69th CONFERENCE MEDICAL LIBRARY ASSOCIATION

May 18–21, 1970 Roosevelt Hotel New Orleans, Louisiana



69th ANNUAL CONFERENCE

MLA

MEDICAL LIBRARY ASSOCIATION

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PRECONFERENCE ACTIVITIES

SUNDAY, MAY 17, 1970

Registration

8:00 A.M.-10:00 A.M.

Ballroom Foyer

MEETING OF THE BOARD OF DIRECTORS

9:00 a.m.

Wildcatter Room

Advance registration required

TOURS

Tour #1-River Road Plantation

10:00 a.m.-5:00 p.m. Advance Registration Required Buses will leave the University Street entrance of the hotel at 10:00 a.m.

Tour #2-All Day City

9:30 a.m.-4:30 p.m.

Buses will leave the University Street entrance of the hotel at 9:30 a.m. and again at 2:30 p.m.

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CONFERENCE PROGRAM

MONDAY, MAY 18, 1970

CONTINUING EDUCATION COURSES REGISTRATION 8:00 A.M.-9:00 A.M. Ballroom Foyer

CONTINUING EDUCATION COURSES

9:00 A.M.-5:00 P.M.

Various Rooms

To be held at the Roosevelt Hotel. Class admission tickets must be obtained in advance at the Registration Desk.

CE 2. Implications of Machines in Libraries Section 1 Chancellor Section 2 Director

CE 4. General Bio-Medical Reference Tools Section 1 Red Oak Section 2 Wildcatter Section 3 Rex

CE 5. Human Factors in Medical Library Administration Section 1 Delgado Section 2 Creole

CE 6. Computers and Programming—An Introduction Section 1 Tulane Section 2 Orleans

CE 7. Quantitative Measures as Management Tools Babylon

CE 8. The Literature of Dentistry Gold

MEETING OF THE BOARD OF DIRECTORS

Hermes Room

Registration

12:00 Noon-8:00 P.M.

9:00 a.m.

Ballroom Foyer

WELCOME PARTY

A Night in Old New Orleans

7:00 P.M.-9:00 P.M.

International Ballroom

2

3

TUESDAY, MAY 19, 1970

Registration

8:00 A.M.-4:00 P.M.

Exhibits Open

8:30 A.M.-5:00 P.M.

Grand Ballroom

Ballroom Fover

OPENING SESSION

9:00 A.M.-11:30 A.M.

Presiding: Elliott H. Morse, President, Medical Library Association, and Librarian, College of Physicians of Philadelphia.

Welcome: Mary Louise Marshall, Librarian Emeritus, Rudolph Matas Medical Library, Tulane University School of Medicine, New Orleans.

Welcome: William H. Stewart, M.D., Chancellor, Louisiana State University Medical Center, New Orleans.

Welcome: Robert D. Sparks, M.D., Dean, Tulane University School of Medicine, New Orleans.

Presidential Address: "Plant a Seed." Elliott H. Morse, President, Medical Library Association.

Intermission

Coffee in the Exhibit Area.

Address "Medical New Orleans."

10:30 A.M.

John Duffy, Ph.D. Professor of the History of Medicine, Tulane University School of Medicine, New Orleans.

HONORS LUNCHEON

12:30 P.M.- 2:00 P.M.

10:00 a.m.

Presiding: Mary F. Kaylor, Chairman, Membership Committee, Medical Library Association, and Librarian, Bureau of Laboratories, New York City Department of Health, New York.

GENERAL SESSION

2:30 P.M.-3:30 P.M.

