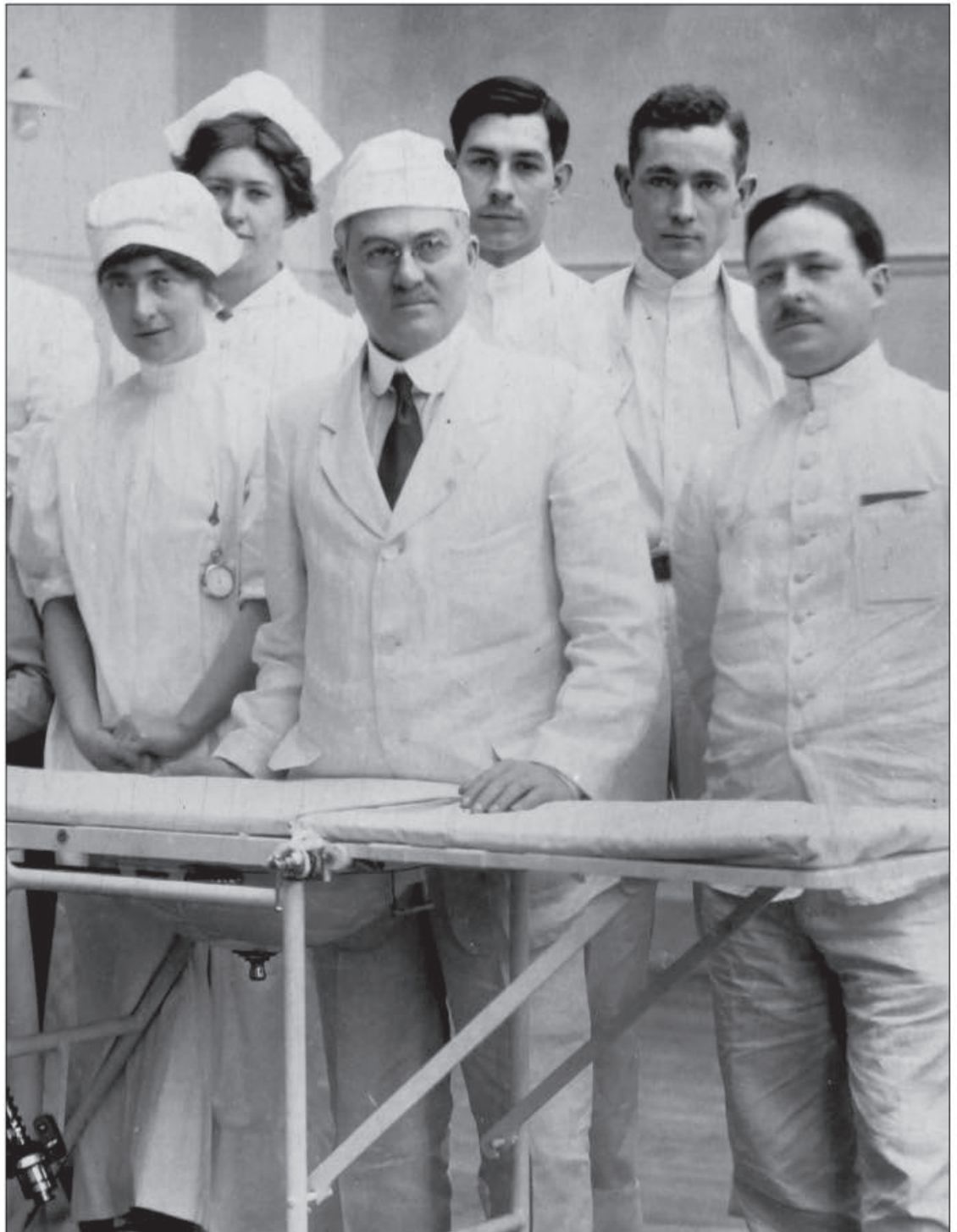


*Newsletter of*



# The Cleveland Medical Library Association

VOL. 18, NO. 1 • SPRING 2012



*Dr. George W. Crile  
(center) shown with  
Lakeside Unit personnel  
at the American  
Ambulance in 1915.*

## Trends and Realities at the Cleveland Health Sciences Library



FROM THE  
CLEVELAND HEALTH  
SCIENCES LIBRARY

**Ginger Saha,**  
**M.S.L.S.**  
Director

In the last *Trends and Realities* column I outlined some of the strategies the Cleveland Health Sciences Library would be using for determining what information resources to cancel, which to renew, and what new content to add in 2012. In this column I will report what decisions have been made, and look ahead to other changes we will be making this year.

