69th CONFERENCE
MEDICAL LIBRARY ASSOCIATION
May 18–21, 1970
Roosevelt Hotel
New Orleans, Louisiana

WELCOME BACK, YOU ALL!
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

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

   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
9:00 a.m. Hermes Room

Registration
12:00 Noon-8:00 P.M. Ballroom Foyer

WELCOME PARTY
A Night in Old New Orleans
7:00 P.M.-9:00 P.M. International Ballroom
TUESDAY, MAY 19, 1970

Registration
8:00 A.M.-4:00 P.M. Ballroom Foyer
8:30 A.M.-5:00 P.M. Grand Ballroom

Exhibits Open

OPENING SESSION
9:00 A.M.-11:30 A.M. International Ballroom

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
10:00 a.m. Coffee in the Exhibit Area.

Address "Medical New Orleans."
10:30 A.M. International Ballroom
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. Blue Room
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. International Ballroom

Business Meeting
Presiding: Elliott H. Morse, President

Reports of Officers and Committees
Board of Directors ELLIOTT H. MORSE
The Secretary SYLVIA HAABALA
The Treasurer and Finance Committee ANN KERKER
TUESDAY, MAY 19, 1970

Subcommittee on Central Office
JACQUELINE W. FELTER, Chairman

The Executive Secretary
HELEN BROWN SCHMIDT

Reports of Committees

Bylaws Committee  ELEANOR MITTEN, Chairman
Exchange Committee  MINNIE ORFANOS, Chairman
MLA/NLM Liaison Committee  ALDERSON FRY, Chairman
JOSEPH LEITER, Ph.D., NLM Representative
Committee on Curriculum  JACK D. KEY, Chairman
Committee on Internships  JOAN TITLEY, Chairman
Committee on Certification  MARJAN MERALA, Ph.D., Chairman
Committee on Scholarships  GERALD J. OPPENHEIMER, Chairman
Committee on Recruitment  DAVID BISHIP, Chairman
Committee on Continuing Education  FRANCES G. LIVINGSTON, Chairman
Committee on International Cooperation  JOHN B. BALKEMA, Chairman
Membership Committee  MARY F. KAYLOR, Chairman

Forum: “In This Our Life—Four Points of View”
3:30 P.M.—4:45 P.M.  International Ballroom
Moderator: William K. Beatty, Archibald Church Medical Library, Northwestern University Medical School, Chicago.

“Administration.” Gilbert J. Clausman, New York University Medical Center Library, New York.

“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. Various Rooms

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.


Historical 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.
WEDNESDAY, MAY 20, 1970

BREAKFAST
7:15 a.m.-8:45 a.m. Blue Room
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. Ballroom Foyer
Exhibits Open
8:30 A.M.-3:00 P.M. Grand Ballroom

GENERAL SESSION
9:30 A.M.-11:30 A.M. International Ballroom
"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. Various Rooms

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.

WEDNESDAY, MAY 20, 1970

Medical Society Libraries

Ferol Willbanks, Texas Medical Association Library, Austin, Chairman.


Pharmacy Libraries

Helen Silverman, O. J. Cloughly Alumni Library, St. Louis College of Pharmacy, St. Louis, Chairman.


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

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
THURSDAY, MAY 21, 1970

Registration
8:00 A.M.-4:00 P.M. Ballroom Foyer

Exhibits Open
8:30 A.M.-5:00 P.M. Grand Ballroom

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

THURSDAY, MAY 21, 1970

"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

STANLEY D. TRUELSON, Jr., Chairman

Editor of Bulletin

HAROLD BLOOMQUIST, Editor

Editorial Committee, "Vital Notes"

WILLIAM K. BEATTY, Editor

Committee on Federal Relations

SAM W. HITT, Chairman

Committee on Surveys and Statistics

SUSAN CRAWFORD, Ph.D., Chairman

Committee on Bibliographical Projects and Problems

ROBERT F. LEWIS, Chairman

Ad Hoc Committee to Review the Goals and Structure of the Medical Library Association.