Business Meeting

Presiding: Elliott H. Morse, President

Reports of Officers and Committees

Board of Directors

The Secretary

The Treasurer and Finance Committee

International Ballroom

International Ballroom

Blue Room

ELLIOTT H. MORSE

SYLVIA HAABALA

ANN KERKER

International Ballroom

TUESDAY, MAY 19, 1970

Subcommittee on Central Office JAC	e QUELINE W. FELTER, Chairman
The Executive Secretary	HELEN BROWN SCHMIDT
Reports	of Committees
Bylaws Committee	ELEANOR MITTEN, Chairman
Exchange Committee	MINNIE ORFANOS, Chairman
	e ALDERSON FRY, Chairman EITER, Ph.D., NLM Representative
Committee on Curriculum	JACK D. KEY, Chairman
Committee on Internships	JOAN TITLEY, Chairman
Committee on Certification MA	RJAN MERALA, Ph.D., Chairman
Committee on Scholarships GERA	LD J. OPPENHEIMER, Chairman
Committee on Recruitment	DAVID BISHIP, Chairman
Committee on Continuing Educ FRAN	ation CES G. LIVINGSTON, Chairman
Committee on International Co	operation JOHN B. BALKEMA, Chairman
Membership Committee	MARY F. KAYLOR, Chairman
Forum: "In This Our	Life—Four Points of View"
3:30 P.M4:45 P.M.	International Ballroom
Moderator: William K. Beatty, Northwestern University Med	Archibald Church Medical Library, lical School, Chicago.
"Administration." Gilbert J. Cl cal Center Library, New Yor	ausman, New York University Medi- k.

"Technical Processes." Dorothy Mueller, University of Alabama Medical Center Library, Birmingham.

"Public Relations." Clara Louise Meckel, University of Illinois, Library of Medical Sciences, Chicago.

"Circulation and Reference." Christa Sykes, University of Texas, M.D. Anderson Hospital and Tumor Institute, Houston.

SOCIAL HOUR

6:00 p.m.-7:00 p.m.

Cash Bar

International Ballroom

TUESDAY, MAY 19, 1970

GROUP DINNERS AND MEETINGS

7:00 p.m.-9:00 p.m.

Nursing School Libraries

Caroline Morris, Pennsylvania Hospital, Medical Library, Philadelphia, Chairman.

Panel: "Prevalent Problems in Nursing Library Collections"

- Patricia Greenfield, Hospital Library, Touro Infirmary, New Orleans.
- Harriet Hotard, Charity Hospital School of Nursing Library, New Orleans.
- Carole Taylor, School of Nursing Library, Dillard University, New Orleans.

Mental Health Libraries

- Philip L. Enz, Larue D. Carter Memorial Hospital, Medical Library, Indianapolis, Chairman.
- "The Crisis of the Community Mental Health Centers." Gene L. Usdin, M.D., Director of Psychiatric Services, Touro Infirmary, New Orleans.

Histor, of Medicine

- Alice Creighton, History of Medicine Librarian, Edward G. Miner Library, University of Rochester School of Medicine and Dentistry, Rochester, N.Y., Chairman.
- "A Dirty Mind Never Sleeps and Other Comments on the Oral History Movement." Peter D. Olch, M.D., Deputy Chief, History of Medicine Division, National Library of Medicine, Bethesda.

Medical School Libraries

- Mayo Drake, Louisiana State University Medical Center, School of Medicine in Shreveport, Chairman.
- "Continuing Medical Education in Louisiana." Rafael C. Sanchez, M.D., Director of the Division of Continuing Medical Education, Louisiana State University Medical Center, New Orleans.

University Room

Wildcatter Room

International Ballroom

Various Rooms

Gold Room

WEDNESDAY, MAY 20, 1970

BREAKFAST

7:15 a.m.-8:45 a.m.

Complimentary Breakfast for the Benefit of the MLA Scholarship Fund. Institute for Scientific Information, Hosts. The Institute will donate to the Scholarship Fund \$1.00 for each attendee.

Registration

8:00 A.M.-4:00 P.M.

Exhibits Open

8:30 A.M.-3:00 P.M.

GENERAL SESSION

9:30 A.M.-11:30 A.M.