The OhioLINK consortium ended up renewing all of “The Big Deal” contracts with publishers for 2012. The budget shortfall that had loomed over us all fall—and which had prompted several unappealing scenarios for cutting content—was resolved in December when the Chancellor of the Ohio Board of Regents, Jim Petro, got involved. He was well aware of OhioLINK’s importance to higher education and decreed that no content would be cut for 2012. On the strength of the Chancellor’s promise of one-time emergency funds to cover most of OhioLINK Central’s \$4.5 million share of the \$30+ million renewal cost, orders were placed; OhioLINK libraries were invoiced for their shares [\$838,553 for CHSL]; and we all waited to see if “emergency assessments” would be needed in February. The CHSL assessment would have been an additional \$120,500. Happily, the Chancellor managed to find \$3.5 million, and OhioLINK committed \$1 million from its reserve account, and the crisis was averted. For now. More renewals will come up in July, and if the Ohio legislature does not pass a capital bill for FY13 and FY14, we will be in trouble again.

Our non-OhioLINK 2012 journal renewal and cancellation decisions were submitted in early December, many months late because of the OhioLINK uncertainties. Had we renewed everything, it would have cost \$375,000, but we ended up cancelling \$115,000. However, the net savings is closer to \$95,000 primarily because of some format changes, i.e. we moved from print to electronic

access for all the Elsevier book series. We also switched from subscriptions to pay-per-view access for one publisher—Informa—saving us \$70,000 in subscription costs. To avoid a loss of content, we prepaid \$5,000 for a block of 200 articles at a discounted price of \$25 each. Since we retain access to everything we have subscribed to in the past, and all of this publisher’s journals are available after a 12-month embargo in other databases we have, only the downloads for 2012 content and never-subscribed-to content will come out of that block of 200 articles. This is an experiment, but I strongly feel this is the access model of the future.

2012 will bring other kinds of change to CHSL because of two staff retirements, and a change in another staff member’s status because she earned her library degree last year. The library has a track record of reassessing every position that becomes vacant before recruiting a replacement and these changes will be no exception. Given the increasing importance and complexity of our electronic resources, we will be designing a librarian position that consolidates the licensing provisions, access issues, bibliographic control, holdings reporting, linking functions, etc. Now these tasks are distributed among four or five staff members, and we look forward to having that one go-to person who will manage all of this. Staff changes will also drive new service models for our Cleveland Medical Library Association personal and institutional members.

As CHSL librarian involvement with the Case Western Reserve University health sciences schools’ curricula has expanded, we have reached out to other libraries on the Case campus to help with the intensive Search Tips program in the School of Medicine. Librarians from Kelvin Smith Library, the Harris Library of MSASS, and Rainbow Babies and Children’s library have joined us so far, and we will be inviting others to join in. Change can be fun!

## INTRO BY JIM EDMONSON It's happening in the Archives



FROM THE  
DITTRICK MEDICAL  
HISTORY CENTER

**James M.  
Edmonson,  
Ph.D.**

Chief Curator

Much of what we do at the Dittrick goes on behind-the-scenes, and this is especially true for our archives curated by Jennifer Nieves. Founded in 1967 to house the records of the Cleveland Medical Library Association, the archives are today home to some truly remarkable collections of manuscript material from medical luminaries, long-gone hospitals, professional societies, and educational institutions in the health sciences. As the name implies, much of our archives consist of handwritten personal documents, scrapbooks, account books, and associated ephemera,

including several unique collections of images. Thus it's a treasure trove to mine by students and faculty at CWRU and area colleges, as well as a source of value to journalists and public relations departments at several area institutions. Archives at the Dittrick comprise, in effect, a collective memory bank of the medical heritage of greater Cleveland and northeast Ohio. To give some idea of the richness and diversity of these materials, I've asked Jennifer Nieves to describe some of the research that's going on in several collections, and what's on the horizon for the coming months.

## FROM THE ARCHIVES, by Jennifer Nieves Lakeside Unit of World War I: forthcoming website

As noted in an earlier issue of the CMLA Newsletter, I am working with Dianne O'Malia, University Hospitals Archivist, on a virtual history of the Lakeside Unit. We are presenting archival material—letters, scrapbooks, memoirs, and photos—from both of our collections to tell the story of the Lakeside Unit, the Cleveland group that staffed Base Hospital No. 4 in Rouen, France. Planning for this hospital service began more than a year before the United States entered the war. In 1915 Myron T. Herrick, the American Ambassador to France, asked fellow Clevelander George W. Crile to lead a surgical team to study wartime medical conditions in France. Crile and a select staff from Lakeside Hospital, spent three months at the American Ambulance Hospital in Paris. This group of doctors and nurses later became the very first United States Army contingent to see active duty in Europe in the First World War. Their model became the pattern followed by other hospital units emanating from universities across America, and their wartime experience greatly influenced the formation of the Cleveland Clinic in 1921.

