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We have devised a procedure for evaluating the absolute magnitudes of galaxies from their optical rotation curves, as an extention of the conventional Fisher-Tully method. We describe here how this method can be employed to evaluate the Hubble constant. From observations of 23 Sb field galaxies with luminosities ranging from -19.5 to -23.0 (adopting $H=50 \mathrm{~km} \mathrm{~s}^{-1} \mathrm{Mpc}^{-1}$ ), we have produced synthetic rotation curves showing the systematic progression toward increasing velocity with increasing luminosity within a given Hubble type. (See Thonnard and Rubin, Carnegie Yrbk 80, p. 551 for details of producing such a set of curves). By matching even a small portion of a rotation curve with these curves, the absolute magnitude of an Sb galaxy can be estimated to about +0.5 mag. This magnitude, of course, is based on an assumed value for $H$.

Instead of assuming a value for $H$, we can calibrate the curves directly if we have one galaxy with a known rotation curve and a known absolute magnitude. For example, if the rotation curve of M31 matches the synthetic curve with absolute magnitude equal to that of M31, then $H$ $=50$. But if the rotation curve of $M 31$ matches a curve with an $M$ different from that known for M31, then $\mathrm{H} \neq 50$.

We have attempted to use the rotation curve and absolute magnitude of M31 to evaluate $H$, and the results are surprising. In Table 1 , we show the values of distance, internal and external extinction from Sandage-Tammann (RSA; internal extinction to face-on) and de Vaucouleurs et. al (RC2). As can be seen, the absolute magnitude of M31 differs by 0.9 mag. on the two systems! This translates to a difference in $H$ as shown. We conclude, based solely on a comparison of the rotation curve and absolute magnitude of M31 with 23 field Sb galaxies, that $\mathrm{H}=80 \pm 25$ $\mathrm{km} \mathrm{s}^{-1} \mathrm{Mpc}^{-1}$.

TABLE 1 PARAMETERS FOR M31
SANDAGE-TAMMANN DE VAUCOULEURS

| Apparent magnitude | 4.38 | 4.36 |
| :--- | :--- | :--- |
| External extinction | 0.64 | 0.41 |
| Internal extinction | 0.82 | 0.36 |
| Distance | 730 kpc | 660 kpc |
| Absolute magnitude | -21.4 | -20.5 |
| Value of H needed |  |  |
| $\quad$ to match curves | $69 \pm 11$ | $91(+16,-14) \mathrm{km} \mathrm{s}^{-1} \mathrm{Mpc}^{-1}$ |

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