"Contrast in Patterns of Regional Medical Library Service"

- Moderator: Jess A. Martin, Health Sciences Library, Temple University, Philadelphia.
- "The Pacific Northwest Regional Health Sciences Library." Gerald J. Oppenheimer, Health Sciences Library, University of Washington, Seattle.
- "Regional Medical Libraries-A Concept and a Necessity." Vern M. Pings, Ph.D., Wayne State University School of Medicine Library, Detroit.
- "Midcontinental Region: A Decentralized System." Bernice M. Hetzner, College of Medicine Library, University of Nebraska, Omaha.

GROUP LUNCHEONS AND MEETINGS

12:00 Noon-2:00 p.m.

Dental Libraries

- John P. Isché, Medical Center Library, Louisiana State University, New Orleans, Chairman.
- "Dental Education in Louisiana-A New Era." Edmund E. Jeansonne, D.D.S., Dean, Louisiana State University School of Dentistry, New Orleans.

Hospital Libraries

- Nancy H. Keller, U.S. Public Health Service Hospital, Medical Library, New Orleans, Chairman.
- "New Trends in Medical Libraries in Hospitals." Henry J. Gartland, Director, Library Service, Veterans Administration, Washington.

Wildcatter Room

Ballroom Foyer

Blue Room

Grand Ballroom

International Ballroom

University Room

Various Rooms

WEDNESDAY, MAY 20, 1970

Medical Society Libraries

- Ferol Willbanks, Texas Medical Association Library, Austin, Chairman.
- "Medical Libraries and the Practicing Physician." Alton Ochsner, M.D., President, Alton Ochsner Medical Foundation, New Orleans.

Pharmacy Libraries

- Helen Silverman, O. J. Cloughly Alumni Library, St. Louis College of Pharmacy, St. Louis, Chairman.
- "The Role of the Librarian in the Drug Abuse Program." William P. O'Brien, Editor, Louisiana Pharmacist.

Research Libraries

- Harold Oatfield, Pfizer Medical Research Laboratory, Technical Information Services, Groton, Conn., Chairman.
- "Library Displays and Exhibits." June I. Hicks, Dana Biomedical Library, Dartmouth Medical School, Hanover.
- "Keeping Up With Research Trends." David L. House, Jr., Research Bibliographer, Mooney Memorial Library, University of Tennessee Medical Units, Memphis.

Free Time

Committee Meetings, Exhibits, Etc. 2:30 p.m.

Walking Tour of the Vieux Carré

Departs 2:30 p.m. Participation by pre-registration only

Meet in lobby of hotel, University Street entrance at 2:30 p.m.

Evening Open

7

Gold Room

Blue Room

Rex Room

Registration

8:00 A.M.-4:00 P.M.

Exhibits Open

8:30 A.M.-5:00 P.M.

Grand Ballroom

Ballroom Foyer

GENERAL SESSION-SECTION A

9:30 a.m.-11:30 a.m.

International Ballroom

"The Academic Health Sciences Library from Conception to Birth: Experiences of New and Developing Libraries"

- Moderator: Louise Darling, Biomedical Library, Center for the Health Sciences, University of California, Los Angeles.
- "The Role of Geopolitics in Shaping the New School and Its Library." Ronald M. Watterson, Medical College of Ohio at Toledo.
- "Planning in Relation to Local and Regional Information Resources." David Bishop, College of Medicine Library, University of Arizona, Tucson.
- "Creating the Library Itself: Collection, Staff, and Space." Sam W. Hitt, Lyman Maynard Stowe Library, University of Connecticut Health Center, Hartford.
- "Priorities in Preparation for Opening Day." Mayo Drake, Louisiana State University Medical Center, School of Medicine in Shreveport.

'GENERAL SESSION-SECTION B

9:30 a.m.-11:30 a.m.

University Room

"The Hospital Library: A Forum"

Moderator: June L. Huntley, Library Consultant, Memorial University Library, St. Johns, Newfoundland.

Special Needs and Problems of the Hospital Library

- "The Librarian's Statement." Vivian Hansen, Director of Staff Development and Training, St. Alphonsus Hospital, Boise.
- "The Hospital Administrator's Statement." Benjamin T. Cullen, Jr., Ph.D., Director, School of Hospital Administration, Virginia Commonwealth University, Richmond.
- "The Patron's Statement." Frances E. Nöe, M.D., Staff Physician and Associate, Division of Research, Sinai Hospital, Detroit.