The Lakeside Unit website will be accessible via a link on the Dittrick site. We have determined the general layout of the Lakeside site, composed the text, and selected the photographs. The sheer enormity of the collections, coupled with the ease of getting lost in compelling images and amazing

documents, has occasionally slowed our progress—much like the troops mired in trenches at the Front! But there is light at the end of this tunnel, as Dianne and I are gladly getting help from Steven Kemple, a student in the Kent State University Library Science Program. Steve recently created a beautiful website for the rare book collection at the Cleveland Botanical Gardens. Steve already has much of our digital material in hand and is working to craft a stimulating experience for visitors to our virtual exhibition.

The Lakeside Unit online exhibit will chronicle the Unit's service through visual "modules" featuring photographs and documents from both

*... continued on page 5*



*George W. Crile*

## RESEARCH AT THE DITTRICK

**D**uring the past year several researchers have mined the treasures found in the archival collections at the Dittrick. Last June, we hosted two visitors consulting the Bruno Gebhard collection (Gebhard served as curator at the German Hygiene Museum, 1927–35, and he directed the Cleveland Health Museum from its inception in 1940 through his retirement in 1965). Catherine Howe, a Ph.D candidate in art history at the University of California, Santa Barbara, and Michael Tymkiew, an art history Ph.D. student at the University of Chicago, each spent time with this collection while working on their dissertations.



CATHERINE'S WORK, tentatively titled "Mean Girls and Average Joes: The Representation and Transformation of the Average American", a visual history of the statistically average American. "One of my chapters focuses on a pair of sculptures that were the result of a collaboration between Robert Latou Dickinson, a gynecologist, health educator and amateur sculptor, and Abram Belskie, a sculptor of medical models. The sculptures, aptly named Norma and Norman, were based on statistical data and were meant to represent the average development of the young American man and woman. Eventually, they ended up at the Cleveland Health Museum under the direction of Bruno Gebhard. The Gebhard papers at the Dittrick, to my great delight, turned out to be a tremendously rich resource, and I was able to find a great deal of material to enrich my history of Norma and Norman."



MICHAEL TYMKIEW spent a week at the Dittrick conducting research for his dissertation, which explores the relationship between National Socialist exhibition design and modernism. "While I have conducted extensive research at a wide range of archives and libraries in Austria, the Czech Republic, France, Germany, and the United States, many of which have yielded valuable sources for my project, my week at

the Dittrick, which I spent culling through the Bruno Gebhard collection, probably provided the single largest treasure trove of primary-source documents related to my topic. I was quite literally blown away by the sheer quantity of installation photographs of early Nazi exhibitions, not to mention the newspaper clippings and internal memoranda related to these shows. These documents will prove instrumental to my dissertation; in fact, they already prompted me to entirely rewrite a completed chapter."



*Deutschland exhibit, 1936, the man in the center in the lighter jacket is Joseph Goebbels; on his right, Bruno Gebhard.*



WARWICK ANDERSON, Professorial Research Fellow in the Department of History at the University of Sydney, looked at Bruno Gebhard's papers in October, calling it a "trove of material documenting the Cleveland Health Museum Director's complex relations—sometimes tense, sometimes complicit—with the Nazi state and his post-war contributions to health education in the United States. Tracing the links, and the disjunctures, of his uneasy collaboration with Goebbels and his dedication to improving the health knowledge of Midwesterners was intriguing. It was fascinating to compare the striking images of health exhibitions in Germany with those in the United States, and to follow the trans-Atlantic wanderings of that heroic figure, the Transparent Man."



## FROM THE ARCHIVES

OUR HISTORY of contraception collection also draws quite a bit of attention. Case graduate student, Lynne Graziano recently visited the Janssen, Inc. headquarters in Toronto to look at their clipping service scrapbooks (giant portfolio-sized) from the late 1950s through the 1980s comprising articles and news items related to Ortho and their products. The collection also includes notebooks with advertising materials from the mid-1950s through the early 1970s. As Lynne explained, “I was focused on the contraceptive materials, but there’s rich information there on the development of other drugs, including Rhogam. Other items of note might be some of the booklets published by Ortho for mothers, new parents, etc. . . for the moment-in-time gender insights they provide!” Lynne’s interest in these materials has led to talks between Janssen and the Dittrick about the scrapbooks becoming part of the Skuy Collection at the Dittrick.



