philadelphia Institute of Cancer Research; the Pondville Hospital, Boston; and the Detroit Institute of Cancer Research. The Association will, in the future, consider including members from among the scientific directors of cancer institutes of foreign countries.

Scientists in the News

Sir Julian Huxley, British biologist, has received the \$2500 Albert Lasker Award of the Planned Parenthood Federation of America for his "more than three decades of study and lucid interpretation of population phenomena." Huxley, who was formerly director general of the United Nations Educational, Scientific, and Cultural Organization, is now a visiting professor at the University of Chicago.

In England, **Sir Roger Makins**, at present Joint Permanent Secretary to the Treasury, has been named chairman of the Atomic Energy Authority, effective 1 January 1960. He succeeds **Lord Plowden**, who will become chairman of the British Aluminium Company.

Clark P. Read of Johns Hopkins University has received the American Society of Parasitologists' first Henry Baldwin Ward Medal for meritorious

research in parasitology. The \$1000 award, which will be conferred annually or less often at the discretion of the society, is sponsored by Parke, Davis and Company.

Esther S. Anderson has been elected national president of Sigma Delta Epsilon, honorary association of women scientists. Miss Anderson, formerly assistant professor of geography at the University of Nebraska, has recently been appointed geographer in the Areas and Statistical Branch of the Geography Division, United States Bureau of the Census, Washington, D.C.

John R. Moore, director of the Contract Division of the Atomic Energy Commission's Oak Ridge Operations Office, has been appointed director of the AEC's new Office of Contract Policy in Washington. The office will coordinate all policies, standards, and procedures pertaining to contracts awarded by the commission.

On 3 December the Metropolitan New York Chapter of the American Medical Writers Association will confer awards upon ten people for distinguished service in improving medical communication. The recipients will be **Walter C. Alvarez**, emeritus professor, Mayo Foundation; **Chauncey D. Leake**, professor of pharmacology, Ohio State University; **Eunice Miner**, executive director of the New York Academy of Sciences; **Robert D. Potter**, editor of *New York Medicine*; **J. E. Schmidt**, medical lexicographer; **William H. Stoner**, editor of *CA*, bulletin of the American Cancer Society; **Alvina R. Lewis**, executive editor of the *New York State Journal of Medicine*; **Alexander Gode**, chief of the Interlingua division of Science Service; **Martha E. Dana**, medical writer and editor; and **Edmund F. Lindner**, creative writer. The presentation ceremony will take place at the New York University School of Dentistry.

The Atomic Energy Commission has announced the appointment of **Myron B. Kratzer** as deputy director of the Division of International Affairs. He succeeds **Clark C. Vogel**, who resigned to take a position in industry. Kratzer has been assistant director for program development and liaison in the Division of International Affairs since November 1958.

Karl E. Limper, chairman of the department of geology at Miami University, has been named dean of the university's College of Arts and Science, effective 1 February. He succeeds **William E. Alderman**, who retired last summer after 25 years as dean.

Bruno Zimm of the General Electric Company Research Laboratory in Schenectady, N.Y., will be visiting professor of physical chemistry at Yale University for the spring term of the 1959-60 academic year.

Saul Winstein, of the University of California at Los Angeles, will be visiting professor of organic chemistry for the 1960-61 fall term.

J. Allen Hynek has been appointed chairman of the department of astronomy and director of Dearborn Observatory at Northwestern University, and **Karl G. Henize** has been appointed associate professor of astronomy. Both were formerly with the Smithsonian Astrophysical Observatory, Cambridge, Mass.

Frederick W. O'Brien, radiologist of Boston, Mass., has received the Gold Medal of the Radiological Society of North America.

The National Science Foundation has announced the appointment of **Richard H. Bolt** as associate director (research) and **Harry C. Kelly** as associate director (scientific education). Bolt will join the foundation on 1 January 1960. He will be on leave from the Massachusetts Institute of Technology, where he is director of the acoustics laboratory and professor of acoustics in the department of electrical engineering. At NSF he will be responsible for the foundation's activities in support of basic research in the sciences. He will succeed **Robert B. Brode**, who has returned to the University of California, Berkeley. The latter will continue his association with the foundation as special consultant to the director.

Kelly has been with the National Science Foundation since 1951 as assistant director for scientific personnel and education. In his new position, he will be concerned with over-all policy aspects of foundation support of scientific education and relationships with other agencies with responsibilities in this field.