Special Sources of Assistance to the Hospital Library

"The Veterans Administration Library Assistance Program." Claire R. Tedesco, Chief, Central Office Library, Veterans Administration Department of Medicine and Surgery, Washington.

displays use lib. far tapes confirence room taped

- "The Regional Medical Program." Joseph A. Sabatier, Jr., M.D., Director, Louisiana State Regional Medical Program, New Orleans.
- "The Regional Medical Library." Samuel T. Waters, Director, Mid-Atlantic Regional Medical Library Service Program, Bethesda.

Luncheon for Officers, Board Members and New Committee Chairmen (by invitation)

12:00 Noon

Wildcatter Room

Presiding: Donald Washburn, D.D.S., President-Elect.

GENERAL SESSION

2:30 P.M.-4:30 P.M.

International Ballroom

Business Meeting

Presiding: Elliott H. Morse, President

Reports of Committees

Publication Committee ST/	ANLEY D. TRUELSON, Jr., Chairman
Editor of Bulletin	HAROLD BLOOMQUIST, Editor
Editorial Committee, "Vita	Il Notes" WILLIAM K. BEATTY, Editor
Committee on Federal Rela	ations SAM W. HITT, Chairman
Committee on Surveys and S	Statistics USAN CRAWFORD, Ph.D., Chairman
Committee on Bibliographi	ical Projects and Problems ROBERT F. LEWIS, Chairman
Ad Hoc Committee to Rev cal Library Association.	view the Goals and Structure of the Medi-
	ERICH MEYERHOFF, Chairman
Committee on Regional M	Aedical Library Programs ALEENE SCHNEIDER, Chairman
Reprint Advisory Commit	ttee RICHARD M. NASH, Chairman
Advisory Committee on M	Aedical Library Problems SONIA L. GRUEN, Chairman
Ida and George Eliot Priz	e Essay Committee DAGMAR MICHALOVA, Chairman

Reports of Representatives and Delegates

Ad Hoc Committee on Standards for Hospital Libraries (AHIL) VERA FLANDORFF

Advisory Committee on National Translation Center SEYMOUR L. TAINE

Advisory Committee to the Three National Libraries Task Force on Automation and Cooperation SCOTT ADAMS

Advisory Board, Conference on Interlibrary Communications and Networks (ALA) IRWIN H. PIZER

AAAS Council and AAAS Section T.

CHARLES C. COLBY, 3rd

Joint Committee on Pharmacy College Libraries (AACP) THEODORA ANDREWS

American Association for the History of Medicine, Joint Hafner Award Committee MARTHA T. GNUDI

American Library Association, Reference Service Division, Bibliography Committee SARA MORELAND

American Society for Information Science IRWIN H. PIZER

Council of National Library Associations

HELEN BROWN SCHMIDT

Interagency Council on Library Tools for Nursing JEAN FROHLICH

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Joint Committee on Hospital Libraries (CNLA) HARRIETTE CLUXTON

Joint Committee on Library Education (CNLA) ERICH MEYERHOFF

Joint Committee on National Library and Information Systems (CONLIS) WILLIAM K. BEATTY

Past Presidents' Council

U.S.A. Standards Institute Committee Z39 on Library Work and Documentation CHARLES W. SARGENT, Ph.D.

U.S.A. Standards Institute, Committee Z85, Standardization of Library Supplies and Equipment GLENN L. BRUDVIG

Joint Committee on the "Union List of Serials"

SAMUAL LAZEROW

MILDRED C. LANGNER

United States Book Exchange, Inc.

Nominating Committee

HELEN YAST, Chairman

Election of Officers

INAUGURAL ADDRESS

"Sharpen the Ax." Donald Washburn, D.D.S., President Medical Library Association, 1970-71.