KATHRYN GOLDBERG, Case graduate student and Dittrick intern, investigated the history of the Dalkon Shield and consulted several sources within the Dittrick collections. She first learned about the Dalkon shield, a contraceptive device that caused much harm and controversy in the 1970s, as a student research assistant at the Dittrick. Kathryn has turned that interest into a master’s thesis and with a grant from the SAGES program she spent two months in Washington, D.C. using documents at the Library of Congress, National Archives, and the FDA. For more on this fascinating story, see the Fall/Winter issue of art/sci, the semi-annual magazine of the College of Arts and Sciences of CWRU. It will soon be accessible online at the College’s website: <http://www.case.edu/artsci>.

... continued from page 3 the Dittrick and UH collections. Each module will highlight a chapter in the history of the Unit. Simply holding the cursor over a thumbnail image prompts a brief description of the module, and clicking on the thumbnail will open each module for further information and images.

We’ll have a working template to unveil at the February meeting of the Western Front Association in San Antonio, Texas. The WFA is an international organization that meets several times a year to hear presentations on various aspects of the First World War. In 2006, I presented a paper on the Lakeside Unit to the Cleveland chapter of the WFA and our current project originated in an audience suggestion that we fashion a website to showcase the Unit’s history. We plan to launch the Lakeside Unit site by early Summer 2012. We will then begin installation of several “hard-copy” exhibits at the Dittrick Museum and on the campus of University Hospitals. Stay tuned for further developments!

*Wounded soldiers enjoying fresh air on the terrace at the American Ambulance, 1915.*



## Coming Lectures for Winter/Spring 2012

Join us on Thursday, January 19 for a lecture by Heather Munro Prescott entitled, *The Morning After: A History of Emergency Contraception in the United States*, based upon her recent book of the same title. *The Morning After* tells the story of emergency contraception in America from the 1960s to the present day and, more importantly, gives voice to the women who have used it. Side-stepping simplistic readings of these women as either radical feminist trailblazers or guinea pigs for the pharmaceutical industry, Professor Prescott offers a nuanced portrait of how ordinary women participated in the development and popularization of emergency contraception, bringing a groundbreaking technology into the mainstream with the potential to alter radically reproductive health practices. Heather Munro Prescott is a professor of history at Central Connecticut State University and is the author of *Student Bodies: The Impact of Student Health on American Society and Medicine* and the award-winning *A Doctor of Their Own: The History of Adolescent Medicine*. The lecture will be in the Ford Auditorium of the Allen at 6:00 PM, followed by a reception in the Skuy Gallery in the Dittrick at 7:00 PM.



On Friday, March 2, Ken Arnold will present the 2012 Handerson Lecture, *Medicine Show: Science, Art and Health at Wellcome Collection*. Arnold, the Head of Public Programmes at the Wellcome in London, highlights their inquisitive curatorial approach to exploring medical science (past and present) within the broad context of the whole human condition. He will discuss the permanent display of Sir Henry Wellcome's museum collection *Medicine Man* (originally presented at the British Museum), and recent temporary exhibitions including *Skeletons: London's Buried Bones* and *Dirt: the Filthy Reality of Everyday Life*. Dr. Arnold contends that while the Wellcome presents a refreshing and innovative approach to engaging the public with medicine and its history, the approach owes much to the incurably curious instincts that led to the founding of Europe's first museums in the Renaissance. He concludes that there is something timelessly full of wonder about putting medicine on show. The lecture, which begins at 12:30 PM on Friday, March 2 in the Powell Room in the Allen Medical Library, is co-sponsored by the Friends of Art (support group for the Art History Department of CWRU). After the lecture, join us for a reception in the Dittrick. Also, please note the early starting time for the event.



The Trustees of the Cleveland Medical Library Association have invited Dr. Peter L. Salk to present the Association's annual lecture for 2012. Dr. Salk's lecture, *Jonas Salk's Gifts: Immunization, Institution, Inspiration*, will explore the broader aspects of his father's legacy and their potential contributions to helping humanity address its present and future challenges and opportunities. The lecture will take place on Friday, April 27, at 6:00 PM in the Ford Auditorium of the Allen Medical Library.

Dr. Salk graduated from Harvard University in 1965 and from Johns Hopkins University School of Medicine in 1969. Following two years of house staff training in internal medicine at the University Hospitals of Cleveland, he worked in his father's laboratory at the Salk Institute from 1972–1984 conducting research on immunotherapy of cancer, autoimmune disease and strategies for vaccine production. He worked again with his father from 1991–1995 on a project to develop an inactivated vaccine for HIV infection, and subsequently worked on the introduction of AIDS treatment programs in Africa and Asia. Since 2009 Dr. Salk has been the President of the Jonas Salk Legacy Foundation.

