

MEETING PROGRAM

WEDNESDAY MORNING

(September 11, 1968)

Symposium on Redesign of the Technical Literature

C. L. Bernier, Presiding

- 9:00- Introductory Remarks. C. L. Bernier.
- 9:05-18. Condensed Technical Literatures. C. L. Bernier.
- 9:20-19. The Duality of Quick and Archival Communication. A. T. Bever.
- 9:40-20. Design of Papers for Error Minimization. A. Bondi.
- 10:00-21. Man-Machine Interaction in Publishing Technical Literature. S. E. Furth.
- 10:30-22. Personal Information Acquisition, Storage and Retrieval. R. M. Landau.
- 10:50- Discussion
- 11:05-23. A Programmed Text for Experimentation with Newer Literary Forms. M. Kochen.

WEDNESDAY AFTERNOON

- 2:00-24. Literature of Learning—Bye-Bye Books? C. R. McCarthy.
- 2:20-25. Achieving a More Disciplined Technical Literature. H. B. Michaelson.
- 2:40-26. Modification of Dissemination Channels for Scientific Information. S. A. Rossmassier.
- 3:00-27. Revising the Structure of Clinical Drug Papers. P. de Haen.
- 3:20- Discussion
- 3:40-28. Physicochemical Property Data Treatment. B. S. SCHLESSINGER, R. E. Maizell.
- 4:05-29. As We Will Think. T. H. Nelson.
- 4:50- Discussion
- 4:55- Summary. C. L. Bernier.

THURSDAY MORNING

(September 12, 1968)

Symposium on Preparation of Technical Material for Development, Promotion and Advertising Joint with Division of Chemical Marketing and Economics

E. I. Hoegberg, Presiding

- 9:00- Introductory Remarks. E. I. Hoegberg.
- 9:05-30. Chemical Data Bulletins. P. C. Hereld.

- 9:35-31. Promotion via Customer Magazines. B. D. Allen.
- 10:05-32. Technical Copy for Space and Direct Mail Advertising. B. L. Davis.
- 10:35-33. Motion Pictures for Technical Promotion. L. F. Czufin.
- 11:05-34. How to Plan and Participate in Industrial Trade Shows—Intelligently. J. T. Hanlon
- 11:35-35. Drug Literature and the Law. E. W. Martin.

THURSDAY AFTERNOON

- 2:00- Introductory Remarks. E. I. Hoegberg.
- 2:05-36. Technical Literature in International Marketing. P. W. Howerton.
- 2:35-37. Use of Advertising Agencies. T. L. Bonnett.
- 3:05-38. Measuring the Effectiveness of Technical Advertising. J. W. DeWolf.
- 3:35-39. Optimizing the Communications Mix. Philip Gisser.
- 4:05-40. Patent and Legal Consideration in Technical Advertising Material. S. B. Walker.
- 4:35-41. Management and Administrative Aspects of Promotion Literature. D. M. C. Reilly.

FRIDAY MORNING

(September 13, 1968)

General

C. M. Bowman, Presiding

- 9:00- Introductory Remarks.
- 9:05-42. Eleven Years of Structure Retrieval Using the SK&F Fragment Codes. P. N. CRAIG, H. M. Ebert.
- 9:35-43. Compound Identification in Mass Spectrometry by Optical Coincidence. C. H. O'DONOHUE, W. F. Kuhn, M. A. Manzelli, W. A. Powell.
- 9:55-44. *Index Chemicus*, An Important Tool for Chemical Information Processing and Retrieval. G. S. REVESZ, A. Warner.
- 10:20-45. Literature Retrieval in the Aluminum Industry. R. A. Magowan.
- 10:45-46. An Automated System for Biological-Chemical Data. R. GRANDY, T. Legatt, D. deLorenzo.
- 11:05-47. Storage and Retrieval of Agricultural Screening Data. B. S. SCHLESSINGER, J. B. Haglind, H. J. Ackermann, R. E. Maizell, T. M. Manning.
- 11:31-48. A New Approach to Indexing Technical Reports in an Industrial Information Center. B. S. SCHLESSINGER, H. J. Ackermann, T. Manning, R. E. Maizell.

CORRECTION

In the article "The Atlas Chemical Research Information System" by Frederic R. Benson and Roger A. Walck [J. CHEM. DOC. 8, 88 (1968)], a printer's error appears in the left column on page 89. The corrected paragraph should read:

Compound Number 014720370

First Alternate Sample Number 0147203701

An alternate sample card contains both the compound number with the suffix and a number in another field showing notebook and page where preparation data pertaining to this second (or later) sample are recorded. These sample numbers permit access to information concerning all preparations of a compound.