SOCIAL HOUR

6:30 P.M.-7:30 P.M.

9:30 a.m.-1:00 p.m.

7:30 P.M.

Cash Bar International Ballroom

ANNUAL BANOUET

International Ballroom

Presiding: Elliott H. Morse

"New Orleans Funeral Music-A Dying Tradition." Richard B. Allen, Curator, Archive of New Orleans Jazz, Tulane University, New Orleans.

POSTCONFERENCE ACTIVITIES

FRIDAY, MAY 22, 1970

MEETING OF THE BOARD OF DIRECTORS 9:00 a.m. Wildcatter Room

TOURS

Tour #3-Old and New City Tour

Advance registration required.

Buses will leave from University Street entrance of hotel at 9:30 a.m.

Tour #4-Garden District Tour

 Advance registration required. 10:00 a.m.-1:00 p.m.

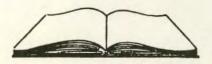
Buses will leave from University Street entrance of hotel at 10:00 a.m.

EXHIBITS

Boot
ABRAHAMS MAGAZINE SERVICE, INC. 56 East 13th Street, New York, N.Y. 10003
AMERICAN LIBRARY ASS'N: AHIL; LTP 50 East Huron Street, Chicago, Ill. 60611
ATLANTIC MICROFILM CORP. 700 S. Main Street, Spring Valley, N.Y. 10977
BALLEN BOOKSELLERS INTERNATIONAL 115 East 23rd Street, New York, N.Y. 10010
BIOSCIENCES INFORMATION SERVICE 2100 Arch Street, Philadelphia, Pa. 19103
THE COMBINED BOOK EXHIBIT Albany Post Road, Briarcliff Manor, N.Y. 10510
COUNTWAY LIBRARY OF MEDICINE
EBSCO SUBSCRIPTION SERVICES Box 2070, Birmingham, Ala. 35201
EXCERPTA MEDICA 2 East 103rd Street, New York, N.Y. 10029
FRANKLIN SQUARE AGENCY 545 Cedar Lane, Teaneck, N. J. 07666
GAYLORD BROS., INC. P.O. Box 61, Syracuse, N.Y. 13201
HEALTH INSURANCE INSTITUTE 277 Park Avenue, New York, N.Y. 10017
IMPERIAL FASHIONS 3959 West 6th St., Los Angeles, Calif. 90005
INSTITUTE FOR SCIENTIFIC INFORMATION 325 Chestnut Street, Philadelphia, Pa. 19106
INTERCONTINENTAL MEDICAL BOOK CORP. 381 Park Avenue, South, New York, N.Y. 10016
INTERDOK CORPORATION Box 81-Gedney Station, White Plains, N.Y. 10605
JOHNSON REPRINT CORP. 111 Fifth Avenue, New York, N.Y. 1000314
LOGIN BROTHERS 1445 W. Jackson Boulevard, Chicago, Ill. 60607
J. A. MAJORS COMPANY 2137 Butler Street, Dallas, Texas 75235
NATIONAL LIBRARY OF MEDICINE 8600 Rockville Pike, Bethesda, Md. 20014
NATIONAL LIBRARY OF MEDICINE (MEDLARS)

Booth

NATIONAL TRANSLATIONS CENTER 35 West 33rd Street, Chicago, Ill. 60181
P. B. C. SALES, INC. 10019 Canoga Avenue, Chatsworth, Calif. 91311
PERGAMON PRESS, INC. Fairview Park, Elmsford, N.Y. 10523
PLENUM PUBLISHING CORPORATION 114 Fifth Avenue, New York, New York
READMORE PUBLICATIONS, INC. 140 Cedar Street, New York, N.Y. 10006
J. W. STACEY 581 Market Street, San Francisco, Calif. 94304
STATE UNIVERSITY OF NEW YORK
STECHERT-HAFNER, INC. 31 East 10th Street, New York, N.Y. 1000316
SWETS & ZEITLINGER 19 Waterloo Avenue, Berwyn, Pa. 19312
UNIVERSITY MICROFILMS 300 N. Zeeb Road, Ann Arbor, Mich. 48106
U. S. BOOK EXCHANGE, INC. 3335 V Street, N.E., Washington, D.C. 20018
JOHN WILEY & SONS, INC. 605 Third Avenue, New York, N.Y. 10016
THE WISTAR INSTITUTE PRESS 36th and Spruce Streets, Philadelphia, Pa. 19104



MEDICAL LIBRARY ASSOCIATION, INC.