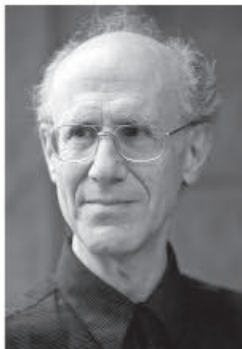


Photo: Joe Belcovson

## EVENTS AND PROGRAMMING

### *Ocular Heritage Society to meet at Dittrick in April*

On April 19 the Dittrick will participate in hosting the annual meeting of the Ocular Heritage Society. Dittrick museum volunteer Jim Vendeland is current president of the Society and is coordinating local arrangements. Since 1984 the Society has comprised a forum for the study of ophthalmic history and artifacts, and its annual meeting provides an opportunity for presenting research, stimulating interest in new topics, and organizing tours of sights of ophthalmic interest. For this meeting Jim Vendeland will prepare a display of rare books on optics, ophthalmology, and related topics from the Dittrick collections. Anyone in the Cleveland area who might wish to attend the OHS meeting should get in touch with Jim at [jl66@att.net](mailto:jl66@att.net). The full meeting of the Society runs April 19–21.

### *Obscura Day at the Dittrick, 2012*

Atlas Obscura is a web-based collaborative project that catalogs out-of-the-way places seldom seen by the average tourist. And yes, they have found the Dittrick and added us to their “compendium of wonders, curiosities, and esoterica.” (See the Dittrick entry here: <http://atlasobscura.com/place/dittrick-medical-museum>) On Saturday, April 28 the folks at Atlas Obscura will be celebrating Obscura Day all around the world, and we’ll be joining them. The Dittrick will host this ticketed event from 7:00–9:00 PM, featuring a magic lantern show by longtime friend of the Dittrick, John Davidson, and a wine and cheese reception in the museum gallery to kick things off. As the date gets closer, we’ll be providing more details on our website and through the Atlas Obscura site.

## London’s Calling

### *Dittrick London tour in October 2012*

We’re planning a museum tour to London in October 5–14, 2012, and invite you to join us! We’re partnering with Professor Catherine Scallen, Chair of Art History at CWRU and renowned Rembrandt scholar, to compose a tour that will highlight London’s wonderful art museums, as well as the city’s



distinguished medical history collections. Along the way we will meet fellow curators and directors, including Simon Chaplin (Wellcome Library), Sam Alberti (Hunterian Museum, RCSE), and Ken Arnold (Wellcome Collection). They’ll take us behind the scenes, and share special perspectives about the

incomparable collections entrusted to their care. It promises to be a unique experience, enhanced immeasurably by the cordiality and expertise of our colleagues, who have been to the Dittrick as guest lecturers. It’s time to renew those friendly ties and we hope you can join us for this memorable voyage. To find out more, visit the Dittrick website, where you can download a tour brochure. Also, if you have any questions, please feel free to contact me at [james.edmonson@case.edu](mailto:james.edmonson@case.edu), or call me at 216-368-6391.

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##### HOURS

For information, call either reference desk listed above or see “On the Web” below.

##### ON THE WEB

Cleveland Health Sciences Library  
<http://www.cwruc.edu/chsl/homepage.htm>

##### For hours see:

<http://www.cwruc.edu/chsl/hc.htm>

##### Dittrick Medical History Center

<http://www.cwruc.edu/artsci/dittrick/>

##### Hours:

Monday–Friday 9:00 AM–5:00 PM

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## DATES TO REMEMBER

- JANUARY 19** Lecture by Heather Munro Prescott: *The Morning After: A History of Emergency Contraception in the United States*. 6:00 PM, Ford Auditorium, Allen Library; 7:00 PM, reception in Dittrick Museum
- MARCH 2** HANDERSON LECTURE by Ken Arnold: *Medicine Show: Science, Art and Health at Wellcome Collection*. 12:30 PM, Powell Room, Allen Library; 1:30 PM reception in Dittrick Museum. Co-sponsored by Friends of the Dittrick, and Friends of Art (Art History Department, CWRU)
- APRIL 19** Ocular Heritage Society at Dittrick
- APRIL 27** CLEVELAND MEDICAL LIBRARY ASSOCIATION ANNUAL MEETING AND LECTURE by *Peter Salk: Jonas Salk's Gifts: Immunization, Institution, Inspiration*. 6:00 PM, Ford Auditorium; 7:00 PM, reception in Powell Room, Allen Library
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