ERICH MEYERHOFF, Chairman

Committee on Regional Medical Library Programs

ALEENE SCHNEIDER, Chairman

Reprint Advisory Committee

RICHARD M. NASH, Chairman

Advisory Committee on Medical Library Problems

SONIA L. GRUEN, Chairman

Ida and George Eliot Prize Essay Committee

DAGMAR MICHALOVA, Chairman
THURSDAY, MAY 21, 1970

Reports of Representatives and Delegates

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

Advisory Committee on National Translation Center
SEYMOUR L. TAINÉ

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. GNUDP

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

Joint Committee on Government Relations (CNLA)
SAM W. HITT

Joint Committee on Hospital Libraries (CNLA)
HARRIETTE CLUXTON

Joint Committee on Library Education (CNLA)
ERIC MEYERHOFF

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

Past Presidents' Council
MILDRED C. LANGNER

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

United States Book Exchange, Inc.
SAMUEL LAZEROW

Nominating Committee
HELEN YAST, Chairman
THURSDAY, MAY 21, 1970

Election of Officers

INAUGURAL ADDRESS


SOCIAL HOUR

6:30 P.M.–7:30 P.M.  Cash Bar  International Ballroom

ANNUAL BANQUET

7:30 P.M.  International Ballroom

Presiding: Elliott H. Morse


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

9:30 a.m.–1:00 p.m.  Advance registration required.

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

Tour #4—Garden District Tour

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

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

ABRAHAMS MAGAZINE SERVICE, INC.
56 East 13th Street, New York, N.Y. 10003 .............. 6

AMERICAN LIBRARY ASS'N: AHIL; LTP
50 East Huron Street, Chicago, Ill. 60611 .............. 11, 12

ATLANTIC MICROFILM CORP.
700 S. Main Street, Spring Valley, N.Y. 10977 .............. 37

BALLEN BOOKSELLERS INTERNATIONAL
115 East 23rd Street, New York, N.Y. 10010 .............. 15

BIOSCIENCES INFORMATION SERVICE
2100 Arch Street, Philadelphia, Pa. 19103 .............. 34

THE COMBINED BOOK EXHIBIT
Albany Post Road, Briarcliff Manor, N.Y. 10510 .............. 17, 18

COUNTWAY LIBRARY OF MEDICINE ...................... 35

EBSCO SUBSCRIPTION SERVICES
Box 2070, Birmingham, Ala. 35201 .............. 22

EXCREPTA MEDICA
2 East 103rd Street, New York, N.Y. 10029 .............. 38

FRANKLIN SQUARE AGENCY
545 Cedar Lane, Teaneck, N. J. 07666 .............. 13

GAYLORD BROS., INC.
P.O. Box 61, Syracuse, N.Y. 13201 .............. 23

HEALTH INSURANCE INSTITUTE
277 Park Avenue, New York, N.Y. 10017 .............. 32

IMPERIAL FASHIONS
3959 West 6th St., Los Angeles, Calif. 90005 .............. 30

INSTITUTE FOR SCIENTIFIC INFORMATION
325 Chestnut Street, Philadelphia, Pa. 19106 .............. 3

INTERCONTINENTAL MEDICAL BOOK CORP.
381 Park Avenue, South, New York, N.Y. 10016 .............. 33

INTERDOK CORPORATION
Box 81-Gedney Station, White Plains, N.Y. 10605 .............. 44

JOHNSON REPRINT CORP.
111 Fifth Avenue, New York, N.Y. 10003 .............. 14

LOGIN BROTHERS
1445 W. Jackson Boulevard, Chicago, Ill. 60607 .............. 43

J. A. MAJORS COMPANY
2137 Butler Street, Dallas, Texas 75235 .............. 10

NATIONAL LIBRARY OF MEDICINE
8600 Rockville Pike, Bethesda, Md. 20014 .............. 5B

NATIONAL LIBRARY OF MEDICINE (MEDLARS)
8600 Rockville Pike, Bethesda, Maryland 20014 .............. 5A
Booth