EXECUTIVE OFFICERS 1969-70

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Elliott H. Morse-College of Physicians of Philadelphia

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Donald Washburn, D.D.S.—Bureau of Library and Indexing Service, American Dental Association, Chicago

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Treasurer

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Immediate Past-President

Jacqueline W. Felter-Medical Library Center of New York

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Parliamentarian

Alderson Fry, West Virginia School of Medicine Library, Morgantown

Sergeant-at-Arms

Wesley Draper, Library of the Academy of Medicine of Brooklyn

CONFERENCE COMMITTEE

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CONFERENCE ARRANGEMENTS

John Rousseau, Manager

USHERS

Wesley Draper, Sergeant-at-Arms

ACKNOWLEDGEMENTS FOR CONVENTION

John Chase, Editorial Cartoonist, WDSU-TV, New Orleans, for Program Cover Design Hertzberg-New Method Bindery, Vandalia Road, Jacksonville, Illinois, for the Convention Portfolios Institute for Scientific Information, 325 Chestnut Street, Philadelphia, Pennsylvania 19106 for MLA Scholarship Breakfast Majors Scientific Books, Inc., 2137 Butler Street, Dallas, Texas 75235, for Wine at the Banquet The Williams & Wilkins Company, 428 East Preston Street, Baltimore, Maryland 21202 Logan Brothers Book Company, Inc., 1445 Jackson Street, Chicago, Illinois 60607. Swets & Zeitlinger, Inc., 19 Waterloo Avenue, Berwyn, Pennsylvania 19312 for printing of the banquet program. Plenum Publishing Corporation, 227 West 17th Street, New York, New York 10011 for banquet entertainment. Medical Illustration Department, Louisiana State University Medical Center, New Orleans, La. for art work and photography.

GENERAL INFORMATION

The State of Louisiana observes Central Daylight Saving Time.

All events take place in the Roosevelt Hotel.

- The Hospitality and General Information Desk is located in the Ballroom Foyer. It will be open Sunday morning from 8:00 a.m. to 10:00 a.m. and daily thereafter. The hours will be the same as for General Registration.
- MLA publications, membership applications, job openings, etc. may be obtained from the Executive Secretary, whose desk will be located near the Registration Desk.

REGISTRATION

The Registration Desk will be open during the following hours: Sunday, May 17 8:00 a.m.-10:00 a.m

Monday, May 18	12 Noon- 8:00 p.m.
Tuesday, May 19	8:00 a.m 4:00 p.m.
Wednesday, May 20	8:00 a.m 4:00 p.m.
Thursday, May 21	8:00 a.m 4:00 p.m.

Continuing Education Registration will observe the Sunday regular Registration hours and on Monday, May 18, 8:00 A.M.-9:00 A.M.

REGISTRATION FEES

Individual Members	\$13.00
Institutional Members	\$18.00
Non-Member	\$18.00

Note: There is no charge for registration of a spouse unless the spouse is also a librarian in which case the applicable rate applies.

TICKET SALES

Sales for all functions will stop 24 hours before the event begins. Be sure to buy your meal tickets early-avoid last minute disappointments.

No refunds will be made.

EXHIBITS

Exhibits will be located in the Grand Ballroom and will be open during the following hours:

Tuesday, May 19	8:30 a.m5:00 p.m.
Wednesday, May 20	8:30 a.m3:00 p.m.
Thursday, May 21	8:30 a.m5:00 p.m.

A list of exhibitors is given on pages 12 & 13.