NATIONAL TRANSLATIONS CENTER
35 West 33rd Street, Chicago, Ill. 60181 .................................................. 25

P. B. C. SALES, INC.
10019 Canoga Avenue, Chatsworth, Calif. 91311 ........................................... 39

PERGAMON PRESS, INC.
Fairview Park, Elmsford, N.Y. 10523 .......................................................... 19

PLENUM PUBLISHING CORPORATION
114 Fifth Avenue, New York, New York ......................................................... 24

READMORE PUBLICATIONS, INC.
140 Cedar Street, New York, N.Y. 10006 ...................................................... 1

J. W. STACEY
581 Market Street, San Francisco, Calif. 94304 .............................................. 48

STATE UNIVERSITY OF NEW YORK ............................................................ 4

STECHERT-HAFNER, INC.
31 East 10th Street, New York, N.Y. 10003 ................................................... 16

SWETS & ZEITLINGER
19 Waterloo Avenue, Berwyn, Pa. 19312 ....................................................... 2

UNIVERSITY MICROFILMS
300 N. Zeeb Road, Ann Arbor, Mich. 48106 .................................................. 8

U. S. BOOK EXCHANGE, INC.
3335 V Street, N.E., Washington, D.C. 20018 .............................................. 42

JOHN WILEY & SONS, INC.
605 Third Avenue, New York, N.Y. 10016 .................................................... 45

THE WISTAR INSTITUTE PRESS
36th and Spruce Streets, Philadelphia, Pa. 19104 ......................................... 28
EXECUTIVE OFFICERS 1969-70

President
Elliott H. Morse—College of Physicians of Philadelphia

Vice-President (President-Elect)
Donald Washburn, D.D.S.—Bureau of Library and Indexing Service, American Dental Association, Chicago

Secretary
Sylvia Haabala—Mayo Clinic Library, Rochester, Minnesota

Treasurer
Ann Kerker—Veterinary Science & Medical Library, Purdue University, Lafayette, Indiana

Immediate Past-President
Jacqueline W. Felter—Medical Library Center of New York

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Sarah Brown, Medical Center Library, University of Alabama, Birmingham
Barbara Coe Johnson, Department of Libraries, Harper Hospital, Detroit
Robert F. Lewis, Biomedical Library, University of California, San Diego, La Jolla
Martin M. Cummings, M.D., National Library of Medicine, Bethesda
Helen Kovaes, State University of New York, Downstate Medical Center Library, Brooklyn

Executive Secretary
Helen Brown Schmidt, Medical Library Association, 919 North Michigan Avenue, Chicago

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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John P. Isché, Chairman
William D. Postell, Co-Chairman

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Ronald R. Sommer

HOSPITALITY AND ENTERTAINMENT SUBCOMMITTEE
Ann Hodge, Chairman
Jewel Garvin — Vesta Schouest
Katherine Haas — Betty Manson

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Marie Harvin — Leonard Eddy

PUBLICITY AND PRINTING SUBCOMMITTEE
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TOURS SUBCOMMITTEE
Catherine Lipscomb, Chairman
Charles E. Miller

REGISTRATION SUBCOMMITTEE
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Harriet Hotard — Catherine Lipscomb
Jean Rouse — Elizabeth Peatross
Susan Pernici — Catherine Brooks
Dorothy Tripoli — Ellen C. Andes

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Warren P. Bird — Genevieve Cole
Robert T. Divett — Richard Eimas
Jess A. Martin — Raymond A. Palmer
Michael Sprinkle
William Ross, Liaison

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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.
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

<table>
<thead>
<tr>
<th>Category</th>
<th>Fee</th>
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</thead>
<tbody>
<tr>
<td>Individual Members</td>
<td>$13.00</td>
</tr>
<tr>
<td>Institutional Members</td>
<td>$18.00</td>
</tr>
<tr>
<td>Non-Member</td>
<td>$18.00</td>
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</tbody>
</table>

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.m. - 5:00 p.m.
Wednesday, May 20 8:30 a.m. - 3:00 p.m.
Thursday, May 21 8:30 a.m. - 5:00 p.m.

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